How data governance and help you wrangle your data to advance your mission.

Your association's data can get out of control, but it's one of your biggest assets. Data governance provides the process and procedures to effectively manage and wrangle your data.

Establish a data governance team, ideally with representation from all the key departments.

1. **KEY ELEMENTS OF DATA GOVERNANCE**

   - **Data Governance Team**: Identify all the data assets that are in use in the organization and classify their function and value to the organization.
   - **Data Governance Policy**: Define the roles and responsibilities for different data usage and data collection.
   - **Strategic Plan Review**: Define the strategic vision, mission, and objectives of the organization.
   - **Asset Review and Data Map**: Identify and prioritize data assets, and create a data map that illustrates the intersections between the systems to account for changes that happen in one which affect the other.
   - **Momentum + Staff Assignments**: Identify the momentum and staff assignments for each phase of the project.
   - **Policy**: Policies to protect data against internal and external threats.
   - **Deliverables**: Some common deliverables include:
     - Data asset dictionary: inventory of all source systems, the systems that consume or share their data, their stewards, and key constituents involved with each system.
     - Common language glossary: official lexicon of commonly used organizational terminology. It defines terms, key performance indicators, and other metrics, business rules, and other components of your organization's vocabulary.
     - Data technical definitions: a set of rules used to query data, track KPIs, and prepare reports. This cross-system reference will help the organization maintain a single source of truth for each metric.

Don't have a data governance strategy? You're not alone. 53% of associations do not have a data governance strategy.

Discover how the Community Brands association suite can help you gain a comprehensive view of your data to drive member loyalty and growth.

Learn more
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Would you like to learn more about Community Brands and our data governance solutions? Contact us today at 1.727.827.0046 or visit communitybrands.com.