ARMA InNOVAtions

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September Report

By Carolyn Offutt

We are very excited about the theme of **"The State of Art of Records Management"** for our upcoming 2012-2013 program year. We have a **new address for our ARMA NOVA website** at www.arma-nova.org/index.htm – please reset your bookmarks for the new URL.

We begin this fall with a joint meeting with NCC-AIIM (www.nccaiim.org) on **Thursday, September 13, 2012**, for a late-afternoon presentation at the Department of Interior (DOI) Headquarters in Washington

DC by DOI speakers about the implementation of the **DOI ECM/ERM in the Cloud**. Edwin McCeney, Departmental Records Officer, and John Montel, eRecords Service Manager, will talk about the DOI-wide eMail, Records, eDiscovery and Document Management System (eERDMS). Register via the link at www.arma-nova.org/index.htm.

We will kick off our own season with a dinner meeting on **Wednesday, September 19, 2012**, at the Marco Polo Restaurant at 245 Maple Avenue in Vienna VA. Our speaker will be **Fred Pulzello**, who will talk about using the **Generally-Accepted Recordkeeping Principles (GARP®)** to assess an organization's information governance. Fred is the past Treasurer of ARMA and one of the developers of GARP. Register at www.arma-nova.org/index.htm.

New Chapter Year

A new Chapter Year starts in September and exciting things are planned. Look inside for the new speaker series.

Please Note:
The ARMA NOVA website has changed to

www.arma-nova.org/index.htm

ARMA 2012 in the Windy City

ARMA 2012 will be held September 23-25 in Chicago at the McCormick Place. Come and enjoy the excitement of Chicago and the comfort of our partnering hotels, the Hilton Chicago and the Palmer House, just steps from Lake Michigan, Millennium Park and the famed Magnificent Mile, not to mention some of the best shopping and dining Chicago has to offer.

With more than 70 educational sessions, limitless face-to-face networking opportunities and the fun you've come to expect from ARMA's Annual Conference and Expo, you'll find all the tools you need, including leading-edge education from top thought leaders, and best practices, tactics, and technologies.

If you attend the Chicago Conference please share your experiences both professional and tourist with your fellow chapter members.

Anyone is welcome to submit comments, reviews or photos for inclusion in the newsletter.

NARA Records Management Directive Update

Paul Wester will be speaking at the October 17 chapter meeting. He will update us on the ongoing work of NARA and OMB to respond to the Presidential Memo on Records Management. Paul Wester will help us understand what NARA has put forth as requirements for agencies and what actions NARA is planning to help support agency efforts.

Do You Have Speaker Suggestions

Our chapter programs are planned to provide interesting, educational subject matter for our local ARMA membership. Program topics are selected by the ARMA NOVA Board using membership and industry input, surveys and market research in an attempt to bring you the best educational events available.

Dates are scheduled to work together with other trade and association activities to avoid scheduling conflicts and give you the information you need and ask for.

Suggestions for topics, speakers, locations or anything related to chapter programs should be directed to: **Elizabeth Adkins**

GARP Opens the Chapter Year

Please join ARMA NOVA for our **September 19, 2012**, chapter meeting as we kick off the new program year. Our theme for 2012-2013 is "The State of the Art in Records Management." We will be exploring how we as RIM professionals need to understand the changes in approaches and technology which are changing our profession. Our speaker for this meeting is **Fred Pulzello**, who will talk about using the *Generally Accepted Recordkeeping Principles (GARP)* to assess an organization's information governance.

With the deluge of information that is being created daily by your organization, it is now more important than ever to have clear Information Governance policies and procedures. The problem is, with this deluge of information it is now more difficult than ever to have clear policies and procedures. Knowing where you are to establish a baseline is the first step in then building a comprehensive plan. Conducted by one of the developers of the Generally Accepted Recordkeeping Principles (GARP), Fred Pulzello, CRM, will lay out a roadmap of activities and resources to enable you to conduct a self-assessment or to manage a guided assessment performed by third-party experts. Maximize your efforts and results by following these practical, easy-to-use steps. What you will learn:

- The fundamentals of GARP and why it matters to you
- How to apply GARP to your organization
- The key steps to a detailed risk analysis The benefits of GARP Assessment reporting
- The benefits of GARP Assessment reporting

GARP is Gone…………but the Principles Remain

Do you hear that this month ARMA announced that it was renaming GARP. The Generally Accepted Recordkeeping Principles will now be referred to as 'The Principles'. Fredu Pulzello will help walk us through this change and answer any questions that members may have.

