



# ARMA International

2014 Region Leadership

*ARMA HQ and Your Chapter:  
Resources for Success*

*Insert name*



# What we'll cover

- Association Structure
- 2014 Survey Results
- Chapter Operation e-Handbook site
- Functional areas
- Leadership Academy / Webinars
- Session of the Month
- Future Development Plans
- AIEF
- Who to Contact at HQ

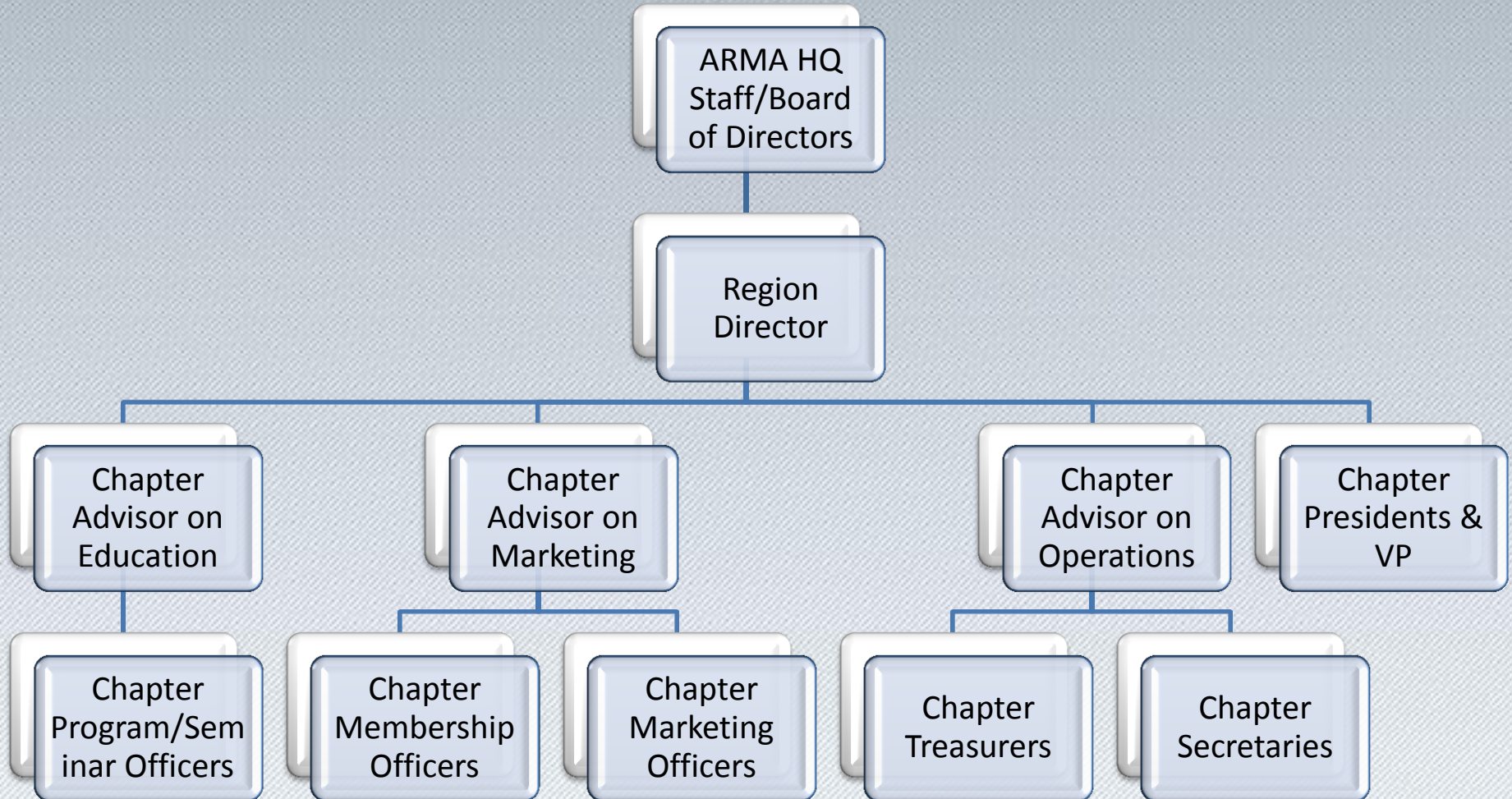


# Regions & Chapters

- Chapter is a “subsidiary” of ARMA International
  - issued a charter to formalize connection
- 120 Chapters
  - Providing localized educational opportunities and networking on an ongoing basis.
- 11 Regions (9 North America)
  - Positions
    - Region Director
    - Chapter Advisors: Marketing, Programming & Operations
  - Role
    - Support chapters with governance and administrative issues
    - Ensure communications flow between chapters and HQ
    - Support and reinforce programs and communications from HQ
    - Be a resource to the functional areas of chapter leadership



# Regions & Chapters





# Survey Results

- 3 largest challenges for chapters:
  - Membership Participation – 78%
  - Board/Volunteer Burn Out – 58%
  - Membership Recruitment/Retention – 57%
- Areas that you would like ARMA International to focus on to help chapters:
  - Membership Participation – 26%
  - Membership Recruitment/Retention – 20%
  - Board/Volunteer Burn Out / Education & Speaker Support / Marketing/PR/Social Media – 11%



# Survey Results

- Top resources from ARMA International utilized by chapter leaders:
  - Chapter Connections – 79%
  - Chapter Operation e-Handbook site – 57%
  - In-person training at Region Leadership Conference – 50%
- Most beneficial resources provided by ARMA International:
  - In-person training at Region Leadership Conference
  - Chapter Connections
  - Chapter Operation e-Handbook site
- Overall satisfaction with support from ARMA International – 93%



# Chapter Operations e-Handbook

[www.arma.org/leadership](http://www.arma.org/leadership)

- Updated in real time
- Chapter operations resources, forms, templates, & samples
- Leadership Academy
- Reports



---

[Home](#)

---

[Yearly Calendar](#)

---

[Chapter Connection](#)

---

[Chapter Governance](#)

---

[Education Program Development](#)

---

[Member Management](#)

---

[Marketing Resources](#)

---

[Chapter Finances](#)

---

[Chapter Administration](#)

---

[HQ Resources](#)

---

[Leadership Academy](#)

---

[ARMA International Info](#)

---

[Reports](#)

---

[Region Resources](#)

---



Mission Statement: "To advance Information Governance principles and practices, and to support the ongoing development of Information Governance professionals."

