



January 2017

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January – Off to a Great Start!

Happy New Year! With the unveiling of a brand-new website and learning management system, 2018 is off to a great start for ARMA. If you haven't logged into the new website and to see the changes that have been implemented, don't delay.

As for the Region and Chapters team, we continue to create and make available chapter reports and trainings for the new website. These will support chapters as they manage their membership. This includes how to use and maximize the Groups areas. Check out the new FAQ on how to access chapter rosters, now available on [Chapter Central](#).

With the start of the new year, there are new opportunities on the horizon for chapter members to get involved. Be sure to read the information below about ARMA's Mentorship program - we need mentors to volunteer! You can help fellow members connect and share their experiences in our industry. Several opportunities are also available from the AIEF to further education and research in the field.

The State of the Association is [now available](#), and the registration is now open for the corresponding Community Open Forum on Friday, Feb. 16. Join Board President Ilona Koti and CEO Jocelyn Gunter as they provide greater insight into the State of ARMA International. [Register today](#).

Because you're a chapter leader, we count on you to pass this information along to your fellow members. We appreciate all you do to make this association great.

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



Leadership Corner

Athletes all over the world are preparing for the Winter Olympics. As they enter into this great competition, there are lessons we can learn from them on their success and how we can apply this to our own careers. Take a look at this 8-minute video about the [5 Lessons to Learn From the Olympics](#).

1 in 1: New Discussion Area for Chapters

Here we ask chapter leaders to disseminate *one* piece of information, and the announcement should take *one minute or less*. These messages are important for all members to hear, and we need our chapters help to spread the message.

1 in1 for February: Please encourage interested members to visit our mentorship webpage to learn more and sign up for the program. The next round of matches will take place in mid-March, with applications due by March 2, 2018.

Accessing Membership Rosters

Chapter can now access their membership roster at any time through the new Chapter Group. Admins of the group simply log in and follow the directions on the new FAQ [Accessing Membership Rosters](#).

Looking for the 099's? Oh- We are changing the name!

We are changing the name of our 099-member list! From now on this roster will be name the Non-Chapter Members Roster. This roster is now available for group admins to download in the Available Reports. If you have any questions, email us at chapters@armaintl.org.

Live 'Groups Area' Training

Did you miss our Live Q&A session? We will have another session on February 12 at noon Central Time. Register for the session [here](#).

Can't make this session, then check out our recording from our previous [Q&A Session](#).



Community Calls: Recordings Available & Upcoming Topics

Did you miss one of our past Community Calls? Check out our recordings [on this page](#). Watch to find out how fellow chapters handle social media and chapter websites, and how they gather prospect lists for their chapter.

Upcoming Community Call Topics:

March: Working with Business Partners

Join us to learn about how fellow chapters work with their business partners in their community. Learn how they build these relationships, and discover the benefits for the chapter and its members.

May: New Member Onboarding

We know that the first year of membership is critical to making a decision to renew membership. Join us to talk about what chapters do to orient new chapter members, and walk away with tips on how to enhance their first-year experience.

July: Parliamentary Procedure

As chapter boards start with new members, one way to keep order at meetings is to use parliamentary procedures. Join us to learn more about what this means and how these can benefit your chapter.

Dates and registration for these topics will be available soon. **Does your chapter excel in one of these topic areas?** We'd love for an officer from your chapter to participate. Contact chapters@armaintl.org to volunteer.

Connect and Engage with Mentorship

The recently launched ARMA International [mentorship program](#) continues to provide our members the opportunity to make connections, offer professional guidance, share knowledge and experiences, and build a stronger community.

We are excited to support another year of mentor and mentee matches with the start of a new term in March, and we are looking at ways to coordinate with you to strengthen our mentorship program and to better connect it with our chapters.

We need your assistance. You can help us by taking these steps at your next chapter meeting:

Recruit mentors: Enlist the help of your program mentors by asking them to approach 1-2 eligible colleagues to share their positive experience about mentoring and to encourage them to participate.

Identify possible mentees: Encourage members who are new to the industry to sign up. There are seasoned veterans available to help them navigate their paths forward.

Explain the time commitment: The minimum we ask participants for is one conversation a month for six months. More is great, but if someone can give an hour a month, that is time to share a meaningful and valuable connection.



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Share the next step: Encourage interested members to visit our [mentorship webpage](#) to learn more and sign up for the program. The next round of matches will take place in mid-March, with applications due by March 2, 2018.

For those of you with local mentorship programs that would like more information about the steps we can take to connect our program with yours, please reach out to us at chapters@armaintl.org. We will contact you directly and start the conversation! We look forward to hearing from you very soon – no later than February 28.

