



March 2017

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Welcome to ‘The Year of Our Chapters’ at ARMA International!

Calling 2017 “the year of our chapters” is a bold statement, but I believe it to be true! As your incoming CEO and someone who has spent the last few years learning about this tremendous association, I know that the power of this organization does not rest at our headquarters; it rests with our chapters and those in the field who bring our mission to life every day. If we are to grow, we must grow at the region/chapter level. And, if we are to influence our profession, it must be done with those at the region/chapter level. Simply put, it begins with you.

As some of you may have heard, we recently restructured our headquarters’ resources to bring greater focus and support to members. We’re turning our words into actions and counting on you, our region/chapter leaders, for greater engagement and growth. For these reasons, your attendance at the upcoming region leadership conferences is so important.

We’re structuring the U.S. meetings this year to give you increased education, development, and networking opportunities to help you grow your careers, become stronger field leaders, and raise even stronger voices in our profession. We are expanding the meetings to two full days and creating more interactive sessions to encourage greater connections and ideas from all participants.

Our industry is changing, our roles are changing, and our opportunity to influence policy and social good has never been greater. And again, this starts at the region/chapter level. You will get the tools and resources you need at these important summer meetings. The [Region Leadership Conference](#) site is now live, so please register now and plan to attend.

I’m looking forward to working more closely with you throughout this year and seeing you this summer. Together we have a chance to lead this profession as only ARMA can.

Here’s to “the year of our chapters” at ARMA International!

Jocelyn Gunter, Incoming CEO
ARMA International



Spring Recruitment Campaign

Does your chapter have a spring recruitment list ready for the spring campaign? If so, please send it to chapters@armaintl.org to participate in our spring campaign. Looking to build a prospect list? Check out the February edition of Chapter Connections for great “how to” tips.

Conference Education Assistants Needed

If you are interested in attending the ARMA Live! 2017 Conference & Expo in Orlando, ARMA International needs your help. To make this the best conference ever, we are looking for dedicated members to work as education assistants through half of the conference education program. In exchange for serving in this role, you will receive a complimentary, full conference registration, networking opportunities, and unassigned time to attend general sessions, participate in half of the education sessions, and visit the Expo. [Apply today!](#)

RLC 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. They adopted changes based on the recommendation of a task force. These changes went into effect this year, as indicated in October 2016’s 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.

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:



Chapter Connection

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.

Leadership Corner

Being a leader is more than just reading about it in a book. Being a chapter leader is a great place to practice these skills. To help you as a chapter leader to develop your skills, we will be including short podcasts or Youtube videos on a variety of leadership topics that we think you might find interesting in our Leadership Corner. Let us know if you enjoy this new addition, or if you have any suggestions of content to include [please email](#) us.

This month we have [Tips in Leadership](#) from Drew Dudley, as a part of the OREA Center for Leadership Development.

Pop-up Survey

We want to hear from you. Answer our [“Pop-up” Survey!](#)

At headquarters, we are in the beginning phase of revising the E-Handbook site, include a refresh of the resources. Please take a minute to answer this open-ended survey.

Estimated time to complete: 1-2 minutes.



Marketing & Membership:

Directors

Getting Members to Volunteer as Chapter Leaders

By Tom Forsyth, CRM, Chapter Advisor for Southwest Region

In this era of decreasing membership due to tight budgets, many chapters find it challenging to replace outgoing board members. Engaging new members is the key to solving this problem. If you give them a purpose and show them a way to fulfill their goals through active ARMA involvement, you will **keep** them as members and can groom them for leadership!



Chapter Connection

New leaders, with their fresh perspectives and innovative ideas, will help rejuvenate the chapter. Engaging them will also allow those who have long served in leadership roles – sometimes in every position and multiple times – to finally retire or at least take a back seat on chapter operations.

So, how do we engage new members? And how do we keep them engaged and help them grow into chapter leaders?

Number one is for all board members – not just the membership director – to meet and get to know all new members. Go beyond introducing them at chapter meetings; set aside a time to talk with them to learn about their needs and interests.

- What are their hobbies? Do they like to write or are they interested in public relations?
- Why did they join ARMA? What are they expecting the main benefits of ARMA will be for them – professional development, career advancement, networking, or something else?
- Are they hoping to find a mentor for CRM exam preparation?

Having these conversations will reveal how the chapter can help them advance professionally and how they might best fit into the chapter in a meaningful way.

You might also consider asking new members to fill out a volunteer form to describe their interests, as we did when I served on our chapter board. Each board member received a copy and was asked to reach out to engage the new member in some area of the chapter.

First, get them involved in working on a chapter committee or helping with a chapter activity. Or, perhaps they can begin by writing articles for the newsletter or updating the events section of your chapter website. Working with more experienced chapter members and not taking on too much responsibility at the start will help new members become comfortable with being involved.

Second, be certain to recognize their service. Thank them personally and in front of their peers. Maybe reward them with something; nothing is too small if it is given in kindness and sincerity. Giving recognition is a surefire way to build both their confidence and satisfaction about their service.

Next, encourage them to step out of their comfort zone. Quite often, members don't see their leadership potential. It may just take the thoughtfulness of a caring chapter leader to recognize their talents to help them see the positive role they can play for your chapter.

