

WEB GOVERNANCE



What is Web Governance?

EXECUTIVE QUICK HITS

Key aspects of a successful Web Governance model:

- Web Governance promotes transparency of communication and information
- People, Process, and Standards are the core components to Web Governance
- Web and brand standards alone DO NOT equal Web Governance
- Executive sponsors are the first key to a successful web governance model

Large organizations rely on many individuals across the company to create, implement and manage the content and functionality of a company website. This disparate group of people makes managing the website extremely time-consuming and unnecessarily difficult. Since there is usually a lack of structure, process, and communication, both business and technical teams become extremely frustrated. Web governance provides a way to solve these issues.

A proper web governance model outlines the roles and responsibilities that are needed to effectively manage content and functionality throughout the entire web lifecycle from concept to implementation. This end-to-end approach creates the foundational structure for achieving success.

Why is Web Governance Important?

Web governance creates and promotes transparency. By adopting a model that encourages clear communication and provides transparency throughout the organization, there is a clear understanding of the process and the owners of the process.

This transparency increases participation which leads to informed decision-making as well as cost-effective and timely use of the organization's resources.

RESULTS

Web governance will achieve the following results:

- Clear communication that promotes collaboration throughout the entire organization
- Established roles, responsibilities, and processes for the entire web lifecycle
- Defined and documented guidelines for creative and technical development
- Adequate budget for website support and maintenance
- Appropriate amount of lead time to effectively implement changes to the website.

How is Web Governance Implemented?

A successful web governance model requires the support of the entire organization. An executive sponsor is necessary to establish the vision and scope, and a project champion is needed to promote communication, collaboration, and transparency.

COMPONENTS OF WEB GOVERNANCE

There are three primary components to a successful web governance model:

People, Process, and Standards. These components are dependent on each other, and a successful model fully integrates all of them.

PEOPLE

ORGANIZATIONAL STRUCTURE OF RESOURCES THAT HAVE DEFINED ROLES AND RESPONSIBILITIES

It is the responsibility of the organization to make decisions regarding all levels of process and standards within the web governance model. A successful web governance model depends on roles and responsibilities being defined in order to ensure accountability between Business, IT, Vendors and Corporate users.

PROCESS

ORGANIZATIONAL METHODS AND TACTICS FOR THE CREATION, COMMUNICATION, AND DEVELOPMENT OF NEW WEB PROPERTIES

The web governance process is the workflow of how web deliverables move through the organization from concept to implementation. The scope of the process must include all stages of the web lifecycle and must represent all parts of the organization.

STANDARDS

CREATIVE AND DEVELOPMENT GUIDELINES FOR EXECUTING WEB DELIVERABLES

Brand guidelines, design style guides, and code standards are all part of web governance standards. Standards also help define the technology methods that are necessary to effectively execute the web governance process.

What are the Keys to Web Governance Success?

Implementing a successful web governance model is not easy. A deliberate and comprehensive approach is necessary to change a company's culture and processes. To succeed, the new model must have the support and cooperation of the entire organization.

1

EXECUTIVE SPONSOR

In order to successfully implement the culture change and process improvement required by a web governance model there must be executive support. At the highest level, web governance is a strategic vision that determines the approach for implementing an effective process and developing the organizational structure necessary to support that process.

An engaged executive leader is critical to ensuring a successful governance implementation and accountability for the results.

2

THE CHAMPION

The Champion is the voice of the web governance model. With the full backing of an engaged executive, the Champion begins the process of education and awareness required to implement change. Relationships are a critical factor to success. The Champion must build strong relationships throughout the organization to facilitate effective communication.

An effective champion has a strong understanding of both processes and deliverables across multiple stages of the web lifecycle. This holistic knowledge is critical to uncovering problems with the existing model. It is the responsibility of the Champion to foster collaboration and effectively communicate throughout the entire process of establishing a web governance model.

3

TRANSPARENCY

When implementing a web governance model, there must be a high level of communication and collaboration. The Champion is the primary driver of transparency, but it is also necessary for the entire project team to be open to both new ideas and processes. Transparency must span all levels of project resources, including the executive level, as awareness at the executive level will help to ensure long-term success.

4

SCOPE

Too often, the scope of process change relating to website deliverables focuses solely on the web implementation team. In order to develop a successful web governance model, there must be an end-to-end view of the web lifecycle. Without this holistic view, a governance model is destined to fail.

The complete web lifecycle begins with the business owners in conceptualizing any deliverable. A deliverable must progress from concept to analysis to prioritization to implementation. It is key that a web governance model encompass the entire lifecycle.

5

PROCESS

Existing processes and entrenched cultural habits are often the most difficult obstacles to overcome when implementing a new web governance model. Resistance to change is a natural reaction within every organization and only by encouraging collaboration and transparency can the necessary change in process succeed. In order for process to be effective it must be simple, flexible and easy to follow. Avoiding burdensome process is a critical component to helping organizations adopt a successful web governance model.