



ARMA InNOVATIONS

President's Message, April 2011

**Join Us For Our
April 14, 2011**

**Privacy in a Web 2.0
Environment**

Clyde's—Gallery Place, Chinatown, 707 7th Street NW, Washington, DC 20001

with Speaker

**Jules Polonetsky
The Future of Privacy Forum**

**Register online with
NCC-AIIM at**

<http://www.nccaiim.org/Programs/program1104.htm>

Or Call

**Carolyn Offutt, Treasurer at
703-666-8190 (O)
703-655-3667 (C)
By Apr 12, 2011**

See Page 3 for details.

3:30 pm	Registration, Networking, Cocktails & Hors d'œuvres
4:00 pm	Presentation
5:00 pm	Networking and Cocktails until 6:00
Cost	\$19 member; \$29 non-member



Last month ARMA NOVA teamed with the Digital Government Institute for an all day educational seminar on eDiscovery and Records Management, focusing on the implications of social media and new technologies to records management. The E-Discovery, Records & Information Management Conference & Expo was held on March 17, 2011 at the Ronald Reagan Building, Washington, DC.

The keynote speaker was John Mancini, President, AIIM International, who discussed "Systems of Record and Systems of Engagement: The Records Management and E-Discovery Challenges Have Only Just Begun". The event lineup included Judge John Facciola, Magistrate Judge in the District of Columbia, who spoke on the complexities of electronic discovery and FOIA, focusing on getting two

sides of a litigation to work together to come up with a common format and structure for Electronically Stored Information.

This was a highly successful event with a total of 330 attendees, mostly from government.

This month ARMA NOVA is again teaming up with NCC-AIIM for a joint meeting. Please join us for our April 14, 2011 chapter meeting. Our speaker is Jules Polonetsky of the Future of Privacy Forum. Mr. Polonetsky will talk about "Privacy in a Web 2.0 Environment."

Jules Polonetsky has served since November 2008 as Co-chair and Director of the Future of Privacy Forum, a think tank seeking to improve the state of online privacy by advancing responsible data practices. His previous roles have included serving as Chief Privacy Officer at AOL and before that at DoubleClick, as Consumer Affairs Commissioner for New York City, as an elected New York State Legislator and as a congressional staffer, and as an attorney. He has served on the boards of groups such as TRUSTe, the IAPP, the Network Advertising Initiative, the Privacy Projects, and the Better Business Bureau (NY Region).

Networking begins at 3:30, Clyde's - Gallery Place, Chinatown 707 7th Street, NW, Washington, DC 20001. Register at <http://www.nccaiim.org/Programs/program1104.htm>.

Our May meeting is back at the Marco Polo, followed by an awards dinner in June, also at the Marco Polo. We are again teaming with NCC-AIIM (do you detect a pattern here?) for our season wrap-up, our annual June Social. This year we are joining forces for a Washington Nationals baseball game. NCC-AIIM has done this for the past two years and it is a lot of fun. More to come in our next newsletter.

See you at a ARMA NOVA event soon!

Mark Mandel, President
NOVA ARMA
Public Records Administrator,
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Madelm2001@netzero.com

ARMA NOVA CHAPTER

NEWSLETTER

ARMA InNOVations is published monthly from September through June by the Northern Virginia Chapter of ARMA International to inform chapter members of ARMA NOVA activities and to circulate news and opinions of the members.

SUBMISSIONS

We welcome articles, news stories, reports, and opinions. Please send submissions or Letters to the Editor to:

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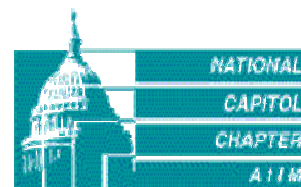
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Privacy in a Web 2.0 Environment

NCC-AIIM Monthly Virginia Meeting: April 14, 2011

Joint Meeting with the Northern Virginia ARMA (ARMA NOVA) Chapter

About this Event: Please join NCCAIIM and ARMA NOVA for our April 14, 2011 chapter meeting. Our speaker is Jules Polonetsky of the Future of Privacy Forum. Mr. Polonetsky will talk about “Privacy in a Web 2.0 Environment.”

Social networks have become ubiquitous, with users providing more personal information than ever. These networks now also serve as platforms for 3rd party applications that rely on the data of their user bases to provide services. Cloud computing efforts seek to store all the data of users and businesses on central servers. New robust mobile platforms are integrating geo-location based data, and are beginning to be able to implement behavioral targeting and tracking. Also supporting an opportunity for change in business practice is the philosophy of Web 2.0. Increasingly, developers have embraced the point of view that users want control of their experience, including control over their data. The Future of Privacy Forum believes that if dedicated technologists, policymakers, industry groups and advocates focus on advancing privacy in a manner that businesses can achieve, then privacy, profits and personalization are all possible.

