

**ARMA-NOVA CHAPTER
OF
ARMA INTERNATIONAL**

STRATEGIC PLAN

2005-2010

Updated July 2008

ARMA-NOVA Board of Directors

July 2008

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OBJECTIVES

The objectives of the ARMA-NOVA Chapter are:

1. To advance records and information management as a discipline and a profession;
2. To organize and promote research, education, training, and networking programs in and amongst industry and the federal, state and local government in the profession of records and information management;
3. To support the enhancement of professionalism of the Northern Virginia Chapter members;
4. To promote cooperative endeavors with related professional groups; and
5. To enable Chapter members to use their skills and experience to leverage the value of records, information, and knowledge as corporate assets and as contributors to organizational success.

OPERATING GUIDELINES

The ARMA-NOVA Chapter Board of Directors promotes the following operating guidelines:

- Our Chapter members make us who we are.
- We provide affordable professional and personal development services, programs and opportunities for our Chapter members.
- We work as a team to promote the discipline of Records and Information Management.
- We foster an open forum for ideas.
- We make decisions by consensus whenever possible.

CHAPTER ACCOMPLISHMENTS 2005-2008

- Board Members continued to work as a team to help each other accomplish tasks!
- Produced high-quality Chapter Meetings for members with informative speakers
- Produced a high-quality Chapter Seminars, that attracted members and non-members, with informative speaker
- Produced timely member communications through meetings, emails, newsletters and web pages
 - Provided a chapter web site with regularly updated information, and job announcements
 - Provided a monthly newsletter to members (mail and electronic)
 - Provided a monthly email meeting reminder to members
- Recovered from resignations of Board members
- Instituted and followed a yearly theme, for meetings and seminar
- Instituted Click and Pledge Registration and Credit Card service to members to ease registration and payments
- Recognized new members who attend monthly meetings by handing out their membership certificates already in a frame.
- Prepared meeting name tags for chapter meeting attendees, as well as for guests, to encourage returns.

- Promoted ARMA membership at AIIM, ERM and other industry conferences
- Provided charitable donations to AIEF and other charities
- Redesigned Chapter Pin
- Added dessert to dinner menu
- Chapter membership increased
- Chapter received honorable mention as Large Chapter of the Year for 2006-2007
- Chapter sponsored first two Mid-Atlantic Region CRM Exam Preparation Seminars in Arlington, Virginia and assisted in conducting third seminar in Philadelphia, Pennsylvania

CHAPTER STRENGTHS

- Stable, enthusiastic and knowledgeable Board of Directors leadership
- Established membership base
- Low-cost consistent meeting place
- Electronic registration
- Chapter website
- Chapter newsletter

CHAPTER WEAKNESSES

- Chapter membership attendance at meetings is below expectations
- Volunteer level for Chapter Committees is below expectations
- Regular education of Chapter Board Members is lacking
- Inability to attract sponsors for meetings, seminars, and newsletter
- Inability to find Newsletter Editor who is not an elected Board member
- Declining balance in chapter treasury

CHAPTER OPPORTUNITIES

- Work with other Region Chapters to hold educational functions (meetings and seminars) to increase membership
- Sponsor Mid-Atlantic (or East Coast) CRM Exam Preparation Seminar in conjunction with annual Leadership Conference
- Sponsor Records and Information Management Service Project
- Submit for Chapter of the Year
- Submit for Newsletter of the Year
- Submit for Web Site of the Year
- Sponsor RIM Month in Northern Virginia
- Sponsor 2009 Mid-Atlantic Region Leadership Conference
- Celebrate 20th anniversary in November 2009

ARMA-NOVA CHAPTER GOALS

- 1. CHAPTER OPERATIONS GOAL**
- 2. MEMBER EDUCATION GOAL**
- 3. MEMBER RECRUITING GOAL**
- 4. FINANCIAL GOAL**
- 5. CHAPTER PROMOTION GOAL**
- 6. COMMUNITY OUTREACH GOAL**
- 7. VENDOR OUTREACH GOAL**

GOALS AND OBJECTIVES

1. CHAPTER OPERATIONS GOAL

Organize and promote professional and personal development programs in records information management.

Objective 1. Provide our members with Chapter meeting programs that address the three Pillars of Records Information Management: Operations, Compliance, and Litigation

Implementation Strategies:

- Provide Chapter Meeting Programs (See Program Planning Schedule)
- Establish Board Meeting times
- Establish Chapter meeting location

Objective 2. Meet all Chapter deadlines (see Deadlines sheet)

Implementation Strategies:

- Submit for Chapter of the Year
- Submit for Chapter Newsletter of the Year
- Submit for Chapter Web Site of the Year

2. MEMBER EDUCATION GOAL

Provide continuing education for our Chapter members to increase awareness of emerging technologies and concepts, and to maintain and enhance their competitive position within the marketplace.

Objective 3. Provide our members with opportunities for continuing education.

Implementation Strategies:

- Conduct Fall Seminar that addresses the three Pillars of Records Information Management: Operations, Compliance, and Litigation
 - See Fall Seminar Planning Calendar
- Provide direction and assistance for members striving for professional certification
 - Sponsor CRM Exam Preparation Seminar
 - ICRM Liaison column in Newsletter
 - Other?
- Conduct training for members in records and information management through use of:
 - o Pages on web site
 - o handouts or brochures
 - o newsletter
 - o other?

3. MEMBER RECRUITING GOAL

Provide opportunities for Records and Information Management professionals to become ARMA members, and to increase participation in Chapter meetings.

Objective 4. Recruit new members.

Implementation Strategies:

- Conduct membership drive
- Identify new target groups: companies with no ARMA members
- Provide high-interest educational programs

Objective 5. Increase attendance at monthly meetings by 25%.

Implementation Strategies:

- Increase monthly meeting attendance by personal contact (See Meeting Attendance Handout)

4. FINANCIAL GOAL

To manage Chapter funds so that expenditures decrease and benefits to members increase, while continuing to provide quality support and services.

Objective 6. Prepare and approve Chapter Budget that maintains positive cash flow through July 2006.

Implementation Strategies:

- Increase seminar registration fee for attendees and sponsors
- Have industry sponsors for Chapter Meetings

5. CHAPTER PROMOTION GOAL

Provide information about Chapter programs, education and professionalism to industry and government groups.

Objective 7. Prepare Chapter Marketing program to advance knowledge of Chapter and profession to external organizations.

Implementation Strategies:

- Continue to participate in industry conferences and seminars
- Publicize Records and Information Management Week
- Advertise Chapter programs to additional markets
- Prepare Chapter brochure for mailing
- Provide our members with prompt and professional services and support, through letters, publications, and personal contact
- Provide presentation to promote records management

6. COMMUNITY OUTREACH GOAL

To give back to the community through a variety of outreach initiatives, to include assisting in Records and Information development or disaster recovery.

Objective 8. Provide professional RIM services to charitable organizations.

Implementation Strategies:

- Volunteer records and information management services for non-profit organizations in the area, where possible
- Provide information to non-profits/educational institutions through use of speakers

Objective 9. Donate funds to charitable organizations.

Implementation Strategies:

- Continue donations to local charities
- Continue donations to AIEF

7. VENDOR OUTREACH GOAL

Provide vendors with opportunities to participate in member educational activities to include personal contact, publications, chapter meetings, seminars, the website and the newsletter.

Objective 10. Obtain more vendor support for educational activities.

- Recruit additional vendors for newsletter advertising
- Recruit additional vendors for seminar support
- Add vendor pages to web site