

Establishing Governance for Taxonomy and Metadata: Trade-Offs and Decisions

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- ▶ Manager, Data Taxonomy & Governance at The Clorox Company, a multinational manufacturer and marketer of consumer and professional products based in Oakland, California
- ▶ Over ten years' experience in taxonomy, search, and content and records management
- ▶ Currently responsible for taxonomy development and management in the Marketing and Analytics departments
- ▶ Working to implement knowledge management, auto-categorization, search, text analytics, and digital asset and content management



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What Is Governance?

- ▶ Google Image Search defines Governance as “a cult of multi-colored, faceless individuals who gather in circles to worship puzzle pieces”.*



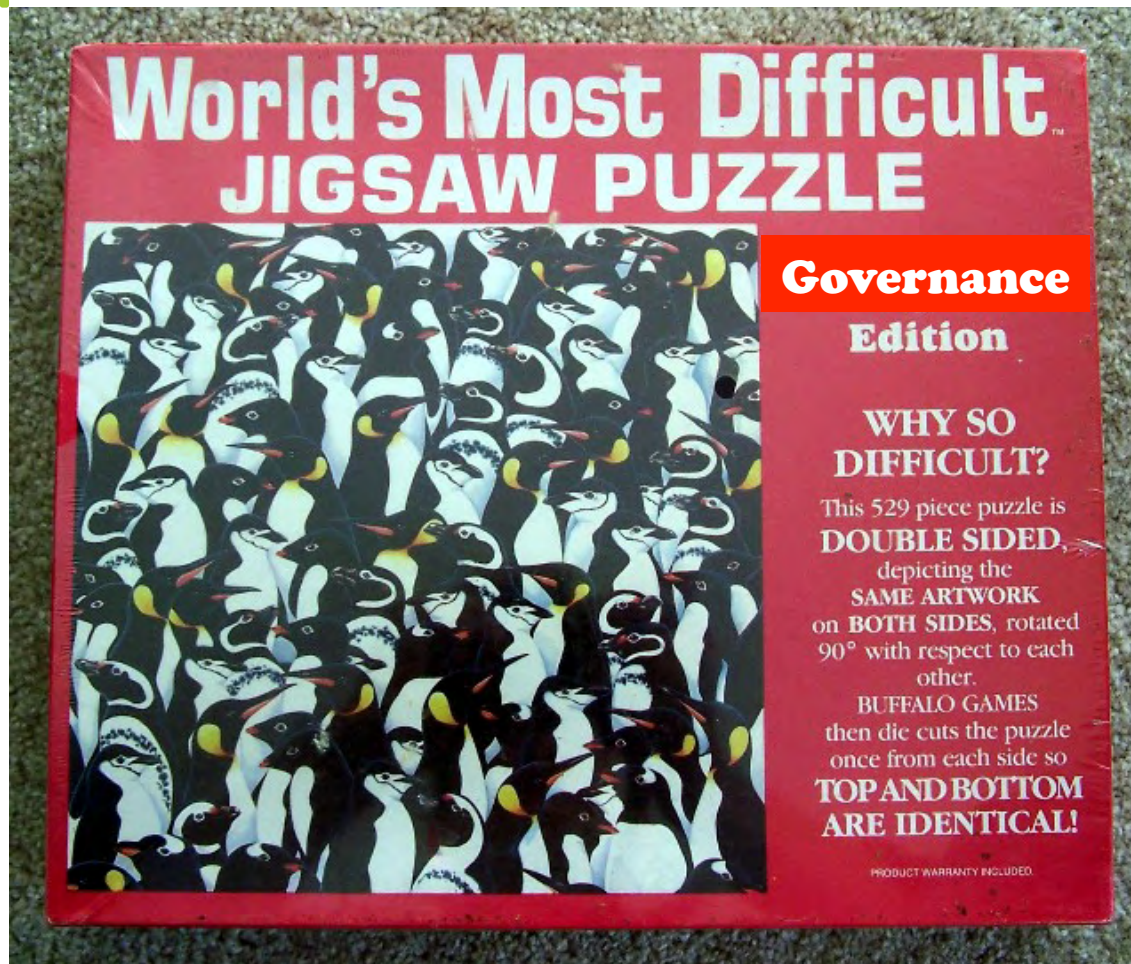
Poor governance



*Google Image Search. *Governance*. 2 May 2016. <https://www.google.com/search?q=governance&hl=en&biw=1920&bih=955&site=webhp&source=Inms&tbn=isch&sa=X&ved=0ahUKEwj86-PL57vMAhWCZpoKHWR-CoMQ_AUIBigB>.

