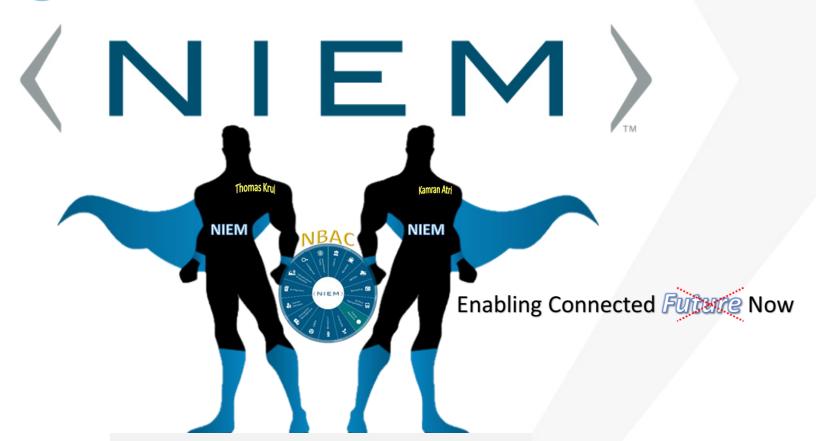
NIEM NBAC F2F 2021

Session II - NIEM Growth & Outreach



SESSION II - NIEM GROWTH & OUTREACH

	NI	BAC ANNUAL MEETING - DAY 1							
	NBAC Annual Meeting (Tuesday, 14 September 2021)								
	PM Session								
Location: Virtual/ MS - TEAMS									
1-1:05	Introduction/Agenda	NBAC Co-Chairs (Mr. Kamran Atri & Mr. Thomas Krul)	WelcomeAgenda						
1:05 -1:30	Introduction Keynote Speaker	Mr. Kamran Atri Mr. Ted Okada (FEMA, Chief Technology Officer, OCIO/Mission Support)	 Technology role and information sharing What are some of the information sharing pitfalls? IoT and Data Standardization 						
1:30 - 1:50	Session introduction	Mr. Thomas Krul	Growth & Outreach						
1:50 - 2	Break								
2 -2:50	Session II - NIEM Growth Introduction	Mr. Thomas Krul Mr. Thomas Krul	Growth & Outreach Outreach Best Practices						
	Guest Speaker	Ms. Anne Marie Dinardo (ADL)							
2:50 - 3	QA/Wrap-up/Action Items	NBAC Co-Chairs (Mr. Kamran Atri & Mr. Thomas Krul)	• Closing						



HOUSEKEEPING:

Session Speakers

- Primary Facilitator
 - Thomas Krul





- Primary Facilitator
 - Kamran Atri





- Keynote Speaker
 - Ted Okada





- Guest Speaker
 - Anne Marie DiNardo





Andy Johnson



- MUTE your mic when you're not talking
- · Identify yourself before you start to speak
- Speak clearly
- Disable "call waiting" feature
 (the clicking noise can be heard by all)

Please note: All 2021 sessions are audio recorded for NIEM training & communications purposes

QUESTIONS & ANSWERS ARE ENCOURAGED!

To signal you want to contribute without interrupting the speaker

• Enter comments via CHAT window at any time

To signal a question or respond to a question

Click on 'Raise your hand' button on meeting toolbar



(Lower hand after you've talked by clicking hand button again)

All session briefings are available on **NIEM's GitHu**b for download as they occur

https://github.com/NIEM/NIEM-Annual-Meetings/tree/master/2021



REMINDER:

- Every NBAC member shares and is part of NIEM decision-making process.
- We will seek consensus for decisions arising from the NBAC F2F 2021.
- The TEAMS meeting (s) will be recorded, action items assigned, and decisions implemented.
- We plan to adhere to the topics and schedule as outlined in the Agenda.
- Don't be shy, speak up when you have something to say.
- Ask questions if you are unclear or unsure... share your views.
- Expand your professional network here with your fellow data standards gurus.