About our Speaker: Jules Polonetsky



Jules Polonetsky has served since November 2008 as Co-chair and Director of the Future of Privacy Forum, a think tank seeking to improve the state of online privacy by advancing responsible data practices. His previous roles have included serving as Chief Privacy Officer at AOL and before that at DoubleClick, as Consumer Affairs Commissioner for New York City, as an elected New York State Legislator and as a congressional staffer, and as an attorney. He has served on the boards of groups such as TRUSTe, the IAPP, the Network Advertising Initiative, the Privacy Projects, and the Better Business Bureau (NY Region). His writing and research can be found at www.futureofprivacy.org.

Logistics: **Time:** 3:30PM Registration Networking, Cocktails, and Hors d'oeuvres
4:00 PM Presentation and Discussion
5:30 PM Program Ends, Networking and Cocktails continues until 6:00 PM

Place: Clyde's of Gallery Place, 707 7th Street, NW, Washington, DC 20001

Parking: Available next to and behind the building.

Metro: Gallery Place China Town: Red, Yellow, Green; Next to Verizon Center

Cost: AIIM, ARMA, IAC/ACT Member Rate **\$19.00**

Non-Member Rate **\$29.00**

Register: NCC-AIIM Web site: <http://www.nccaiim.org/programs.htm>



Hot Topic covers the latest information management topics that are keeping professionals up at night. On this page you'll find a listing of the topics we're diving into, complete with tips to help you manage your information effectively.

Making the Jump to the Cloud? How to Manage Information Governance Challenges

Solving the SharePoint Puzzle - Where it Fits in Content Management Strategy

Taking A Closer Look - ARMA International's Generally Accepted Recordkeeping Principles

Gearing Up for E-Discovery - How to Meet the Challenges of the Post-Bailout World

Managing the E-Maelstrom - Strategies for Minimizing the Risks of E-Mail

Trimming Your Bucket List - An Approach for Increasing Retention Compliance

This graphic and information may look familiar to some of us but it serves a great reminder to me as to how to keep up with what is new in the information management realm. ARMA makes it so easy for us to keep up with what is going on by offering a wide variety of resources on their web site. When you get a chance, check out what is new!

Courtesy of Suzanne Swenson, Director at Large

Manager, Business Development

Zimmerman Associates, Inc.

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Why use eCase/Correspondence?

In today’s working environment, whether in government or in the private sector, we are constantly bombarded with requests and correspondence from a variety of sources. These requests can come in the form of mail, e-mail, online forms and others. Prompt and appropriate handling of these requests is the hallmark of an efficient and well-run organization. Some organizations, however, become overwhelmed by the sheer volume of requests, causing some inquiries to be neglected and others to be lost completely. Requests often become neglected when the workflow to resolve the request is in doubt. eCase alleviates this problem by tracking and organizing this information. Less lost or neglected correspondence means higher client satisfaction. In addition, with eCase’s reports features, offices can identify and solve problems in their correspondence and request management process before they become a crisis.

The Premier Solution for Enterprise Case/Correspondence Management

eCase is designed to meet all of your office’s correspondence tracking and processing needs. Electronic folders with flexible workflows tailored to your organization’s business processes allow you to electronically interface with members of your organization. Assign tasks, route documents for review/concurrence, generate discussion, manage document versions, and perform many other functions regarding correspondence and requests that boost your office productivity and efficiency.

Track & Monitor the Case/Correspondence Management Process

Track your entire correspondence lifecycle from reception, to processing, to close-out. eCase standard reports track all pending, overdue and completed actions. Need a custom report? The ad hoc reports feature allows users to customize their criteria for special reporting requirements. You can also customize your default case view, tailoring the view to only the information you want to see. Want more accountability? The folder action history log tracks every action performed to a folder automatically.

Automated Workflow

Configure your workflow model for different routing chains based on the type, sensitivity and security requirements of the correspondence. The case/correspondence folder is automatically moved to each person’s inbox in the routing chain. The workflow tool supports conditional routing to accommodate decision logic and approvals. Automatic email notifications alert the action officers when new tasks appear in the inbox.

With eCase:

- | | |
|--|-------------------------------------|
| • Reduce Paperwork | • Customize workflows |
| • Simplify tracking and monitoring of correspondence | • Create custom email notifications |
| • Build accountability for actions | • Auto schedule reports |
| • Eliminate redundant entries | • Save Work |
| • Easily search for documents | • Save Time |
| • Improve correspondence security and control | • Save Money |



Information is your domain.
Know what you need to know.

Managing paper and electronic information together is no easy task. How do you expand your records management program to include an ever-growing volume of electronic information? You partner with the company thousands have trusted to help store, access and manage their information regardless of format – Iron Mountain. With unmatched experience, putting us at your side makes information easier to manage. We can do more, together.

Do more with information. Visit us at ironmountain.com.



