



**DATA
PROCESSING
MANAGEMENT
ASSOCIATION
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**DPMA-
An
Overview**

INTRODUCTION

This primer about DPMA has been prepared as a background piece intended primarily for use by Chapter Membership Committee members needing information about their Association, its origin, history, structure, purposes, programs and services. It consolidates in one place, and at greater length, source materials about the Association available in other publications. Although other printed material covers some of the same ground, the overall contents of this primer is more comprehensive while still concise and brief. This is particularly true of the sections on DPMA's purpose and history. Other background or source material on DPMA is contained in the Services & Activities booklet, the DPMA DATA sheet, and the Chapter Officers' Manual.

CONTENTS

Purpose of DPMA	1
Code of Ethics	1
Standards of Ethical Professional Practice Regarding Individuals' Right of Privacy	2
History	2
Structure	4
International Activities	4

Purpose of DPMA

The Data Processing Management Association (DPMA) is an organization comprised of all levels of management personnel who have an interest in the field of information processing. It is dedicated to the improvement of the profession in all areas of business, industry, science, education and the government.

Its purpose, as stated in the International Bylaws, is:

1. To foster, promote and develop education and scientific inquiry in the field of data processing and data processing management.
2. To inculcate among its members a better understanding of the nature and functions of data processing, and to engage in education and research in the technical methods pertaining thereto with a view to their improvement.
3. To collect through research and to disseminate generally, by all appropriate means, all fundamentally sound data processing principles and methods.
4. To study and develop improvements in equipment related to data processing.
5. To supply to its members current information in the field of data processing management, and to cooperate with them and with educational institutions in the advancement of the science of data processing.
6. To encourage and promote a professional attitude among its members in their approach to an understanding and application of the principles underlying the science of data processing and in their relations to others similarly engaged.
7. To foster among executives, the public generally and the members of the Association a better understanding of the vital business role of data processing, and the proper relationship of data processing to management.
8. To have and to exercise all of the powers of a not-for-profit corporation as provided in the General Not-for-Profit Act of Illinois under which this corporation is organized.

Code of Ethics

DPMA is a leading force in the promotion of professionalism in the field of data processing. In pursuit of maintaining a high degree of ethics in the profession, the DPMA members are expected to adhere to the following Code of Ethics.

I acknowledge:

That I have an obligation to management, therefore, I shall promote the understanding of machine accounting methods and procedures to management using every resource at my command.

That I have an obligation to my fellow members, therefore, I shall uphold the high ideals of the DPMA as outlined in International By Laws. Further, I shall cooperate with my fellow members in the dissemination of knowledge pertaining to the general development of machine accounting. Further, I shall not use knowledge of a confidential nature pertaining to the business of a fellow member's employer to further my personal interest.

That I have an obligation to my employer whose trust I hold, therefore, I shall not engage in direct selling efforts during a regularly scheduled DPMA meeting unless specifically and officially invited to do so; therefore, I shall not be indiscreet in any of my dealings wherein the association or a fellow member is involved.

That I have an obligation to my country, therefore, in my personal, business and social contacts I shall uphold this great nation and shall honor the chosen way of life of my fellow citizens.

I accept these obligations as a personal responsibility and, as a member of this association, I shall actively discharge these obligations and I dedicate myself to that end.

Standards of Ethical Professional Practice Regarding Individuals' Rights of Privacy

(Approved by the DPMA Executive Council March, 1974)

The members of the Data Processing Management Association, recognize their responsibility to:

1. Continuously strive to honor the rights to privacy of all individuals by using the information provided for their use only in the manner for which it was obtained and intended;
2. Uphold the responsibility of trust, implicit with their professional status, by maintaining the confidentiality of data entrusted to their care;
3. Avoid using information of a confidential nature to further their own personal interests;
4. Attempt to remove any misleading or inaccurate data associated with any individual, immediately upon learning that its current status is in error.

