CBA — cross business architecture lab

EA Communities & Communications

Table legend

Blue =	This activity is important when starting a community.
Beige =	This activity should be done in the lifetime of a community.
Red =	This activity is recommended at the end or when ending a community.

The Community Canvas: Basis for structure and mapping
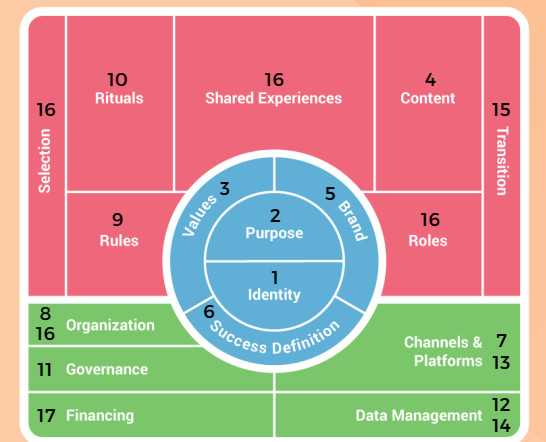
The Community Canvas - https://community-canvas.org/ - With kind permission and thanks to:
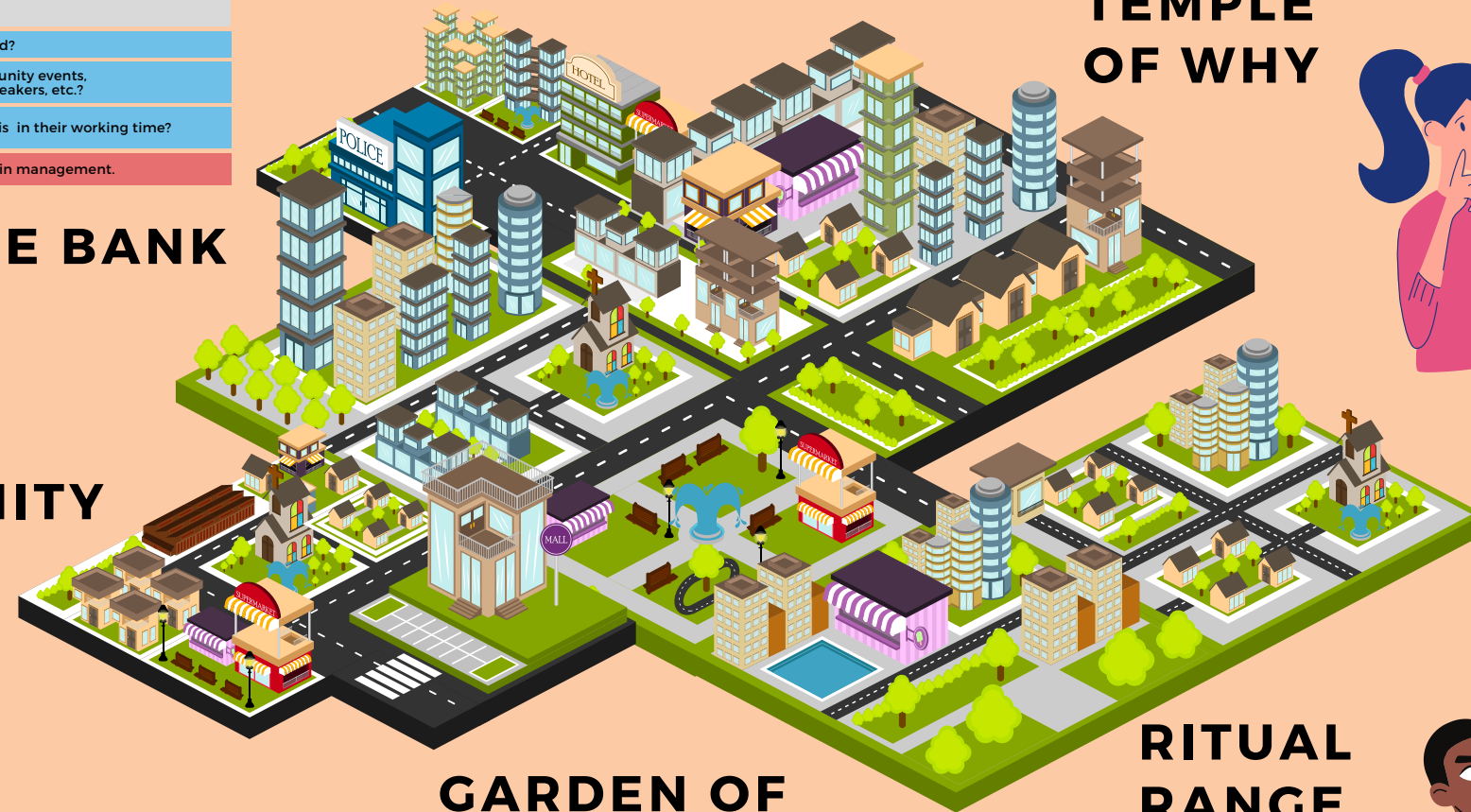Sascha Mombartz - http://closeknit.co/ und
Fabian Pfortmüller - http://together.is/

Values, success factors, community brand: How are the goals addressed? The "How"

③ Values

What values and principles is the community committed to?

