A Winning Team

USC Gamecocks & ARMA COLA

Michael Levey, President ARMA COLA
http://www.wordle.net/show/wrdl/7921212/Collaboration

Michael Levey, President ARMA COLA
Background

• Charlotte, NC RLC June 2012
  • Leadership breakout sessions
  • Membership growth strategies
    • Survey says . . . COLA ARMA SurveyMonkey (59%)
    • LinkedIn
    • Chamber of Commerce
    • Cross pollination with other professional associations
    • Colleges and Universities

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Background

• Charlotte, NC RLC June 7-9, 2012
  • Leadership breakout sessions
  • Membership growth strategies
    • LinkedIn- ARMA COLA (2103)
      • https://www.linkedin.com/groups?home=&gid=6505187
    • Greater Columbia Chamber of Commerce (2102)
      • http://www.columbiachamber.com/
    • ILTA (Information Legal Technology Assoc.) South Atlantic (2012)
      • http://www.iltanet.org/MainMenuCategory/Members/RegionalGroups/SouthAtlantic
    • USC School of Library and Information Science (2012)
      • http://www.libsci.sc.edu/fsd/index.htm

Michael Levey, President ARMA COLA
The Beginning: September 2012
The Beginning: October 2012

- Email Introductions
- F2F Meeting
  - Share ideas
  - Identify common objectives
  - Create a marketing plan
  - Educate members
  - Promote future members

- Environment
F2F Meeting
  - Share ideas
  - Identify common objectives
    - Present RIM/IG as a valid and exciting career path to young professionals
    - Support curriculum
    - Opportunities for research and scholarship
    - Opportunities for student internships
    - ARMA membership and Chapter membership growth
    - Speaker swaps

Membership Characteristics

Michael Levey, President ARMA COLA
The Beginning: October 2012

- **F2F Meeting**
  - Create a marketing plan (establish a presence)
    - Create ARMA COLA chapter brochure
    - Join Greater Columbia Chamber of Commerce
      - Free marketing and advertising tools, calendar, etc.
      - Distribution of Chapter and SLIS brochures, flyers, etc.
  - Educate members
    - Chapter members
  - Promote future members
    - Students
      - SLIS paid ARMA memberships (ten memberships)
      - COLA Chapter student membership costs waived
      - COLA ARMA Representation at career fairs

Michael Levey, President ARMA COLA
The Beginning: October 2012

- Nominated to newly created BSIS Advisory Board
  - Bachelor of Science in Information Science

- Process, Structure, Communication

Michael Levey, President ARMA COLA
Challenges: March 2013

- No student members
- No outreach
- No internships
- No participation

Michael Levey, President ARMA COLA
Opportunities: July 2013

- Co-sponsor a special event
  - Got Records?
  - Blake Richardson: author of *Records Management for Dummies*
    - titansfan100@gmail.com
  - Corey Jackson: motivational speaker, coach, former NFL and NBA star
    - coreyjackson1@yahoo.com
    - www.coreyjacksonspeaks.com

- Purpose, Resources

Michael Levey, President ARMA COLA
Opportunities: August 2013

- Guest lecture and teaching
  - Archival studies guest lecture (November 2013)

- Teaching
  - Adjunct Instructor (January 2014)
    - [http://www.libsci.sc.edu/adjuncts/levey/ml.htm](http://www.libsci.sc.edu/adjuncts/levey/ml.htm)
  - SLIS750: Information and Records Management with emphasis on the roles and function of RIM/IG Managers
    - F2F Lecture for Graduate Students (Spring 2014)

- Purpose, Resources

Michael Levey, President ARMA COLA
Opportunities: May 2014

- Teaching
  - Effective Online Instruction (Summer 2014)
  - Adjunct Instructor (January 2015)
  - SLIS750: Information and Records Management with emphasis on the roles and function of RIM/IG Managers
    - Distributed learning – On line Instruction for Graduate Students (Spring 2015)

- Purpose, Resources

Michael Levey, President ARMA COLA
*What Makes it Work*

- Environment
- Membership Characteristics
- Process and Structure
- Communication
- Purpose
- Resources

*from Collaboration: What Makes It Work, by Paul Mattessich, PhD, Marta Murray-Close, BA & Barbara Monsey, PhD*
What Makes it Work

- **col·lab·o·ra·tion**  
  - *noun*  
  - the action of working with someone to produce or create something.

- **part·ner·ship**  
  - *Noun*  
  - A partnership is an arrangement in which parties agree to cooperate to advance their mutual interests.
Build Your Winning Team

Click to open the hyperlink, above

Michael Levey, President ARMA COLA