Community of Practice Charter Template

Purpose

Background and Purpose

What is the business context in which the Community would be operating and why you have chosen to create a CoP?
What is the business need that this CoP addresses? What is out of scope?
What is the primary (but not exclusive) scope the CoP will focus on: practitioner support, business support, learning, innovation, or coordination?
What does success look like in six months/one year?
What are the benefits for the members and for the organization and its clients?
How will objectives be negotiated and agreed upon with members?

Domain

Specify focus areas and whether there is a relevant "body of knowledge".
What are the key issues/challenges the CoP will address?
Who are your key competitors?
Who could be your key partners?

People

Membership

Is membership open, closed, or something in between?
Is it limited to WBG internal staff only, is it a mix of WBG staff and external audiences, or is it mostly for an external audiences?
How will you recruit a core group of members and attract new members?
Understand member's needs. Do an audience analysis.

Operating Model

Who will take on the key Core Team roles: sponsor, leader(s), community management professional(s), KM adviser? How much time they need to dedicate?
How will decisions be made?
Any potential work groups/ projects and who will lead them?

Behaviors

What are the desired behaviors for the CoP (trust, respect, collaboration, reciprocity, network/idea/resource sharing, goal alignment, listening, open & honest discussions, etc.)?
What strategy (tools, facilitation norms, incentives) will you use to generate these behaviors?
How will you and the core team conduct yourselves?

Practice

Content & Programming

What will the content strategy be like? (calendar and responsibilities)
What kind of activities will the CoP have (meeting, BBL, panel discussion, conference, workshop, etc.) and how frequently?

Platform & Other Convening Venues

What online and face to face convening venues would you have (Yammer, Teams, C4D, WebEx, in person events and meetings)
How will you communicate with members?

Resources

What kind of budget will be required? (staff and consultant's time, events, collateral, etc.)
What IT and support resources will be required?

Measurement & ROI

What are the desired outcomes and how will you measure them?
What quantitative and qualitative metrics will you need?
How will the CoP report its results? (frequency, format, audience)