

SowellEAC



**National-Louis
University**
Center for Continuing Education

Certification Programs in Enterprise Architecture & Advanced EA Analysis

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The Sowell**EAC** Mission

To transform our students from prospective architects to EA practitioner exemplars by providing unparalleled expertise, training, and mentoring from world-class EA pioneers, analysts, and systems engineers

What is **SowellEAC**?

- ❑ **SowellEAC** is the teaching and Enterprise Architecture Certification division of Custom Enterprise Solutions, LLC.
- ❑ We conduct Enterprise Architecture education programs leading to formal Certification and Continuing Education Units (CEUs), conferred by National-Louis University.
- ❑ We are in the final stage of the process of becoming listed on the GSA Schedule, for those Federal Agencies who are required to purchase training from the Schedule.

What Certifications do we offer?

We offer the only *multi-level* Certification Programs in *Enterprise Architecture* and *Advanced EA Analysis* that are currently proven, tested, and available to all qualified applicants

- ❑ **Basic EA Certification**
- ❑ **Black Belt EA Certification***

*A *Master Black Belt EA Certification Program* will soon be available to students who have received Black Belt Certification

What makes our programs different from others?

- ❑ Professional Experience
- ❑ Personal Attention
- ❑ Continuity
- ❑ Focus
- ❑ Value

Professional Experience

- ❑ Our instructors not only understand the material ... in large part we *invented* it!
- ❑ We not only tell you *what* the EA techniques are, but *why* they are the way they are, *how* they evolved, *what other* alternatives were tried, and *why* they didn't work.
- ❑ We can tell you why most architectures become shelf-ware, and what it takes to turn static architecture views into an actionable strategic plan

“Kathie, this is the skeleton, but the real meat is your war stories! For every point that comes up, you seem to have a story from your experience that makes it come alive for us!”

– Actual quote from a recent student (pointing to the notebook of course materials) – and typical of feedback from many students!

Personal Attention

- ❑ “Eyeball-to-eyeball” mentoring is the only way to know if the student is getting it, or maybe has a great idea he needs encouragement to express.
- ❑ So, we factor mentored group project work-time into the classroom schedule.
- ❑ Not just once, but ongoing throughout the program
- ❑ And, having students present their evolving projects allows all groups to benefit from everyone’s experience

“Online mentoring” is an oxymoron!

Continuity

- ❑ **It is essential!** From our experience in other programs, we know that students are confused when too many instructors present too many non-integrated, sometimes conflicting presentations.
- ❑ Because of the breadth and depth of our own experience and accomplishments, we do not need to outsource mainline sessions.
- ❑ We therefore provide our students with a continuous, integrated experience within each program and across the programs.
- ❑ We do occasionally bring in special-topic experts for illustrative case studies, but we are present and engaged throughout
- ❑ We know that EA is a young discipline and that multiple opinions and viewpoints abound. We present multiple viewpoints as necessary to give students a complete picture of the EA landscape.
- ❑ The core of our program is a consistent presentation of a solid foundational method and set of modeling templates that can be tailored to accommodate other approaches as students become more skilled.

Focus

- ❑ We realize that everyone is busy and can't always be away from their jobs for weeks on end
- ❑ So we have streamlined our Basic program to a lean 10 full days of class time (spread over three consecutive weeks), and our Black Belt program to 10 half-days of class time.
- ❑ To accomplish this, we have stripped out all “non-essentials,”
which means you will not get:
 - ❑ *EA marketing pitch (why bother? You're already here!)*
 - ❑ *Management 101 (worthwhile, but for a different course)*
 - ❑ *EA Governance (worthwhile, but for a different course)*
 - ❑ *Automated tool pitches (vendors will be glad to help!)*
 - ❑ *Instruction on how to upload assignments to the Internet (we don't use it!)*
 - ❑ *History of EA (much)*

Value

- ❑ The axiom “*more for less*” truly applies to our SowellEAC programs!
- ❑ Our programs are very reasonably priced compared to others, yet our expertise, credentials, and teaching ability are unparalleled.
- ❑ How can we do this?
 - We teach the material ourselves
 - We charge what we believe programs like this should cost, *not* what the market will bear

We are also sensitive to the state of today's economy and to those most affected. On a space available basis, we offer our basic EA program free-of-charge to those who have lost their jobs to provide a retraining opportunity they otherwise could not afford.

