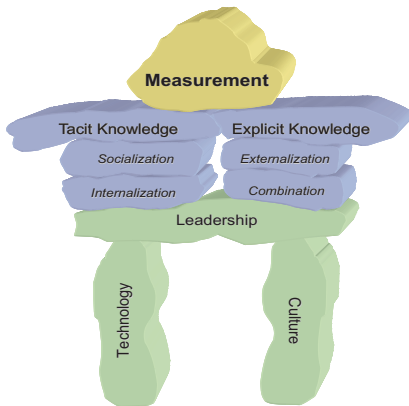


KM KNOWLEDGE Management TODAY

**SPECIAL EDITION:
HIGHER EDUCATION**

JULY/AUGUST 2008



Minot State University: Leader in Applied Knowledge Management

Dr. Roderic Hewlett, Dean of Minot State University's College of Business (www.minotstateu.edu), described "applied Knowledge Management as core *business* for faculty and students alike." Dean Hewlett recalled that "in the early days [2004] some people questioned the value of the program; however, four years later, virtually everyone is united in the view that the program has added incredible value."

Today, most students and faculty are members of at least one community of practice or interest, and students participate in after action reviews, collaborate virtually, and spark change through storytelling. According to Dean Hewlett "the applied aspect of

the [KM] program is built on a solid academic foundation. Rather than simply exposing students to the theories of knowledge management, we create an environment in which we all may practice what we preach."

In addition to offering graduate and undergraduate knowledge management courses, Hewlett stated that "KM learner outcomes are integrated into many courses in the College." He proudly stated "that our combination of theory and practice provides a world class learning environment, one which is second to none." Dean Hewlett is confident that

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RRU Renews Online KM MA

The Director of Knowledge Management programs at Royal Rivers University, Victoria, BC, has confirmed that RRU will continue its knowledge management (KM) Masters of Arts program. The revised online program will build on the highly acclaimed package offered by RRU for more than a decade. New to the program will be an emphasis on the post-Nokana period espoused by

RRU continues on page 7

Knowledge Management Modeling Research Continues at GWU

Great Western University's (GWU) Lead Professor for Knowledge Management (KM) announced that GWU will continue its ground breaking research in knowledge management. A team of researchers will investigate the

relationships between leadership, organization, technology, and learning. Early results are expected in the summer or fall of 2009

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This is a fictitious story - to learn about using stories to spark organizational change, please contact Dr. John Girard (john@johngirard.net).

MSU (continued from page 1)

students are benefitting from the College's profound commitment to knowledge management

“... our combination of theory and practice provides a world class learning environment”

Minot State's journey toward a knowledge environment commenced in 2003 when Hewlett rallied the Faculty to endorse three themes for the College. Two of the themes were well known at MSU: International Business and Entrepreneurship - in each of these domains MSU was an acknowledged leader, much as is the case today. Hewlett recalls that “The third, knowledge management, was less well understood; nevertheless, the Faculty collectively agreed that the foundations of KM were sound and we agreed that KM should become a College theme.”

Over the next year the College recruited a KM faculty member to take the lead in the development of the core KM program. One the first tasks was to ensure that the team understood the tenets of knowledge management. Hewlett recalled “KM was new to many Faculty. We decided to offer some awareness seminars - these turned out to be very successful and really helped our team understand why it was important to integrate knowledge management into the College's core curriculum.”

During the awareness seminars the Minot State team agreed on a clear, concise definition for KM. Simply stated, they believe *KM is creating and sharing organizational knowledge*. Although more than fifty definitions could be found in the literature, the MSU team desired a simple definition to help guide the

development of their program.

Unlike many KM programs of the early 2000s, MSU decided not to design a bespoke KM degree, but rather, opted to incorporate the knowledge theories, tools and techniques into all College of Business programs. Although commonplace today, such a novel concept was unheard of only four years ago. MSU's pioneering efforts are likely the reason this best-practice has been successfully replicated across America.

Time has proven Hewlett correct, as an after-action-review, or AAR in the KM parlance, clearly demonstrated earlier this year. AARs are now routine events at MSU; instructors use the tool to validate learner outcomes, students are encouraged to participate in AARs to improve the quality of programs, and the administration use AARs to ensure programs are meeting the stated goals. For example, the AAR of the KM theme demonstrated conclusively that students, faculty, and the administration were benefitting from the creative project.

KM is creating and sharing organizational knowledge.

Hewlett uses Storytelling as an example of how the applied nature of KM has been incorporated. The College's core Business Communication Course includes a module on the theory of Storytelling, which is team-taught by two faculty members - one an expert in communications and the other in KM - together they provide a unique combination of experience. But it does not stop there, as students are expected to apply the concept of storytelling in Senior courses, such as the College's International Management course. Hewlett is convinced that “the blended teaching

approach combining the incremental application of tools and techniques is a recipe for success.”

“KM learner outcomes are integrated into many courses in the College.”

When asked what he would do differently, Hewlett paused reflectively, and then stated “I wish we would have started sooner.” Grinning, he continued: “the success of the program makes me wish more folks could have benefitted, had we started in 2003, we would have helped another cohort. That said, I am absolutely delighted with our results.”

The College of Business' innovative program earned MSU the distinction of being the 2008 MIKE (Most Innovative Knowledge Educator) Award recipient for their outstanding application of knowledge management in an educational environment. When accepting the award, Dean Hewlett offered to share the secrets of their success with others.

About this Story

This is *fictitious* story that describes the power of knowledge management in action.

For More Information

For more information about storytelling to spark change in your organization, contact Dr. John Girard at Minot State University:

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Use of this Story

The author is a believer in sharing ideas; however, he would like to know who is using his stories. Please contact Dr. Girard if you wish to distribute this story.