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## President's Message

*Debra Gearhart, CRM, FAI  
President, ICRM*

I remember back in July 1988, looking at this new certificate I received in the mail, which was signed by President Eldon Jones, CRM. This certificate let me know that I was now a member of the Institute of Certified Records Managers (ICRM) as a result of achieving the CRM designation. I was so proud and grateful that I had passed the exams! As I looked at the signature and listened to Mr. Jones speak at the annual ICRM Business meeting, I established a new goal in my life... someday, when I grow up, I want to be President of the ICRM. It's now 2011 and I have achieved that goal; 23 years later!



I'm very excited about serving as your new President and realize up front; I have some big shoes to fill. Steve Golden, CRM was an awesome president and leader for the ICRM. I look forward to leading our membership, the Board of Regents, and will rely on his wisdom and experience to carry out an ambitious strategic business plan.

Last year as President-Elect, I worked with the Board to develop the strategic plan. Assignments from the plan have been made with anticipated deliverables by the

Spring Board meeting in April or before. I am also elated to turn over the plan and its ongoing maintenance to a very capable individual, our new President-Elect, Juanita Skillman, CRM, FAI. Juanita brings years of

experience as a leader in both the ICRM and ARMA to the table; her passion for the profession is evident in everything she does.

I look forward to hearing from our membership. If you have any issues, concerns, or recommendations regarding the examination process, certification maintenance or anything related to ICRM business, please do not hesitate to

contact me. My calendar is filling up for 2011 with visits to RIM conferences, CRM Examination Preparation Workshops, and monthly Board meetings. I look forward to all opportunities to promote the value of the CRM designation. I've been privileged over the last few years to address many RIM groups on the merits of certification. I also ask "How many CRM's are in the room today? How many are in the testing process? How many have applied to take the exam?" This year, as I anticipate many presentations to RIM professionals, and watch the show of hands, I have added one more question to my list; "Why not?"

## Call for Newsletter Articles & Information

*Rae Lynn Haliday, CRM  
Acting Editor*

The ICRM newsletter provides for a primary communication tool between the Board of Regents, its standing committees and the membership and as a source for information relevant to its core mission, vision, values.

The ICRM would like to acknowledge the outstanding work of Linda Buss, CRM, for her work as Editor since 2009; we will miss her contributions to the newsletter process. Linda completed the Spotlight article included in this issue; what a great tribute to Alice Young and encouragement to current and future CRM candidates. Thanks once again Linda.

In order to fill the vacancy for the Editor position, at this time, we are extending a Call for Volunteers. Please contact me to learn more about the requirements for being the Editor of ProfessionNotes. Additionally, if you would like to submit a professional article, recommendation or have additional information that you feel would be appropriate for the Newsletter, please me at (314) 646-4572 or by email at [haliday@stlzoo.org](mailto:haliday@stlzoo.org).

The revised deadline for the Editor position and to submit articles for the 2011 spring issue of ProfessionNotes is March 15, 2011.

## Editorial Policy

Authors' statements, either fact or opinion, are their own and do not express the official policy of the ICRM. While the advice and information in this newsletter are believed to be true and accurate at the time of publication, neither the authors nor the editor can accept any legal responsibility for errors or omissions. The ICRM makes no warranty expressed or implied with respect to the material contained herein. Letters to the Editor are welcome. Letters must be signed and are subject to editing.

## Condolences

The ICRM acknowledges the passing of a long-time member, E.J. Basgall (Joe). Mr. Basgall passed away on August 21, 2010. His obituary was published in the Kansas City Star and Washington Post on Sunday, August 29, 2010.

Howard T. Goodpaster, CRM passed away August 19, 2010. His obituary is published in the State Journal, Frankfurt, KY.

## ICRM Membership Dues

*Donna Jean G. Vitalie, CRM  
Treasurer*

Invoices for 2011 Membership Dues were sent to all members in November. Members with unpaid dues received a second invoice in January. Thanks to all who paid on time!

If you have not paid, please pay your Membership Dues plus a late fee (Active CRM \$15.00, Retired CRM \$5.00) by March 15th (note this date change) to avoid decertification.