What automated tool do we use in class?

- ❑ **None! And we strongly urge our students not to use any, either, until they become experienced Enterprise Architects.**
- ❑ **We want students to concentrate on the logic of the approach, and not be distracted or intellectually limited by the mechanics and idiosyncrasies of a particular tool.**
- ❑ **Learning to use an automated EA tool before one learns the underlying logic of EA is like learning to use a calculator before understanding the *logic* of addition or subtraction.**
- ❑ **The time to select and use an automated tool is when you know exactly what you want the tool to do, and why.**

What are the prerequisites for enrollment?

SowellEAC Basic EA Certification Program

- ❑ No formal prerequisites
- ❑ Most candidates possess “technical” backgrounds, yet many successful enterprise architects have “softer” academic credentials
- ❑ The ability to think logically and in a disciplined way is more important than one’s formal training

SowellEAC Black Belt EA Certification Program

- ❑ Formal Certification as an Enterprise Architect, conferred by an accredited University
- ❑ Logical and analytical skills or propensities
- ❑ Ability to grasp enterprise processes and/or technologies



Who is the Instructor of our Basic EA Certification Program?

P. Kathie Sowell

- Founder and President, Custom Enterprise Solutions, LLC and **SowellEAC**
- Author of the first framework with guidance for EA development (*C4ISR Architecture Framework* [later became *DODAF*])
- Formerly, Principal Engineer for the MITRE Corporation, and Technical Director and Lead Faculty for the FEAC Institute
- Developed and taught EA curriculum for the MITRE Institute
- Internationally recognized expert in EA frameworks and development techniques
- Vast experience in EA development and analysis for DoD, Federal Government agencies, the Intelligence Community, and Commercial Industry
- Member, Board of Trustees, of Center for the Advancement of the Enterprise Architecture Profession (CAEAP)

Features of the Basic EA Certification Program

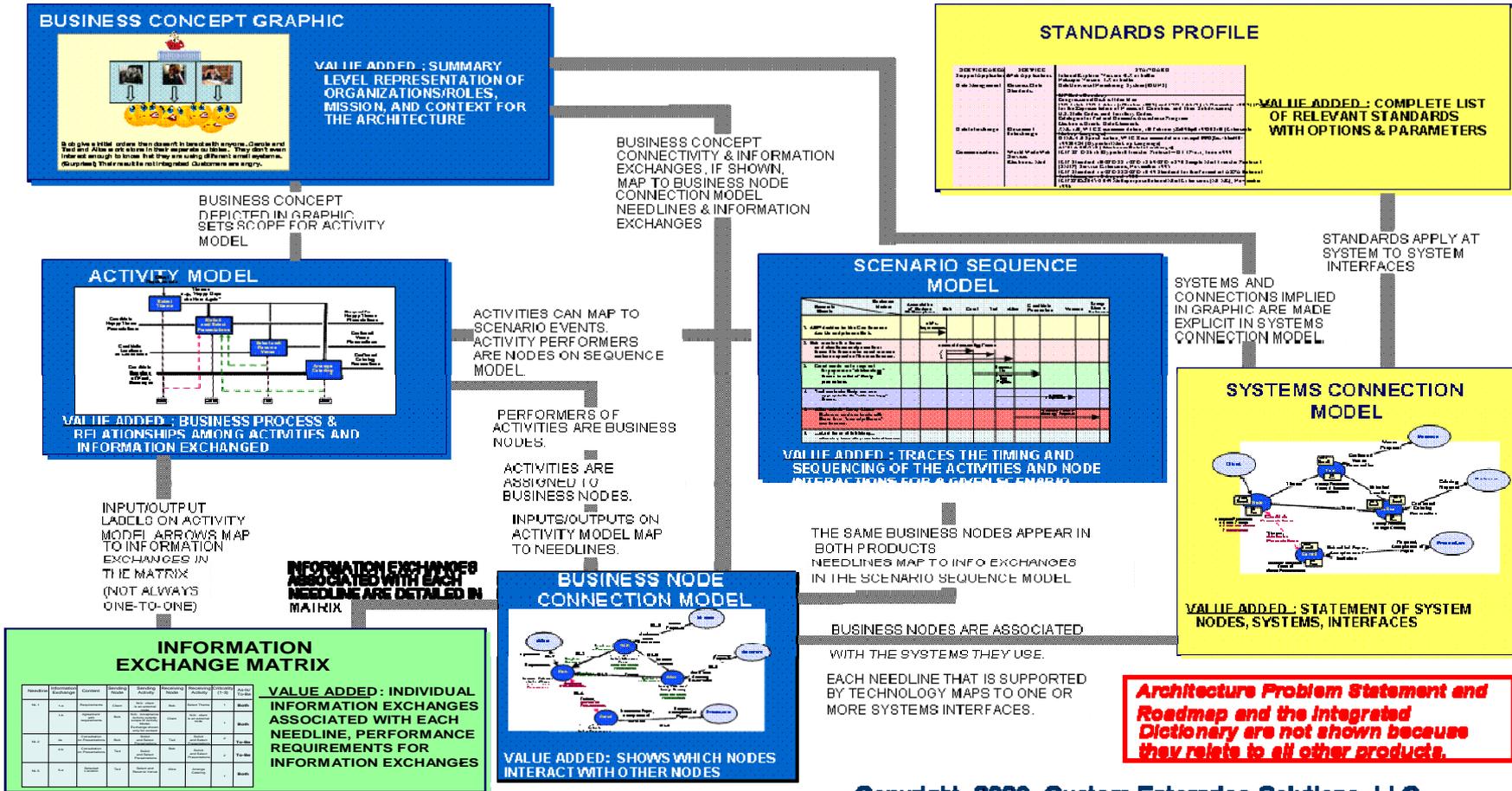
- Framework Used
- Project
- Structure and Topics
- Case Studies
- Completion Criteria

