

**ARMA-NOVA CHAPTER OF ARMA INTERNATIONAL
STRATEGIC PLAN 2021-2022**

Updated April 2021

ARMA-NOVA Board of Directors

1. OBJECTIVES 2

2. OPERATING GUIDELINES 2

3. CHAPTER ACCOMPLISHMENTS 2013-2021 2

4. CHAPTER STRENGTHS 3

5. CHAPTER CHALLENGES..... 3

6. CHAPTER OPPORTUNITIES 3

7. CHAPTER THREATS 4

8. GOALS, OBJECTIVES AND IMPLEMENTATION STRATEGIES..... 4

 1. CHAPTER OPERATIONS..... 4

 Objective 1. Provide valuable Chapter meetings & programs..... 4

 Objective 2. Meet all Chapter deadlines..... 4

 2. MEMBER EDUCATION 5

 Objective 3. Provide opportunities for continuing education 5

 3. MEMBER RECRUITING..... 5

 Objective 4. Recruit new members..... 5

 Objective 5. Increase attendance at monthly meetings..... 5

 4. FINANCIAL HEALTH..... 6

 Objective 6. Manage Chapter Budgets that contain costs annually..... 6

 5. CHAPTER PROMOTION..... 6

 Objective 7. Promote the Chapter & profession externally 6

 6. COMMUNITY OUTREACH 6

 Objective 8. Provide community outreach services 6

 Objective 9. Donate funds to community organizations 7

 7. SPONSOR OUTREACH 7

 Objective 10. Maximize sponsor support for educational activities 7

1. OBJECTIVES

The objectives of the ARMA-NOVA Chapter are to:

1. Advance records and information management as a discipline and a profession;
2. Promote understanding of ARMA International's Principles;
3. Organize and promote research, education, training, and networking programs in and among industry and the federal, state and local government in the profession of records and information management;
4. Support the enhancement of professionalism of the Northern Virginia Chapter members;
5. Promote cooperative endeavors with related professional groups; and
6. 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.

2. OPERATING GUIDELINES

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

- We foster collaboration and relationship-building for knowledge-seeking records and information management and information governance professionals who wish to advance their careers and share their knowledge with others.
- 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.
- We govern our chapter with transparency.
- We are open to the diverse opinions and backgrounds of our members and stakeholders.

3. CHAPTER ACCOMPLISHMENTS 2013-2021

- Hosted the 2014 Regional Leadership Conference
- Conducted an assessment of the chapter's brand and revised the chapter logo based on the new brand identity in 2016
- Celebrated the chapter's 30th anniversary in November 2018
- Upgraded our website using Star Chapter software, simplifying the processes of sharing information and maintaining chapter dashboards and information
- Navigated a series of meeting venue closures with agility; moved toward a model of hosting the meetings at free venues such as offices of chapter members, with catering for meals
- Developed a close working relationship with the Metro Maryland chapter of ARMA, including a number of joint social events and four joint annual seminars (2017 through 2020)
- Successfully transitioned from in-person meetings to virtual meetings in 2020 due to the pandemic

- Increased participation from certain members who couldn't attend in-person meetings but who can attend virtual meetings
- Established an approach to regular reviews of chapter finances by non-board members
- Increased the chapter's presence on social media, especially via Twitter

4. CHAPTER STRENGTHS

- Enthusiastic and knowledgeable Board of Directors
- Chapter members who are willing to volunteer for leadership roles
- Established and stable membership base
- Ease of registration and payment via the Star Chapter website
- Attractive and easily navigated chapter website
- Reputation for sponsoring high-quality educational events
- Strong support from chapter sponsors

5. CHAPTER CHALLENGES

- Decline in chapter membership as ARMA International's membership base has declined
- Chapter membership attendance at meetings is below expectations
- Chapter Board Members do not receive regular orientation on roles and responsibilities
- Insufficient focus on cultivating and retaining members
- Questions about ARMA International's stability due to declining membership, revenue, and staffing, and frequent turnover of executive leadership

6. CHAPTER OPPORTUNITIES

- Large number of ARMA members in the D.C. area who are currently unaffiliated with a chapter can be cultivated as members of our chapter
- Positive working relationship with other local ARMA chapters and professional associations can be leveraged for more collaborative efforts
- Large number of highly-respected and experienced local information governance SMEs can be engaged in chapter educational efforts
- Many government employees and agencies who are engaged in records and information management activities can benefit from chapter offerings
- ARMA International's Information Governance Professional credential provides an opportunity to market our educational content to support the credential
- Once the pandemic ends, the chapter can continue to reach a wider audience and provide presentation from SMEs from around the country by continuing to offer webinars as part of our educational offerings
- Virtual meetings are generating much higher attendance. Can also be a threat with lower membership and may impact networking.