Thank you in advance for your help. We look forward to using the program to strengthen our membership.

AIEF: [Call for Researchers](#): Industry in One Series

The ARMA International Educational Foundation (AIEF) is seeking up to six freelance researchers – three with a U.S. perspective and three with a Canadian perspective. Each researcher is to produce a 25-30-page report on the state of information management within the energy, finance, or legal industry in either the United States or Canada.

For all the details, see the [news article](#) on the ARMA website.

AIEF: 2018 Graduate Scholarship Awards Now Available

The Foundation is pleased to announce the availability of a funding opportunity for aspiring information management professionals currently enrolled in an accredited graduate-level education program.

This year, the Foundation will be offering several scholarships in amounts ranging from \$3,000 to \$1,000 (USD).

These scholarships are designed to cover costs associated with earning a graduate-level degree in the field of information management.

The application deadline is March 30, 2018, at midnight (US EST).

For more information and the application, [click here](#).

Reminders

- AIEF: [Call for Researchers](#): Industry in One Series: February 9
- Groups Area [Live Q&A Session](#): February 12
- [Community Open Forum](#): February 16
- [Mentorship Program](#) Applications: March 2
- AIEF: 2018 [Graduate Scholarship Awards](#) Now Available: March 30



Chapter Operations Article

Membership Engagement

Contributed by: Marshall Commons

You have scheduled quality speakers for relevant RIM topics and advertised well, but it seems like only your board members and a handful of core members consistently show up. This is a common problem when folks can get the same education through excellent white papers and quality online webinar presentations. So that begs the question, “Why would someone choose to take an hour or two out of their day once a month to attend a local chapter meeting?”

I am convinced that – in the words of the songwriters/philosophers Gary Portnay & Judy Hart-Angelo – it is because:

Making your way in the world today takes everything you’ve got. Taking a break from all your worries sure would help a lot. Wouldn’t you like to get away? Sometimes you want to go where everybody knows your name and they’re always glad you came; you want to be where you can see, our troubles are all the same; you want to be where everybody knows your name.

In our high tech, disconnected world, people are looking for reasons to connect with other like-minded folk. We need to give them those reasons. As chapter leaders, one of our key responsibilities is to give our members opportunities to connect and to have a “**VOICE**,” as described below.

Volunteers

So, where are they anyway? There are those exceptional few extroverts out there that will show up to a meeting, introduce themselves, and ask, “How can I help?” Let’s face it, it would sure make our task as chapter leaders easier if there were more of these people, but they are the rare exception. Keep in mind, though, that members show up because they want to be personally involved in what is going on, so proceed with confidence.

If you are being turned down with regularity when you ask for volunteers, change your tactic. This is a scary approach: “Hi, would you be our programs director next year?”

A more successful approach might be: “Hi, we are looking for some assistance on our board for next year. We have openings for programs and community outreach. As the programs director, you would be



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responsible for assisting us in selecting topics and scheduling speakers. The community outreach director helps us find ways to give back to the community. Which of these is a better fit for you?”

Here is the best approach: “Would you be available from time to time to assist one of our directors? In hospitality, you could help welcome and check in our attendees and hand out name tags. Working with our programs team would entail helping us come up with fresh ideas for relevant and interesting meetings. Coming alongside the community outreach director, you could help with the logistics of setting up our senior shred day. Where do you see yourself best helping out?”

In this last approach, members are mentored into positions without having the full responsibilities thrust upon them, which can be overwhelming and is often the reason we are turned down when we use the initial scary approach.

Outreach Opportunities

Research shows that a key reason for club/organization involvement is that we want to make a difference in our communities. This is often a low priority in our chapters and something we do only when we can fit it in. It is however, a great way to help our members connect and feel a sense of belonging and fulfillment.

It is great when we can set up the big events...senior shred day is a common example. This type of event can take a lot of time and manpower that we just do not have...so nothing happens. Start small and work up to the occasional bigger event.

On a regular basis, your members can be encouraged to participate by bringing donations to a chapter meeting. Here are some examples of what some of the chapters have done:

- September – Back-to-school donations of school supplies.
- November – Thanksgiving food drives; bring canned or boxed foods or perhaps volunteer to serve at a local food bank.
- December – This is a great month to bring in Toys for Tots.
- February – With Valentine’s day, you can “Show the Love” by donating blood at Red Cross.

Be creative and come up with some of your own ideas. Reward the participants by allowing them to be part of a raffle. Vendors/sponsors might donate gifts, or the gift can be as simple as a free ticket to your next chapter meeting. Even better, give the winner two tickets – one for him or her and an extra for a non-member guest. (Win-Win!)

