



TAXONOMY

It's not what you think.



National Fire Protection Association
Transforming Information into Innovation

SUE MARSH

INFIRE ANNUAL MEETING
ILLINOIS FIRE INSTITUTE

May 10, 2011

How We Got From There to Here



- DAM conference
- Steering Committee
- Core Team
- Tag Team
- Subject Matter Experts (SMEs)

Big Picture Idea-NFPA Strategies



Expand influence



Create market-driven products



Continuously improve code development



Improve staff productivity; reduce redundancies

Transforming Information into Innovation Program Roadmap



PLATFORM

WEBSITE

SHARING

Transforming Information into Innovation



TAXONOMY

Benefits of a Taxonomy



- **External**

- Standard categorization enabling dynamic content delivery
- Content re-use in multiple distribution channels – internal web, external web and print
- Content re-use on specific topics and products
- Orienting Googlers—even when they land on a page fifteen layers deep
- Ensuring consistent values for analytics (website analytics)
- Reduce time to on-board new web properties

- **Internal**

- Finding a piece of content that exists
- Determining ownership of the content and if can it be re-utilized
- Enabling alerts – if new, by subscription, by interest, by individual, etc.
- Keeping content fresh, accurate and in compliance with regulations

Taxonomy definition



- **Taxonomy:** A categorization framework agreed upon by business and content owners (with the help of subject matter experts) that will be used to tag content.
 - 6-10 broad, discrete divisions (called assets or facets)
 - 2-3 levels deep
 - Up to 15 terms at each level
 - 1200 terms total
 - With some logic—hierarchical, equivalent and associative relationships between terms

Relationships



Assets (Facets)

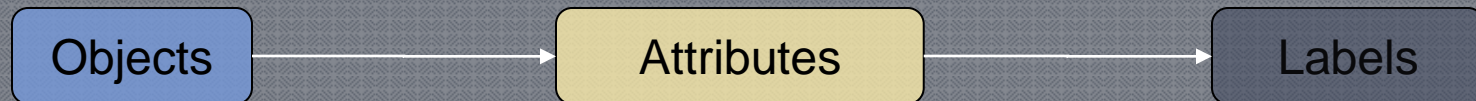
Codes and Standards
Artwork
Customer Records
Training Materials
Conferences
News
Etc.

