

the mid **S**missouri Star

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Columbia/Jefferson City, Missouri
ARMA Chapter

The Role of SII

*Terrence J. Coan, ARMA International
President, and Cyndy Launchbaugh, Director of
Communications, ARMA International*

In July, the ARMA International board of directors voted to incorporate the Strategic Information Institute (SII), an initiative of ARMA, as a separate for-profit corporate entity. The purpose of this message is to provide more clarity about the role of the Institute and the symbiotic relationship it will have with ARMA International. We realize that this strategy is aggressive, and it is certainly a new approach for ARMA, but the ARMA leadership is committed to this as the right direction for our long-term success.

This direction has been discussed at various seminars, chapter meetings, and region leadership conferences. By far, the vast majority of those present has agreed with this strategy and supported it. Even though many of them may not want to move beyond their current role as a records manager, they have understood the value of developing a full career ladder that gives them options.

The Institute is not intended to replace ARMA or create another membership-based organization. Indeed, the Institute has been conceived not to compete with ARMA, but to open up new avenues of opportunities for records and information management professionals.

To be successful, the Institute will require significantly more funding than ARMA can provide. Thus, as a separate for-profit organization, the Institute

will be better positioned to solicit funding and build corporate relationships that will help it meet its objectives at the executive level, while ARMA continues to focus its efforts and energies at the professional level. It would be impossible for ARMA to fully fund, direct, and staff the Institute to be successful at the organization/executive level and be successful at the professional level as well.

New Chapter Pins Are Here!!



Get yours at the 2001-2002 Chapter
Year Kick-Off Meeting on October 23.
See Page 2 for more details.

The Objective

Details about what the Institute will look like are still being developed. A task force of ARMA board members and staff has been formed to develop a business plan for the entity. However, the planning process has made clear what the primary focus and *SII can't ...*

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function of the Institute will be. The general objective is for the Institute to:

- Work with other corporate partners to increase awareness of the issues and acceptance of the concept of managing information strategically. Potential partners could be the media, technology companies, software developers, academic institutions, consulting firms, government agencies, and other stakeholders.
- Establish a corporate accreditation model by which corporations can be confident their information is secure while promoting their core business.
- Create the demand for trained and certified professionals to facilitate compliance or certification (the CRM is just one possible level of certification).
- Develop and deliver other products and services that could include executive-level education and co-sponsored professional-level education events with ARMA International and other interested parties.

ARMA, in contrast, will:

- Continue to provide foundational RIM education.
- Expand its educational offerings to serve the full career ladder of the profession.
- Be a source from which other interested information professionals (i.e., IT, MIS, etc.) may gain necessary RIM skills.
- Partner with other associations and institutions to educate RIM professionals in the necessary areas of IT, executive management skills, etc.
- Be a full strategic partner of the Institute, thereby creating a symbiotic relationship and ensuring that the RIM profession is fully represented.

Put another way, as indicated by market research and environmental scanning, there is a demand for business solutions with regards to the appropriate management of information. The Institute will create a recognition in executives' minds that the solutions can be supplied through the knowledge and perspective of a strategic information management professional adherence to standards and best practices built around appropriate handling of information compliance with a corporate accreditation model.

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Our Next Chapter Meeting

Kick-Off for
2001-2002 Chapter Year

Tuesday October 23

Madison's Café
216 Madison Street
Jefferson City, MO

Presentation:

*Where Imaging Stands in a Day to Day
Business World*

Aaron Reynolds
Automated Business Systems

Aaron is a twenty plus year veteran in the consulting sales business for imaging of records. As owner of ABS, Aaron has worked with hundreds of companies, assisting them in their search for a better way of handling their paper flow. He will be talking about departmental solutions as well as enterprise management systems, and how your needs fit into today's imaging world. In addition, he will be presenting "ONBASE" a Hyland software solution.

5:30-6:00 Social
6:00-7:00 Dinner
7:00-8:00 Presentation

Cost: \$18.00

Please RSVP to Will Masters or Wayne Duncan
by Friday, October 19

Every member who attends will
receive a new Chapter Pin

Bring a guest to the Kick-Off and get
two additional pins to trade or give
to potential members

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This will create a demand for professionals who can meet these expectations. ARMA will provide the education and training to prepare professionals to meet that demand. Clearly, these are two very distinctly different roles and constituents, but they ultimately come together to meet ARMA's basic goals of defining the profession, educating the professionals, and creating awareness of the profession.

The Role of PR

Although an effective public relations plan will be an integral part of ARMA's efforts as well as those of the Institute, it alone cannot change the mind set and skill set required at the organization and professional levels. What ARMA hopes to achieve with the assistance of the Institute requires a great deal more than PR. Effective media and corporate partnerships and educational events also will be critical to creating recognition at the organization level for information management as an integral element of the organization's success.

Where Records Management Fits

Strategic information management will integrate information management at the executive, strategic level of an organization. It's all about managing information strategically for competitive advantage, which requires a new perspective and new skills for most records and information management professionals.