Invite Them!

We have to get them to our meetings before we can get them involved. This suggestion seems silly at first, as we all invite people. The question is, “Can we do it better?” After all, few are showing up.

The problem is generally not for a lack of advertising. Many of us are sending multiple e-mail blasts and going so far as to advertise on Facebook, LinkedIn, and other social media outlets.



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When was the last time you personalized your invitation? How about picking up the phone or writing a postcard? There is nothing like having someone tell you that you have been missed and it would be great to see you at the next meeting. Enthusiastically, tell them why you are going to the next meeting.

Once they are there, give them a task. Following the president's welcome, ask them to participate in the meeting by introducing themselves and then reading the list of the chapter sponsors. Hand them a short paragraph about the following meeting that they can read at the end of the meeting inviting members to come back.

Collaborative Connections

This is a fancy way of saying "networking." (I needed a "C.") Many of our members work for organizations where they are the entire records "team." Having the resources that a chapter full of experienced members brings is a huge asset and one of the top reasons people attend chapter meetings. It is tough to network without being face-to-face; just ask yourself how many of your LinkedIn connections are beneficial to your day-to-day job responsibilities. The encouragement that comes from knowing that the people in the room can relate to what you are dealing with can be very comforting.

Think about having a meeting specifically for networking and establishing collaborative connections. If nothing else, your vendor/sponsors will love it and surely attend.

Educate with a Purpose

Education, after all, is our main purpose for existing. We desire to be the key authority on managing records and information. When building your program schedule, be intentional. Think about who your members are, what the main professions in your community are, and who it is you wish to reach. Target key groups and then personally invite them to attend.

Get your sponsors involved. They will appreciate the opportunity and be more likely to continue their sponsorship of the chapter. Have a well-balanced diet of topics throughout the year. Your members will only attend so many talks about e-mail archiving or differentiating records management from information governance. Headquarters can be a huge help here, as well as *Information Management* magazine.

Overall, be creative, be diligent, and be personal. Welcoming all guests with a smile and handshake to let them know you are glad they came is essential. Yes, attendees need to leave our meetings feeling that they learned something in order to justify their time, but they also need to have enjoyed themselves in order to want to return. Help them to find their VOICE within the chapter and they will. Good luck.



Chapter at Work:

February 2018 – Liberty Bell Chapter

“Friends of ARMA Outreach”

The Liberty Bell Chapter of ARMA is experiencing the same thing every other chapter is; a downsizing of our member base through retirement, industry job change, or personal decisions made by a member. Like everyone else, we try our best to retain our current members while finding ways to reach out to bring in new members. With our new board that started July 1, 2017, I encouraged them to think outside the box and bring their creativity to the table to come up with an event that was different, which could help us accomplish our outreach goals. They did just that, and I support their recommendation 100%.

Over the last few years, other associations have been created. These associations may not have the same focus on information management as we do. Some of them may focus on a specific part of our purpose. But if you look closely you’ll find things that tie us all together.

With that in mind, the Board recommended two things;

1. Stop looking at other associations as “competing” associations. Look at them as friends that can share information, knowledge, and yes, even membership.
2. Use our January 2018 Dinner Meeting to host representatives from three associations and allow them to tell their story.

We kept the format of our meeting very simple. Each association had 20 minutes to talk to the attendees about its history, if it had chapters/regions like we do, if it had meetings/seminars like we do, and what its current focus and initiatives are. At the end of each presentation, the attendees would have an opportunity to ask questions. We also encouraged each association to bring literature about how to join that association as a member.

Joining us for the dinner meeting was;

- Nikki Perella: ACEDS Philadelphia Chapter
- Tami Montroy: SePHIMA – (AHIMA)
- Stacey Haurin and Eugene Desyatnik: DAMA Philadelphia



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Looking back on that evening, I can say without any hesitation it was a success. Our attendance was higher because it wasn't just ARMA attendees hearing about three other associations. We had attendees from the other three associations as well. Each of the sessions was very interactive as the attendees were asking questions of each association representative, not only at the end of their presentation, but during as well. We had our members taking the literature of the other associations saying they would consider looking into them as a member, and we had the other association members tell us how much they enjoyed the evening and would consider coming back for a future meeting of our chapter. All results were very positive.

In retrospect, we've made new friends and we're planting seeds for growing the chapter in the future.

Our chapter is already planning to host a "Friends of ARMA Outreach" meeting on next season's schedule with different associations than we had this year.

Bottom Line . . . You can NEVER have enough friends!!!

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 (CST) February 9.