

Governance Team Charter

TABLE OF CONTENTS

- TABLE OF CONTENTS 2
- DOCUMENT REVISION HISTORY 3
- 1. GENERAL PURPOSE & SCOPE..... 4
- 2. COMMITTEE DELIVERABLES..... 6
- 3. ACCOUNTABILITY & STAKEHOLDERS..... 7
- 4. COMMITTEE MEMBERSHIP 8
- 5. ROLE AND RESPONSIBILITY DESCRIPTIONS 10
- 6. MEETING SCHEDULES..... 13
- 7. DECISION MAKING 14
- 8. COMMUNICATIONS 16
- 9. CHANGES TO THE CHARTER 17

DOCUMENT REVISION HISTORY

Change Date	Editor	Details

1. GENERAL PURPOSE & SCOPE

Governance committees are responsible for the oversight, adoption and promotion of a program or initiative to ensure that it is evolving to meet the goals of the business. [Client] needs to implement a Content Strategy Core Committee to ensure that their content programs (architecture, authoring, retention) is being incorporated into their business practices with measured results as it pertains to internal and external content. This charter highlights the roles, responsibilities, activities, training, documentation, and communication structure needed to successfully cultivate and maintain the core committee.

While the Governance Steering Committee is responsible for managing the strategic direction, resolution of business/technology conflicts, set vision, and content strategy and taxonomy initiatives at a strategic level, the Content Strategy Core Committee is responsible at a tactical level to drive initiatives and resolve issues for the content strategy, authoring processes and architecture as well as controlling changes to the content management lifecycle. These individuals are advocates to drive content strategy across the organization, not just [Internal Support Application] and servicing content as a way to foster long term innovation.

The Content Strategy Core Committee's role includes the following threads and functions related to managing the content strategy:

Content Strategy:

- Policies for standardization and the use of content for various channels
- Service level agreements for new content creation and content updates
- Archival and retention policies for content
- Style guidelines and the facilitation of potential changes
- Use of content metrics and analytics
- Leveraging content for cross-channel service experience

Content Authoring:

- Content authoring lifecycle and audience
- Authoring process standards

- Editorial standards

Content Architecture:

- Content structure and updates to the structure
- Metadata associated to content types

This document will outline adoption approaches to ensure key stakeholders are leveraging the content strategy, highlight related governance processes and identify measured results to benchmark the success of this program.