The Chapter Operations e-Handbook is a site designed specifically for region and chapter leaders of ARMA International. This intranet portion of the website delivers all the latest news, tools, and valuable resources most relevant to chapter volunteers.

Take some time to explore each section and become familiar with the layout. Then tell us what you think. Share your ideas and feedback - what's working, what's not. After all, this is designed to make your board duties easier!

*Note: For optimal viewing of this website, please use updated versions of Internet Explorer or Google Chrome. You will not be able to see all of the content with other browsers.*

Popular Pages:

[Chapter Connection](#)

**New\*** [2014 Region Leadership Conferences](#)

---

**New\*** Many of the pages have been reorganized into new categories. You will now find sections like [Chapter Administration](#), [HQ Resources](#), & [Member Management](#) along with others of which have all been refocused in order to help you find what you need.

---





# Functional Area: Governance

- E-Handbook – “Chapter Governance”
- Project Planning
- Orientation
- Bylaws
- Meeting resources



# Functional Area: Membership & Marketing

- E-Handbook – “Member Management” & “Marketing Resources”
- Membership Management
  - Participation: Expectations vs Reality
  - 100% participation is not realistic - so what is?
- Recruitment & Retention:
  - Discuss as a board
  - Recruitment campaign and e-handbook resources
  - Benefits of Membership PDF
  - New Member emails
  - Contacting Terminating members



# Functional Area: Education & Programming

- E-Handbook – “Education Program Development”
- Program Director job description
- Programming plan & budget worksheet
- Seminar budget guidelines
- Checklists
- Speaker resources
- Other program development templates



# Leadership Academy

## New Course

How to Communicate More Effectively

Effective Coaching for Leaders

Strategies for Motivating Your Team

Keys to Successful Negotiation and Conflict Resolution

How to Improve Your Time-Management Skills



# Leadership Academy

- Online Courses

- *“Professional Leadership Certificate”*

- 5 online courses
    - 1 hour per course
    - Resources are downloadable
    - Test at the completion of all courses - 80% to pass
    - Certificate awarded after successful completion
    - 5.5 ICRM credits pre-approved

- *[www.arma.org/leadership](http://www.arma.org/leadership)*

- *Login & Password = same as My ARMA login*





# Session of the Month

- Launched January 2011
- 26 chapters have been using this program over the fiscal year
- Great way to add value to chapter membership and additional educational offerings.
- More details found in the Education Program Development Section of the e-Handbook site.

