KNOWLEDGE MANAGEMENT
POLICY

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Signed by: _Kenton K. Turner_ , Vice Chair

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National Association of State Boating Law Administrators (NASBLA) is a professional community leading recreational boating safety through innovation and collaboration for excellence in policy development, national standards, and best practices.

NASBLA seeks to be a learning organization, active in knowledge management. It is NASBLA's policy to make conscious efforts to encourage the creation, sharing, storing, and wider use of knowledge at all levels within the organization and partner organizations. The association will learn systematically and collectively from its own projects, programs, and initiatives and from the experience of its partner organizations to strengthen the NASBLA mission and the mission of partner organizations.

NASBLA will serve as content curator to assist partner organizations in achieving their missions. NASBLA will have a knowledge management system that provides the right information to the right person at the right time. This knowledge management system shall be identified and defined in appendix A to this policy.

NASBLA Knowledge Management Principles
- NASBLA will provide a system that allows for the addition of content and gives guidance for the collection, creation, and validation of content.
- All products (brochures, PSAs, etc.) from NASBLA committees will be shared through this system.
- NASBLA partners will be able to easily share reports, brochures, PSAs, photos, videos, presentations, etc. related to recreational boating through this system.
- NASBLA will provide guidelines to ensure all knowledge is correctly documented using similar taxonomy to ensure ease of use and searches for information. These guidelines are identified in Appendix B to this policy.
- NASBLA will provide guidelines on content life cycle for maintaining and retiring content. These guidelines are identified in Appendix B to this policy.
- NASBLA staff and partners will be able to easily access the knowledge curated through the system in a timely manner.

Appendix A

Knowledge Management System

As directed by this policy, NASBLA will have a knowledge management system that provides the right information to the right person at the right time. NASBLA has developed an integrated online system that consists of:

Component	Vendor
Association Management System	MemberSuite
Content Management System (website)	Higher Logic
Community Management System	Higher Logic
Learning Management System	Elevate/CommPartners
Member Engagement (newsletter)	Multi Briefs
Member Engagement (newsletter)	Higher Logic
Distribution Lists	Intermedia

Appendix B

Content Lifecycle Guidelines

As directed by this policy, NASBLA will provide guidelines to ensure all knowledge is correctly documented using similar taxonomy to ensure ease of use and searches for information. NASBLA will provide guidelines on content life cycle for maintaining and retiring content

NASBLA staff shall conduct an annual content inventory to assess available knowledge and information. The inventory may consist of:

Content title
URL
Date it was created
Date when it needs to be updated (particularly important for content that uses time-sensitive data or stats)
Date when it was updated
Who's responsible for updating it
How it's being used (web, reference library, policy product, publication, etc.)
Tags

In accordance with knowledge management literature, five basic processes can be considered by managing knowledge. These can be defined as creating, sharing, structuring, using, and auditing in turn that is called "knowledge management life cycle" model. This model helps us to understand knowledge management processes in hierarchical order.

Knowledge Creating

The first stage of managing organizational knowledge requires entering the 'knowledge kitchen'.

There are many knowledge creators in the NASBLA knowledge kitchen due to the fact that an organization cannot create collective knowledge by itself. Thus, NASBLA's committees, staff, boards, etc. create knowledge through their intuition, ability, skills, and work products.

Two forms of knowledge can appear while creating knowledge. These are tacit and explicit knowledge which are embedded in NASBLA's products, services, and work processes after creating.

Tacit knowledge includes relationship, norms, values, and [unwritten] standard operating procedures. Commonly, we refer to this as institutional knowledge which includes "know-how," beliefs, ideals, values, mental models. The explicit knowledge can be defined as documents, diagrams, or photographs. Explicit knowledge is data or information that is described in formal language, like model laws, model procedures, standards, research papers, guidelines, scripts, videos, etc.

In the NASBLA knowledge kitchen, tacit knowledge is transferred by using and developing products/services and work processes. The basic goal of knowledge management is to convert from a tacit to explicit form of knowledge in an organization through following members' human and social information processing procedures - committee meetings, conference calls, research, surveys, community discussions.

Knowledge Sharing

Knowledge sharing involves creating knowledge by individuals and groups with their interactivity and connectivity in NASBLA and other groups. Knowledge sharing is carried out by social and technical communication channels. Some examples are email, teleconferences, meetings, presentations, networking online communities.

Knowledge Structuring

Data, information, and knowledge should be structured in order to store it in NASBLA's database for future needs. Structuring knowledge is based on sorting, organizing, tagging, analyzing, and reporting information that provides for ease of information retrieval in the future. This includes information mapping (organizing), information storage, and information retrieving.

Knowledge Using

Knowledge using is those tangible products and services that NASBLA provides.

Knowledge Auditing

This knowledge management life cycle stage refers to our periodic analysis of information that is being created, shared, stored, and used. The knowledge audit can provide value in helping NASBLA leadership, volunteers, and staff plan research, product/service development, grants, committee charges. In practice, this will include development and maintenance of a NASBLA content inventory and decisions on updating, archiving, or filling knowledge gaps.