Finally, a logical progression is to ask these members to serve on the chapter board. Keep in mind the value of easing their transition into a new role on the board. You might have them start either as a general director or as a co-chair for a board role, serving alongside a more experienced member in a mentorship approach that has been used effectively by the Austin chapter and others.

Also, consider subsidizing their attendance at the Region Leadership Conference. Anyone who has attended an all-day board planning event certainly knows the value of board service in honing their skills as a leader!



Chapter Connection

Always be sure to focus on how serving on the board can help their personal development. One of the ways to emphasize this is to introduce them to the Leadership Academy courses, which are available online via the Chapter e-Handbook as a benefit to chapter board members.

Other points to emphasize in your conversations with potential chapter leaders – particularly with young professionals who are starting their careers in RIM – include:

- Gaining experience as a volunteer for chapter committees, activities, and the board of directors will help them immeasurably in advancing their careers.
- Serving as a chapter leader will increase their confidence and improve their communication skills.
- Working as part of a team to achieve positive outcomes and motivating others to achieve their full potential are invaluable leadership traits that are highly sought in today's workplaces and will help them become more valuable employees and community members.

Many of our chapter members who have stepped up to serve as chapter leaders have become CRMs, gained promotions to RIM management, and gone on to serve in regional and international leadership positions with ARMA and other professional organizations.

Let's stay focused on how good it has been for us to be ARMA chapter leaders as we work to renew the ranks of leaders who will be able to take our chapters successfully into the future!



Education & Programming:

Directors

Importance of Board Leadership

By: James S. Zimmerlin, CRM, CA, Great Lakes Region Chapter Advisor

"It doesn't matter if you try and try and try again, and fail. It does matter if you try and fail, and fail to try again."

Charles Kettering

Serving on a chapter board can be both a rewarding and challenging experience. It offers new members and emerging RIM/IG leaders an opportunity to build their management and organizational skills and expand their professional network. However, it is not always sunshine and gumdrops.

Many new board leaders come to their first chapter board meeting with new and fresh ideas only to be met with resistance from veteran leaders. Challenges with locating speakers, increasing meeting attendance, or engaging members can sometimes drain the energy and excitement out of serving. When this happens, consider employing these strategies to help boost your board's energy.



Change Your Board's Business Model

As the adage goes, “Insanity is doing something over, over and over again and expecting a different result.” The cornerstone of leadership is adaptability; being a visionary and innovative board requires willingness to accept change.

Successful chapter boards strive to align themselves with what their current and prospective members value. They are not satisfied with the status quo, but have – and encourage – a “think big” mentality. Just as businesses that are unwilling to adapt often fail, so do chapters. Willingness to adapt means accepting change, which doesn’t happen overnight; it must be cultivated. Encourage board and chapter members to share their ideas and be willing to entertain them.

Reward Chapter Leadership

Serving on a chapter board is a commitment. It’s a commitment of your time and creative energy, but most importantly, it’s a commitment to OUR profession. You do more than just plan a chapter meeting, a spring seminar, or a charity event; you are helping educate, coach, and establish connections within our professional community.

Chapters that are challenged in finding volunteer leaders should consider incentivizing people to serve: waive chapter meeting fees; give reimbursements toward certifications or certificates; provide support to attend the Region Leadership conference. Create a document about the benefits of being a leader that can be used to convince organizations to allow employee participation and to encourage people to become members.

Market to Millennials

With an aging membership demographic, it is important to consider how to attract students and young professionals, not only as members, but as chapter leaders. Focus recruiting messages on how volunteering will help potential members in these four areas:

1. *Networking.* Chapter activities provide opportunities to create and build new personal and professional connections.
2. *Getting Education.* Getting access to and taking advantage of the chapter’s professional resources and education programs enable professional development and build a foundation for career growth. In today’s social media era, millennials want to establish their brand, so promote how becoming chapter leaders can help them develop their brand.
3. *Learning Skills.* Most millennials want to be able to build on their knowledge, skills, and abilities; serving in chapter leadership roles offers great opportunities to add these to their resumes.
4. *Finding Jobs.* Every young professional wants gainful employment. Participating in and leading chapter groups and activities provide many opportunities to build leadership skills, find mentors and mentees, and develop professional relationships and references.

Dust off Your Failures



Chapter Connection

When embracing change, patience is essential. We tend to expect instantaneous results when we try new ideas. When we don't see the bountiful gains after one or two attempts, we declare failure and revert to our old ways. Alas, mountains do not rise overnight! New ideas take time to mature and chapter leaders must be willing to nurture changes in strategy. Take a moment to reevaluate old tactics and consider adjusting your approach. Remember, failure is just an opportunity.



Operations & Governance:

Presidents, VPs, Treasurers & Secretaries

Chapter Dues Change, Officer Update Forms Due Soon

The close of the 2016-2017 year is not far away. In preparation for the 2017-2018 chapter year, we have updated the forms for reporting your chapter dues and chapter officers.

Please have a conversation with your leaders and members to determine whether the dues are reasonable to support chapter activities and for members to pay. If a change is needed, please fill out the form on [this page](#) and return to chapters@armaintl.org by May 1.

Elections for your chapter will be coming up in the next few months. When results are finalized, please report chapter officers with the updated [Chapter Update Form](#). This form is due by August 1.



Member Spotlight:

March 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.



Chapter Connection



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 Handbook site](#) for more useful information, such as whom to contact in [member services](#), how to purchase [ARMA items](#), and more.

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, April 10.