### **Finances - What Do You Think?**

As your Treasurer, I am committed to maintaining a reasonable treasury that supports ICRM long and short term financial strategies, and meets member needs without cutting services or raising dues. Do you have thoughts on alternative revenue streams or other financial avenues you'd like the ICRM to explore? Send any and all thoughts to me at [donna.vitalie@teamaol.com](mailto:donna.vitalie@teamaol.com).

## 2010 Salary Survey Update

The results of the 2010 Salary Survey will be compiled and included as part of the ICRM Leadership Report in the spring issue of ProfessionNotes.

## ICRM Board of Regents

### **Chairman**

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## 2010 Financial Report

2010 Income/Expense 1/1/2010 through 12/31/2010

Date	Amount	Total
<b>INCOME</b>		<b>\$344,380.46</b>
Dues & Applications		\$242,402.00
Electronic Exam Fees		\$80,875.00
Interest Inc		\$63.14
Other Inc		\$21,040.32
Reception Income	4,250.00	
Other Other Inc (GWDC ARMA - CRM Prep Seminar)	\$564.14	
Pre_Post Conference Seminar (Fall 2009)	15,221.18	
Sponsors	1,005.00	
<b>EXPENSES</b>		<b>\$272,393.33</b>
Administrative Support		\$43,811.60
Clerical Support	21,712.00	
CMP Support	18,837.00	
Mileage	73.80	
Office Space	2,859.45	
Other Expenses (Photocopies, supplies & fax)	329.35	
Annual Meeting	2,051.81	
Bank Charge		\$7,971.38
Credit Card Processing Fees	6,880.93	
International Transaction Fee	1,090.45	
Exam Expenses		\$70,273.65
Testing Fees	38,756.50	
Test Conversion & Publishing	28,800.00	
ADA Accommodations	50.00	
Psychometric Reports	2,400.00	
postage	267.15	
IT Support And Fees		\$36,702.20
Hosting	353.95	
Hosting & Maintenance	36,348.25	
Legal		\$1,520.54
Marketing		\$9,919.52
Booth Purchase	2,262.14	
Brochure Printing	3,012.41	
Graphic Design - CRM Prep Seminars	212.00	
Newsletter Publication	650.00	
Pin Production (+ conference ribbons)	2,282.97	
Trademark Filing	300.00	

Date	Amount	Total
Website pages	1,200.00	
Meetings		\$55,177.04
Board	28,168.64	
EDC	13,162.95	
Other	5,355.08	
Pre/Post Con	8,490.37	
Membership		\$100.00
Misc		\$459.25
Checks	5.00	
Memorials&Condolence	359.43	
Other (badges)	68.82	
Other (deposit slips)	26.00	
Postage Expense		\$2,895.80
Express Mail	165.43	
Shipping	330.60	
Postage/Shipping (new pins)	902.15	
Other Postage Expense	1,497.62	
Printing		\$243.16
Professional Services		\$2,325.80
Election Management	663.30	
Electronic Surveys	200.00	
Merchant Svcs	462.50	
Gateway(AuthNet)		
Other Professional Services	1,000.00	
Publications		\$346.52
EDC	346.52	
Reception Expenses		\$15,285.80
Software		\$573.74
Supplies		\$750.34
Supplies (other)	485.20	
Supplies (pins)	265.14	
Telecommunications		\$1,284.61
Travel		\$22,752.38
board	10,294.96	
EDC	7,986.17	
other	4,471.25	
<b>PROFIT (LOSS)</b>		<b>\$71,987.13</b>

## Member in the Spotlight

This month's member in the spotlight is a brand-new CRM, Alice Branham Young. Alice shares her life and journey to achieve her designation as a Certified Records Manager with ProfessoNotes.