If that's true...

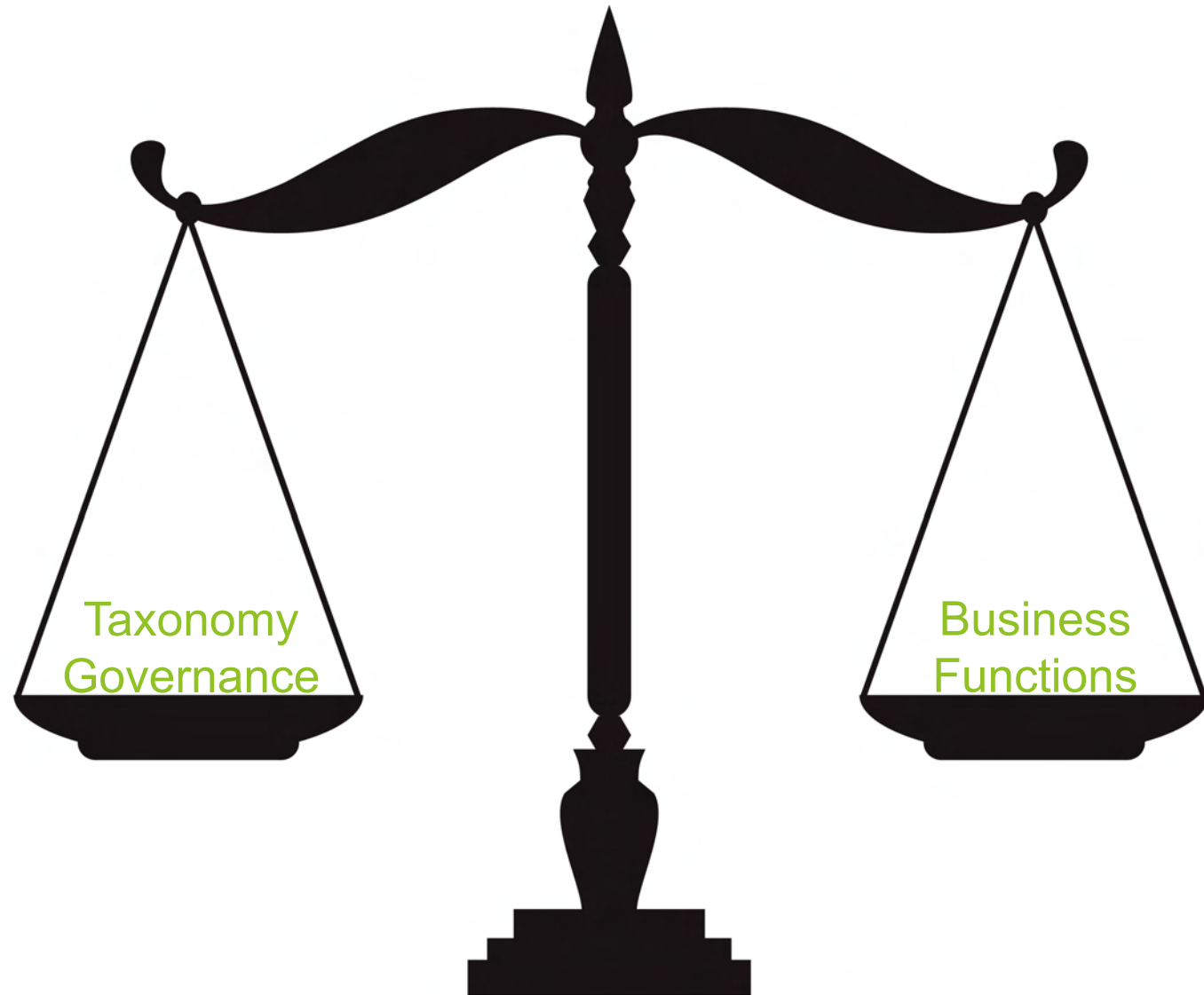
- ▶ It might be more like this



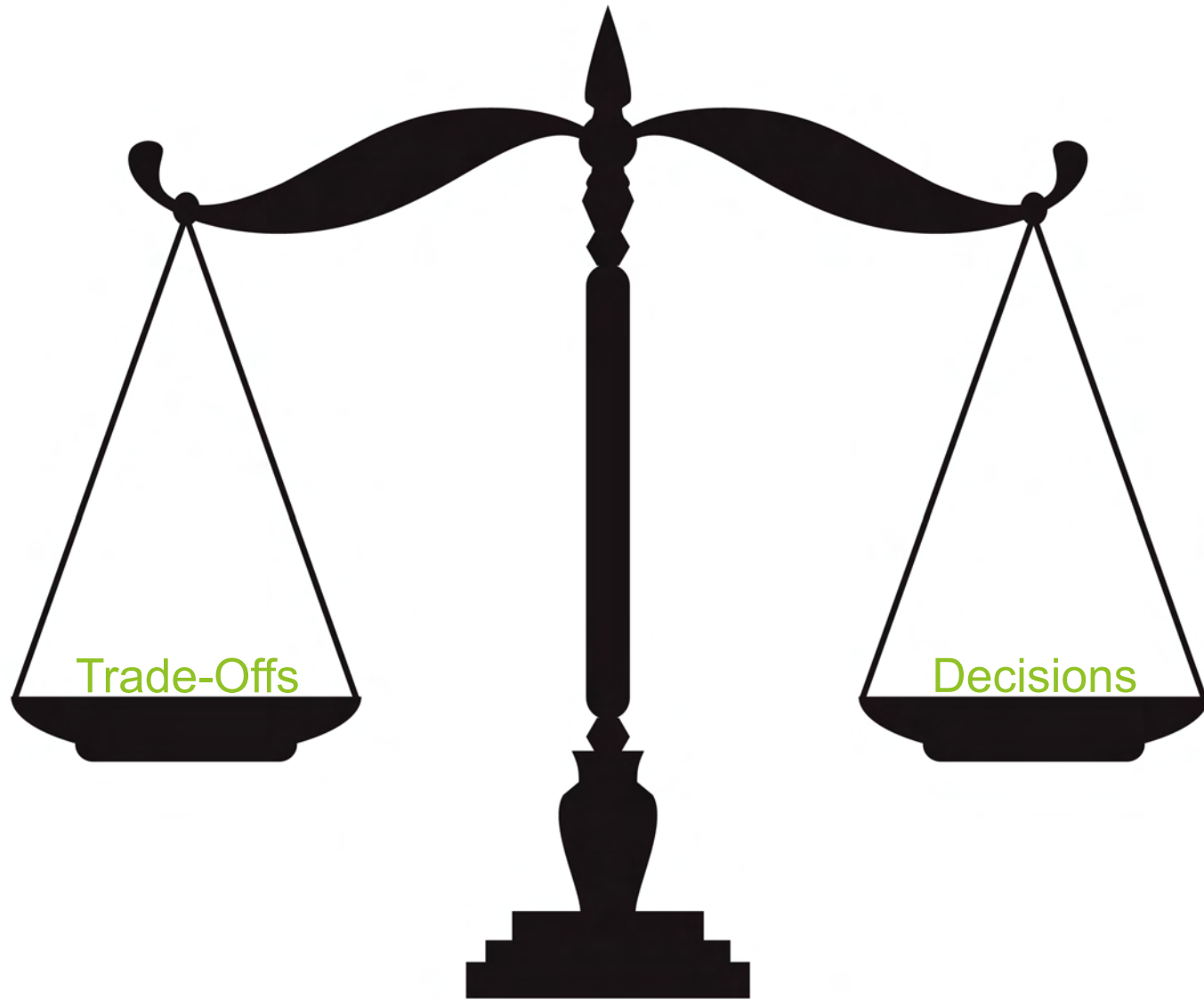
Compromise

- ▶ In taxonomy work, you might feel the need to compromise the taxonomy build and governance
- ▶ Each group will see itself as completely unique and special
- ▶ It is important to stick to taxonomy best practices while being able to compromise

With Scale Comes Compromise



Trade-Offs and Decisions



What We'll Talk About

- ▶ Governance
- ▶ Why Taxonomy Governance
- ▶ Levels of Governance
- ▶ Trade-Offs & Decisions