GROWTH AND OUTREACH

- NIEM isn't a "members-only" club
- The more ubiquitous the model, the more effective the outcome: ensuring that information exchange is facilitated thru the consistency of using NIEM.
- It's a lot like getting people to go to your team's football game, buying your product, or selling Girl Guide cookies: it's partly marketing and communications.
- Brand Management + Demand Creation



THE ROAD TO UBIQUITY

- The BRAND: "I've heard of it before, what is it?"
 - What does it mean in the mind (positioning)
 - Understanding your consumers



- Spread it out, everywhere and on everything
- "I have a great idea on how to use it somewhere else"
- Domains are like product categories (SUVs and Sports Cars) but you can segment even further: small,
 mid-size, luxury, off-road SUVs



- We don't have dealerships (but we have a great website)
- Word-of-mouth, evangelization, standardization, USING IT





TED OKADA



TED OKADA

CHIEF TECHNOLOGY OFFICER (CTO)

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA)

A member of the Senior Executive Service and FEMA's CTO, Mr. Okada is responsible for leading the technology strategy and direction for a wide variety of mission, business and enterprise systems, providing guidance, advisory services as well as investment and change management planning. Under his leadership, he has aspired to drive FEMA towards the ethos of an "expeditionary start-up organization" by leveraging a broad range of continuous improvement initiatives involving open data, geospatial technologies, cyber security, as well as a whole community approach to interoperable communications in the event of a disaster.

Mr. Okada is the creator and executive sponsor of OpenFEMA—a project that ensures FEMA is providing timely, usable, and accurate information to constituents to enhance and promote a transparent and collaborative culture within FEMA.

This growing open source and digital nature of information-sharing and communications were opened for use by the media, non-profits, and universities immediately after the Hurricane Sandy disaster that resulted in several outcomes benefitting storm survivors. And since then, it has only increased through multiple catastrophic disasters since 2012.

Mr. Okada has been with FEMA since March 2012 and previously served as the Senior Advisor for Technology for the FEMA Administrator. He has over thirty previous years in international relief and development with a decade in internet services architecture and two technology start-ups.

He served as the Director of U.S. Global Public Private Partnerships as well as Director of the Humanitarian Systems Group, both positions at Microsoft.

Mr. Okada is a 1982 graduate of Northwestern University with a B.A. in Mathematical Methods in the Social Sciences and Economics. He also served over five years as a member of Burke Fire Station 14 in Fairfax County, Virginia.



OpenFEMA

FEMA's resource to make data available to the public in open, machine-readable formats

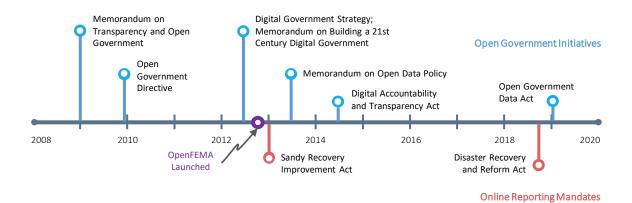
Mission

Promote a culture of Open Government within FEMA and increase transparency, participation, and collaboration among the Whole Community in support of FEMA's mission of helping people before, during, and after disasters.

What is OpenFEMA?

- A collection of datasets available for download from FEMA's public website, along with an application programming interface (API) that provides data in an easily digestible, machine- readable format
- OpenFEMA is a data delivery system
 - Not a reporting system; Not an analytics platform
 - No enrichment to the data
 - We publish source data approved for public release wherever possible without duplication
- OpenFEMA data is public no PII, no sensitive information, no sharing agreements needed
- Datasets are updated with varying frequencies 20 minutes, hourly, daily, monthly, and yearly
- Data offered in JSON, JSONA, and CSV formats

History – Legislative Mandates

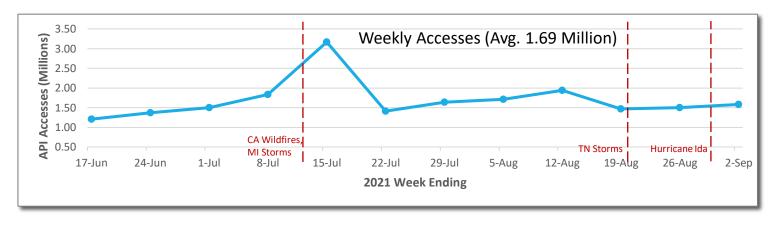


- Created in 2013 to meet requirements of the May 23, 2012 Digital Government Strategy
- Supporting movement towards open data, government transparency and accountability
- In compliance with Legislative mandates to release government data in a machine readable- formats