During our interview Alice reveals that she was born in Charlotte, North Carolina, and now resides in Titusville, Florida with her husband, Keith, and tuxedo cat, "Blacky". She

attended a local two-year college then obtained her Business Management degree via University of Phoenix Online, graduating in 2004. When asked who inspired her most she told us, "I watched a co-worker as he managed inactive records for a small city. Phyllis Parker was probably my earliest mentor, and after her passing in 2002, I began earnest work toward completing my certification. Jenny Jolinski, a former ARMA Orlando chapter member, was also a huge supporter and encourager of me obtaining my CRM." Alice also admits, "I have been a RIM junkie since 1986 when I started as a Records Inventory Specialist...just a mere child! But perhaps I started in RIM as a very young librarian? When my Mom would take the brother and me to the library, I would take time to set up the books in dewey decimal order. I didn't know that was part of records for years and years!"

As a new CRM, what advice do you have for CRM candidates, "Don't give up! Keep moving forward. Believe that YOU deserve this credential! Get the certification for YOURSELF, and not just because the job requires it or if your friends have it!" We all have experienced the challenges and sometimes the frustration of sitting for the CRM exams and Alice was no different. She recalls that, "I had to study a lot in areas that I did not work in, for example, history of RIM, electronic records management, maintaining and preserving a company's archives."

Over the years Alice has continued her participation in the local ARMA chapter as well as the Regional leadership. She tell us, "In my early years as an ARMA member, I looked up to



**Alice Branham Young, CRM**

those RIM professionals and thought to myself, "Man, I could not even carry their briefcase!

They know oh so much more than me!" While those individuals DID know more than me, I forgot that each of us grows the longer we are in a professional or personal field. It is not that others are untouchable nor are they below us, for we are all a PART of the body known as Records and Information Management."

Alice characterizes her career as, "...active and involved in maintaining information in the background and forefront of operating an international airport. Personally, I am in a place of joy, after obtaining my CRM, and find myself yearning to grow more in knowledge of electronic RIM, especially of "cloud computing" since there is still much to understand about that process. Alice also adds, "I fell in love with ARMA in 1991 when the Annual Conference was held in Orlando. I don't think I stopped smiling for months after the conference ended! In fact, I believe my stack of business cards from my new friends weighed more than my suitcase! Attending an annual conference provides a lot more for one's career than just sitting and listening to excellent programs; it's a way of networking that can provide value in a few weeks or maybe a few years."

Now that she is a CRM, Alice has, "one last thought; encourage others who are making difficult decisions in their life or career. When I thought a job was WAY above my experience, I was encouraged to apply anyway. I discovered, much later, that NO ONE goes into a job knowing EVERYTHING about it! Give yourself space to grow, learn, pay it forward, and share with others!"

Our congratulations to Alice and all the new CRMS for persevering and obtaining this challenging yet rewarding goal.



## NEW CRMs

Congratulations to the following individuals in the U.S. and Canada who earned their Certified Records Manager (CRM) designation by passing the Part 6 examination in November, 2010:

**Patricia S. Brackin, CRM**, Apopka, FL  
**Jack W. Lydick, CRM**, Kyle, TX  
**John A. Carroll, CRM**, Austin, TX  
**Laura L. McGee, CRM**, Boulder, CO  
**Christopher L. Flynn, CRM**, Grand Forks, ND  
**Ebbie A. Moody, CRM**, Castle Rock, CO  
**James P. Flynn, CRM**, Chicago, IL  
**Linda M. Naj, CRM**, Aurora, CO  
**Stephen F. Goodfellow, CRM**, Manlius, NY  
**Angel R. Ramos, CRM**, Blairstown, NJ  
**Daniel Henrie, CRM**, Vaudrevil-Dorion, QB  
CANADA  
**Felishia M. Squires, CRM**, Virginia Beach, VA  
**Wayne S. Hoff, CRM**, Calgary, AB CANADA  
**James R. Strickland, CRM**, Decatur, GA  
**Jay A. Kasperski, CRM**, Regina, SK CANADA  
**Deborah A. Tamborski, CRM**, Greenlawn, NY  
**Kim M. Kindrew, CRM**, Hampton, VA  
**Molly A. Weinbender, CRM**, Pasco, WA  
**Gilles F. Legare, CRM**, Millet, AB CANADA  
**Clinton W. Wentworth, CRM**, San Antonio, TX  
**Margaret M. Lell, CRM**, Cary, NC  
**Alice Branham Young, CRM**, Titusville, FL  
**Phoebe Lopez-Walter, CRM**, Torrance, CA



## Code of Ethics

Certified Records Managers® should maintain high professional standards of conduct in the performance of their duties. The Code of Ethics is provided as a guide to professional conduct.