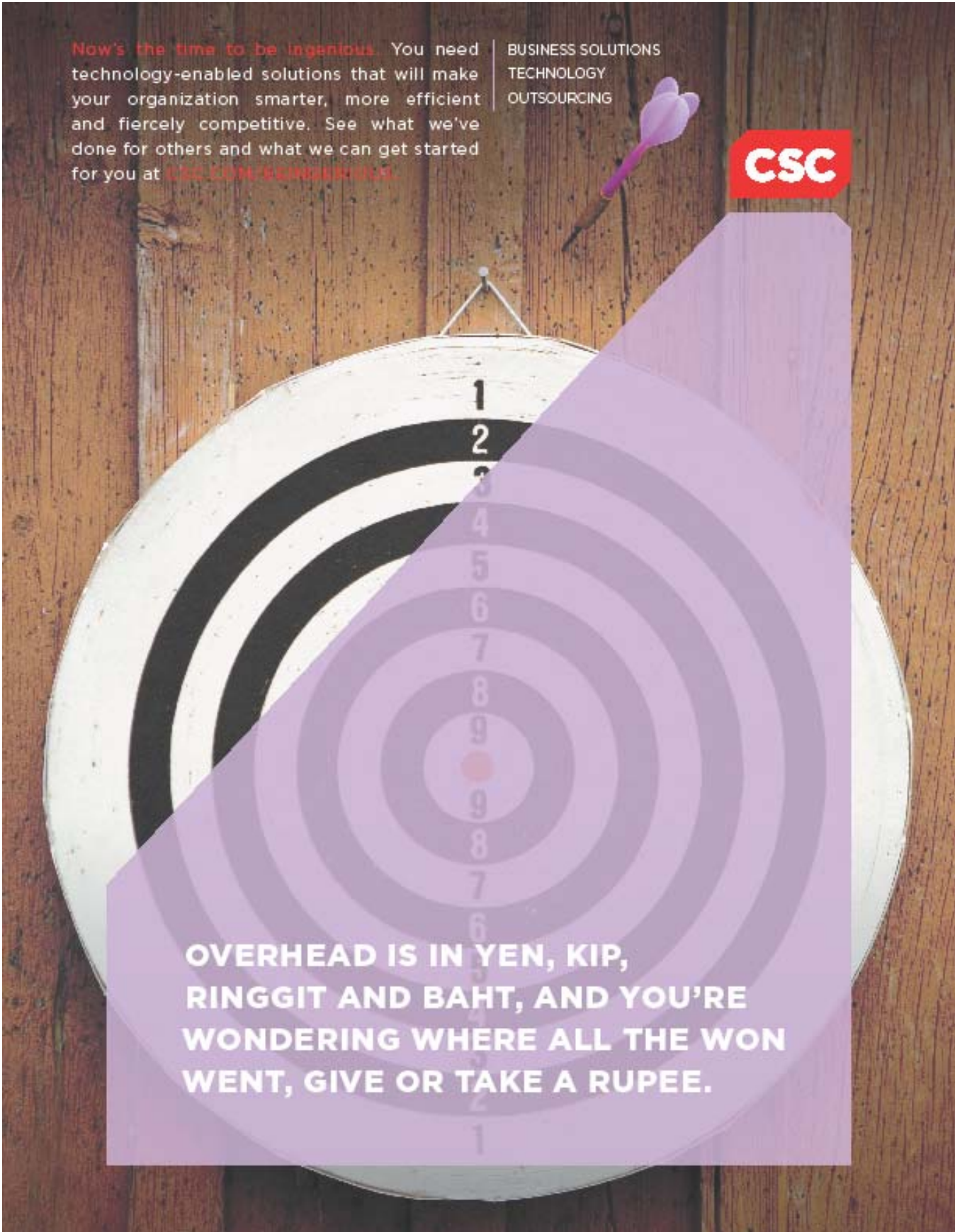
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**OVERHEAD IS IN YEN, KIP,
RINGGIT AND BAHT, AND YOU'RE
WONDERING WHERE ALL THE WON
WENT, GIVE OR TAKE A RUPEE.**



**Northern Virginia Chapter of ARMA
Treasurer's Report
As of March 31, 2011**

March 2011 Treasurer's Report						
Type	Date	Number	Name	Category	Memo	Amount
Opening Balance	2/23/2011					\$12,822.77
	3/13/2011		Deposit	Dues Rebate	Association of RMA	\$137.50
	2/22/2011		Interest	Interest	Interest	\$0.11
	2/4/2011		Electronic/ACH Debit	Accounting Fees	TransFirst LLC Disc	(\$5.00)
Closing Balance	2/22/2011					\$12,955.38
			Co-Sponsored DGI Conference on March 17, 2011 -- No Dinner in March			