History – Improve FEMA's Data Sharing

- Reduction of FOIA Workload
- Accelerated Delivery Time for Data
- Reduction in Complexity
- Reuse or Ongoing Return of Investment
- OpenFEMA as a Model for API Innovation
- Government Transparency
- Agency Accountability
- Driver for Academic Research

Access/Usage Statistics



Top 5 Accessed API Endpoints

Endpoint Name	Weekly Avg.
DisasterDeclarationsSummaries	1,521,883
FimaNfipPolicies	55,068
PublicAssistanceFundedProjectsDetails	30,225
FemaWebDisasterDeclarations	22,706
IndividualsAndHouseholdsProgramValidRegistrations	20,198

Monthly Activity

Month (2021)	Accesses (Millions)	Unique Visitors
June	7.78	62,776
July	8.53	73,021
August	7.45	54,168

What Data is Available?

- Disaster Declaration Information
- Emergency Management, Preparedness, and Alerts
- Individual and Public Assistance
- Hazard Mitigation
- National Flood Insurance Program
- Miscellaneous Data Sets
 - Metadata
 - Region shape files
 - USFA NFIRS data

OpenFEMA Datasets web page has a comprehensive list: https://www.fema.gov/about/openfema/data-sets

Quick Facts

- 25 endpoints/data sets (2 dedicated to metadata)
- 9 FEMA Library data sets
- 5 to 7 million accesses per month (API data alone)
- Largest data set 50+ million records
- · Historical and current data
- Datasets are updated with varying frequencies – 20 minutes, hourly, daily, monthly, and yearly
- Data available in JSON, JSONA, and CSV formats

Individual Assistance Data

- 6 data sets. Source: NEMIS (National Emergency Management Information System)
- Individuals and Households Program Valid Registrations
 - Contains over 20 years of information
 - Contains over 60 fields such as:
 - Disaster info & Location
 - Damage and Award Amounts
 - Applicant Demographics & Needs
 - Base data set for other aggregated data sets
 - Housing Assistance Program Data Owners/Renters
 - Registration Intake and Individuals Households Program
- Individual Assistance Housing Registrants Large Disasters
 - Contains US Census Block for Harvey, Irma, Maria (2017) and Florence (2018)

Public Assistance Data

- 5 data sets. Source: EMMIE (Emergency Management Mission Integrated Environment)
- Public Assistance Funded Projects Summary
 - Contains summary of the funded program support by recipient/sub-grantee
- Public Assistance Funded Projects Details
 - Contains financially obligated projects (a.k.a. project worksheets)
- Public Assistance Applicants
 - Summarized (sub-grantee) information that supplements the 'Public Assistance Funded Projects Detail' dataset

Primary Users

- Financial, mortgage and real estate, insurance companies
- Universities/Academic institutions
- Building and construction companies
- Journalists
- Internal FEMA and other Federal/State/Local government agencies
- Congress (for congressionally mandated datasets)

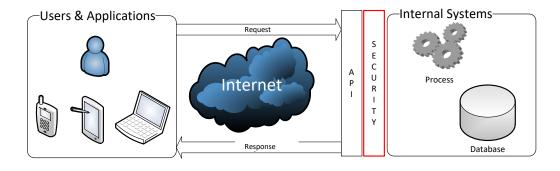
What is a Web API?