Dimensions

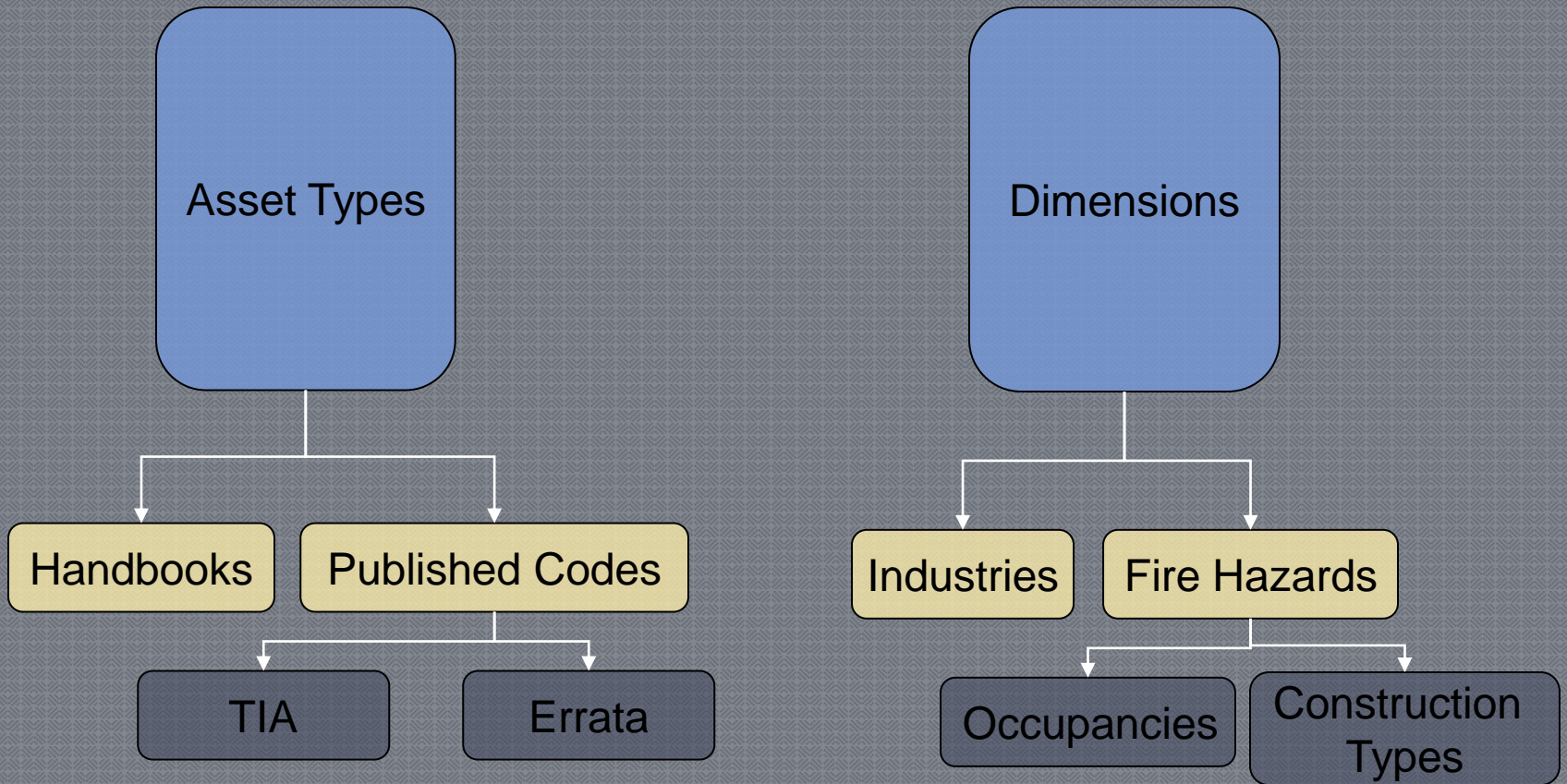
Identifiers
Topics
Occupation
Format
Date
Author and Owner
Etc.

Tags

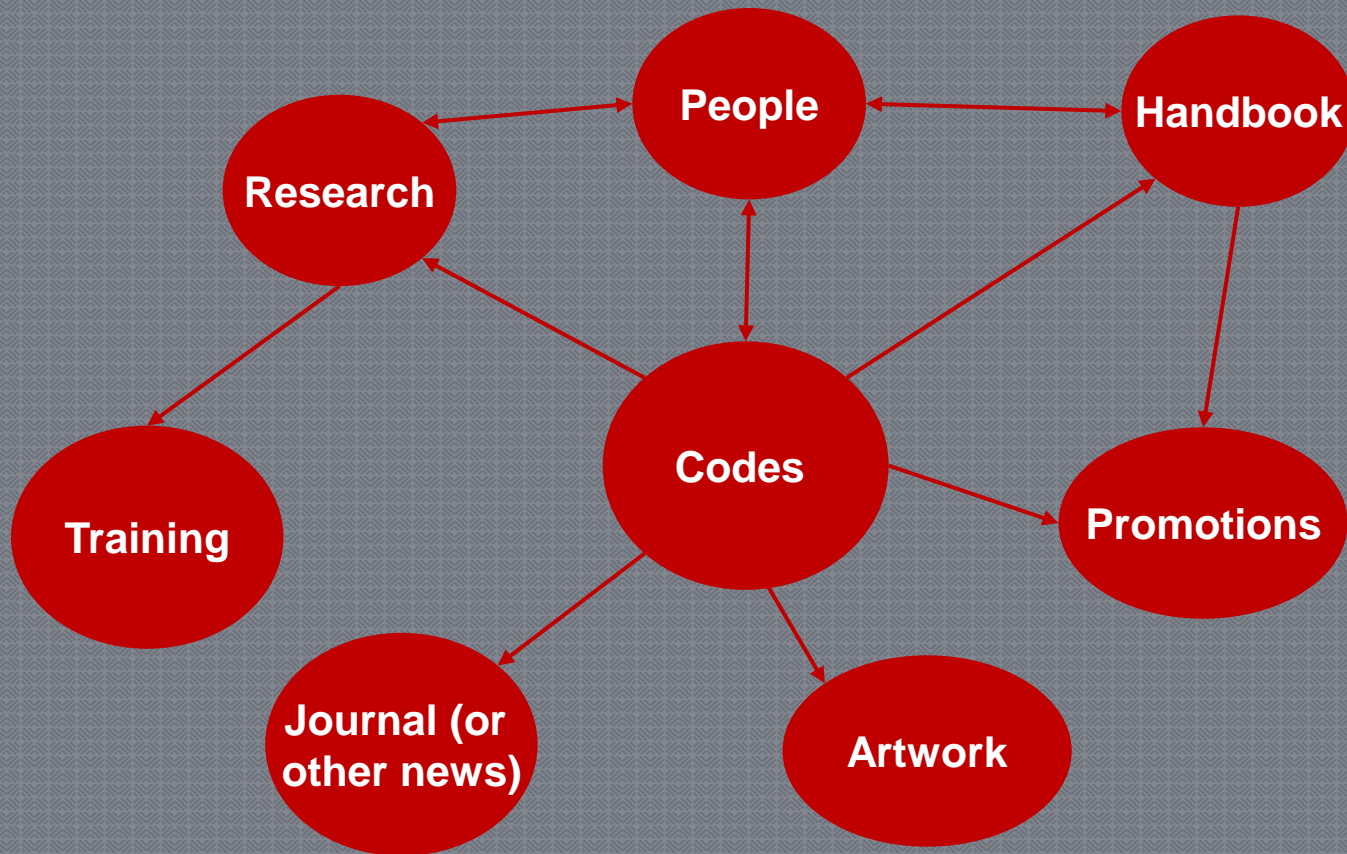
NFPA 70
Sprinkler Head
Fire Chief
Webinar
9/9/2011
Grant, Casey
Etc.



