

# 7 steps to build a strong data governance policy for your association

Strategies to reduce risk, improve data quality, and unlock smarter decision-making across your organization

Want to take control of your organization’s data?

Follow these steps to begin building your data governance policy:

## 1 Start with executive buy-in

Data governance must be a priority from the top down, with your leaders fostering your data goals.

“The biggest challenge in building a data-driven culture is that staff don’t have enough time. Managing data takes a lot of time. And most staff don’t have extra free time to consider how they can improve their organization’s data. But if leadership takes charge and supports high level data initiatives, your staff will feel empowered to make lasting change.”

-Evan Reid, MPP, Senior Director of Analytics at the American Speech-Language-Hearing Association (ASHA)



## 2 Define ownership and roles

Clarify who’s responsible for overseeing and maintaining your recordings, including data stewards, system admins, and department heads.

## 3 Establish data quality standards

Set clear expectations for data formatting, entry rules, and validation.



## 4 Create a cross-functional governance team

Include stakeholders from IT, membership, marketing, and finance to ensure comprehensive oversight.

## 5 Document and share policies

Make your data governance policy a living document and train your staff to ensure it stays accessible.



## 6 Conduct regular data audits

Set a data governance schedule and monitor your data hygiene at routine intervals to maintain trust and accuracy.

“Without good data governance, organizations are hesitant to invest in maintaining their data and won’t use it. Without keeping your data clean, it will become garbage. I call this the data management death loop.”

-Wes Trochilil, Owner of Effective Database Management

## 7 Align governance with member experience goals

Use clean, trusted data to deliver relevant content and personalized member interactions.



## Why it matters for your organization

Inaccurate or outdated data can cost your organization real money—lowering staff productivity and causing you to miss revenue opportunities. Follow the steps above to begin building your data governance policy today!

Want to go deeper? Watch our on-demand webinar to learn more data governance strategies and how to practically apply them at your organization.

Watch now

### About Momentive Software

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