- Application Programming Interface (API) A set of software instructions and standards that facilitate machine to machine communication
- Often referred to as Web Services or Web APIs
- Provides a way for developers to build apps, websites, widgets, and other tools based on government information

- Most major sites on the internet today are built using APIs
- APIs complement existing bulk datasets
- Examples:

https://www.fema.gov/api/open/v1/DisasterDeclarationsSummaries? \$filter=disasterNumber%20eg%204050

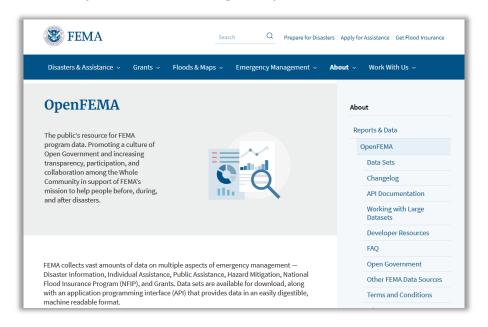
https://www.opm.gov/xml/operatingstatus



Getting Started

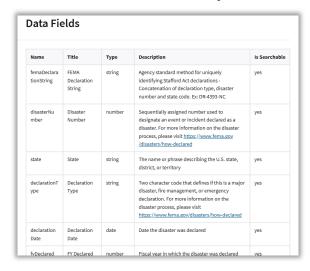
Access the website: https://www.fema.gov/open

- No account required
- Subscription/key not required
- No rate limiting
- No sharing/access agreements
- Well documented
- Support available from openfema@fema.dhs.gov



Dataset Page Highlights

Detailed data dictionary



Metadata and detailed description

OpenFEMA Dataset: Disaster Declarations Summaries - v2 Version: 2 Last Data Refresh: 04-27-2021 Entity Name API Endpoint https://www.fema.gov/api/open/v2/DisasterDeclarationsSummaries Update Frequency Program URL https://www.fema.gov/disasters Category disaster, declaration, fema, nemis, emergency Description FEMA Disaster Declarations Summary is a summarized dataset describing all federally declared disasters. This dataset lists all official FEMA Disaster Declarations, beginning with the first disaster declaration in 1953 and features all three disaster declaration types: major disaster, emergency, and fire management assistance. The dataset includes declared recovery programs and geographic areas (county not available before 1964; Fire Management records are considered partial due to historical nature of the dataset)

Links to full file downloads



OUTREACH AND GROWTH PLANNING

- Looking for ways to stretch the dollar and the resources.
- Moving towards the Open-Source model: being the best at what we are needed for, addressing the business (community) needs, cost-effective results, and inclusiveness/growth.
- Looking for ways to reach new audiences and communities/solutions.
- Looking for traction in underserved communities.





ANNE MARIE DINARDO



Anne Marie DiNardo is a seasoned strategic communications professional who leverages her knowledge and expertise to advise government clients on implementing high profile programs. Her focus areas include change management, user adoption, stakeholder/community management, public speaking, event planning, knowledge management, and storytelling.

Ms. DiNardo has a project management professional certification and has given talks on incorporating change management into project plans for DC area project management Institute brown bags and has made conference presentations on creating an impactful change culture.

She currently implements outreach strategies for the ADL Initiative, a DoD effort to modernize education and training at an enterprise level through innovative research and development projects. During her career, she has advised agency executives on change management best practices for government-wide IT modernization policy implementation and developed innovative ways to use web-based tools to empower staff worldwide in support of a President's Emergency Plan for AIDS Relief program.

She earned a Master's degree in Communications, Culture and Technology from Georgetown University, a Master's degree in Public Relations from Boston University, and a Bachelor's degree in Television-Radio from Ithaca College.