Relationships Parent-Child



Creating Relationships



Taxonomy To-Date



- An Excel application
- Level 2 Assets
 - Equipment
 - Materials
 - Multimedia and Artwork
 - News
 - Persons
 - R&D
 - Legal
 - Association Governance
 - Codes and Standards

Transforming Information into Innovation



COMPELLING
OUTCOMES

1. nfpa72

52. smoke
detectors

10. 72

13. NFPA72

85. smoke alarms

98. 2002 nfpa72



Find a Code or Standard

By range By document number By document title

I want to see content for:

- Architect
- Contractor/Installer
- Electrician
- Engineer/Designer
- Facilities Manager
- Fire Chief
- Fire Prevention
- Fire Protection Consit.
- Fire Service EMT
- Inspector/Bldg. Official
- Loss Control, Risk/Safety
- Manager/Administrator

- NFPA Product Catalog
- Codes and Standards
- Safety Information
- Training
- Reports and Statistics
- Membership
- Press Room
- News & Publications
- About NFPA



to Today

NFPA Journal takes a closer look at the Triangle fire.

1 2 3 4 5

News & Events

- ▶ April 18-22: NFPA Training Seminar Week, Atlantic City, NJ
- ▶ April 28: Webinar: Evaluation of Health care Operating Rooms as Wet/Dry Locations
- ▶ May 3-6: NFPA Training Seminar Week, Quincy, MA
- ▶ May 10: Webinar: Antifreeze solutions in home fire sprinkler systems
- ▶ May 16-20: NFPA Training Seminar Week, Milwaukee, WI

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HIGHLIGHTS

[New in the 2011 National Electrical Code: 240.87 Noninstantaneous Trip](#)

[A look at 70E: Testing 1, 2, 3: Knowing the right test instrument to use on an electrical system can save](#)

[2011 NFPA 70: National Electrical Code adopted in Massachusetts, New Hampshire, Colorado, North Dakota, Oregon and Wyoming](#)

[Beaumont ISD working to correct electrical problems before power shut off](#)

[Electrical Codes breach at fire site probed](#)

[Available Now! NFPA 70®: National Electrical Code® \(NEC®\) Softbound, 2011 Edition](#)

[Subscribe to necplus and gain access to the 2011 NEC and NEC Handbook!](#)





Find a Code or Standard

By range

By document number

By document title

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select

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Training

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Membership

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About NFPA

Key Topics

- List of NFPA documents
- Purchase codes and standards
- Access the National Fire Code Subscription Service
- Code development process
- Technical Committees
- Technical Advisory Services (Members only)
- Newsletter
- Help

Training

- Code seminars
- Online courses
- Train at your location
- Videos

Get involved

- Submit a proposal, comment
- Apply for Committee membership
- See proposed documents



Stay up-to-code with the 2011 National Electrical Code® direct from NFPA®.