DPMA History

In 1949 several Chicago "tab" executives who lunched together in the Merchandise Mart decided to form the National Machine Accountants Association. By the following year, the membership mark passed 100 and similar groups were organized in New York, St. Louis, Detroit, Louisville and Kansas City. An official Association publication, THE HOPPER, was founded.

In 1951, a constitutional convention was held in Chicago to for the National Machine Accountants Association, with the charter issued December 26 by the State of Illinois. Other groups which joined in that year included: Houston, Columbus, Wabash Valley, Twin Cities, Penn-Del, etc. Twenty-seven chapters joined or were formed in the Association's first year.

The first annual convention was held in 1952 in Minneapolis. Robert L. Jenal, at that time Systems Manager for Toni Company, Chicago, was elected first International President.

The name of the Association's publication was changed to JOURNAL OF MACHINE ACCOUNTING SYSTEMS AND MANAGEMENT in 1954. The Association took on an international flavor in 1955 with the admission of Montreal as the first Canadian chapter. A full-time paid executive secretary was retained in 1957, and membership reached 12,000 in that year.

In 1960, the Association sponsored a meeting of educators and businessmen with the purpose of establishing the Certification in Data Processing (CDP) professional examination program. In the same year, national headquarters office was moved from Paris, Illinois, to Mount Prospect, Illinois; the move to Park Ridge, Illinois was made in 1961.

In step with rapid advances in information processing techniques brought about by the introduction of the computer, the nature of the Association changed, and the present name was adopted in 1962.

Also in 1962, DPMA held the first CDP examination in New York. The Registered Business Programmer examination was established in 1970. Both the CDP and the RBP examinations were given annually under rules established by the Certification Council, at test centers in colleges and universities in the U.S. and in Canada. To stimulate more widespread interest and industry-wide acceptance, the Institute for the Certification of Computer Professionals (ICCP) was established by a number of EDP-oriented professional associations, including DPMA. ICCP began administering the CDP program in early 1974.

The Future Data Processors Program (FDP) was originated in 1962, and in the following year the Association publication became JOURNAL OF DATA MANAGEMENT. "Principles of Automatic Data Processing" was published in 1965, and "Automatic Data Processing Principles and Procedures" in 1966. A newly-built headquarters building in Park Ridge, Illinois, was occupied in 1966.

In 1968, the Association helped to introduce, with the Boy Scouts of America, the computers merit badge program. "Guidelines for Data Processing Management" was published in 1968, and in the same year the Student Organization program was initiated in colleges and universities.

In 1969, "Guidelines for the Operation of Private Data Processing Educational Institutions" was published with the assistance of a distinguished group of educators and EDP professionals. In the same year, DPMA established the annual Computer Sciences Man-of-the-Year award for outstanding contribution to the information processing industry.

The name of the Association's magazine was shortened to DATA MANAGEMENT in 1970, and the book "An Executive Briefing on the Control of Computers" for top corporate executives was published in 1971. The "Business and Management Principles" seminar was introduced in the same year, as was the video tape Management Development Seminar.

In 1973 there was undertaken an extensive revision and reformatting of DPMA manuals and publications; introduction of new international communications, "News n' Notes," and the COMPILER for officers; as well as COMPU-FAX for top corporate executives. In the same year, Management Update seminar No. 1 on virtual storage was introduced, as were two video tape series, Management for Success and Data Communications. The one-day, on-site seminars "Advanced Instruction in Management" (AIM) were presented for the first time.

Also in 1973, the first group insurance program for members was introduced; nine Individual International members were enrolled, first in this newly-created category. DPMA became a Member Society of American Federation of Information Processing Societies (AFIPS) in 1974, and the International Board of Directors approved establishment of the DPMA Education Foundation.

DPMA Structure

DPMA'S organizational structure is divided into the following major levels:

1. **International** - Encompasses the United States, Canada, Mexico and other countries. It consists of a membership which totaled 23,500 at mid-1974.
2. **Regional** - There are fourteen regions, each relating to a geographic area, and the number of chapters within each currently ranges from 13-39.
3. **Chapter** - DPMA has more than 275 active chapters. The number of members within a chapter varies widely from 25 to 400 depending on the geographic location.