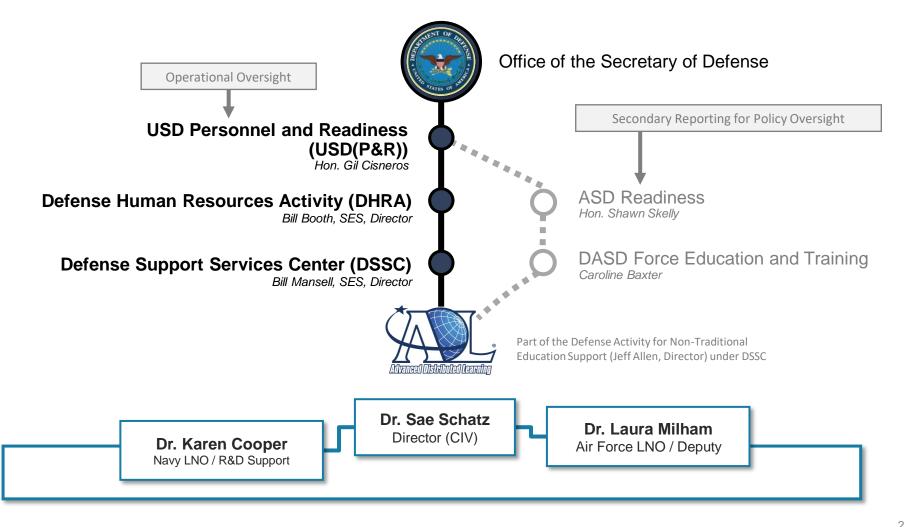


Outreach Best Practices ADL Initiative

Andy Johnson and Anne Marie DiNardo (SETA Contractors)



How We Align





DEPARTMENT OF DEFENSE

MEMORANDUM FOR: ACTING ASSISTANT SECRETARY OF DEFENSE FOR READINESS

PERFORMING THE DUTIES OF DIRECTOR, COST ASSESSMENT AND PROGRAM EVALUATION

SUBJECT: Designation of Advanced Distributed Learning as a Pathfinder for Enterprise Data

The Advanced Distributed Learning (ADL) program is performing outstanding data engineering work and fielding key data services within the training and education functional community. The ADL enterprise architecture is highly aligned to the principles and goals of the DoD Data Strategy and consistent with our vision for a Defense-wide data ecosystem. While focused on training and education, the ADL program is modeling a number of best practices in their development of standards, business processes, and enterprise services.

As an active participant in the DoD Data Council, my team is collaborating with ADL to generalize their approaches for DoD-wide use. ADL's scalable and flexible pairing of systems and process is helping the Department establish requirements for future enterprise services. Additionally, ADL has created a mature, integrated development environment with less sensitive data and security restrictions. This development environment is already assisting other data innovators by offering a permissive space to mature their ideas and prototypes, evaluate new approaches, explore how federated components function together, and develop generalizable data

The ADL program is having an outsized impact, both in the digital learning domain as well as for the broader Department. In coordination with the Joint Staff and the Chief Data Officers of the Military Departments, I am pleased to designate ADL as a pathfinder for enterprise data services. Data and analytics leaders across the Department will continue to team with ADL, evaluate their progress, and leverage their lessons learned as we plan for the deployment of these technologies to support the full scope of DoD's missions and functions Accordingly, I request your support in protecting the resources of this small but important

SPIRK.DAVID.L Digitally signed by JR. 1051444562 Outs: 2021 06 09 18:46 53 -64103

David Spirk Chief Data Officer Department of Defense

Director, Joint Staff J6 Director, Defense Human Resources Activity Chief Data Officers of the Military Departments The ADL enterprise architecture is highly aligned to the principles and goals of the DoD Data Strategy and consistent with our vision for a Defense-wide data ecosystem. While focused on training and education, the ADL program is modeling a number of best practices in their development of standards, business processes, and enterprise services.

ADL has created a mature, integrated development environment...

I am pleased to designate ADL as a pathfinder for enterprise data services.

> Dave Spirk, DoD Chief Data Officer 08 June 2021

About the ADL Initiative

PROGRAM: Advanced Distributed Learning (ADL)

DIRECTOR: Sae Schatz, Ph.D. (CIV)

CHAIN OF COMMAND: Defense Human Resources Activity

(DHRA)

PURPOSE: Facilitate interoperability and promote best practices for Distributed Learning (DL)...

LINES OF EFFORT:

1. Modernization: R&D for DL

2. Documentation: Policy, specs, and standards for DL

3. Coordination: Facilitate DoD, Coalition, S&T groups

DoDI 1322.26: "The ADL Initiative is the principal steward for researching and facilitating the implementation of DL standards, specifications, and emerging technologies for DoD Components."



