



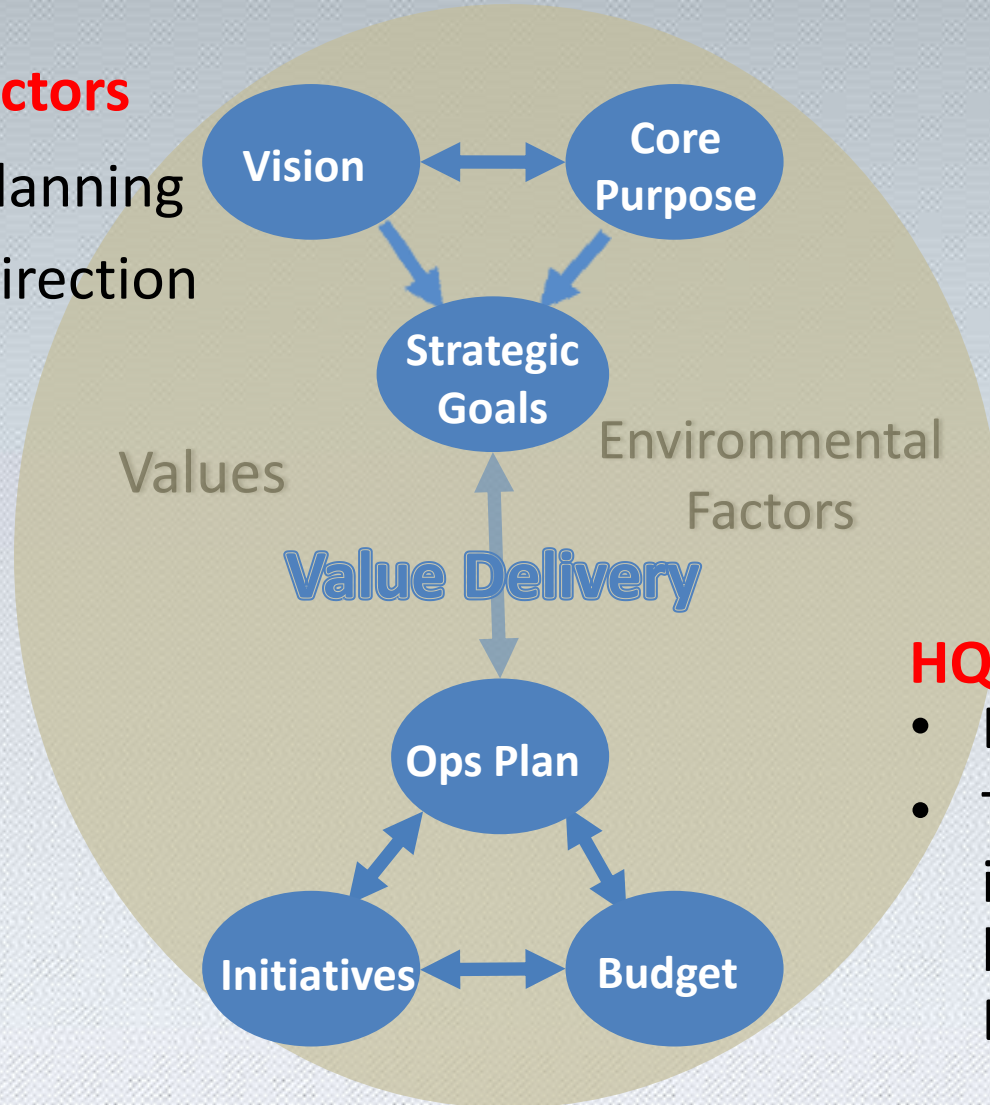
Board of Directors Region Presentation 2014



Role of the BOD

Board of Directors

- Strategic Planning
- Strategic Direction



HQ Staff

- Daily operations
- Tactical implementation of broad strategy from BOD



ARMA + AIEF

Improved Admin Efficiency

- Now administrated at ARMA HQ
- Help the AIEF focus more on research and scholarship, less on administration

It's a win-win!