Framework: Sowell/EAC

Framework

- Consistent, integrated set of modeling techniques and templates with carefully spelled-out relationships among them
- Patterned somewhat on DODAF products but
 - Streamlined, in some cases simplified
 - Scrubbed of military jargon
 - Usable by any community for any analytical purpose

Sowell/EAC Framework Core Products



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DODAF Equivalents of the Sowell/EAC Framework Core Products

Core Product	DODAF Equivalent
Business Concept Graphic	OV-1 High-Level Operational Concept Graphic
Activity Model	OV-5 Operational Activity Model
Business Node Connection Model	OV-2 Operational Node Connectivity Description

Core Product	DODAF Equivalent
Information Exchange Matrix	OV-3 Operational Information Exchange Matrix
Scenario Sequence Model	OV-6c Operational Event/Trace Description
Systems Connection Model	SV-1 Systems Interface Description

Core Product	DODAF Equivalent
Standards Profile	TV-1 Technical Standards Profile
Architecture Problem Statement and Roadmap	AV-1 Overview and Summary Information
Integrated Dictionary	AV-2 Integrated Dictionary

Small-group Project

- A small-group project is an architecture that students develop *throughout the program*
- Time set aside for project work *in class* as well as outside of class
 - Prevents false starts
 - Clears up misunderstandings early
- Project *evolves incrementally* as learning advances: learn a little, model a little
- Project topic selected by student groups
- Project must contain Core Products (except Standards Profile)
- Groups present their architectures to the class *at each stage of development*

Structure of the Basic EA Certification Program

	DAY 1	DAY 2	DAY 3	DAY 4
MODULE I	Principles	Products	Project	Project Work (Outside Class)
MODULE II	Principles	Products	Project	Project Work (Outside Class)
MODULE III	Principles	Products	Project	Certification Exam Presentation of Projects