DOD INSTRUCTION 1322.26 DISTRIBUTED LEARNING (DL)

Effective:

Cleared for public release. Available on the Directives Division Website a

http://www.esd.whs.mil/DD/.

DoD Instruction 1322.26, "Development, Management, and Delivery of Distributed Learning," June 16, 2006

A. M. Kurta, Performing the Duties of the Under Secretary of Defense for

Purpose: This issuance, in accordance with the authority in DoD Directive (DoDD) 5124.02:

· Establishes policy, assigns responsibilities, prescribes procedures, and establishes informatio equirements for developing, managing, providing, and evaluating DL for DDD military and civilian ersonnel, in accordance with the authority in Chapter 41 of Title 5, United States Code (U.S.C.), Title 10, U.S.C., and DoDD 1322.18.

- policies from Chapter 41 of Title 5, U.S.C., various sections in Title 10, U.S.C. related to education ar training, DoDD 1322.18 and DoD Instruction (DoDI) 8320.07, pursuant to the authority in Sections 113 and 136 of Title 10, U.S.C., and Executive Order 13111.
- Establishes the Defense Advanced Distributed Learning Advisory Committee (DADLAC) to

Lines of Effort



Our Research and Development Work

FUNDED RESEARCH PROJECTS: Total Learning Architecture, Enterprise Course Catalog, other modernization efforts

COMMITMENT TO OPEN SOURCE: All ADL Initiative efforts are open source and widely shared – use of GitHub, Creative Commons licenses

CHAMPION OF SPECS AND STANDARDS: Developed SCORM® (ISO) and xAPI (IEEE), collaborated with Standards Development Organizations on many others and to standardize SCORM/xAPI

OUR WORK INFLUENCES:

- 1. Industry: Products, Services, Contractors
- 2. Academia: Research and Adoption
- 3. Government: Whole of Government and International





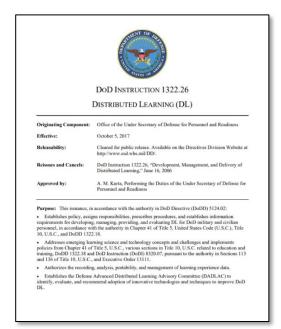
Policy Influence via Department of Defense Instruction

THE DODI: Provides specific guidance on acquisition and use of Distributed Learning

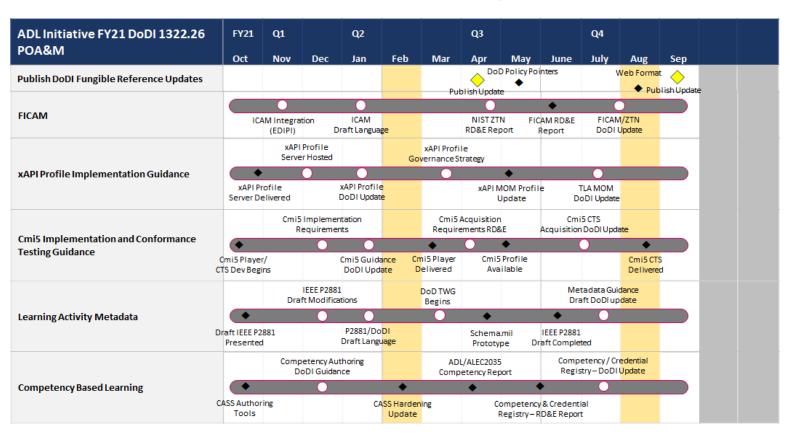
REFERENCE UPDATES: DoDI links out to a "living document" at https://adlnet.gov/policy/fungible/

GROWING OVER TIME: The original DoDI included only SCORM specifics, then added xAPI, and has added many more specs, standards, concepts, and requirements

UPDATES EXECUTED BY A WORKING GROUP: The DoDI is updated twice annually and is done by a process of collective requirements gathering, edits, feedback, and voting.



