



### The Essence of Recruitment

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WIIFM! No, it's not the latest video game from Nintendo. It's the acronym for *What's In It For Me*. As we get closer to ARMA's spring recruitment, I'm entertaining this thought: What motivates each of us to participate in ARMA? Why do we all take time out of our work day, pay the fees, and commute to the meetings every month?

These are interesting questions that likely have many answers. But even though the answers might vary, we share commonalities. We are living in the first period in modern history when four generations are in the workforce at the same time: Traditionalists, the Baby Boomers, Generation X, and the Millennials. ARMA International has representation from all four generations. We have members who've been involved in their chapters for more than 40 years and others who've been involved fewer than 40 days. Those who've been in records management the longest have seen the field develop from the mailroom and microfilm to big data and social media.

During that time the questions we've been asking have remained the same, yet the answers continue to change. We still talk about storage, access, retention, retrieval, and disposition. It is how we handle those challenges that has evolved and become more complex.

So back to the question at hand: Why do we do it? We all have the right and, even more appropriately, the responsibility to be asking what's in it for me. We are all trying to provide solutions for different challenges in our organizations. We also have varying personal goals that drive us to participate. Whether you're on the back end of your career and looking to leave a legacy or just starting out and want to learn from others, everyone has their own unique reasons.

What is the one thing we all have in common by being members of ARMA? Value! We are looking for value in the presentations. We search for value in the relationships with other members and business partners. We are seeking value in the success and/or horror stories of our peers' experiences. Mostly, we are hoping to find that one piece of information that we can use, the idea that we can take back to our organization, implement, and make what we do just a little bit better.

Overall, I want everyone in ARMA to know that this organization is committed to bringing value to you with every meeting, conference, webinar, etc. ARMA will continue to present you with the highest quality educational offerings, networking events, community projects, and newsletters, and will keep up the commitment to do what's best to serve the ARMA community. It is only the quality of content the chapters provide that will attract new members and keep existing ones coming back for more.