



Welcome & Thank You!

... FOR YOUR COMMITMENT AS VOLUNTEER LEADERS & MEMBERS!

Chapter Leaders Town Hall

Agenda

1. **Welcome** (Heather Lehman, Sr. Manager, Membership & Components and Tricia Smith, Executive Director of Engagement)
2. **ARMA Report** (Bill Bradford, President)
3. **COVID Response** (Mona Buckley, CEO)
4. **Questions & Answers** (Bill & Mona)
5. **Future & Final Questions** (Jason Stearns, President-elect & Mona)



Bill Bradford
Board President

Jason Stearns
Board President-elect

Mona Buckley
CEO

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Tricia Smith
Executive Director of
Engagement

Heather Lehman
Senior Manager,
Membership and Components

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ARMA Report

Bill Bradford

- **Welcome**
 - More than 80 people on the call
- **ARMA Update**
 - **Number of Members & Trend**
 - 5764 Members (matches last year)
 - 80% Retention Rate
 - Average 100+ new members monthly
 - **Number of Chapters**
 - 98
 - 79% of members in Chapters
 - 6% in more than one Chapter
 - Retention - consistent with all members
 - 701 Chapter Volunteer Leaders
 - **Benefits of Membership**
 - 1. Community 2. Education 3. Resources, e.g. Job Bank

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ARMA Report

COVID-19 Response
& Related Updates

Mona Buckley

- **RLC & Chapter Event Planning** – Decision-Support
- **InfoCon 2020** – *Active Planning of Virtual Scenario & Contract Renegotiation w/Detroit Hotel & CVB in Progress*
- **Membership Renewal** – Grace Period Extension
In multiple renewal notices
- **Curated & Discounted Learning Materials** –
on Home Page of website & in all external messaging
- **Increased Frequency of Communication/Messaging**
- **Replacement “Joint” RLC Co-Produced - June 18**
at the request of some Region Directors
- **Creation of Board “Future” Task Force** (Bill & Jason)

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Your Questions

Bill & Mona

Chapter Leader Questions Submitted in Advance

- *Q: Since many people have been furloughed or lost jobs:*
 - *What is ARMA anticipating in terms of the drop in membership?*
Monitoring but no significant decrease to date; 7 requests for membership/grace period extension.
How we can maximize our assistance to members?
Share ARMA's updates provided in Chapter Connections.
- *Q: What kind of assistance can ARMA provide chapters that want to provide remote meetings?*
Information provided in the Spring; ARMA looking at a more permanent solution for FY July, 1 2020 through June 30, 2021
- *Q: Membership was down before COVID - how does ARMA recruit & retain new and diverse professionals?*
Ongoing email campaigns to all webinar attendees and non-member purchasers of products. We encourage sending us any new leads you have to add to those prospects to our campaigns and to our database. Longer term planning in progress by new Engagement Director and new CEO.

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Final Questions

Additional Questions from Chat

- *Q. How does our retention rate compare to other member associations?*
At 80% we are closer to the ideal for associations and higher than in the past.
- *Q. How is ARMA Intl approaching sessions that are sponsor product briefings, and what is recommended for Chapters and resources related to ideas for these?*
ARMA's sponsorship staff, and the association industry, are identifying branding and creative connectivity opportunities for sponsors—not tied to in-person events. We have a sponsor/industry partner survey in process about that. We will share more in June.
- *Q. Is ARMA International looking at how to make sure that "non-chapter" members can become a chapter member or that they are not forgotten in chapter communication?*
It is a part of our current recruitment and engagement messaging of new members—the value of chapters. We continue to assess how to improve engagement and messaging.

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ARMA - Next

Jason & Mona

ARMA 2020-21 Board of Directors

(at July 1)

** Former and Current Chapter Leader*

President – Jason Stearns; Imm. Past President – Bill Bradford*;
President-Elect – Michael Haley*; Treasurer – Michael Landau*;
Directors – John Jablonski*; Michelle Kirk*; Wendy McClain*; Tyrene Bada**

- **Future Planning Work in Progress**
 - **InfoCon 2020 and beyond**
 - **Future Task Force Focus**
 - *Priority/essential* member & industry needs
 - Environmental/COVID impact on membership and conference (financial & business modeling)
 - New CEO 90 Days Assessment Report to Board
 - Maximizing industry/strategic partnerships

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Resources

[ARMA Chapter Central](#) (live link)

Platforms for virtual meetings:


- [Freeconferencecall.com](#)
- [Zoom.us](#)
- [Google Hangouts](#)
- [Microsoft Teams](#)
- [join.me](#)

Helpful Articles:

- [Tools to move your meetings online](#)
- [Tips for facilitating virtual meetings](#)

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We Appreciate You!
Chapter Leadership Conference – **June 18**
Let us know how else we can support you.