[More information on Codes and Standards](#)

News & Events

8-22: NFPA Training Seminar Week, Atlantic City, NJ

3: Webinar: Evaluation of Health care Operating Rooms as ry Locations

6: NFPA Training Seminar Week, Quincy, MA

Webinar: Antifreeze solutions in home fire sprinkler is

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HIGHLIGHTS

[NFPA issues updated Safety Alert regarding antifreeze in sprinkler systems](#)

[NFPA mourns loss of NFPA Treasurer Vinny Bollon, and disabilities advocate Bill Scott](#)

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[Call for presentations due April 18 for "Backyards and Beyond", NFPA's Wildland Conference](#)

[NFPA asks Pennsylvania Senators to vote "no" on anti-sprinkler legislation](#)

[Report of the NFPA Nominating Committee](#)

REGISTER BY MAY 6 AND SAVE!



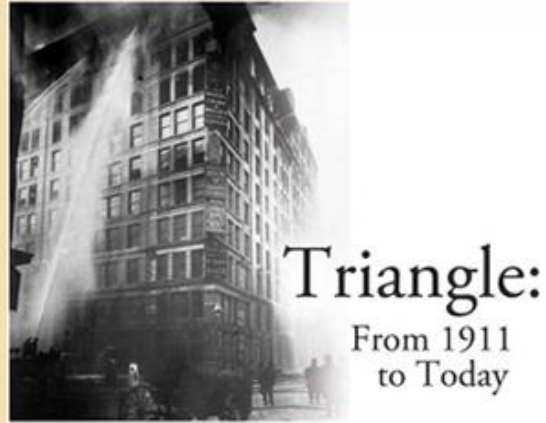


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NFPA Journal takes a closer look at the Triangle fire.
1 2 3 4 5

News & Events

- ▶ **April 18-22:** NFPA 13, Standard for the Installation of Sprinkler Systems
- ▶ **April 28:** Wet/Dry Local Home Fire Sprinkler Cost Assessment report
- ▶ **May 3-6:** NFPA Fire Sprinkler Initiative (advocacy campaign)
- ▶ **May 3-6:** NFPA sprinkler blog
- ▶ **May 10:** Wet/Dry Local Installation of Sprinkler Systems Seminar
- ▶ **May 16-20:** NFPA Training Seminar Week, Milwaukee, WI

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HIGHLIGHTS

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Articles and Information NFPA Catalog Products

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Items 1-10 of about 9120

NFPA 13: Standard for the Installation of Sprinkler Systems

NFPA 13 Standard for the Installation of **Sprinkler** Systems, 2010 Edition developed by National Fire Protection Association. ... **Sprinkler** Hydraulics 2-day Seminar. ...

<http://www.nfpa.org/aboutthecodes/AboutTheCodes.asp?DocNum=13>

NFPA 13D: Standard for the Installation of Sprinkler Systems in One- and Two-Family Dwellings and Manufactured Homes

NFPA 13D: Standard for the Installation of **Sprinkler** Systems in One- and Two-Family Dwellings and Manufactured Homes, 2010 Edition developed by National Fire ...

<http://www.nfpa.org/aboutthecodes/AboutTheCodes.asp?DocNum=13D>

Press Room - News releases

... News releases. Anti-**sprinkler** bill defeated in Illinois Legislative threats to local **sprinkler** requirements still loom elsewhere ...

<http://www.nfpa.org/newsReleaseDetails.asp?categoryId=488&itemId=42526>

Home Fire Sprinkler Cost Assessment

Page 1. Home Fire **Sprinkler** Cost Assessment Final Report Prepared by: ... Page 3. Home Fire **Sprinkler** Cost Assessment Research Project Technical Panel ...

<http://www.nfpa.org/assets/files/PDF/Research/FireSprinklerCostAssessment.pdf>

Press Room - News releases

... New report finds **sprinkler** ordinances don't hurt housing construction or prices County-wide mandates for life-saving sprinklers do not result in reduced ...

<http://www.nfpa.org/newsReleaseDetails.asp?categoryId=488&itemId=44250>

SPRINKLER SUCCESSES

Page 1. **SPRINKLER SUCCESSES** One-Stop Data Shows Fire Analysis and Research Division National

Featured Products



NFPA 16: Standard for the Installation of Foam-Water Sprinkler and Foam-Water Spray Systems, 2007 Edition

Item #: 1607

List: **\$37.50**

Member: **\$33.75**

ADD TO CART

Format: PDF



NFPA 13: Automatic Sprinkler Systems Handbook, 2010 Edition

Dynamic, insightful, and loaded with new research, the *Automatic Sprinkler Systems Handbook* helps you solve sprinkler



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| Articles and Information (2750) | NFPA Catalog Products (35) | Training (17) |
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[NFPA 13: Standard for the Installation of Sprinkler Systems](#)
NFPA 13 Standard for the Installation of **Sprinkler** Systems, 2010 Edition developed by National Fire Protection Association. ... **Sprinkler** Hydraulics 2-day Seminar. ...
<http://nfpa1.gvpi.net/aboutthecodes/AboutTheCodes.asp?DocNum=13>

[For consumers - Home fire sprinklers](#)
... FEATURED PRODUCT, NFPA 13: Installation of **Sprinkler** Systems and Handbook Set, 2007 Edition, Item #: 13SET07 List: \$183.25 Member: \$164.93, ADD TO CART. ...
<http://nfpa1.gvpi.net/itemDetail.asp?categoryID=276&itemID=18249&URL=Research%20%20Reports/Fact%20sheets/Fire%20protection%20equipment/Automatic%20sprinkler%20systems>

[NFPA 16: Standard for the Installation of Foam-Water Sprinkler and Foam-Water Spray Systems](#)
NFPA 16 Standard for the Installation of Foam-Water **Sprinkler** and Foam-Water Spray Systems, 2011 Edition developed by National Fire Protection Association. ...
<http://nfpa1.gvpi.net/aboutthecodes/AboutTheCodes.asp?DocNum=16>

... NFPA Catalog Top Sellers. NFPA 70®, National Electrical Code®, NFPA 13, **Sprinkler** Systems. ... Fire **Sprinkler** Initiative. Fire **Sprinkler** Initiative. ...
<http://nfpa1.gvpi.net/displayContent.asp?categoryID=225>


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<http://nfpa1.gvpi.net/assets/files/PDF/Fact%20sheets/Sprinklersuccesses.pdf>

[November/December 2007 - Columns](#)
... Columns. Residential **Sprinkler** Systems. ... This being the case, it is indeed strange that the **sprinkler** has not been more frequently installed as a life saver." ...
<http://nfpa1.gvpi.net/publicColumn.asp?categoryID=1519&itemID=36494&src=NFPAJournal>

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- Code or Standard >
 - Related products >
 - News >
 - Research >
 - Safety information >
 - Training >
 - Video >
 - Social Media >

Featured Products



[NFPA 16: Standard for the Installation of Foam-Water Sprinkler and Foam-Water Spray Systems, 2011 Edition](#)
NFPA 16 delivers the latest on foam-water systems.

Item #: 1611
List: **\$37.50**
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[NFPA 13: Automatic Sprinkler Systems Handbook, 2010 Edition](#)
Dynamic, insightful, and loaded with new research, the *Automatic Sprinkler Systems Handbook* helps you solve sprinkler challenges.

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- NFPA 13 Standard for the Installation of [Sprinkler](#) Systems
- NFPA 13D Standard for the Installation of [Sprinkler](#) Systems in One- and Two-Family Dwellings and Manufactured Homes
- NFPA 13E Recommended Practice for Fire Department Operations in Properties Protected by [Sprinkler](#) and Standpipe Systems
- NFPA 13R Standard for the Installation of [Sprinkler](#) Systems in Residential Occupancies up to and Including Four Stories in Height
- NFPA 16 Standard for the Installation of Foam- Water [Sprinkler](#) and Foam-Water Spray Systems

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... Columns. Residential [Sprinkler](#) Systems. ... This being the case, it is indeed strange that the [sprinkler](#) has not been more frequently installed as a life saver." ...
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Featured Products



[NFPA 16: Standard for the Installation of Foam-Water Sprinkler and Foam-Water Spray Systems, 2011 Edition](#)
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SEARCH RESULTS FOR "SPRINKLER"

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- NFPA Journal articles
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TALK TO AN EXPERT

NFPA Members : Ask staff experts your sprinkler-related questions.
Not a member? Join today.

