

## CDA Professionalisation Programme

Since 2010, motivated by the business benefits that would unquestionably follow, CDA has been leading a collaborative industry programme to establish Petroleum Data Management as a recognised professional discipline, to address the strategic Data Management challenges identified by our membership. The attached model visualises this programme.

The initial element, the [‘Value of Data Management’ study](#), expressed the contribution of reliable geotechnical data (over 25% of business value), and therefore data management, to oil and gas Exploration & Production businesses.

The [Competency Mapping initiative](#) then identified and created a framework of competencies for the management of this data, leading to the launch of an online [Competency Management System](#), freely available for assessment of individual or organisational competency, and planning of future professional development.

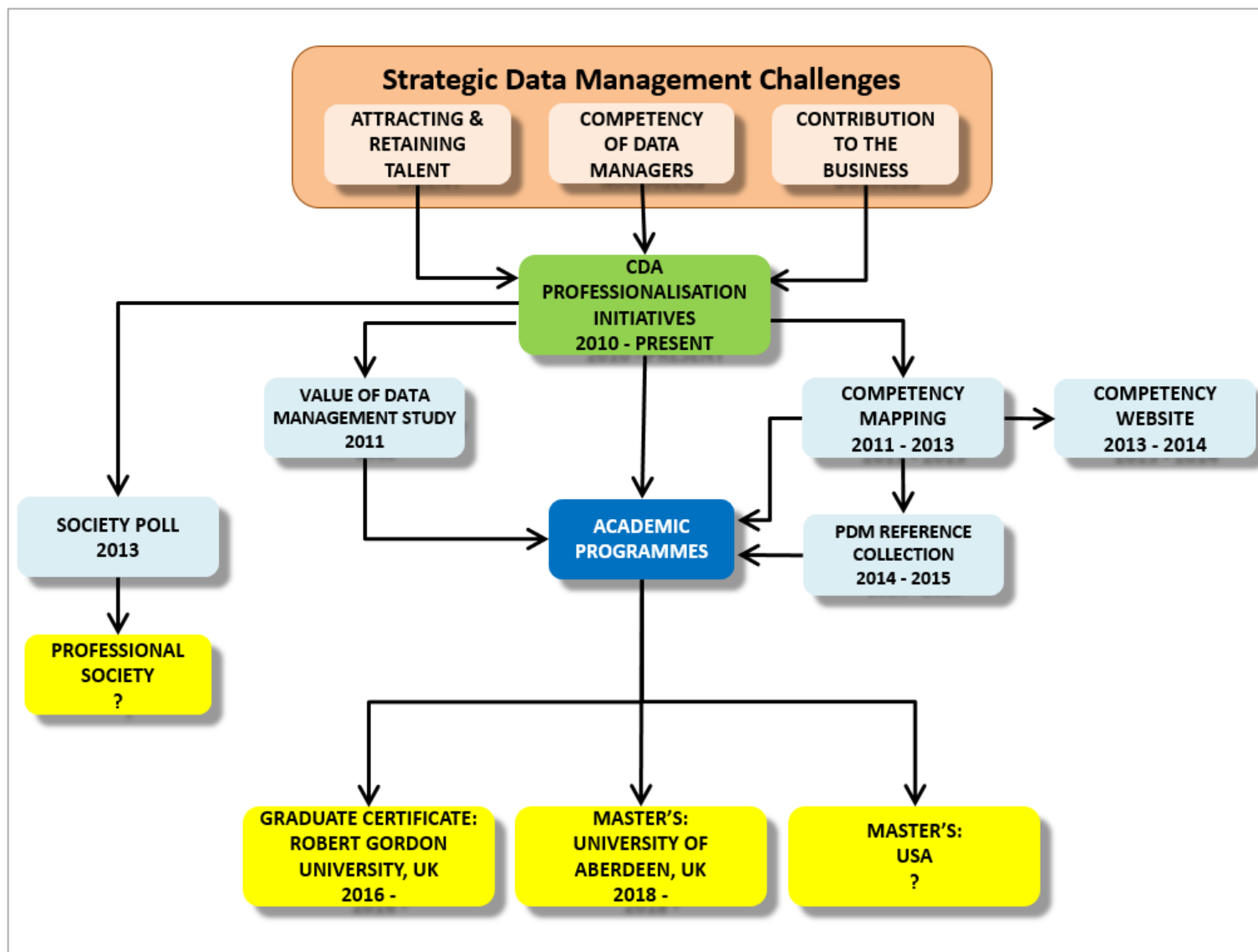
The competency framework formed the basis of education development in Petroleum Data Management, and informed the gathering of industry materials to bring context to theory. The first academic course, the [Graduate Certificate at the Robert Gordon University](#), was successfully launched in 2016. Work is ongoing to deliver an [MSc course at the University of Aberdeen in 2018](#), and to establish similar courses at institutions in the USA.

The education element aims to attract and retain talent in this discipline, with the final element being the formation of a suitable [society or association](#) for the advancement and stewardship of this discipline, to be populated and led by individuals across the industry.

**Common Data Access Limited**

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### CDA Professionalisation Programme, 2010 to Present