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# Creating an Effective Governance Plan for SharePoint Solutions

...ensuring that if you build it, users will come ...  
...and get value!

SharePoint Users Group Conference  
June 26, 2009

# Agenda

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- Why do you need a Governance Plan?
- Components of a Governance Plan
  - ➔ Sample Guiding Principles
  - ➔ Key Roles and Responsibilities
- Planning for Ongoing Content Management
- Planning for Launch and Roll Out
  - ➔ Communications
  - ➔ TRAINING!!!!
- Summary

# Why do you need a Governance Plan?

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- Avoid portal, team site, and content "sprawl"
- Ensure that content quality is maintained for the life of the portal
- Consistently provide a high quality user experience by ensuring that the governance plan is followed
- Establish clear decision making authority and escalation procedures so that policy violations are dealt with and conflicts are resolved on a timely basis
- Ensure that the portal strategy is aligned with business objectives so that it continuously delivers business value

# Components of a Governance Plan

- Vision Statement – high level assertions about what you want to achieve with the portal initiative. For example:
  - ➔ “Our new solution will be the primary source of all information employees need to do their jobs.”
  - ➔ “The solution will be the primary means of sharing documents within the enterprise.”
- Principles – express corporate preferences that support the vision statements and principles that guide the design. For example:
  - ➔ “We will use a federated model of content management wherever possible.” (Corporate provides guidelines and optimal standards, but individual businesses may vary from the corporate guidelines if absolutely necessary from a business perspective.)
  - ➔ “Department-level decisions will be vetted by other departments. However, no single unit will have a veto over decisions.”

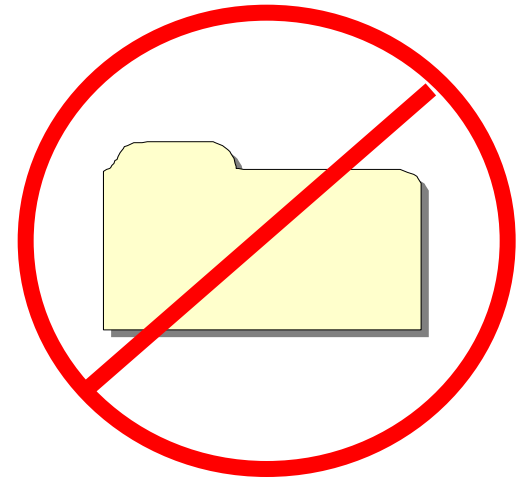
# Example Guiding Principles – Design

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- Consistent user experience
- Design with the end user in mind – minimize the need for training
- Standards tied to scope (audience)
- Just because you can, doesn't mean you should (“with great power comes great responsibility”)
- Existing rules still apply (privacy, use of IT resources, records retention)
- Default access is “read only” for all – apply additional “read” security only as needed

# Example Guiding Principles – Usage and Content Management

- No e-mail attachments – send links
- Publish once, link many
- Use Metadata, not Folders – more flexible in responding to a dynamic environment
- Content management is everyone's responsibility but site owners are accountable
- Content owners are responsible for ensuring their content is managed according to corporate records retention policies.



The “no folders” paradigm shift – likely to be your biggest challenge: relevant examples are critical!

# Components of a Governance Plan, continued

- Policies – specific guidelines reflecting firm decisions the organization has made. For example:
  - ➔ “The team collaboration and document management solution of choice is from Microsoft. We will use SharePoint for all new projects where this functionality is needed, unless a specific case is made to use another one.”
  - ➔ “Established implementations that do not use the preferred products will continue to be used until they need major updates.”
  - ➔ “In order to optimize user experience, download time for users must be taken into consideration when submitting large documents. File size guidelines are ....”
  - ➔ “File names should be topical and descriptive. Generally, file names should not include dates or versions. If a file name must contain dates, then the following format must be followed to ensure consistent sorting, for example: File Name\_YYYY\_MM\_DD.”

# Components of a Governance Plan, continued

- Procedures – define how to do specific operations. For example:
  - ➔ How to upload or create content
  - ➔ How to start a workflow
  - ➔ How to remove content
  - ➔ How to add, change, or remove items from the corporate taxonomy
- Roles and Responsibilities – define how each member of the firm is responsible for ensuring the success of the intranet portal solution. The next page describes the typical roles and responsibilities for a SharePoint-based portal solution.

# Examples of Key Roles and Responsibilities

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- Executive Sponsor
- Portal Governance Board
- Portal Owner (Business)
- Portal Administrator (Technology)
- Site Owner
- Users (Visitors, Contributors)
- Technology Support Team

# Define Procedures for Content Management

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- A good Content Management plan addresses both the design of content as well as its ongoing maintenance.
- As general guiding principles, content in the portal needs to meet the following characteristics:
  - ➔ Usable
  - ➔ Credible
  - ➔ Relevant

# Plan Roll Out and Launch



- Communications – persistent
- Training – don't underestimate the training requirements for the SharePoint "paradigm shift;" "bite sized chunks"



➔ <http://sharepoint.microsoft.com/gearup>




- Launch and Content Conversion – clean first!



- User Support – community of practice
- Incentives and Rewards – make it fun!
- Measurement – for funding and feedback



# Training – don't just throw it over the fence

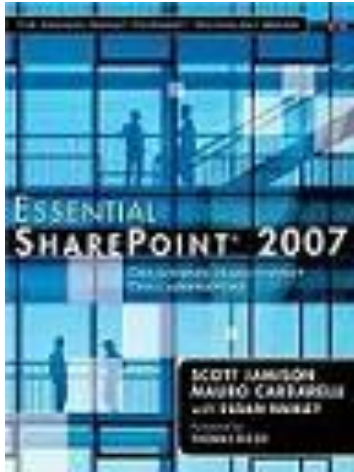
- The paradigm shift
  - ➔ Don't underestimate how hard it will be for users to understand the concept of metadata
  - ➔ Assume all users are from Missouri! 
  - ➔ Plan a variety of types and opportunities for training. One size does not fit all!
- Security
  - ➔ Security concepts are not straightforward for most users
- Information overload
  - ➔ Think about initial training for the “basics” followed by shorter training modules offered “just in time” for interested users

# Summary

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- Keep your governance model simple. Portals need a strong governance model, but they don't need complicated models with lots of bureaucracy.
- Plan your roll out carefully – don't assume you won't need training! Don't assume that everything stops after launch.
- Keep in touch with your users. Make sure you have a plan for collecting feedback on an ongoing basis.
- Just because the intranet exists, it doesn't mean that everything should be on it. Carefully assess what should be on the intranet portal and what shouldn't.

# Contact Information



Coming in March 2010:  
Essential SharePoint 2010!

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