

Data Strategy and Governance

Turn your data strategy into an actionable plan and enforceable policies.

At DelCor, we start every data governance project by establishing a rock-solid data strategy that aligns with the organization's business goals. When you put good in, you get good out. Here are some tips for building a data strategy and turning it into a data governance plan.

Do you treat your data like an IT issue or an organizational asset?

How do you know when you need to review your data strategy and governance policies? The short answer is that every organization should do regular reviews to ensure that their data governance still meets their organization's needs and aligns with their business goals.

However, here are some serious red flags that you should not ignore: data quality issues, labor-intensive manual report generation, ineffective marketing campaigns, and insufficient performance metrics. These are all signs that you need to assess your current data strategy in terms of master data management, data quality, data security, data storage, system integrations, and compliance.

When your organization develops and implements an organization-wide data strategy, you will benefit from efficient processes, trusted data, and, ultimately, revenue growth. Efficient processes reduce manual work and redundancies, while trusted data produces valuable reports and insights into your members. With your improved productivity and actionable business metrics, you'll see revenue growth and be able to improve member services, product sales, and marketing reach and effectiveness.



Your data strategy should complement and reinforce your organization's strategy.

Consider the following aspects of your organization as you develop your data strategy:



Data governance helps you execute your data strategy.

You need to understand your members and customers to make informed decisions. Poor quality data management will result in poor understanding and decision-making. You should develop data governance policies for master data management, data quality, data security, data storage, system integrations, and compliance to ensure that your data is stored and used according to your guidelines for confidentiality, integrity, and availability.

Follow these steps to ensure that your data is only available for the right people, in the right form, at the right time.

1 Draft your top 3-5 business questions.

Identify your high-level priorities and goals for data governance to ensure executive buy-in and maximize association-wide support.

Examples:

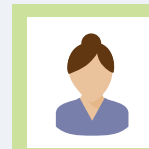
- What segment of membership is consuming X% of a service?
- What segment of membership exists where consumption is dropping by X%?

2 Define key business terms in a data glossary.

The purpose of a data glossary is to improve the organization's understanding and use of data by defining key terms.

TERM	OWNER	STEWARD
Active Member		
Lapsed Member		
Prospective Member		

3 Identify key data to track, analyze, and report.



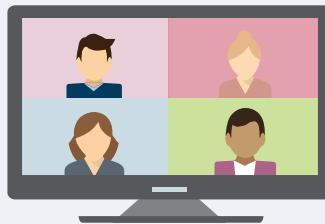
Customer Name
Contact Details
Education
Classification

To avoid confusion and data silos, store all this data in one place. This single point of reference will be important as you clean, transform, and share your data.

4 Make sure the right data gets to the right people.



5 Establish a steering team to enforce good habits.



The Data Governance Steering Team will be responsible for maintaining and enforcing data policies.

6 Evaluate, adjust, and repeat.

The Data Governance Steering Team should maintain, communicate, and enforce the data governance policies developed during this process. The team should meet regularly to discuss issues, especially as your organization grows.

As your data needs change, so should your policies!



Questions? Contact us.

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