AIEF Helping Members

- Scholarships Awarded Last Year = \$28,000
- Current Available to our Members:
 - Access Leadership Scholarships - \$6,000 & \$2,000
 - Undergraduate Tuition Reimbursement - \$20,000
 - Graduate Scholarships – up to \$40,000
 - RIM Education Reimbursement for Conferences – up to 20 \$750 assistance grants



You Can Help!

1. Promote AIEF research. It's free.
2. Donate to the AIEF Silent Auctions.
3. Help those in your own backyard to apply for scholarships.
4. Honor your own with an honorarium.
5. Sponsor or co-sponsor a research project on a topic your chapter members are eager to see.
6. Help others achieve success through training and education.



IGP Update





What Is IG?

ARMA's definition (2012)

Information governance is a *strategic framework* comprised of standards, processes, roles, and metrics that *holds organizations and individuals accountable* to create, organize, secure, maintain, use, and dispose of information in ways that *align with and contribute to the organization's goals*.



Role of an IGP



- Strategic perspective
- Enterprise-wide perspective
- Leveraging information assets for maximum value
- Reduce costs
- Identify risks and non-compliance
- Harness management support
- Define solutions, controls, policies
- Collaborate across the enterprise



Value of the Credential

For the individual

- Showcase your expertise
- Achieve recognition within your organization and industry
- Pursue career growth opportunities

For the organization

- Increase compliance
- Reduce risk
- Use a holistic approach to IG
- Have a competent labor pool to draw from
- Leverage information for greater effectiveness

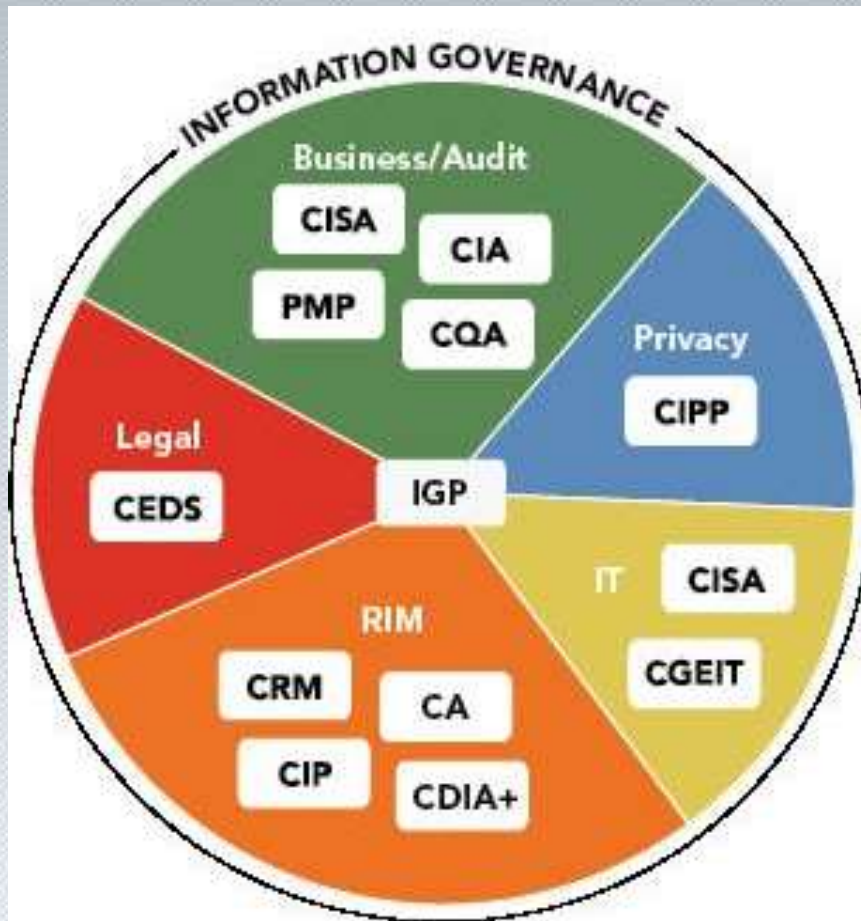


IGPs & CRMs: Key Partners

Complementary Certifications

- CRM
 - In-depth on RIM methods / tools
 - Longer history
- IGP
 - Natural career path for CRMs, and others
 - Works at strategic levels; wide array of competency areas
 - Works in collaboration with CRMs

Additional Certifications



- IGP at the center – integrates these various perspectives
- Expand your own knowledge base
- Work more effectively with these natural organizational allies



Is your IG program ready?

