ARMA Chapters: Agents of Change

As the new year for our chapters is underway, ARMA chapters are implementing new ideas in programming. Some chapters may be taking a new and unique approach to recruiting new members while others are incorporating fun and unique programs into their schedules. These new ideas help ARMA members stay at the top of our industry.

The theme for this year's ARMA Live! "Agents of Change" is not just meant to be a clever marketing phrase. It is indicative of the power that practitioners have within their organizations. Each member within our industry has the ability to be an Agent of Change whether in their professional lives, or as volunteers building and guiding our community. In the last year, ARMA has embraced the idea of "Agents of Change" from the addition of inDepth and iMasters to the revision of tools such as our Chapter Connections here and Chapter Central.

And we're just getting started as we continue to better equip you within your professional and volunteer responsibilities. Right away, in October, we have changes to announce. See below for more information on our new volunteer learning program - the Community Call - and our LinkedIn Group just for ARMA chapter and region leaders.

By the end of the year, your experience with our website will significantly change. We're implementing a new website, including updated design elements and a more integrated MyARMA. With the new website, we are also implementing a new Association Management Software (AMS), which will increase our capabilities for accessing our data. For example, as a chapter leader you will receive new reports and functionalities.

Within this fiscal year, we will also begin to evaluate and update the resources available to you on Chapter Central. It is going to be a busy, but exciting year.

Kind regards,
Heather Lehman, CAE
Region & Chapter Manager
ARMA International
Leadership Corner

Albert Einstein once said that the “definition of insanity is doing the same thing over and over again, but expecting different results.”

While change is inevitable, each person reacts to change differently. Take 2.5 minutes to watch these 3 tips for working with change, and not against it.

If you have a suggestion for content to include in the Leadership Corner, please e-mail us.

Announcing ARMA Award Winners

ARMA is pleased to recognize the 2016-2017 award recipients:

- **Member of the Year**: For participation in the RIM and IG profession, Katherine Herrick and Paul Lanois, Esq., CIP, CIPP
- **Chapter Luminary**: For chapters that have inspired others and exemplified the highest quality and excellence, the Austin Chapter
- **Standing Ovation**: For a chapter that has taken an outstanding or unique approach to furthering ARMA International’s vision and mission, the Northern Virginia Chapter
- **Excellence for an Organization**: For the implementation or enhancement of a RIM or IG program as laid out by the Generally Accepted Recordkeeping Principles® and the Maturity Model, Farmers Insurance

We look forward to celebrating these award winners at ARMA Live! In Orlando.

Going to Conference? Stop by the Hall of Regions

New this year! Each region of ARMA International will have a booth in the new Hall of Regions. Each booth will feature information and pictures about the chapters in their respective regions. Make sure to stop by and see all the incredible things that ARMA chapters are doing. The reception is Sunday, Oct. 15, from 5:00 p.m. - 6:00 p.m.

Information for Chapter Leaders

Chapter Leader Community Forum - Join Today

Alongside your region leaders, we are excited to announce a new way for ARMA chapter leaders to connect – LinkedIn! We have created a special group just for you. This platform will allow you to gain ideas, connect with other chapter leaders, and engage in new conversations from all around ARMA. Join our new group by clicking here. You must "Ask to Join" by clicking the button in the upper-right corner of the page. An administrator must approve this request; access will not be available immediately. Visit Chapter Central for more information and guidance on getting started on this platform.
Proud to be an ARMA Volunteer?
Are you proud to be an ARMA volunteer? We have an e-badge for you! [Download the ARMA volunteer badge](#) and use it proudly in your e-mails and on your social media accounts.

Strategic Planning
Does your chapter do strategic planning? Interested in how ARMA International does theirs? Check out this [12 minute video](#) in which CEO Jocelyn Gunter walks through ARMA's strategic planning process and provides tips on how to successfully implement a strategic plan. Offered by request, this is an extension of a portion of the presentation given at the RLCs.

ARMA Ambassadors
As ARMA chapter leaders, you are some of ARMA’s strongest evangelists and ambassadors. Consistently you spread the message of ARMA and introduce colleagues and new members to our organization. To help keep you better equipped with the latest ARMA International news, you will now receive quarterly video updates from CEO Jocelyn Gunter. The first of such updates will be e-mailed directly to you on September 29 or can be accessed by following this [link](#). We thank you for all that you do for ARMA International.