1. Certified Records Managers have a professional responsibility to conduct themselves so that their good faith and integrity shall not be open to question. They will promote the highest possible records management standards.
2. Certified Records Managers shall conform to existing laws and regulations covering the creation, maintenance, and disposition of recorded information, and shall never knowingly be parties to any illegal or improper activities relative thereto.
3. Certified Records Managers shall be prudent in the use of information acquired in the course of their duties. They should protect confidential, proprietary and trade secret information obtained from others and use it only for the purposes approved by the party from whom it was obtained or for the benefit of that party, and not for the personal gain of anyone else.
4. Certified Records Managers shall not accept gifts or gratuities from clients, business associates, or suppliers as inducements to influence any procurements or decisions they may make.
5. Certified Records Managers shall use all reasonable care to obtain factual evidence to support their opinion.
6. Certified Records Managers shall strive for continuing proficiency and effectiveness in their profession and shall contribute to further research, development, and education. It is their professional responsibility to encourage those interested in records management and offer assistance whenever possible to those who enter the profession and to those already in the profession.

## ICRM 2011 Examination Schedule

### Spring:

Parts 1-5, May 2-6, 2011; Part 6, May 12, 2011

Registration Open: February 25, 2011 - April 28, 2011

### Summer:

Parts 1-5, August 1-5, 2011; Part 6, August 11, 2011

Registration Open: May 20, 2011 - July 28, 2011

### Fall:

Parts 1-5, November 7-11, 2011; Part 6, November 17, 2011

Registration Open: August 19, 2011 - November 3, 2011

## Decertifications

The ICRM Board of Regents have revoked the certification of the following members for not earning the required 100 hours for the Certification Maintenance cycle that ended 12/31/2010:

Joanne Crowley

Tim Packer

Karen Shaffer.

Decertified CRMs are no longer eligible to use "CRM" as it relates to their being a Certified Records Manager, and must refrain from the using the designation in all official or unofficial transactions or activities.

## Attention CRMs

### Certification Maintenance Cycle:

Remember, in order to maintain the CRM designation, you must earn 100 hours every five years. Log onto the ICRM database to keep track of when the cycle ends and your total maintenance points.

### Six Month Rule:

You must apply for Certification Maintenance within 6 months of the activity.

## How to Contact the ICRM

The Institute of Certified Records Managers (ICRM) is a certifying body established to develop and administer a certification program for professional records managers. Contact information for the ICRM is as follows:

### Mailing Address:

Institute of Certified Records Managers  
403 East Taft Rd.  
North Syracuse, NY 13212  
Telephone: 877-244-3128  
(Toll-free USA and Canada)

### Alternate Telephone:

315-234-1904

Fax: 315-474-1784

email: [admin@icrm.org](mailto:admin@icrm.org)

Website: [www.ICRM.org](http://www.ICRM.org)

## Newsletter Publishing Schedule

*ProfessioNotes* is published four times a year (winter, spring, summer and fall) by the ICRM. Deadline to submit items for the spring issue is March 15, 2011. Articles, inquiries, letters to the editor, or other comments should be directed to:

**Rae Lynn Haliday** CRM, Acting Editor

e-mail: [haliday@stlzoo.org](mailto:haliday@stlzoo.org)

The 21st Century RM Professional: Staying Ahead of the Technology Curve, a presentation by Jesse Wilkins, CRM, given during the 2010 ARMA Conference in San Francisco, follows on Page 8. This is a great article for CRM candidates and for anyone wanting to stay current in the RIM profession. It's a simplistic and very thorough summation of the many, many resources available to you as a practitioner. Rae Lynn Haliday, CRM, Acting Editor, *ProfessioNotes*.