<http://www.arma.org/Leadership/EducationProgramDevelopment/SOM.aspx>



# Session of the Month

## ***Overall Program***

- Sessions available for 1 month
- Members access through their “My ARMA”
- Templates to help you market

## ***Benefits (besides being free)***

- Relevant and timely topics.
- Allows members to access content at their leisure and time.
- Reinforces chapter membership value.



# Session of the Month

## *How to use:*

- In conjunction with current chapter programming for members who couldn't attend.
- As an separate session in addition to current chapter programming to provide diversity in educational offerings.
- As chapter programming to have in-person discussions. – *test ahead of time*





# ARMA Roadshow

- Continuing FY 14-15 – 6 Locations
- ARMA Int'l partners with chapters
- Certificates at varying levels of education
  - Foundations of IM Certificate
  - Essentials of the Principles Certificate
  - Retention Program Development Certificate
- Significant savings
- Profit sharing



# Connecting with Leaders

- Social Media (LinkedIn, Facebook)
- Region Conference
- Annual Conference



LIVE!  
**sandiego** \*ARMA 2014  
october 26-28  
san diego convention center



***You will only get out of the connections what you put into them!***



# **ARMA International Educational Foundation**

Region Update



# Scholarships & Tuition Assistance Given

- 6 – Graduate Scholarships given at \$3000 each to Chelsea Bailey, Taryn Day, Robert McClelland, Alexandra Wieland, Susan Duis and Weimei Pan
- 2 – Rita Holt Scholarships given at \$3000 each to Grant Hurley and Christina Vignone
- 1 – Leadership Scholarship given at \$3000 to Claire Cameron
- 1 – Undergrad Scholarship given at \$1000 to Pam LaMantia

***A total of \$28,000 total given!***



## Still Available:

- ACCESS Leadership Scholarship – \$6,000 and \$2,000. New criteria just being posted.
- Undergrad Tuition Reimbursement – up to \$1000 per award. 10 for Fall 2014 and 10 for Spring 2015.
- Graduate Scholarships – up to \$40,000 available to further pursuit of advanced degrees in RIM.



# RIM Education Reimbursement

- Up to \$750 each
- Toward personally paid conference fees, travel, and/or lodging for RIM-related venues
- Available for current professionals –  
That's YOU!



# Silent Auction: San Diego

- Donate something *you* would be interested in:  
Highlight your local area
  - Tickets to an event (game, concert, play)
  - Sports team attire
  - Hotel weekend package
  - Local artist's work: photo, painting, jewelry
  - Tickets to a special museum or park

**Complete the donor form at [armaedfoundation.org](http://armaedfoundation.org)**



# Future Development for Chapters

- Development of Education/Speaker Database
- Enhancing support materials and information on the Chapter Operation e-Handbook site to assist chapters in the administration of chapter processes and procedures
- Developing training programs (topic specific and leadership) to strengthen the knowledge of chapter leaders
- Evaluating Chapter's needs of technology and how ARMA can better assist. (real time roster generations, prospecting, email communications, website, etc.)





# Who to Contact in Member Services

- **Adam Engel**, Manager of Volunteer Relations
  - Awards program
  - 990 Form questions
  - Roster and escrow concerns
  - Chapter organizational/operations questions
  - Chapter Operation e-Handbook site
  - Programs – Chapter Website, Session of the Month, & Grants
- **Beth Eland**, *Member Services Coordinator*
  - Individual member concerns, application and renewal dues payments, and membership data issues for specific individual

**Contact by email: [chapters@armaintl.org](mailto:chapters@armaintl.org)**

**Or phone: 800-422-2762**



*Thank you!*