A Year in the Life of the DoDI (They Grow Up So Fast)

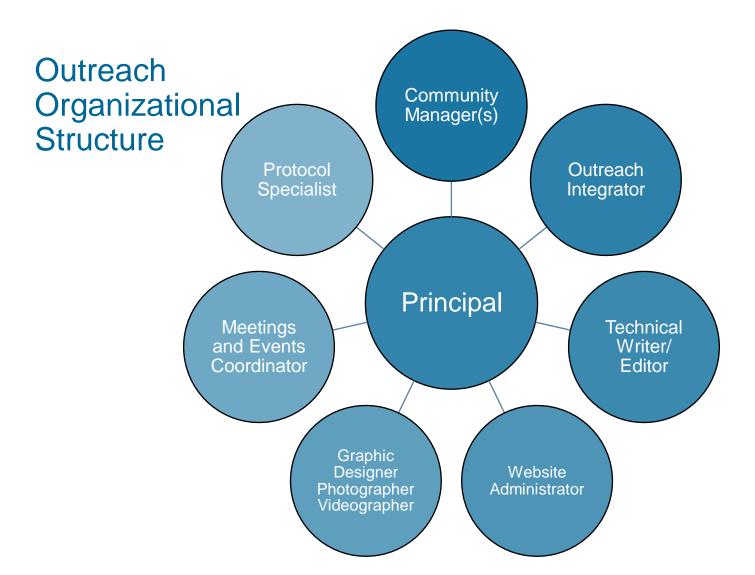


Lines of Effort

[Outreach] Overcome the research–practice gap by "diffusing innovation" through communication, customer service, and community leadership Supporting Tasks:

- Strategic Messaging: Create and execute strategic communications plan
- Facilitating Adoption: Facilitate early adoption of ADL innovations
- Building Community: Foster collaborative communities around ADL





Outreach Use Cases

Defense ADL Advisory Committee

Building a network as a key component in achieving the vision

Key Tactics

- Annual Report
- Informative email updates
- Open forum exchanges
- Signature Events

Lessons Learned

- · Choose tools that are needed
- Experiment with formats
- Be responsive, present, and persistent
- Prep speakers



Outreach Use Cases

R&D Project Portfolio

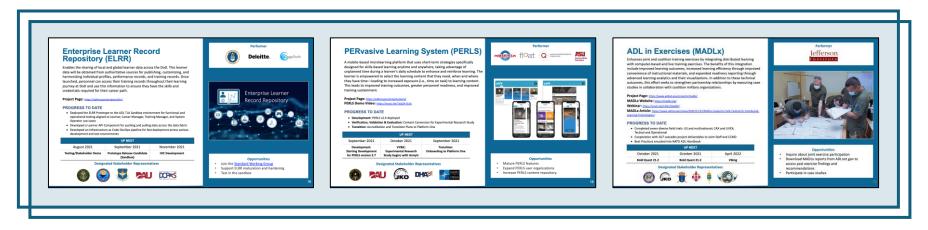
Telling a compelling story using an integrated messaging approach

Key Tactics

- Project Pages
- Articles
- Webinars
- Signature Event

Lessons Learned

- Keep information relevant
- Track opportunities
- Consistent messaging



Outreach Use Cases

iFEST

Leveraging events to achieve multiple communications objectives

Key Tactics

- Presentations
- Regular announcements
- Social media
- Exhibits
- Fun activities
- Posters

Lessons Learned

- Focus on the attendee experience
- Be flexible
- Plan ahead with effective tracking tools



Key Tips















Be Consistent and Responsive



Networks and Networking is Critical

Enabling a NIEM Learning & Development Domain





Implementing Best Practices

- NIEM's rich data model is lacking in coverage of key learning standards
- ADL Initiative, as a policy steward and pathfinder, would like to bridge this gap
- ADL Initiative already spearheaded the creation of multiple standards (e.g., SCORM®, xAPI) and has a history of involvement with Standards Development Organizations (e.g., IEEE, IMS Global, ISO, PESC, HR Open)
- ADL Initiative chairs the Joint Enterprise Standards Committee (JESC)
 Applications Technical Working Group