## The 21st Century RM Professional: Staying Ahead of the Technology Curve

Jesse Wilkins, CRM



Jesse Wilkins, CRM

### Introduction

Organizations already struggling with information chaos can expect the challenge of managing it to skyrocket over the next decade as the volume of information created each year continues to increase exponentially. According to a recent survey by IDC, “The Digital Universe Decade – Are You Ready?” in 2009 organizations created approximately 800 exabytes of information. That’s 800 billion

gigabytes, or more than 24 DVDs worth of information for every man, woman, and child on the planet. And by 2020 IDC estimates that we will create more than 35 trillion gigabytes of information a year, an increase of nearly 44x more information per year in less than 10 years.

That information is scientific data, and medical records, and email; it’s structured and unstructured; and it’s rich media in the form of audio and video. And increasingly, it’s being stored “in the cloud”, which raises unique challenges in the areas of privacy, security, and long-term access to information.

### Innovation, Technology Stimulate Growth

The last 20 years have brought the birth of the World Wide Web, Internet browsers, XML, DVDs, and inexpensive transistor based storage (flash or USB drives). Email surpassed postal mail in total volume and then became the first Web 2.0 application with the introduction of Hotmail. Blogs, wikis, social networks, and the entire Web 2.0 phenomenon have taken the computing world – and by extension, the world of information management – by storm.

Enter the records manager. Historically many records managers have not found themselves at the crest of the technology development wave; in fact, they are often the last to know about new systems. And those records managers who are aware that new systems are coming online may not have the technological skills – or even the vocabulary required – to understand the recordkeeping implications of those new systems well enough to raise meaningful concerns.

This often results in systems being implemented that either cannot appropriately manage the information they create and store, or require significant time and energy to develop custom solutions to do so. Simply put, this has to change. While records

are still being created in physical formats, it is undeniable that the vast majority of records are “born-digital,” and the majority of those are stored, maintained, accessed, and ultimately retained or disposed of as digital information objects. Records managers must actively develop their “technology chops” to continue to be relevant in the future.

### RIM Technologists Needed

Today’s records and information management (RIM) professionals must become more like technologists, and to do so, they must develop a constant thirst for learning and a curiosity for how things work. Some RIM professionals have already developed and cultivated this skill – in fact, that this is one of the key characteristics that differentiates a professional from just another duffer.

The Institute of Certified Records Managers recognizes this to some extent by requiring continuing education in order to maintain the CRM certification, as do many other certifying bodies. True professionals will attend classes and read relevant media not because they have to, but because they want to know how stuff works. Nobody is so skilled and so knowledgeable that he or she cannot learn more.

The Daniels College of Business (University of Denver) runs ads at Denver International Airport that assert, “The top ten jobs of 2015 don’t exist today”. Twitter didn’t exist five years ago either. It is the rapid emergence and widespread adoption of technology like Twitter that will color what those jobs entail and how employees will accomplish those jobs – and which will thus impact the records program.

Next, it is important to continuously scan the environment. Organizations do this all the time to some extent – nobody wants to be surprised by the next big thing or by issues that in hindsight were obvious. Some organizations have a functional group that scans the technology environment to determine where to invest in upgrades and where to hold off. RIM professionals need to engage in a similar exercise periodically to ensure they are abreast of what is having an impact on their programs today and what is likely to impact them tomorrow. This is not necessarily a full-time activity for most RIM professionals, but it does require periodically looking outside the cubicle, the office, and the organization to see what’s coming down the pike.

Next, RIM practitioners should prepare a professional development plan that takes these issues into account. Some organizations are enlightened enough that they assist in developing such plans. But in most cases individuals must take responsibility for our own professional development. You know your strengths and weaknesses.

You know what you know and what you don't know. And you should know that if you don't take responsibility for your own personal and professional growth, you can't be surprised when the world passes you by.

Following are useful tools for staying on top of technology developments with a relatively low investment of time and money.

