

What is a Property Charter?

The property charter is the governing document for your property. This document outlines the creation and ongoing life of the property. Property Charters should be approved by the Web Communication team as well as the head of the department that oversees the property.

Definitions

Property Sponsor - Manages the department, program, or service about which this property supports.

What's in the charter?

Background Information

The site information describes the department/unit/program that this property will support. This section should clearly indicate who this web property is controlled by as well as how this web property contributes to the success of the unit.

Guiding Questions

- Does your unit have an existing communication plan?
- What is a standout project or service that your team offers?
- How do you define success?

Stuck?

- [Exercise on Drafting your unit Description](#)

Example

- In the Office of Marketing and Brand Strategy, we craft brand efforts that effectively and strategically reach target audiences at the moments when we can most influence their decisions. From prospective and current students, to employees, to stakeholders, alumni, and more--we strive to present the right message to the right person at the right time through experiences, words, visuals and sounds. When we are successful, we amplify the University's most important initiatives, help it achieve business goals, and demonstrate important proof points so our audiences know what is made possible at the University of Kentucky.

Property Goals

In a few sentences or bullet points, describe the way this web property supports the communication and marketing efforts of your team.

Guiding Questions

- What does this property contain that supports the efforts of your unit outlined in the previous section?

Example:

- This web property supports the Office of Marketing and Brand Strategy by being the source of information about the UK Brand and providing resources to the UK communications community so that they can execute the Brand to the highest standards. The property is the primary way communication and marketing teams across the institution will access the brand guidelines, download their official lockups, and connect with our department with any questions about the brand.

Goal 1	
Goal 2	
Goal 3	
Goal 4	