Meeting Logstics

DATE: Wednesday, September 19, 2012
TIME: 5:30 PM Registration
6:00 PM Dinner
7:00 PM Program
PLACE: Marco Polo Restaurant,
245 Maple Ave. W., Vienna, VA 22180
703-281-3922

PARKING: Free at the restaurant
METRO: Vienna Metro plus
a five minute cab ride
COST: $25.00 Member,
$30.00 Non-Member

"State of the Art in Records Management"
2012-2013 Chapter Year Meetings

Date	Speaker/Event	Subject
9/13/12	Joint NCC– AIIM	DOI Cloud Based Email Archive with RM and Autoclassification
9/19/11	Fred Pulzello	Assess Your Organization's Information Governance Using "The Principles"
9/23-25/12		ARMA International Conference in Chicago
10 /04/12	CRM Preparation Workshop	Joint Meeting with Greater Washington DC and Metropolitan Maryland Chapters
10/17/12	Paul Wester, NARA	NARA RM Directive Update
11/14/12	Susan Cisco and Sue Trombley	Records Coordinators
12/19/12	Training Future	Chapter Holiday Party
1/16/13	TBD	Navy RM
2/20/13	TBD	IBM Case Study
2/27/13	TBD	Autoclassification Update
3/20/13	TBD	TBD
4/17/13	Joint NCC-AIIM meeting	EMC Case Study
5/15/13	TBD	TBD
6/19/13	Tod Chernikoff, ARMA Region Coordinator	Installation of Officers and Chapter Year Wrap-up
7/TBD/13	Social Event	TBD

(President's Report Continued)

Our thanks to our Sponsors for the past year! Their financial support and assistance with our programs allow us to better serve our members. If your organization would like to become a sponsor in 2012-2013 to raise its profile and further the work of the Chapter, please contact me or one of the Executive Board members.

Mark your calendar NOW with the dates for upcoming meetings in 2012-2013: Dinner meetings at the Marco Polo on the third Wednesdays on September 19, October 17, November 14 (moved to 2nd Wednesday), December 19, January 16, February 20, March 20, April 17, and May 15; Joint Meetings with NCC-AIIM on September 13, all-day Education Seminar at CSC in February; and our Annual Social in June on a date to be determined.

Keep in mind that the 57th ARMA International Conference and Expo is in Chicago. The conference is on **September 23-25, 2012.** You can visit the Expo Hall on September 23 and 24 for FREE! However, you must register for your free pass. Please let me know if you attend the Conference.

We had a delightful Potomac River Cruise on Sunday, August 12, 2012, as our end of year (and beginning of the new year) social event. The weather, food, and sights were delightful – and we wished a hearty goodbye to Angela Tayfun, a long-time member and former secretary of ARMA NOVA, as she begins her retirement years with her husband in Kuwait.

Your votes are in and the 2012-2013 Officers for the Northern Virginia Chapter of ARMA are already hard at work.

- President   Carolyn K. Offutt, Offutt Advisory Services LLC
- Vice President   Elizabeth Adkins, CSC
- Secretary   Rebecca Conner, Zimmerman and Associates
- Treasurer   Katherine Goodwin, CSC

The Executive Board has appointed:
- Education Director   TBD
- Membership Director   Jack Frost, IQ Group
- Marketing Director   Charlie Herbek, CSC
- Webmaster   Elisabeth Butler, U.S. Senate
- Newsletter Editor   Justin Isaac, Booz Allen Hamilton
- ICRM Liaison   John Krysa
- Director at Large   Anna Seiss Cooper
- Chairman of the Board   George Darnell

The Executive Board coordinates and directs the activities of the Northern Virginia Chapter of ARMA and helps facilitate programs and educational opportunities to benefit our members. Please go to our ARMA NOVA Website at http://www.arma-nova.org/index.htm for more information or to become more involved in ARMA NOVA.

Make the most of opportunities that the Chapter provides. Come to meetings, get involved in our committees. Committee work is a backbone of our Chapter's success. Please let me know, if you are interested in joining a committee or if you have suggestions that can improve our Chapter.

I look forward to sharing some time with you this Fall.

Carolyn K. Offutt, President
Northern Virginia Chapter of ARMA International
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"State of the Art" in Records Management

As this article from the Education Director helps kick off the Speaker Series we are reprinting it in this issue.

by Mark Mandel
ARMA NOVA Education Director

Over the past couple of years I have come to the realization that with the many changes taking place in our industry there is a new "State of the Art" in Records Management. This change has come about because of new market drivers combined with new vendor solutions in response to these requirements.

Part One of this blog focuses on the new market drivers affecting the industry. Part Two will focus on how the industry has responded to these new drivers.

eDiscovery

The Federal Rules of Civil Procedure dictate that ALL available documents are discoverable in a court case. This includes electronic content, regardless of media. Email is the largest type of electronic content that is requested in eDiscovery. Instant messages, voice mail, copies, drafts, personal correspondence, and so on are all discoverable. Therefore, it does not matter if your organization has declared "official" records, all content whether declared or not is discoverable.

Discovery costs are very high. The ramifications of missing documents in a litigation can be very high as well, leading to fines, sanctions, and negative judgments; in some cases leading to jail time for defendants. Therefore, it is very important that Information Governance is applied to all content so that it can be found easily, so that it can be automatically classified to the correct retention rule, and so that it can be discarded if it is not relevant. This approach lowers discovery and storage costs and eliminates or significantly reduces the missing documents issue.