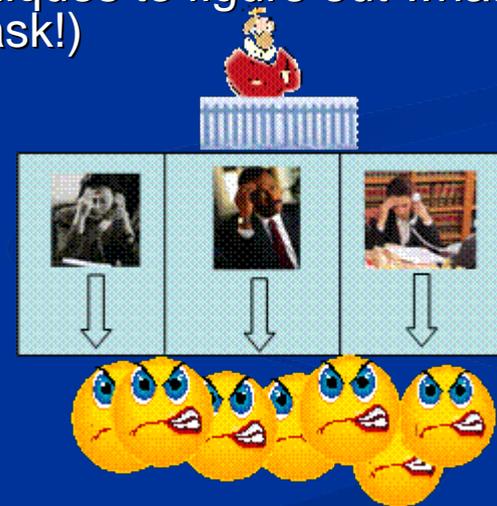
Some Topics Covered

- What EA Is and Why We Do It
- Concepts of “Enterprise,” “Framework,” “Products,” “Core Products,” “Views”
- Survey and Comparison of EA Frameworks and Approaches
- Sowell/EAC Framework
- Details of Core Products of the Sowell/EAC Framework
 - Utility
 - Look and Feel
 - Information Content
 - Relationships
- Additional EA Products
- Planning Your Architecture
- Federal EA Landscape
- Introduction to Capability Progression Modeling™
- Activity Modeling
- Introduction to Data Modeling for Enterprise Architects
- Template Architecture Approach and Scenario-Based Architecture
- Service-Oriented Approaches to Selected Core Products

Throughout: Case Studies and continuous work on Group Projects

How important are **case studies** in our programs?

- **Very!** Previous students in other programs have requested a case study that is woven throughout the program. We deliver that in the Basic Program in the form of the *Conferences Are Us Architecture*.
- The *Conferences Are Us Architecture* traces the EA adventures of Bob and Carol and Ted and Alice, the hapless but well-intentioned Conference Planning Committee as they use EA techniques to figure out what went wrong with their planning last year (don't ask!)



- In both the Basic and the Black Belt Programs, we use additional case studies to illustrate particular techniques and lessons learned about the architecting and analysis processes

Completion Criteria for Basic EA Certification Program

- Attendance at all class sessions (exceptions with permission of instructor)
- Participation in class exercises and presentations
- Score of 80% or better on Certification Examination
- Score of 80% or better of Final Presentation of Project (each student must present a substantial portion and is graded individually)

**Go to Black Belt
Program, then
Return**

2009 Costs of the Programs

Basic EA Certification Program

Cost per individual student: 5,500 for tuition + \$500 for Certification and 10 CEUs

Volume discounts for a single organization sending 9 or more students and holding the classes at their facility:

Number of Students	Tuition per Student	Additional Cost for 10 CEUs	Total Cost per Student
9-12	\$4,700	\$500	\$5,200
13-16	\$4,600	\$500	\$5,100
17-20	\$4,500	\$500	\$5,000
21-24	\$4,400	\$500	\$4,900

NOTE: CEUs and Certification are bundled: i.e., the programs can be purchased without Certification, but if Certification is desired, CEUs must be purchased as well.

2009 Costs of the Programs

Black Belt EA Certification Program

Cost per individual student: \$5,000 for tuition + \$250 for Certification and 5 CEUs

Volume discounts for a single organization sending 9 or more students and holding the classes at their facility:

Number of Students	Tuition per Student	Additional Cost for 5 CEUs	Total Cost per Student
9-12	\$4,800	\$250	\$5,050
13-16	\$4,700	\$250	\$4,950
17-20	\$4,600	\$250	\$4,850
21-24	\$4,500	\$250	\$4,750

NOTE: CEUs and Certification are bundled: i.e., the programs can be purchased without Certification, but if Certification is desired, CEUs must be purchased as well.

Schedule

- The next **Basic EA Certification Program** will be hosted by Citizant Corporation at their facility on Parkstone Drive in Chantilly, VA.
- The exact dates are TBD, but we are looking at the September 2009 timeframe.
- To allow for travel time for those coming from out of town, we schedule class on Tuesday, Wednesday, and Thursday of the first two weeks, and Tuesday, Wednesday, Thursday, and Friday of the third week.

Contact Us

- When we have firm dates for the next class we will put them on our website: www.SowellEAC.com
- When the dates are firm, our website will have a link to the National-Louis University sign-up page
- Or to sign up you can contact
 - Margaret Stemler, Director of Continuing Education, National-Louis University, Margaret.Stemler@nl.edu 847-905-8034
- For other information, contact
 - kathie.sowell@gmail.com 703 620-0639 or
 - dzugby@gmail.com 703 620-0639