The governing authority for the Association is vested in the International Board of Directors consisting of one (1) representative from each chapter and the Executive Council. The Board holds an annual meeting in conjunction with the DPMA International Conference and Business Exposition.

Implementation of policy set by the Board is carried out by the Executive Council. The Council consists of twenty-two (22) members -- International President, Executive Vice President, Secretary-Treasurer, Immediate Past President, four (4) International Vice-Presidents and thirteen (13) Regional Vice Presidents and the Executive Director.

The administrative nucleus of the Association is DPMA's International Headquarters in Park Ridge, Illinois, which provides under the Executive Director, a wide range of programs and services through major Departments: Membership, Programs and Services, Communications, Administration, and Finance.

The heart of DPMA lies in its local chapters where members have the opportunity for informal but direct contact with their peers. Informal discussions and exchanges of ideas for the solution of common problems is a major membership benefit that can be obtained in no other way.

Each chapter elects its own officers, board of directors, international director (to represent the chapter at the Region and International level), committee chairmen, committees, etc. It is the responsibility of each chapter to arrange the type of meeting most helpful to the career interests of its membership.

DPMA International Activities

The International DPMA organization takes an active role in the development and presentation of educational publications, seminars and courses. Support is provided for developing local monthly meetings and Region annual conference presentations. The Association also is a leader in the development of programs for professional certification of data processing practitioners. Awards are available for recognizing several levels of individual and chapter achievement. International activities consist of:

A. Publications

1. Data Management.

The official publication of the association, DATA MANAGEMENT, is sent to all members monthly. The feature material is well balanced, concerning all phases of data processing. All material for publication is selected with the

member interest in mind and special items of interest about specific members and chapters are published monthly in the magazine. Each year a collection of the papers presented at the annual conference are published in DATA MANAGEMENT for the benefit of all the members. These papers represent the latest thinking and developments in the field.

2. Principles of Automatic Data Processing.

An introduction to automatic data processing designed to familiarize high school and college students, as well as non-data processing management personnel, with the basic concepts of automated data handling. It explains binary and octal number systems, unit record equipment, electronic computers, programming functions and the development of data processing methods.

3. Automatic Data Processing - Principles and Procedures.

A comprehensive treatment of modern data processing equipment and methods. Concisely written and carefully illustrated, this book contains the combined knowledge of EDP management and educational authorities. Requiring no specific formal educational background in either mathematics or business, the book guides the student through all phases of data processing to give him a solid fundamental understanding of the theory, techniques and equipment involved.

4. An Executive Briefing on the Control of Computers.

A brief, though concise 128-page book which takes the mystery out of data processing for the non-technical executive. It provides guidelines which help determine if an organization is getting its money's worth out of its computer operations.

5. Guidelines to Data Processing Management.

A reference "bible" to sound management practice and recognized techniques in major operating areas. Content has application for all EDP installations, regardless of size. Eight authoritative sections ranging from equipment selection and long-range systems planning to personnel evaluation and profitability accounting.

6. Management Reference Series.

Only publication of its kind, the series is an authoritative analysis of subjects of interest to the computer professional. The first in the series is "Understanding Computer Contracts."

7. The ABC's of ADP.

Booklet describing the basic principles of automatic data processing, including unit record systems, computers, hardware, software, and personnel requirements. An appendix lists a number of basic books in the field--periodicals, associations and manufacturers.

8. Your Career in Data Processing.

Pamphlet describing the need for skilled personnel in the data processing field. This pamphlet details the various career opportunities available in the field of data processing and explains the training needed in order to become a data processing professional.

9. Future Data Processors Instructors' Manual and Students' Kit.

Published to implement DPMA's pioneering Future Data Processors program for high school students under which local chapters cooperate with school administrators to present an overview of the data processing field.

10. COMPU-FAX.

A bi-monthly four-page letter for top corporate executives covering a brief, concise manner significant news, developments and trends in the EDP industry and profession.