7. CHAPTER THREATS

- Federal government sequester and repeated budget impasses may result in cuts that will negatively impact chapter membership numbers and participation in chapter activities
- Beltway traffic challenges and the geographically-dispersed nature of our membership base may be keeping meeting participation low relative to the number of our members
- The D.C. metropolitan area offers many educational opportunities for records and information managers that compete with our educational offerings
- The new normal may be 100% virtual. This may impact networking and membership negatively with no face-to-face meetings. This can also be an opportunity.
- Finding appropriate venues for in-person meetings continues to be a challenge

8. GOALS, OBJECTIVES AND IMPLEMENTATION STRATEGIES

1. CHAPTER OPERATIONS

Goal: Organize and promote professional and personal development programs in information governance.

Objective 1. Provide valuable Chapter meetings & programs

Via chapter meeting programs that address The Principles (Accountability, Integrity, Protection, Compliance, Availability, Retention, Disposition, and Transparency), as well as core information governance disciplines (including records management, information security, data privacy, and legal discovery).

Implementation Strategies:

- Provide Chapter Meeting Programs each month
- Provide at least one all-day seminar each year
- Co-sponsor educational activities with allied organizations (e.g., other local ARMA chapters; NCC-AIIM; DGI)

Objective 2. Meet all Chapter deadlines

Implementation Strategies:

- Conduct regular Board Meetings
- President to monitor monthly “Chapter Connection” emails from ARMA HQ for any upcoming ARMA International reporting requirements deadlines or awards submission deadlines
- File Virginia State Corporation Commission annual report well before the **September 30** deadline
- Use summer board planning meetings to agree on any other deadlines

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 opportunities for continuing education

Implementation Strategies:

- Conduct educational offerings that address leading-edge records and information management and information governance topics
- Provide direction and assistance for members striving for professional certification
 - Sponsor CRM Exam Preparation Seminar (demand driven)
 - Promote IGP certification
 - Provide CRM credits and IGP credits for chapter activities
- Promote training for members in records and information management through use of:
 - Pages on web site
 - Handouts or brochures

3. MEMBER RECRUITING

Goal: Provide opportunities for Information Governance 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: organizations with no ARMA members
- Provide high-interest educational programs
- Market to ARMA members who are not affiliated with a local chapter
- Raise awareness of chapter programs and activities through co-sponsored events and booths
- Continue to grow social media presence

Objective 5. Increase attendance at monthly meetings

Implementation Strategies:

- Share meeting announcements with Board member friends and colleagues
- Provide attractive and affordable meeting venue
- Publicize low cost of meetings versus other chapters
- Leverage the chapter's mailing list for promoting events

4. FINANCIAL HEALTH

Goal: Manage Chapter funds to contain costs while increasing benefits to members and continuing to provide quality support and services.

Objective 6. Manage Chapter Budgets that contain costs annually

Implementation Strategies:

- Keep chapter costs in line with expected revenues
- Periodically assess whether dues need to be raised
- Periodically assess costs versus registration fees for monthly meetings
- Periodically assess whether seminar registration fees need to be raised
- Aggressively solicit chapter sponsors
- Ensure that any non-budgeted spending is appropriately approved by either the board or by the President, Vice President, Secretary and Treasurer

5. CHAPTER PROMOTION

Goal: Via a chapter marketing program, widely promote information about Chapter programs, education and professionalism to industry and government groups.

Objective 7. Promote the Chapter & profession externally

Implementation Strategies:

- Continue to participate in industry conferences and seminars
- Advertise Chapter programs to additional markets
- Prepare Chapter brochure for distribution
- Provide our members with prompt and professional services and support, through letters, publications, and personal contact

6. COMMUNITY OUTREACH

Goal: Give back to the community through a variety of outreach initiatives, to include assisting in Information Governance development or disaster recovery, leveraging Information Governance services.

Objective 8. Provide community outreach services

Implementation Strategies:

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

Objective 9. Donate funds to community organizations

Implementation Strategies:

- Continue donations to local organizations, such as Training Futures
- Continue to support a local Shredding Day
- Continue donations to AIEF

7. SPONSOR OUTREACH

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

Objective 10. Maximize sponsor support for educational activities

Implementation Strategies:

- Promote renewal of existing sponsors
- Recruit additional sponsors to support chapter activities
- Continue to provide sponsor information on web site, in newsletter, and in brochures