Sign up! First Ever Community Call Exclusively for Chapter Leaders
Does your chapter have an ongoing prospect list? Interested to hear how other chapters handle their prospect lists? Join us for our first ever Community Call to discuss best practices among ARMA chapters leaders. Learn directly from the Metro New York chapter how they handle prospects lists, and ask questions of ARMA Membership Director Chrissy Bagby and your fellow leaders.

Date: October 10
Time: Noon Central Time
[Click here](#) to register for this call

And it doesn't stop there: Keep the conversation going afterwards on the new [LinkedIn](#) Page.

We are excited to bring this new initiative to ARMA chapters. But it’s a learn-as-we-go process. For the time being, the call will be limited to the first 100 registrants. Once we have reached capacity, we will begin a waiting list and will provide a recording of the call to those who expressed interest. Recordings of these conversations will also be made available on Chapter Central. Thanks for your interest (and patience) as we improve our resources for you.

Sneak Peek: In the coming months, topics will include Website best practices and Being Social Media Savvy. Stay tuned for more!

Kick Off Recruiting!
After you attend the Community Call and brush up on your prospect list practices, join ARMA as we kick off our winter recruitment campaign. Submit your prospect lists [by e-mail](#) by Friday,
November 10. ARMA International will amplify the messages sent to your contacts with additional information about the association and the benefits of being a member. If you provide a prospect list, we will provide your chapter with the specific messages sent to these contacts.

Check out the Prospect List Template from Chapter Central. This is an easy way to organize your prospective members information. Please note, the prospect lists we are looking for should not include members from the 099 list. These members are already members of ARMA International, and are wonderful prospects to recruit for chapter membership. We are looking for your assistance in finding colleagues who are not members of ARMA International. Please include as much information as possible on your prospect list so that we may reach these prospective members in a variety of ways.

Added bonus: If one of your referrals becomes a new member before the end of 2017, you’ll get a $50 Amazon Gift Card. For more details check out this site.

Chapter Operations Article
The Dynamics of Leading Change
By: Michael Levey, Mid-Atlantic Region

Change is inevitable.

The seasons have changed, and many ARMA chapters will be electing new board officers and committee members this spring. New leadership brings new opportunities and challenges for our chapters and our organization. The prospect of change, though, can be intimidating. No one likes change; we all prefer our comfort zones. This is because change can affect our productivity. We often worry and speculate about how real or perceived changes will affect our careers, our personal lives, and our relationships.

As leaders, the difference between a success and failure is the process we employ to implement change. Embracing change with a positive attitude will foster growth and improve our chapters’ overall success.

Change takes hard work, time, dedication, and a plan!

Don’t make changes just for change’s sake. The first step for success is to have a vision and understand the end goal. Identify the areas for change and develop a plan for making those changes.
Share your vision with your team.

It’s imperative for leaders to communicate their vision to build consensus. Be prepared to explain the impact of the changes you wish to implement and the results you expect to achieve. Keep everyone informed of developments and remind them of the end goal(s). You can create “buy-in” by keeping the lines of communication open and involving members in the change process.

Leaders cannot implement change alone.

Lead by example. If you want the change to occur, you need to model it. Engage your team. Delegate tasks to key players, who will, in turn, encourage those who are not eager or are un-willing to embrace the change.

Assign the proper resources to allow your ideas to blossom and bear fruit.

Hold your team accountable for implementing changes, but be certain to equip them with the proper tools and authority for attaining the goal(s). Needed resources will include time, talent, money, and things in other forms. Remember to measure and communicate results often to evidence that your vision and strategy are the right ones.

Chapter at Work:

October 2017 Preview

Northern Virginia Chapter

The Northern Virginia (NOVA) Chapter has won the Standing Ovation Award for a chapter that has taken an outstanding or unique approach to furthering ARMA International’s vision and mission.

Over the past year, the ARMA NOVA Chapter successfully reinvigorated itself, transforming their image, messaging, website, and communication tools, as well as strategically partnering with local organizations and vendors to maximize visibility and increase membership engagement / attendance at educational events. To find out more about the chapters activities and events, see the Chapter at Work section on the front page of Chapter Central in October.
Has your chapter held an amazing event or is your chapter changing a process to be more efficient? Let us know! We would love to highlight the amazing things your chapter is doing right here in the Chapters at Work section. E-mail information to chapters@armaintl.org.

Future Chapter Connections

If you would like to submit an item for the upcoming Chapter Connection, please e-mail the information to Chapter Service Team no later than noon (CDT) Friday, October 20th.