



WILD WILD WEST OF DATA

How data governance can 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. Just like other assets, data requires consistent management through data governance. At its core data governance provides the process and procedures to effectively manage and leverage your data.

Don't have a data governance strategy? You're not alone.

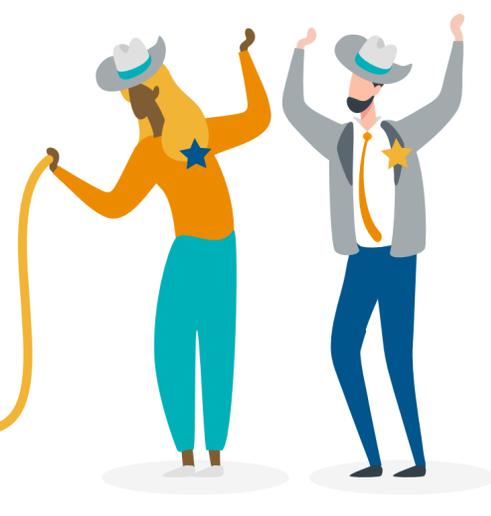
53%

of associations do NOT have a data governance strategy

KEY ELEMENTS OF DATA GOVERNANCE

★ DATA GOVERNANCE TEAM ★

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



★ DATA GOVERNANCE POLICY ★

Generally, this includes:

- Defining the roles and responsibilities for different data usage and data collection
- Best practices for effective data management
- Policies to protect data against internal and external threats
- Ensuring that the organization complies with applicable laws and regulations related to data usage



★ STRATEGIC PLAN REVIEW ★

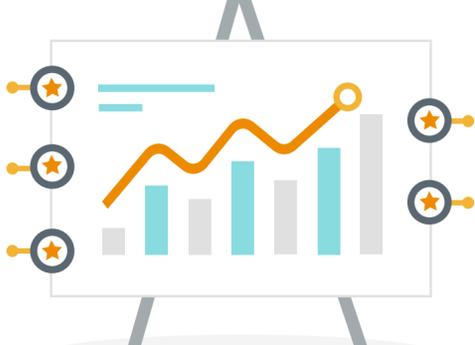
The data governance team formulates data strategies and procedures to support the strategic plan and better understand its members and customers through the use of data.



★ ASSET REVIEW + DATA MAP ★

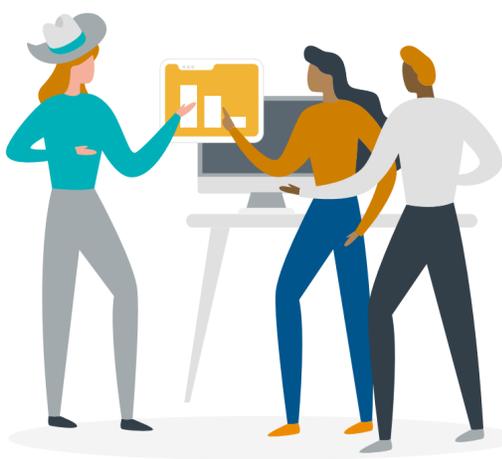
Identifies all the data assets that are in use in the organization and classify their function and value to the organization.

Create a data source map that illustrates the intersections between the systems to account for changes that happen in one which affect the other.



★ MOMENTUM + STAFF ASSIGNMENTS ★

The data governance team will identify, prioritize, assign projects to individuals, and develop timelines for the work group.



★ DELIVERABLES ★

Some common deliverables are:

- Data asset dictionary - an 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 - an official lexicon of commonly used organizational terminology. It defines terms, key performance indicators and other metrics, business rules, and other components of an 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 an organization maintain a single source of truth for each metric.



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

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