If you visualize strategic information management as a career ladder - or pyramid - its foundation is records and information management, which at the most basic level is primarily tactical. As you move up the career ladder, you build more IT and management skills and knowledge; the role becomes increasingly more strategic and less tactical. At the executive officer level, the role is predominantly strategic. Predictably, as you move up the career ladder, the skills and knowledge required change, as does the perspective. For example, it requires:

- A broader vision - you're no longer positioning your department, but the enterprise for success.
- An understanding of the marketplace in which the organization competes.

- An awareness of what technology trends are emerging and how they may impact the organization's operations and competitive positioning.
- The ability to think and plan strategically, integrating records management and information technology.

Whether the individual is called a chief information officer or strategic information officer or any other name, there needs to be an executive officer on the management team who understands IT, RIM, and executive management and how they relate. This person must be able to leverage the organization's records, information, and knowledge for competitive success. This in turn establishes records and information management as more than a risk management function, as it is often regarded today, and makes it a mission-critical component.

Not all records managers are or will become strategic information management executives. However, when information management is tied to the core mission of an organization, the importance and recognition for records management will naturally increase. It becomes a win-win situation.

The Next Steps

ARMA will continue to focus on providing education and resources for records and information management professionals. However, these offerings will be broader than in the past so as to accommodate those who want to move into more strategic roles within their organizations. Among other things, this requires that ARMA remain abreast of the trends in technology and business that may affect the role records and information management professionals can and will play. In other words, we will continue to examine what our customers' customers need and expect. That is the only way we can help professionals position themselves to succeed in the changing marketplace.

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President's Pen



Hello Chapter Members

We had a good turnout at our September meeting and I am looking forward to an even better turn out next month.

Speaking of next month, our October meeting will be a presentation by Aaron Reynolds on imaging and a demo of the On Base imaging software. Many of us know Aaron and I am sure this will be a program not to be missed. This will also serve as our kick-off for the year. Remember guests are always welcome, so feel free to bring others who may be interested. The meeting will be held at Madison's Café in Jeff City, hope to see you there.

The board has been hard at work planning our program year and it is really shaping up as a good one. November's meeting will be at the University Hospital's records department. This will be a luncheon meeting so mark you calendars now!

The newly designed chapter pins are now available! The pins arrived in time for those attending the Conference in Montreal, so our pins should be widely distributed among the pin traders around the world. We will provide each chapter member attending next month's meeting with a chapter pin. Additional pins will be available for purchase at that time.

In closing, I would like to mention the tragedy that occurred on September 11. Our hearts and prayers go out to those personally affected by these tragic events. Lets take a moment and donate whatever resources are available to help the victims of the tragedy.

One consequence of the tragedy, is the recovery efforts now underway to retrieve the records and evidence of the various businesses and government agencies housed in the Trade Center. As records managers we all know that this will be a huge undertaking. In the Web Resources section on page 5, there is an article which discussing how two of the companies are dealing with the situation. Until next time.

Will Masters
Chapter President

2001– 2002 Board of Directors

President	Will Masters	573-751-2397
Immediate Past President	Wayne Duncan	573-882-6541
Vice President	Pam Bax	573-751-4219
Secretary	Marry-Ellyn Strauser	573-751-4502
Treasurer	Craig Kelso	573-526-1258
Board Member	Kathy Nichols	573-874-8539
Board Member	Willie Jones	573-882-5955

Please feel free to call them any time you have any questions about ARMA

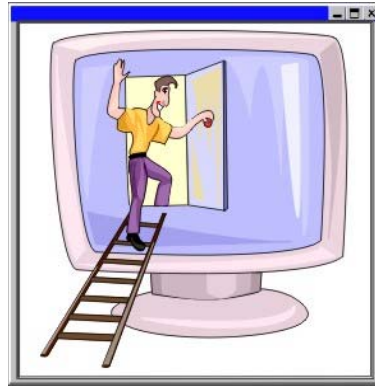
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As for the Institute, there are a great number of details that have yet to be defined. The first order of business is to create an official entity, finalize the business plan, and then proceed to implement the plan. By making the Institute a separate entity, ARMA can remain focused on its core business but be involved in shaping the future for the profession as well.

We have a choice: we can shape our future or let others do it for us. ARMA has chosen to play a proactive role, which sometimes requires being bold. Through it all, ARMA's board and staff remain committed to educating and promoting records and information management professionals.

(Web Posted 08/21/2001. From "Metro Record" Newsletter of the Twin Cities ARMA Chapter)

Records Management Resources on the World Wide Web



This is the next installment of web resources for you to peruse. Included in this edition are several articles from on-line magazines about disaster recovery and content management.

The Columbia/Jefferson City ARMA Chapter does not endorse these sites or their contents. Links are provided for informational purposes only.

Vital Records and Records Disaster Mitigation and Recovery
<http://www.nara.gov/records/pubs/vital.html>

Submitted by Craig Kelso

“The guides are intended to assist senior agency officials, program managers, records officers, information resource managers and their staffs in creating and

maintaining accurate and complete records of an agency's functions and activities and in ensuring the authorized, timely, and appropriate disposition of documentary materials that are no longer needed to conduct business.”