**NOVA ARMA Membership Report
Executive Committee Meeting
January 19, 2011
Jack Frost**

PROFESSIONAL MEMBERS IDENTIFYING WITH NOVA ARMA	2010						2011						Total
	Jul	Aug	Sept	Oct.	Nov	Dec	Jan	Feb	Mar	Apr.	May	Jun	
All			87	87	87	86	84	84	86				
New			7	2	3	2	2	3	1				

Regional Members ARMA; No Affiliation	2010						2011						Total
	Jul	Aug	Sept	Oct.	Nov	Dec	Jan	Feb	Mar	Apr.	May	Jun	
All			278	297	297	300	300	285	278				
New													

**Chapter Leaders must be current. Please check your membership status.*

No ARMA NOVA Board Meeting was held in March, 2011

Courtesy of Angela Tayfun, CRM, Secretary

ICRM Liaison Report

Courtesy of Suzanne Swenson, Director at Large

For your planning purposes, here is the latest schedule of the ICRM examinations:

2011 Exam Schedule

Winter: Parts 1-5, February 7-11, 2011 | Part 6, February 17, 2011

Registration Open: November 19, 2010 - February 3, 2011

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

AIEF Report

ARMA International Educational Foundation Board Approves Tripling Funding for Programs; Strengthens Partnership with ARMA International and International Records Management Trust.

Denver, CO January 23, 2011: The Board of Trustees of the ARMA International Educational Foundation today approved an immediate 66% increase in the total funding for core programs of research, scholarship and education from the current \$22,000 to \$64,000. The allocation of the new level of funding includes \$10,000 in support of the African Book Project to provide educational texts to sixteen universities in Central and Southern Africa for use by students pursuing degrees in records and information management and \$5,000 dedicated to the new Academic Award for Excellence in Records and Information Management Education, which is expected to be awarded to the two best Educators within the field in late 2011. The Foundation's scholarship and research programs have been allocated \$20,000 each with the balance of the funds to be utilized for core mission programs at the discretion of the Board of Trustees.

During the initial day of the two-day meeting, the Foundation Board of Trustees was joined by ARMA International President, Nicholas De Laurentis, ARMA's Executive Director, Marilyn Bier and the Executive Director of the International Records Management Trust, Dr. Anne Thurston. The three organizations agreed that a focus in the near-term should be a strengthening of the partnership with a focus on ensuring synergy of efforts as well as results. To that end, ARMA International suggested that the parties conduct a conference call on a quarterly basis to ensure open communication and harmony across the diverse set of shared and individual projects each organization is working upon.

On Friday, January 21st, representatives Barbara Voss, Denver Regional Director and Paul Wester, Director of Modern Records for the United States National Archives and Records Administration (NARA) spoke to the group regarding the effort to evolve the Agency towards supporting the challenges of managing records and information in the digital age. Upon the conclusion of the discussion, the leaders of ARMA, the IRMT and The Foundation all felt that an opportunity exists to work more closely with NARA in partnership to ensure consistency in educational and research-oriented efforts going forward.

[ARMA 2010 Conference Research Paper Available](#)

[Metadata in Court: How the Courts Have Been Treating This Issue](#)

Researcher: John J. Isaza, Esq. [Click here for a copy: Metadata and the Courts](#)

Upcoming Events

April 14 3:30 PM	Jules Polonetsky The Future of Privacy	Privacy in a Web 2.0 Environment Joint Meeting with NCC-AIIM Clyde's of Gallery Place, Wash. DC
May 18 Marco Polo	Arian Ravanbakhsh, NARA	Records Management, Transparency, and Open Government: An Update from the National Archives
June 9-10 Tidewater, VA	Region Leaders	Mid-Atlantic Region Leaders Conference
June 15 Marco Polo	Tod Chernikoff	Installation of Officers & Chapter Awards

Newsletter Contributions

The Editor thanks the following people for their contributions to this month's newsletter:

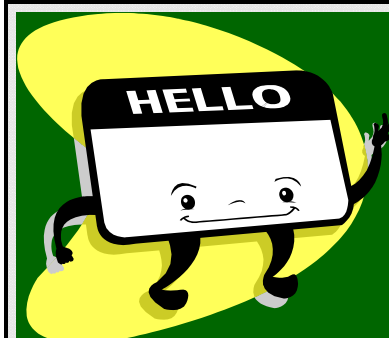
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Carolyn Offutt

Suzanne Swenson

Elizabeth Adkins, CRM, CA

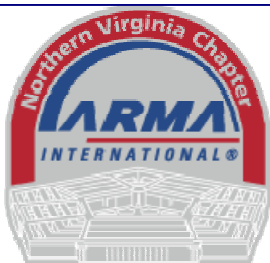
Preston Shimer, CRM, AIEF

Jack Frost



*Join us for our
next meeting!*

Please plan to join us at a future meeting, event, activity or seminar in the coming year.



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