Introducing the official
**Information Governance
Assessment**



ARMA INTERNATIONAL

**THE
EXECUTIVE
CONFERENCE ON
INFORMATION
GOVERNANCE**

Omni Amelia Island
Plantation Resort

April 14-15, 2014
Amelia Island, FL



INFORMATION GOVERNANCE PROFESSIONAL



**ARMA International's
Employee Records Compliance Training**



Revised ARMA's U.S. Government Affairs to:

- Establish ARMA as the authority on Information Governance
- Provide thought leadership on records and information policies
- Expand our relationships with other organizations and key influencers
- Build our community of professionals
- Continue to add value to members.



We Need Your Help!

- Watch for calls for action in InfoPro and Washington Policy Brief
 - Ex: ARMA is looking for an expert on a specific issue or NARA is seeking feedback
 - Encourage chapter members to get involved
 - Be in touch



Region / Chapter Project:

An ongoing effort to increase support to the chapters.



What does this mean to you?

- Region boundaries stay as they are
- More chapter leaders supported by the region leaders
- Clearer focus, support and direction provided by region leaders in an effort to align chapter's yearly programming with the association's strategic plan
- New support tools such as a Chapter Treasurer training webinar, a speaker bureau, and new branded templates to market chapter events



Desired Outcomes

- Chapters are providing quality education and experiences to all levels of membership
- Chapters are reinforcing the ARMA brand through all communications
- A streamlined support for chapters in governance to allow chapters to focus on education, experience, and branding
- A collaborative environment of various leaders sharing and reinforcing resources and messages across the organization



Why the change?

- Region leadership will transition to a form that is better situated to support the specific needs of the chapters
- Positions will be specialized to provide pointed training and specific contacts for the chapters



Program Vision

- Ability to provide quality and consistent education at all levels of the association
- Unified branding at all levels of the association
- Streamlined governance and operational actions for volunteer leaders



Region Coordinators = Chapter Advisors

Position	Role
Region Director	Focus on bringing chapter leaders together, ensures that alignment and strategic direction is being met.
Chapter Advisors (1) Programs (2) Branding (3) Operations	Works with various counterparts in chapters and bring together (conference call) to communicate and share on a regular (monthly) basis.
HQ Staff	Provide support and develop resources for region and chapter leaders in the roles they perform.
Chapter Leaders	Carry out various functions to enhance and reinforce Information Governance at the local level while relaying relevant information back to ARMA HQ.



Region Leadership 2015

- In summer 2015, ARMA will consolidate the 8 US based Regional Leadership Conferences into three:
- Western, Central and Eastern
- Canada will remain separate but receive the same support
- HQ will use its resources and collaborate with Region leaders to make one unique learning experience
- Cities with a central location that are easy to get to will be picked by HQ
- We do not require chapter involvement in the planning – we'll do the work!



What's Next?

- One of HQ's priorities is to streamline chapter operations and provide new resources for planning and executing events. While these are still in development, chapters can expect new training and orientation materials in the near future.



Promoting Information Governance In Your Chapter



Education Mix

Target:



- Co-sponsored, Partnership Events
- Solo Events

Topics (examples)

Management
Security
Privacy
Legal
Compliance

Retention
Disposition
Specific Technologies
Fundamentals



Build Your Community

- Keep a prospect list and actively recruit
- Host joint events (co-opetition)
- Focus on retention to keep Professional Members “in the family”



To Recap:

- Role of the Board
- AIEF
- IGP certification
- Advocacy
- Region structure
- Chapter programming
- Retention



Questions?