

ARMA International Region Advisory Board

ARMA International's Region Advisory Boards are a team of dedicated members who sit at the middle of the association's circle of communication offering support to chapter leaders and insight to headquarters. Regional leaders are empowered to communicate and support the integration of ARMA International's strategic plan in the world's local communities. The 120 chapters that make up the association's local education and networking program are divided into 11 geographical regions: eight in the United States, one in Canada, one in Europe and the rest make up the International Region. Each region is led by a team of knowledgeable and experienced volunteers consisting of one Region Director and three Chapter Advisors, each of which specialize in a functional area of chapter operations. The regional functional areas provide leadership support and direction to the corresponding chapter Board positions as expressed in the chart below.

Functional Areas Organizational Structure:

<i>Regional Team Members</i>	<i>Corresponding Chapter Board Position(s)</i>
Region Directors	President and Vice President
Membership & Marketing	Officers involved with Membership and/or Marketing (Communications)
Education & Programming	Officers involved with Education and/or Programming
Operations & Governance	Treasurers and Secretaries

There are many benefits to joining the region level of ARMA International. Each leader is in contact with all chapters of their region expanding their professional network as well as learning the many different ways that chapters have found success in establishing their grassroots communities. In addition, each has free access to ARMA International's Professional Leadership Certificate, a free trip and registration to a Region Leadership Conference every summer, and the opportunity to visit chapters to provide in-person direction and support. Above all, our region leaders get the invaluable experience of being a high-level leader in our mission to provide information professionals the resources, tools, and training they need to effectively manage records and information within an established information governance framework.

Before applying, please review the information below and familiarize yourself with the expectations. If you have any questions, please contact chapters@armaintl.org.

Chapter Advisor of Membership & Marketing

Purpose:

To provide assistance and direction within the membership, marketing, and communication functional areas to the related chapter positions within each chapter of the region. The chapter advisor acts as a sounding board for chapters and should explore their pain points and identify successes. The chapter advisor should coordinate opportunities to allow chapter leaders within the region to learn from each other.

Areas that should be explored with chapters in the region include but are not limited to:

- Membership recruitment and retention
- Marketing chapter events and programs
- Sponsorships for events
- Chapter newsletter, website, and social media questions
- Growing/maintaining a list of prospective members
- How to renew ARMA membership, and retain members
- Assist chapters with developing branded marketing materials
- Assist chapter with developing marketing strategies

The chapter advisor should discuss chapter pain points and success with the Region Director and provide feedback to ARMA HQ as appropriate.

Duties & Responsibilities:

- Provide training and conference call forums to chapter Officers of Membership and/or Marketing on the above mentioned items as well as any other items falling under their purview in relation to chapter operations
- Provide a communication link between Chapters and the Membership Department at ARMA International Headquarters
- Collaborate with ARMA HQ in planning Region Leadership Conferences and participate in programming as appropriate
- Submit an activity report to the Region Director 45 days prior to the spring and fall ARMA International Board meetings
- Visit chapters by request, prior approval, and per the direction of the Region Director and/or ARMA International Headquarters
- Assist Region Director in organizing new chapters in the region
- Assist with Region operations and initiatives per the direction of the Region Director

ARMA International Region Advisory Board

- Forward feedback and questions from chapters as well as unaffiliated members to the ARMA International Board of Directors or ARMA Headquarters, as appropriate

Time Commitment:

Approximately 10 hours a month, including conference calls. Some travel is required to Regional Leadership Conferences, and to chapters as needed.

Term of Office:

Chapter Advisors shall serve for terms of two years and may be selected for a maximum of two consecutive full terms.

Position Location:

While a larger portion of the responsibilities are virtual and can be completed in any location, this position does require physical attendance at the Region Leadership Conference. In addition, visits to chapters within the region's border may be necessary.

Minimum Qualifications:

- Professional member of ARMA International for at least 3 consecutive years prior to appointment
- Prior chapter leadership experience required, preferably that of Chapter President or the functional area for which is being applied
- Strong oral and written communication skills
- Detail oriented and self-directed to complete tasks
- Ability/willingness to travel to chapters in the region
- While serving as Chapter Advisor, one may not hold a chapter board seat, unless authorized by the Region Director and ARMA International.

Selection:

- Applicants must meet minimum qualifications for the position
- ARMA Headquarters Membership Department will communicate details and application procedures for open positions
- Interested members will complete and submit a "Chapter Advisor Application" form provided by ARMA Headquarters by the communicated deadline

ARMA International Region Advisory Board

- All applications for Chapter Advisor will be reviewed by the Membership Department and those who qualify will be forwarded to the Region Director
- The Region Director will review all applications and interview all applicants for his/her region as necessary
- The Region Director will appoint selected individuals and notify them via telephone of their appointment
- The Region Director will notify those applicants not selected for appointment via telephone.
- If there are no applicants who meet the minimum qualifications for the particular Chapter Advisor position within a region, the Region Director will solicit suggestions from Chapter Presidents, individual members or any appropriate source
- The Region Director will notify each chapter of the Chapter Advisor appointments

Orientation/Training:

ARMA HQ and the Region Director will provide orientation materials and training in order to foster success in the position.

Contact Information:

This position will report to and work directly with the Region Director. They will also be able to request consultative and administrative support from ARMA HQ's Membership team. Contact information for the ARMA HQ membership team is posted on the Chapter e-Handbook or they can be reached at chapters@armaintl.org.

**See Appendix A for an example of how communication flows between the Region Advisory Board and ARMA International.*

**All duties and responsibilities of the Region Advisory board are subject to modifications throughout the fiscal year in order to align with the Strategic Plan as charged by the Board of Directors.*

ARMA International Region Advisory Board

Appendix A:

