

*How an association creates knowledge assets...
& the primary critical success factors for the future*

NOW	FUTURE
<i>Interaction structured as a Community of Practice, with thousands of members</i>	Interaction structured as one-to-one via electronic collaboration.
<i>Publications are printed periodicals and CDs.</i>	“Publications” are individual-driven electronic assembly of “articles of interest” from the (association's) corporate memory.
<i>Conferences and other mass media are the primary learning media.</i>	Individualized learning support (using action-learning software) is the primary learning media.
<i>SGML and document type definitions (DTDs) are the technology for structuring documents.</i>	XML and use of learning objects (like those defined in IEEE 1494) will be prevalent. Association will address the semantics (in addition to the syntactical structure).
<i>The value creation process is focused on editors' results and actions and peer review.</i>	The value creation process will still rely on editor's results and actions... but the nature of the work will dramatically change. Enter example work profile here...
<i>Publisher provides templates for authors (for submissions).</i>	Action-learning software is used for creation of Association's intellectual assets and to nurture collective authorship.
<i>Incentives for “authors” are...</i>	Royalties will paid based on contributed and used knowledge objects by other members.
<i>The nature of content is support information (declarative knowledge); it supports understanding.</i>	The nature of content is guidance (procedural knowledge) that when used creates metaknowledge. Guidance supports action.