



University of Texas Arlington (UTA)
Data Governance Communication Plan

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Data Governance Communication Plan at UTA

Table of Contents

Document Purpose	2
Objectives.....	2
Key Audiences.....	2
Communication Methods	3
Communication Plan.....	3
Appendix A: Revision History.....	7

Data Governance Communication Plan at UTA

Document Purpose

The purpose of this document is to describe communication among participants of the UTA Data Governance (DG) Program.

Objectives

Data Governance relies upon consistent, reliable communication to be effective. The DG Program Communication plan is structured to ensure a consistent and traceable flow of information occurs between program participants and interested parties. More specifically, the communication plan is designed to:

- Initiate and maintain the precise communications needed for a successful DG Program
- Ensure participants are aware of the status of the program, planned initiatives and their specific responsibilities including key action items, decisions or activities assigned to them
- Educate each employee regarding their role and responsibilities in DG
- Manage the change associated with DG
- Ensure a collaborative and transparent environment for DG participants and activities

The Data Governance Office (DGO) will monitor communication to ensure information is received and understood in order to avoid roadblocks and misunderstandings.

Key Audiences

The communications plan is oriented to key DG Program participants including:

- Data Governance Office
- Executive Steering Committee
- Data Governance Council
- Data Stewards
- Temporary Working Groups

Data Governance Communication Plan at UTA

Communication Methods

The DG Program will utilize multiple communication methods and channels to ensure key messages and collateral are disseminated and available to appropriate audiences.

Content will be captured within multiple formats including word documents, spreadsheets, and presentations. Communications will be distributed through multiple channels including, but not limited to:

- Web-portal
- Email
- Meetings
- Workshops or other presentations

Communication Plan

The following table describes key program communications. Note, however, that the communication plan is intended to be a flexible and ongoing framework for facilitating awareness, adoption and participation in the DG Program. Therefore, additional persistent and as-needed communication mechanisms are expected to be added as the program matures. Such additions will capture formal interactions with other business and IT groups as they are solidified as well as addressing requirements to support increasing scope and entrenchment of DG over time.

Data Governance Communication Plan at UTA

Message	Purpose / Objective	Author	Audience	Frequency	Medium
DG Program Communication					
UTA Institution Strategy	Communicate UTA strategic roadmap and planned initiatives to support identification and alignment of key DG initiatives	Executive Steering Committee	Data Governance Council; DGO	Annually	Email; Web-portal
DG Program Update	Communicate DG Program achievements and progress/tracking towards established program objectives.	DGO	Executive Steering Committee; Data Governance Council;	Annually	Email; Web-portal
DG Program Scorecard	Demonstrate program status and ensure ongoing progress towards established objectives, program compliance, and highlight areas for improvement	DGO	Executive Steering Committee; Data Governance Council;	Monthly	Email; Web-portal
DG Program Roadmap	Articulate key initiatives, milestones and status. Promote awareness and engagement in DG initiatives.	DGO	Executive Steering Committee; Data Governance Council;	Monthly Quarterly	Meeting
DG Program Request (Intake)	Capture requests and issues for DG consideration.	Data Stewards; DGO	Data Governance Council	On Demand	DG Issue Intake Workflow

Data Governance Communication Plan at UTA

Message	Purpose / Objective	Author	Audience	Frequency	Medium
UTA Initiative Update	Identify data related projects that require Data Governance and Data Steward support.	Data Governance Council;	DGO; Temp. Working Groups; Data Stewards	On Demand	Email; Meeting
DG Updates & Latest Info	Provide access to latest info regarding DG initiatives, links to eLearning, Policies & Procedures, Issues List, DG Issue Intake Workflow, etc.	DGO	All DG Stakeholders	On Demand	Web-portal
Standing Meetings; Event-Based Communications					
Executive Steering Committee Agenda	Communicate planned meeting discussion items and required decisions. Distribute applicable pre-read materials.	DGO	Executive Steering Committee	Quarterly	Email
Executive Steering Committee Meeting Minutes	Document Executive Steering Committee decisions. Ensure action items have owners and due dates.	DGO	Executive Steering Committee; Data Governance Council;	Quarterly	Email
Data Governance Council Agenda	Communicate planned meeting discussion items and required decisions. Distribute applicable pre-read materials.	DGO	Data Governance Council;	Monthly	Email

Data Governance Communication Plan at UTA

Message	Purpose / Objective	Author	Audience	Frequency	Medium
Data Governance Council Meeting Minutes	Document Data Governance Council decisions. Ensure action items have owners and due dates.	DGO	Data Governance Council; Data Stewards; Temp. Work Groups	Monthly	Email
Data Stewardship Meeting Agenda	Communicate planned discussion items, required decisions, and share cross-domain best practices. Distribute applicable pre-read materials.	DGO; Data Stewards	Data Governance Council; Data Stewards; Temp. Work Groups	Monthly	Email
Policies & Procedures					
Published Policies	Ensure approved policies and related collateral are published and available.	DGO	All	As Published	Email; Web-portal
Published Standards	Ensure approved standards are published and available.	DGO	Data Governance Council; Data Stewards	As Published	Email; Web-portal
DG Operating Procedures	Educate participants on defined process and methods for interacting with DG program.	DGO	All	As Published	Web-portal

Data Governance Communication Plan at UTA

Message	Purpose / Objective	Author	Audience	Frequency	Medium
Training	Provide targeted education and training materials for DG program.	DGO in conjunction with Data Stewards	Varied	As needed	Lunch 'n Learns; Scheduled Workshops; Self-Directed Learning Materials/ eLearning

Appendix A: Revision History

Version	Date	Author(s)	Revision Notes
1	11/18/2016	SAS	Initial Draft