



April 2017

Page	Content
1.	Letter from Heather Lehman
2.	Leadership Corner Operations E-Handbook RLC Registration Open Awards Open
3.	New Promotional Items ARMA Communications <i>Functional Areas: Marketing & Membership</i>
4.	<i>Functional Areas: Education & Programming</i>
5.	<i>Functional Areas: Operations & Governance</i> Member Spotlight Share Your Ideas Chapter Operations Handbook
6.	Event Calendar Future Chapter Connections

Creating Change in Your Chapter

Where did the time go? Though it sometimes feels like the year just began, we are approaching the end of this fiscal year, and it is again a time of change for our chapters. As chapters are holding elections and making plans for the 2017-2018 year, it makes me think of Stephen Covey, who said, “There are three constants in life... change, choice and principles.”

That is certainly true for our association and our chapters. Each year brings new leaders to our boards of directors, and this provides our respective organizations new perspectives and insight. It also enables those joining our boards to grow as people and as professionals.

Now is the time for all of us to evaluate what we’ve have been doing and to brainstorm new goals, programs, and activities. This summer’s Region Leadership Conferences will provide great place to do this as attending one allows you to network with members of other chapters and hear what their chapters have done successfully and what they will be trying in the new year.

Change can be scary, but in the end, it is usually beneficial. I encourage each of you to change one thing. Be bold, be daring, and try something new.

Kind regards,

Heather Lehman, CAE
Region & Chapter Manager
ARMA International



Leadership Corner

Becoming a leader takes more than just reading about it in a book. It requires time on the job, and serving as a chapter leader is a great way to learn and hone these skills. To support you in this, we are introducing this Leadership corner, where we will feature brief podcasts or videos on a variety of leadership topics we think you will find useful. [Please e-mail](#) us to let us know whether you enjoy this new feature and to pass on suggestions for content to include here.

This month, we have a podcast from the OREA Center for Leadership Development about [managing change](#) in your organization.

Operations E-Handbook - Renaming

The region and chapter team at headquarters are evaluating the Operations E-handbook content. We also are considering changing the name of this tool, and we are looking to you for ideas! If you have a name suggestion, please submit it to us [by e-mail](#). We will give a \$50 (U.S.) Amazon gift card (or the same value in other currency) to the person who suggests the name that is chosen.

Region Leadership Conference Registration Open

Registration is now open for all U.S. Region Leadership Conferences:

Great Northwest & Pacific	Seattle, WA	July 7-8
Southeast & Southwest	New Orleans, LA	July 7-9
Great Lakes & Midwest Rocky Mtn.	St. Louis MO	July 21-22
Mid-Atlantic & Northeast	Fairfax, VA	July 21-22

We are looking forward to seeing you at one of our events this summer!

Awards Open

Last year, the ARMA International Board of Directors evaluated the association's awards program and adopted changes based on the task force's recommendations. These changes went into effect this year, as indicated in the October 2016 Chapter Connections. The new applications for the awards are now available on [this page](#).

If you have any questions, please send them to awards@armaintl.org.



New Promotional Items

We have created some additional resources to use in recruiting potential members, including a PowerPoint presentation that describes the benefits of ARMA International membership and two new flyers. Check them out under the “Recruitment” link [here!](#)

Confirm Your E-mail Account to Receive All ARMA Communications

To ensure that you are receiving important messages from ARMA, we are asking each chapter leader to do the following:

1. Ensure that the e-mail address listed in your [My ARMA](#) profile is the active e-mail account where you can receive ARMA communications.
2. Check junk and spam filters regularly for ARMA messages.
3. If you still are not receiving messages from us, e-mail chapters@armaintl.org for further assistance.
4. At your next chapter board meeting or chapter meeting, please ask if all members are receiving ARMA’s communications, and share this information with those who are not.



Marketing & Membership:

Directors

5 Successful Strategies for Member Retention

As spring progresses, so do our efforts to recruit new members. Many chapter are focused on recruitment now as well. We love to share our organization and the value of membership with others.

At the same time, we must not forget about the needs of our current members. [This article](#), by Rick Whelan in NonProfit Pro, give strategies to help organizations retain their members.



Education & Programming: Directors

The Dynamics of Leading Change

By: Michael Levey, Mid-Atlantic Region, Chapter Advisor of Education and Programming

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.



Operations & Governance:

Presidents, VPs, Treasurers & Secretaries

7 Organizational Change Management Best Practices

Change can be difficult for some to accept. Creating support for the change can be a challenge in some situations, as each person reacts to change differently. How the change is managed can help others to support the change and allow your chapter to thrive. [In this article](#) from Paragon Solutions, there are seven tips to help you to achieve a successful change in your chapter.



Member Spotlight:

April 2017

Member Spotlight – Send us Your Nominations!

Who introduced you to ARMA? Who's given you that one piece of advice that made a difference? Who's been a team player and proved indispensable to a project? Who's made your conference experience better? As ARMA members, we work together as a team. You can help us shine the spotlight on those who make a difference! When members are nominated, they consider it an honor to share their story. ARMA International is requesting nominations for the "Member Spotlight," which appears monthly in the InfoPro newsletter.

Send your nomination to: beth.eland@armaintl.org.



Share Your Ideas:

Chapter Stories

We look to you, our chapter leaders and the source of our local education, for ideas, stories, and recommendations to include in this newsletter, which is meant to support you. Please consider submitting chapter stories to chapters@armaintl.org.

Chapter Operations Handbook

Make sure to check out the [Chapter Operations E-Handbook site](#) for more useful information, such as whom to contact in [member services](#), how to purchase [ARMA items](#), and more.



Chapter Connection

ARMA International Event Calendar

Are you interested in other chapters' activities? Check out the event calendar located at <http://www.arma.org/r1/calendar>, where there are many options for viewing events being presented throughout the United States and Canada. You can also promote your chapter events by submitting them to the calendar at the above link. This is another great resource for your chapter members.

Future Chapter Connections

If you would like to submit an item for the upcoming *Chapter Connection*, please e-mail the information to [Member Services](#) no later than noon (CDT) Monday, May 15.