## **Publications**

The first source of information is publications. These are available from a wide variety of sources and are often either free, included as part of a professional membership, or relatively low cost. ARMA publications. As the oldest and largest professional association for RIM professionals, ARMA strives to provide access to publications, standards, and other resources that will enhance the skills and expertise of its members and other RIM professionals. In some cases ARMA publishes these resources, such as Information Management magazine, standards and technical reports, guidelines, and various books it commissions on a broad range of topics. A guideline on website records management was recently published, and a guideline for outsourcing records storage to "the cloud" is being developed. ARMA also makes relevant resources from other publishers available through its bookstore.

## **Like associations and groups**

A number of other professional and trade associations focus on one or more aspects of information management including AIIM, The Association for Work Process Improvement (TAWPI), PRISM, the Business Forms Management Association, and others. Related organizations outside North America, such as the Records Management Society (Great Britain), the DLM Forum, and the Records Management Association of Australasia, also provide access to magazines and journals, technical publications, standards, and guidelines.

## **Government**

Often guidance can be found through other sources, such as government regulators or state agencies. In 2009 the federal CIO Council published "Guidelines for Secure Use of Social Media by Federal Departments and Agencies".

The Financial Industry Regulatory Authority (FINRA, formerly NASD) issued Regulatory Notice 10-06 in January 2010, "Social Media Web Sites: Guidance on Blogs and Social Networking Web Sites." And the U.S. National Archives and Records Administration (NARA) recently published "Frequently Asked Questions about Managing Federal Records in Cloud Computing Environments" and NARA Bulletin 2011-02, "Guidance on Managing Records in Web 2.0/Social Media Platforms".

## **Trade and business publications**

Finally, there are a number of free or low-cost trade and business publications that provide varying depths of coverage on technical issues. These include but are certainly not limited to: Computerworld, InformationWeek, InfoWorld, Government Technology, Federal Computing Weekly, ECM Connection, Washington Technology, eWeek, CIO, KMWorld, Harvard Business Review, Business Journal, and Forbes. Most of these are free; those that aren't are still fairly inexpensive. Because they are often written with the business manager in mind, they tend to be less technical and jargon-laden than some of the other resources listed.

An added benefit: your manager is already reading them. It's helpful to keep on top of what your manager is thinking about and have an idea of what it could mean to your organization.

## **Thought leaders**

Published information is important, but connecting with industry experts can be even more valuable. It may require a bit more of a time commitment to attend a meeting, listen to a podcast, or watch a video. These experts and thought leaders are typically folks who have been in the trenches and have seen what works and what doesn't.

## **Conferences and web seminars**

Perhaps the single best resource in this area is ARMA's annual Conference and Exposition, which offers approximately 80 preconference and conference sessions led by thought leaders across a variety of industries. Many of the topics focus on real-world application of technology and strategies for managing it effectively. Similarly, the webinars are generally led by folks who are experts on the topic and who are willing to share their stories and scars.

The annual Managing Electronic Records Conference, sponsored by Cohasset Associates, is highly regarded in its coverage of electronic records issues.

The AIIM conference frequently features sessions on managing email, web content and social media. And both NARA and the National Association of Government Archivists and Records Administrators (NAGARA) have annual conferences as well.

## **Chapter meetings**

Most major metropolitan areas have at least one association chapter near them. ARMA has more than 100 chapters in North America alone. Chapter meetings are smaller and less expensive to attend than conferences but still provide high-quality, relevant educational content. You need not be a member to attend in most cases, although the cost may be higher for nonmembers.

## Social media

This includes everything from thought leaders' blogs, to Twitter, to the RECMGMT-L email listserv. RECMGMT-L in particular is an invaluable resource. It is not an official ARMA forum or affiliated with any single group or association, but its more than 1,800 members include records managers in many sectors and environments who have done what you're about to do. They have had the discussions that you need to have with your management, IT, etc. And most importantly, they are willing to share, both publicly on the listserv and privately when warranted. How do you find these blogs, Twitter users, etc.? In some cases, it's as close as a thought leader's business card or their email signature block. Speakers frequently put links to their blog, Twitter handle, etc. at the end of their presentations on their contact slides. And some of your peers are either thought leaders in their own right or follow some of them and can point you in the right direction. You can also use the tools themselves – for example, blogs often have links to other blogs of interest.