Value Proposition

Learning and Development COI

- Best practice model to align existing learning and development data standards with DoD and external stakeholders
- Promotes community-based agreement on data element names and definitions
- Supports reuse of definitions within concrete, implementable data syntaxes
- Provides a framework for information exchange specifications with machinetestable conformance
- Improves interoperability making data visible, accessible, and understandable enterprise-wide

NIEM Community

- Increases use of a common and standard data and information sharing model for learning and development
- Using NIEM increases interoperability within the DoD and other federal, state, local, and tribal entities
- Reduces development and maintenance costs for any entity seeking information sharing links
- Learning and Development Domain broadens accessibility of information to the NIEM community

Proposed Organization Chart Learning & Development Domain

TBD

Co-Chair TBD Dr. Sae Schatz

Steward Chair ADL Initiative

TBD

Co-Chair TBD

Andy Johnson

Facilitator ADL Initiative

Volunteer

Tech. Support TBD

Volunteer

Com. Support TBD

Members

Gen. Support TBD

Questions/Comments



Andy Johnson

Specifications and Standards
Manager
Andy.Johnson.ctr@ADLnet.gov

Anne Marie DiNardo

Outreach Integrator
DADLAC Community Manager
AnneMarie.DiNardo.ctr@ADLnet.gov

GROWTH & OUTREACH

- Your little bit helps ("like, click, and subscribe")
- Your big bits help ("I have this idea...")
- Stay tuned for the Stewardship Session for more



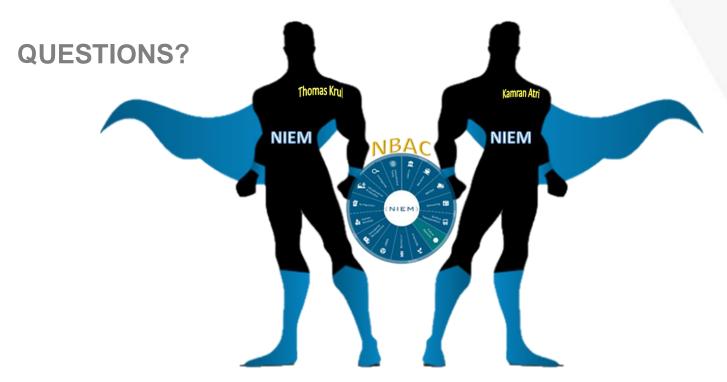


NIEM Plays a Key Role in:

- Designating an Organization as a "Data Driven Organization".
- Organizations that must Consume, Access, Manipulate, Manage, Analyze, Standardize, Share and Distribute all Available Data from Existing or New Potential Data Sources.
- Data Architecture, Data Management and Data Engineering, the Key Components of any IT Modernization Life Cycle.



Enabling Connected Future Now







thomas.krul@canada.ca

NBAC Co-Chairs



NBAC Co-Chairs



Stephen M. Sullivan

Booz | Allen | Hamilton

Stephen.m.sullivan14.ctr@mail.mil Sullivan Stephen@bah.com

NBAC Secretariat -NIM PMO



NEXT NIEM F2F SESSION – NIEM STEWARDSHIP

	N	BAC ANNUAL MEETING - DAY 2					
NBAC Annual Meeting (Wednesday, 15 September 2021) AM Session							
Time (EDT)	Subject	Speaker (s)/ Facilitator(s)	Description				
10 -10:05	Introduction/Agenda	NBAC Co-Chairs (Mr. Kamran Atri & Mr. Thomas Krul)	WelcomeAgenda				
10:05 - 10:40	Keynote Speaker	Ms. Stacy Wright (Cybercrime Support Network, VP of Cyber Resiliency Services)	 What are the data sharing impacts as it relates to Cyber? Best Practices for implementing Cyber data Standards? 				
10:40 - 10:50	Session Introduction	Mr. Thomas Krul	NIEM Stewardship				
10:50 - 11	Break						
11 - 11:50	Session III - NIEM Stewardship	Mr. Thomas Krul	 Domain Stewardship "Best Practices" Domain Testimonial/s 				
11:50 - 12	QA/Wrap-up/Action items	NBAC Co-Chairs (Mr. Kamran Atri & Mr. Thomas Krul)	• Closing				