B. Meetings.

A primary reason for belonging to a professional association is the educational programs and personal contacts. No place can this need be satisfied better than at regular meetings. Several levels of meetings are held.

1. Local chapter meetings.

Extensive educational programs are carried on by local chapters through regular monthly meetings (usually featuring a talk by an industry expert); tours of EDP installations, audio-visual presentations, etc. At local chapter meetings, members have the opportunity for informal but direct contact with their peers. In this way, they share in the benefits of new ideas and experiences which are provided in no other way. Each chapter arranges the type of meetings most helpful to the career interests of its membership.

2. Regional Meetings.

The chapters of the International Association are organized geographically into regions which in turn reinforce primarily the Association's educational function through seminars, conferences and other programs.

Each Region holds an annual conference in a major city within the region. Seminars and educational programs are presented in the two or three day sessions. Very often a contemporary subject is explored in depth during a conference. The educational sessions are sometimes complimented by demonstrations or exhibits of hardware, suppliers and services.

3. International Conference.

A principle benefit of DPMA membership is an annual International Data Processing Conference and Business Exposition (INFO-EXPO) for which recognized authorities prepare papers on the latest developments in such areas as EDP equipment, systems design and analysis, personnel administration, operations research, programming, business and scientific applications, principles of management, data communications and on many other topical subjects at in-depth seminars.

The importance of the annual conference which is held in large, strategically located cities throughout the United States and Canada, is enhanced by the business exposition at which DPMA members can see and get specifics on the latest in EDP equipment and computer-oriented supplies and services from technical personnel representing major corporations, as well as smaller manufacturers, service organizations, and newcomers to the field.

C. Certification Programs.

DPMA's professional services department has nurtured from infancy to maturity some of the industry's most significant educational projects. Now administered by the Institute for Certification of Computer Professionals, these are the Certificate in Data Processing (CDP) and the Registered Business Programmer (RBP) examination programs. Examinations are given annually in test centers at colleges and universities in the U.S. and Canada.

D. Educational Programs.

A stated purpose of the Association is to engage in education and research activities focused on the self-improvement of its membership. To fulfill this purpose International has developed a number of educational programs for chapter presentation:

1. Video Tape Seminars

—Management Update Series

One-session video programs on newest developments in the EDP industry of interest to the membership. Designed to keep members abreast of latest information in technical and management areas.

No. 1 - Virtual Storage -- An introduction to concepts and conversion planning.

No. 2 - Structured Programming -- How to improve programming productivity.
(Available in February, 1975).

(Available in February, 1975).

—Transactional Analysis (TA)

A two-session program on a new approach to successful management techniques through the use of TA concepts.

—Management for Success

Six-tape video series designed to give members capabilities in the area of professional management techniques. It gives valuable insights on successful personnel management, featuring two recognized management experts -- Peter Drucker and Dr. Frederick Herzberg.

—Data Communications

This 8-tape series provides a thorough understanding of data communications network applications, hardware design, programming and operation. It enables participants to evaluate the desirability of data communications, what types of hardware should be used and how to implement a workable system. Available in video tape, 8mm film cassettes and 16mm film.

2. Business and Management Principles

A Computer-Based Information System Orientation. A seminar designed specifically for DPMA membership. This seminar presents a survey of most of the important "schools of thought" in the field of management.

3. Effective Listening

An audio tape course that involves the individual directly in a series of real-life listening situations to teach the person to be a more effective listener by increasing both comprehension and retention of spoken information.

4. AIM Seminar Series

The most recent seminar program introduced by DPMA is the Advanced Instruction in Management (AIM) series of one-day sessions held in close-to-home locations. Designed and presented by DP managers for DP managers, the seminars are co-sponsored by local DPMA chapters.

5. Student Organizations

This program was initiated in 1968 to disseminate information about data processing among college and university students. The individual student chapter operates as an autonomous body under direction of a faculty advisor and the assistance of a local DPMA chapter.

6. DPMA-Scout Computers Merit Badge Program

Introduced by the Boy Scouts of America in 1968 with DPMA assistance, this program provides DPMA members as counselors for the merit badge.