Similarly, you can look at who someone follows on Twitter – for example, check out who the official ARMA account ([http://www.twitter.com/arma\\_int](http://www.twitter.com/arma_int)) follows.

## Networking events

These are less-formal opportunities to interact with peers, colleagues, and thought leaders, such as the conversations that take place during the lunch breaks at a meeting or conference. Most speakers are happy to discuss their topic or other topics at lunch and on breaks. Some meetings and events are less structured, allowing for more one-on-one interaction. There are social events at conference and through some chapters that are completely informal but where a lot of good information is exchanged.

## Vendors

Vendors frequently get a bad rap from practitioners because some vendor representatives have their “sales” hat on all the time and see every issue through the prism of a particular technology or solution. And sometimes the vendor just doesn't “get it”. But vendors are often practitioners in their own right – designing, implementing, and supporting content creation and content management solutions.

They are often the best resource if you want to know the gory details about how SharePoint works, or how to federate searches across several repositories, or whether a given solution meets a given standard. They offer a wealth of information that can be valuable to RIM practitioners.

Vendors include the following:

- Hardware and software vendors, resellers, and integrators
- Analyst and research firms
- Consulting firms
- Trainers and training firms

Many vendors provide white papers on a particular process or technology issue which may be written directly by the vendor or by an analyst or consultant the vendor commissions.

The vendor website often includes case studies describing how a client used its technology to address a particular need. Vendors often provide references, either as lists and logo slides in presentations, or by doing joint presentations with reference accounts at conferences. These can be quite powerful; if the client is satisfied enough to talk about the project and the vendor's solution, that's a pretty good indicator of its value.

Analyst firms tend to spend more time conducting research and writing white papers. In some cases the research is quite expensive – but your organization might already have a subscription to Gartner, Forrester or another analyst group. In other cases the research is either free or sponsored by a vendor who, in turn, makes it available for free. The IDC survey referenced earlier is an example of this type of offering. It is important to consider the source and remember the context of vendor information.

A vendor that asserts that a given solution is far superior to its peers (or asserts that its solution is unique and has no peers!) may be right – or not. Regardless, it is important to evaluate the content and determine it's worth the same way you'd evaluate speakers or blog posts or messages on the listserv.

## Conclusion

With the exception of the conferences and chapter meetings, these resources are all free or extremely low cost. It does require some time – perhaps 4-5 hours a week to keep current on what's going on in the field. One of the great things about many of these resources is that your peers and thought leaders are doing some of the filtering for you. For instance, if it is published in a magazine or is presented as a conference session, the odds are it will have some value to you. More importantly, as a RIM professional in 2010, you cannot sit idly by while someone else does the technology selection and implementation in a vacuum. To do so is a dereliction of your professional responsibilities. You don't have to be a technology expert, know everything about everything, or be able to spout acronyms and buzzwords. But you do need to know generally how key technologies work, especially as they relate to content creation or management. You also need to know what's on the horizon – because these days, the horizon is pretty short.

Develop your technology skills and help to lead your organization to more effective management of technology, rather than letting the technology manage your organization. Jesse Wilkins, CRM, is Director, Systems of Engagement for AIIM International. For more information, contact him at [jwilkins@aaim.org](mailto:jwilkins@aaim.org).

## ICRM Mission Statement

- Develop and administer a certification program for professional records and information managers
- Program includes examination development, administration and certification maintenance
- Assist professional records managers in attaining recognition of their competencies
- Identify current RIM body of knowledge necessary to ensure certification has value
- Establish eligibility standards for those RIM professionals wishing to attain certification
- Promote the value of certification to the private sector and government
- Develop and maintain outreach programs to ensure the Institute remains viable and is meeting the ever-changing needs of the profession, the Institute, and its members