This approach, called Content Lifecycle Management, applies Information Governance to all content from the time it is created, captured, or ingested, all the way through final disposition. Governance is applied to email, social media, electronic documents and all versions, file shares, SharePoint, and content created or captured by business applications such as SAP, case management applications, collaboration tools, and more.

This market driver has changed the foundation of records management, leading to a redefinition of a Record. In the past, a record was "declared" once its business process was completed, and the Records Retention Schedule defined how this static record was to be filed, stored, and retained. File Plans and Retention Schedules were based on a paper paradigm, focusing on how to organize boxes so that they could be accessioned, archived, and dispositioned effectively.

The new definition is "everything is a record." Therefore, all content must be managed. This approach requires a new Big Bucket Record Series called "Transitory." Using this approach content that is considered to be a non-record such as personal email, non-business correspondence, drafts, copies and so on can be explicitly classified as Transitory. A retention rule is applied such as 120 days, and this Transitory content can be defensibly destroyed. This approach reduces your content and storage requirements significantly and lowers discovery costs.

In this new paradigm, Records Management (RM) is a subset of an Enterprise Content Management (ECM) system. The ECM solution enables RM to become part of the DNA of critical business processes such as Human Resources, Accounts Payable, Finance and Accounting, Case Management and more. These processes receive and create records that are captured and indexed as a function of the business process so that RM classification is automatic.

Building these mainline business processes to include RM produces a full audit trail for all business transactions. This supports the next key new business driver, Audit Readiness.

respond quickly, accurately, and completely to an audit. Paper based and non-automated solutions to this requirement can produce negative results and serious ramifications. An automated process, on the other hand, can allow organizations to relatively easily produce a full audit trail of their business transactions, reducing the time and effort required to respond to an audit.

Because failed audits can result in potential costs in the millions of dollars depending on the context, this issue has come to the forefront as a market driver. Using the Content Lifecycle model, this complete audit trail of information that supports mainline business processes is attainable. For example, using OpenText's Extended ECM for SAP, all supporting documentation around key business processes are capture, classified and retained based on a set of business rules.

The Presidential Memo – Managing Government Records

President Obama issued a memorandum to all agencies on Nov. 28, 2011 requiring each agency to appoint a senior official to deliver a plan for moving the agency from paper based records management to electronic records, specifically email, social media, cloud solutions, and so on. Each agency has submitted their plan to the National Archives and the Office of Management and Budget. This summer a directive will be generated to all agencies that will incorporate a number of ideas from agencies and the public for how to move to electronic records.

As is the case with many government directives, this is an unfunded mandate. However, moving from paper to digital based recordkeeping and processes, as we know, has a very significant return on investment. Therefore any solution deployed to solve this mandate, if deployed wisely, will pay for itself many times over.

Doing More with Less

One of the tag lines in the U.S. Federal Government these days is "doing more with less." This refers to the dynamic of shrinking budgets and resources combined with increasing volumes of information to manage. This applies to the private sector as well as all levels of government in these challenging economic times. Technology and automation are keys to successfully meeting this challenge. Tools such as integration of RM and Information Governance into key business processes and email archiving, and using new tools such as Auto Classification help organizations cope with these increasing volumes.

Big Bucket Retention Schedules

The new paradigm for RM includes a redefinition of Records Retention Schedules. Legacy schedules were developed around a paper-based paradigm and typically are very granular, with many arbitrary retention rules that are now unnecessary and undesirable. Many organizations have hundreds or even thousands of individual record series. In the past several years there is an increasing trend toward Big Bucket Record Schedules that boil everything down to just a handful of "buckets." In the context of an ECM/RM solution, the ECM system contains all the metadata needed to search for and find records, so the retention schedule only needs to determine how long to keep it. A streamlined Big Bucket schedule is easier to implement, is more intuitive, and compliance is much more effective.

The Government Accountability Office (GAO) is a leader in this trend, with a new schedule that contains three big buckets and a total of 27 sub-categories. Other agencies are following GAO's lead, and similar moves are being made in the private sector. NARA has endorsed this approach so it is becoming increasingly more accepted.

To recap, the new market drivers that are now "State of the Art":
•eDiscovery and the Federal Rules of Civil Procedure
• Redefinition of a Record to Include Everything
• Audit Readiness
• Presidential Mandate to Move from Paper to Digital Records
• Do More with Less
• Big Bucket Retention Schedules

Newsletter

ARMA InNOVAtions is published monthly from September to June by the Northern Virginia Chapter of ARMA International. This newsletter is used to inform chapter members about programs and professional information. ARMA NOVA holds a monthly professional meeting and occasional social programs.

Information and opinions expressed in this newsletter are strictly those of the authors and do not necessarily reflect the official policy of ARMA International or ARMA NOVA. The information in the newsletter also does not necessarily represent the views of the membership or editor. No endorsement of advertisements, seminars, articles, calendar events, or commentaries is intended.

Submissions

ARMA NOVA welcomes contributes to the newsletter, by both members and non-members. Individuals can submit articles, news stories, reports, opinion pieces, chapter notes, and calendar items. Please send any items for publication by the 1st of the month to:

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