- Do the community's values and principles have broad support?
- Are they representative for the EA in the organization or do they only reflect one faction? It is not uncommon, especially in established EA, to have disputes about direction and differences of opinion regarding scope, working methods, content, etc.

④ Content

What are we doing and how does it pay off against the stated goals?

What is the need of the community members?

⑤ Brand

How does the community present itself?

How does it express itself and how does it communicate to the outside world?

What are the main target groups for external communication?

⑥ Success factors

How does the community define success and how is it measured? Examples:
- How long do members stay in a community on average?
- How many comments do they post?
- How many users actually participate in actions?

HOUSE OF HOW

TEMPLE OF WHY

THE BANK

Financing Modalities: The "How much?"

⑰ Financing

How is the community financed?

Detailing: Is there a budget for the community events, e.g. for room rental, catering, external speakers, etc.?

Detailing: Is it ensured that the participants can do this in their working time?

Is budgeting at risk? Example: Due to change in management.

Goal and Identity: The "Why"

① Identity & Motivation

What is the vision/mission of the community? (The other questions result from this or are settled with it.)

Connecting interest/activity of the participants (motivation, common goals)

How or through what do community participants connect?

- Is there an explicit vision or mission on which the community's identity and motivation can be based?
- Can the orientation of the community be questioned on this basis?
- How unchangeable is the vision or mission in the face of changing framework conditions for the EA (e.g., agile architecture)?

② Purpose & Goal

What is the purpose of the Enterprise Architecture Community? (external purpose - given)

How does the community contribute to the implementation of the corporate strategy? How does it help promote EA's goals and missions?

What does the community want to achieve? (internal purpose - to be elaborated)

- What is my starting point and where do I want to go with the community?
- How does the company change when the community exists?
- How does the community change the lives of its members?

- What specific objective is addressed/fulfilled? (short-term, in a specific time span/iteration) Example: promote Architectural Thinking in the short-term/medium-term vs. IT business convergence in the long-term.

- Do the community goals apply to the entire EA discipline in the organization?

- Detailing: Are the goals of the community in line with the previous values represented by EA?
- If there is a tension - is this a conscious decision, e.g. to initiate cultural change and transformation?

Once the vision/mission/goals have been achieved, are there new goals for the community to work on?

COMMUNITY CLUB

RITUAL RANGE

GARDEN OF GOVERNANCE

Responsibles and participants: The "Who?"

⑮ Participants

Are the community participants all "practitioners", i.e. here specifically architects or enterprise architects? Or is the group of participants extended, for example, by other stakeholders of the EA?

Is a membership limited in time or endless?

How are alumni dealt with?

How are passive members managed?

Are there enough (active) participants/people interested?

⑯ Organization

Is this an open or closed community?

What are the entry barriers/entry criteria for the community?

Which target audience should be addressed?

Who is the organizer/host?

Are there other contributors to the community?

How can one register to the community?

Which functions/roles must be ensured so that the community can survive?

Who is responsible for what?

Format and content: The "What"

⑫ Format

- What needs to be supported by the format?
- Is there information input into the EA through presentations?
- Does the collaboration of enterprise architects serve to further develop architecture topics or initiatives?
- How do we create space for asynchronous exchange? Example: Chat function in teams.

⑬ Channels & Platforms

What is the concrete offer for the community?

What format?

Where does the target group exchange information today, and how can this be harnessed?

How important is direct networking and direct personal exchange?

⑭ Data Management

What conditions must be created, to keep the data DSGVO-compliant?

What requirements must be met in order to be compliant with existing works agreements? (Coordination of the topic with the works council.)

How is the membership data kept up to date?

How can members search for and find other members in the Community?

What data from members is required?

How does the community handle the knowledge and data in the community itself?

Are work results made available to others in or outside the EA, including interim results (transparency principle)? Example: Are protocols accessible to the entire organization?

Is (valuable) content/results achieved through the community?

Rituals, frequency, venue, and governance: The operational "How"

⑦ Channels & Platforms

Channels & Platforms: Venue/virtual space

⑧ Organization

Organization: Frequency, duration

⑨ Rules

What can members expect from the community? What is allowed? What is not allowed?

What are the rules of the game?

What is the procedure if someone violates the rules of the community?

⑩ Rituals

What rituals exist in the community - online and offline?

Which rituals reflect the values of the community?

⑪ Governance & Steering

Who is moderating the community?

What governance applies to the community?

Who makes decisions in the community (budgets, tooling, etc.)? How are they made?

How are conflicts in the community dealt with?