Frequently requested information

- What do home fire sprinklers cost?
- Which states require home fire sprinklers?
- Do home fire sprinklers leak?
- How do home fire sprinklers work?
- See more...*

[Home](#) > [Safety Information](#) > [For consumers](#) > [Fire & safety equipment](#) > [Home fire sprinklers](#)

HOME FIRE SPRINKLERS

Properly installed and maintained automatic fire sprinkler systems help save lives. Because fire sprinkler systems react so quickly, they can dramatically reduce the heat, flames, and smoke produced in a fire. Fire sprinklers have been around for more than a century, protecting commercial and industrial properties and public buildings. What most people don't realize is that the same life-saving technology is also available for homes, where roughly 85% of all civilian fire deaths occur.

Key Topics

- NFPA codes and standards that address home fire sprinklers
- Home fire sprinkler statistics
- NFPA reports on home fire sprinklers
- How to advocate for home fire sprinklers

Training

Take NFPA 13 training to the next level and learn how to locate and apply NFPA 13 installation requirements to help ensure the proper functioning of water-based systems.

FREE SEMINAR MATERIALS



Sprinkler adoptions



Communities in the states shaded blue have

Codes

- NFPA 13 Standard for the Installation of Sprinkler Systems
- NFPA 13D Standard for the Installation of Sprinkler Systems in One- and Two-Family Dwellings and Manufactured Homes
- NFPA 13E Recommended Practice for Fire Department Operations in Properties Protected by Sprinkler and Standpipe Systems
- NFPA 13R Standard for the Installation of Sprinkler Systems in Residential Occupancies up to and Including Four Stories in Height
- NFPA 16 Standard for the Installation of Foam-Water Sprinkler and Foam-Water Spray Systems

Video

NFPA President Jim Shannon explains why home fire sprinklers are a critical tool to help save lives and property from fire.
[See more videos.](#)



Campaigns

- NFPA's "Fire Sprinkler Initiative" encourages the use of home fire sprinklers through increased awareness and adoption of local ordinances or model codes.
- NFPA's "Faces of Fire" campaign puts a face on the life-saving impact of home fire sprinklers.

FEATURED PRODUCT



NFPA 13: Installation of Sprinkler Systems and Handbook Set, 2007 Edition

Item #: 13SET07
List: **\$183.25**
Member: **\$164.93**

[ADD TO CART](#)



NFPA 101: Life Safety Code and Handbook Set, 2009 Edition

Take the fast track to compliance with the 2009 *Life Safety Code®* and *Handbook Set!*

Item #: 101ST09
List: **\$199.00**
Member: **\$179.11**

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sprinkler head image

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Walter W. Maybee Collection
Brannigan, **Sprinkler** Heads, Newsletters, and Additional Material ... to "Old Style" **sprinkler** heads, and includes images and descriptions of every style of **sprinkler** he ... **Image** Library

<http://inside.nfpa.org/departments/library/walterwmaybee> - System Account - 4/22/2011

Editorial and Production Services

Automatic **Sprinkler** Systems for
<http://inside.nfpa.org/departments/editorialproduction> - System Account - 4/22/2011

Transforming Information into Innovation



What Will It Take?

What Will It Take?



- Association-wide cross-functional teams
- Build-out of the taxonomy
- New software
- Integration of the software with current systems

Taxonomy Team Roles



Tag Team

- Develop taxonomy
- Tap into expert knowledge
- Tag content
- Develop process for the future

Subject Experts

- Verify terms
- Suggest additional sources
- Clarify concepts
- Quality control

I.S.

- Integrate systems

Next Steps



By the End of the Year

- Tools evaluations, purchase, and integration
- taxonomy, search, migration
- Taxonomy & tagging
 - Kick-off meeting and training for Tag Team
 - Finalize list of assets to be tagged
 - Build taxonomy
 - Modify current systems (SharePoint, SiteCore, Content@, FileMaker, etc.)
 - Tag selected assets
 - Create new taxonomy-enabled websites

***GOAL:** Tagging and reuse are NFPA habits.*