## ICRM Pre-Approved CMP Activities

Activity Date	Activity	Credit Hours	Sponsor	
2/24/2011	Medical Records Law in Minnesota - Rochester	6	Lorman Education Services	Rochester, MN
2/28/2011	RC1A-2881 The Legal, RIM and IT Triad: Key Success Factors	1.5	ARMA International & Recall	Riverside, CA
2/28/2011	RC1B-2882 Vital Records Program Development	1.5	ARMA International & Recall	Riverside, CA
2/28/2011	RC2A-2883 Taming the Beast: How to Manage Outside Counsel	1.5	ARMA International & Recall	Riverside, CA
2/28/2011	RC2B-2884 Integrating E-discovery Services into Corporate Records Management Program	1.5	ARMA International & Recall	Riverside, CA
2/28/2011	RC3B-2885 Metadata in Court, What RIM, Legal and IT Need to Know	1.5	ARMA International & Recall	Riverside, CA
2/28/2011	Organizational Compliance Failures, Where GARP Could Have Helped	1	ARMA International	Online
2/28/2011	AIIM BPM Practitioner Online Course	8	AIIM	Online
2/28/2011	AIIM BPM Specialist Online Course	9	AIIM	Online
2/28/2011	AIIM E2.0 Practitioner Online Course	10.5	AIIM	Online
2/28/2011	AIIM E2.0 Specialist Online Course	12	AIIM	Online
3/1/2011	Medical Records Law in Pennsylvania - Philadelphia	6	Lorman Education Services	Philadelphia, PA

Activity Date	Activity	Credit Hours	Sponsor	
3/1/2011	RC4A-2886 Creating a Unified Process for Managing File Transfer	1.5	ARMA International & Recall	Riverside, CA
3/1/2011	RC4B-2887 Disaster Planning and Recovery Program Development	1.5	ARMA International & Recall	Riverside, CA
3/1/2011	RC5A-2888 Leveraging ARMA's Core Competencies and GARP Principles to Advance Mature RIM Programs	1.5	ARMA International & Recall	Riverside, CA
3/4/2011	Medical Records Law in Pennsylvania - Wilkes-Barre	6	Lorman Education Services	Wilkes Barre, PA
3/7/2011	Outsourcing to the Cloud	1	ARMA International	Online
3/8/2011	Impacts of Social Networking on RIM in the Professional Environment	5	ARMA Wyoming Chapter	Cheyenne, WY
3/8/2011	ARMA Chicago Spring Seminar	5	ARMA - Chicago Chapter	Chicago, IL
3/14/2011	Accountability and Transparency: What They Mean to You and the Courts	1	ARMA International	Online
3/15/2011	ARMA Metro NYC Seminar	5	ARMA Metro NYC	New York, NY
3/16/2011	GWDC ARMA Spring Seminar	5	ARMA Greater Washington DC	Washington, DC
3/17/2011	5th Annual Sedona Conference	11	Sedona Conference Institute	San Diego, CA
3/21/2011	An Exclusive Account of GARP Application in a Law Firm	1	ARMA International	Online
3/22/2011	Medical Records Law in Minnesota - Bloomington	6	Lorman Education Services	Bloomington, MN
3/23/2011	ACEDS 2011 Annual E-Discovery Conference	15	ACEDS	Hollywood, FL
4/6/2011	What You Need to Know about Public Records and Open Meetings in Arizona - Phoenix	6	Lorman Education Services	Phoenix, AZ
4/7/2011	Climb to the Future - Building on Your Foundation to Records Management Success	6	ARMA - Northern Colorado	Fort Collins, CO
4/11/2011	Archive Systems User Conference	11	Archive Systems, Inc.	Orlando, FL
4/13/2011	ARMA Nebraska Chapter Spring Seminar	5	ARMA Nebraska Chapter	Omaha, NE
4/19/2011	ARMA Madison Chapter Spring Seminar	6	ARMA Madison	Madison, WI
4/26/2011	Medical Records Law in Oklahoma - Oklahoma City	6	Lorman Education Services	Oklahoma City, OK
5/10/2011	Medical Records Law in Alabama - Birmingham	6	Lorman Education Services	Birmingham, AL
6/5/2011	ARMA Canada Conference	15	ARMA Canada	Charlottetown, PE
6/16/2011	Medical Records Law in Louisiana - Lafayette	6	Lorman Education Services	Lafayette, LA