CIO Magazine

<http://www.cio.com/archive/091501/save.html>

Submitted by Marry-Ellyn Strauser

“Are You Sure You Want To Save This?” This article is an interesting piece about electronic records management and the implications for upper level corporate managers.

Adobe Offers Digital Publishing Tools

<http://www.infoworld.com/articles/hn/xml/01/09/24/010924hnseybold.xml?0924mnpm>

Submitted by Tom Nield

Article in *InfoWorld* magazine about some of the new features adobe will be offering to help organizations automatically capture more metadata when creating records.

Getting the Job Done

<http://techupdate.zdnet.com/techupdate/stories/main/0,14179,2813977,00.html>

Submitted by Tom Nield

This is a very good article about two companies that were affected by the WTC attacks. The New York Shipping Association actually conducted disaster recovery drills annually!

ARMA Bucks

It's only October and look at those balances – it's going to be another exciting year! Please note, any funds earned for things attending the International Conference *The Mid-Missouri Star* are not reflected in this accounting. They will be posted at the end of the month. As always, your banker, Marry-Ellyn Strauser, is there for you! Call or e-mail her with any questions. Thanks for banking with us!

Bank o' ARMA Bucks

<i>Account Holder</i>	Balance
Barrett, Larry	-
Bax, Pam	\$25
Benish, Judy	\$150
Bexten, Amy	-
Duncan, Wayne	\$275
Elkins, Ron	-
Gentry, Linda	-
Gibson, Robin	-
Hagemeyer, Nila	-
Hager, Sally	-
Holland, Michael	-
Hombs, Debbi	-
Hussey, Liz	\$125
Jones, Willie	\$175
Kelso, Craig	\$475
Kirchner, Dawn	-
Larkin, John	\$125
Marthers, Sandi	-
Masters, Will	\$825
Matson, Ernie	\$125
Nichols, Kathy	\$275
Nield, Tom	\$275
Parks, Cyndie	\$125
Perkins, Joanna	-
Perkins, Rob	-
Powell, Phyllis	-
Samek, Laura	-
Shellman, Michael	-
Strauser, Marry-Ellyn	\$325
Thomas, Zen	-
Wihite, Reggie	-

How to Earn Bucks:

◆ Attend a Mid-Missouri meeting	\$125
◆ Attend all monthly meetings	400
◆ Attend a board meeting	25
◆ Bring a guest to monthly meeting	50
◆ Write an article for the newsletter	150
◆ Recruit a new member	500
◆ Serve on the Mid-Missouri Board of Directors	175
◆ Attend the Heartland Conference	200
◆ Serve on the Heartland Conference Committee	150
◆ Attend the ARMA International Conference	150
◆ Serve on an ARMA International Committee	100
◆ Attend an ISG Conference or other ARMA sponsored event	100
◆ Chair a Mid-Missouri committee	150
◆ Serve on a Mid-Missouri committee	100

TREASURER'S REPORT



Previous Balance:	\$	3,420.33
Interest Rec'd /Bank:		5.23
Deposits:		
Dues		80.00
Fargo/Moorehead		50.00
Heartland Conf.		1,038.00
Disbursements:		
Refreshments		- 23.29
Chapter Pins		-452.76
Balance Forward:	\$	<u>4,117.51</u>

ARMA International: The Benefits of Membership*

ARMA International is a not-for-profit association serving more than 10,000 information management professionals and 150 chapters in the United States, Canada and over 30 nations worldwide. ARMA International members include records and information managers, MIS and ADP professionals, imaging specialists, archivists, hospital administrators, legal administrators, librarians, and educators. ARMA, its chapters, and its members are dedicated to helping individuals, organizations, and government agencies successfully meet the challenges of the increasingly complex records and information management field.

Contributions or gifts to the Association of Records Managers and Administrators, Inc. are not deductible as charitable contributions for federal income tax purposes.

Benefits Include:

Access – Your Connection to a Global Network

- Electronic access to members and information through ARMA listserves, Website, and Fax on Demand Service
- Local chapters to connect you to professionals in your geographic area
- Membership Directory provides you with contact information for members
- Quarterly newsmagazine, InfoPro, keeps you informed of ARMA activities as well as developments and trends in the records and information management field

Expertise – Links to a World of Ideas and Solutions

- Industry Specific Groups: 32 ISGs focusing on your industry's issues
- Professional Resources: More than 200 member-discounted RIM resources, including books and videos
- Annual Conference and Expo: Dozens of educational sessions, plus conference proceedings

- Solution Providers and Users: At ARMA's Annual Conference and Expo, as well as local chapter meetings
- The Information Management Journal: In-depth articles by leading RIM and Knowledge Management experts

Professional Development – At Every Stage of Your Career

- ICRM Study Groups and Exam Preparation Resources
- RIM Home Study Courses
- CareerLink Placement Services
- ARMA Salary and Compensation Survey
- Leadership Opportunities - Develop your leadership skills through service on ARMA's Committees and Board of Directors, as well as on Chapter Boards of Directors

* ARMA International.
<http://www.arma.org/membership/membership.htm>.
(30 January 2001).