



How Your Educational Programs Can Help Recruit New Members

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Chapters frequently survey their members and learn what challenges they are facing or would like to learn more about so they can develop great programs and target great speakers to meet that need. But this strategy is more geared to retaining current members than to bringing in new ones.

Because the scope of information governance is much wider than “pure” records management, we have an opportunity to offer a wider variety of educational programs that may appeal to non-member IT workers, data privacy experts, data analysts, legal (e.g., lawyers, paralegals, assistants), librarians/information specialists, and students in all of these areas.

A quick scan of the [International Legal Technical Association \(ILTA\)](#) website uncovers a host of programs that could fit equally well into ARMA chapter programming – 360-degree document security and Azure information rights strategy, for example. Add to that mix industry vertical industries’ topics that overlap with information governance (IG) – such as healthcare administration, which would be of interest to [American Health Information Management Association \(AHIMA\)](#) members – and your chapter’s world of potential members could increase three-fold.

Another example to follow is [LegalTech](#) (now LegalWeek). The exhibit floor at the recent conference was covered with e-discovery vendors, many of whom now claim their solutions can manage records as well. Most of these attendees are solely in the legal industry, and I would bet that more than 70% have either never heard of ARMA or never attended an ARMA event. Yet, some chapters offer programs on discovery, even having judges and/or lawyers present, which would interest this group. Those chapters should reach out to this audiences, and those that have never offered this kind of topic or haven’t done so for a while should consider doing so.

To get ideas about what types of programming would interest those outside of your typical membership, consider the many functional areas within an organization that would be involved in an IG strategy. As an example, see the wheel diagram of professional development certifications on [ARMA’s website](#), which identifies 15 related certifications in IG stakeholder groups (i.e. business/audit. Privacy, IT, legal, and RIM).

I challenge chapters to reach a little outside the box with your programming; in addition to the typical programs geared to appeal to current members, consider adding at least one program that will appeal to non-member audiences from other IG stakeholder groups. Not only could it draw in people who were previously unfamiliar with ARMA, it will expand the knowledge and interest of your current members.



Chapter Connection

Final note: Make sure you, as chapter leaders, identify non-members who attend your meetings and reach out to them personally, either right there at the meeting or shortly afterwards, to explain the benefits of becoming an ARMA member.