



Twin Cities ARMA Chapter

2017-2018 Annual Report – June 2018

The 2017-2018 year was another successful year for the Twin Cities ARMA Chapter. Throughout the year, we sponsored events to advance the education of our members and highlight our profession.

The theme “Continuing the Investment in Membership” allowed us to explore strategies that the chapter can do to enhance and advance the education of our members and highlight our profession. Significant accomplishments included:

- Serving 140 chapter members with monthly chapter meetings, an annual seminar, and our chapter website.
- Hosting an average of 38 members at each monthly chapter meeting.
- Hosting an outstanding annual seminar with world-class speakers.
- Raising \$1,500.00 dollars for Midwest Animal Rescue Services through the generous support of chapter meeting attendees and the donations of our sponsors.
- Donating \$250 to the ARMA International Educational Foundation.
- Making enhancements to the chapter website which included a new page to highlight chapter members and their milestones.
- Promoting the rich resources in the chapter library at monthly meetings and giving a book away at each meeting that reflected the topic that was being presented.
- Obtaining IGP and CRM credits for most of the chapter events.

Special Thanks to our Sponsors!

Our chapter deeply appreciates the support of our sponsors, who make it possible for us to keep our educational offerings affordable and available to a wide network of RIM professionals.

Silver Sponsor:



Bronze Sponsors:



2017-2018 Monthly Educational/ Professional Development Events

Date	Speaker	Attendance	Topic
September 12, 2017	Brian Hill	32	More Evolving Technology: Cybersecurity, Smartphones, Tables & Wi-Fi
October 10, 2017	Carol Romej	49	Data Governance and Data Breach: The Consequences
November 14, 2017	Patrick J. Cunningham	36	A Walk in the Cloud: Considerations for Cloud Computing
December 12, 2017	Cargill	49	Company of the Year- Overview of RIM Initiatives
February 13, 2018	Tom Dumez	34	HIPPA: It Doesn't Only Impact Medical Records
March 13, 2018	General Mills	37	General Mills Archives Presentation and Tour
April 20, 2018		76 + 4 speakers <u>+ 6 vendors</u> 86 total	Annual Spring Conference
May 22, 2018		27	Mississippi River Boat Cruise – A focus on the rich heritage of the Mississippi River and Minneapolis.



The Annual Spring Conference was held at the beautiful MN Landscape Arboretum. The conference was attended by 86 people. The agenda for the day was as follows:

Session	Speaker	Topic
Session 1	D Madrid	So Many Standards & Very Few Best Practices
Session 2	Melissa Suek	Elevate your records management program by applying principles found in the European Union General Data Protection Regulation (GDPR)
Session 3	Kurt Neumann	Accept it, Adopt It, Reject It or Fight It – the underlying generational differences between technology & data change
Session 4	D Madrid	Change Management vs. Change Leadership
Session 5	Carol Romej	The Data Governance Crisis – Real or Perceived?

A Special Thank You

During the May meeting, President Kristen Olson recognized the following departing board members:.

- Programing Directors Kaitlyn Williams (11 years) and Suzy Trauscht (7 years) supported many director positions during their time and we're so grateful for the many hours and years of service to TC-ARMA. They were instrumental in coordinating the professional development program that our entire chapter has benefitted from.
- Josh Schaffer as he leaves the role of Chair of the Board. Josh served the chapter as President Elect for a year, and then moved into the role of President before serving as the Chair of the Board over the last year. He has been instrumental in making updates and improvements to our TC-ARMA positions and initiating new processes.
- Matt Whitelock served the chapter as the Treasurer's Assistant for three years. He help the Chapter maintain financial soundness, be fiscally responsible, and maintain proper and accurate records.
- Lisa Songle served the chapter as the Employment (aka Communications) Director for one year. She was instrumental in communicating about events and job opportunities, as well as other items of interest to chapter members.
- Andrew Seifert served the chapter as the Business Relations Director for one year. He helped the Chapter by challenging the chapter to foster relationships with our sponsors and proposing a new structure for our business partners participating in spring conference.
- Terri Gilson served the chapter as the Member-at-Large for one year. She jumped in and helped out in several critical functions.



We give a huge applause for all their work on our behalf and we wish them well in life's adventures.

So what did we accomplish?

The Twin Cities ARMA Chapter is proud of the leadership we have brought to our community, our region, and to ARMA International this year. Activities included the following:

- A [Strategic Plan](#) was developed that is reflective of the chapter's desire to equip our professionals with the resources critical to their success while providing value to society.
- Board position descriptions were updated.
- Chapter operating procedures were updated.
- The chapter remains financially sound due to good fiscal management.
- We spent more than a dozen hours in planning meetings to make sure that all chapter activities were top-notch.
- Our strong educational offerings attracted an impressive mix of ARMA and non-ARMA members to events, giving very positive exposure to ARMA.
- We continue to improve communications with our members, including an improved website, surveys, and informative emails to members.
- We continue to provide a warm and welcoming environment for all who attend meetings, ensuring that we provide the kind of

networking value that makes ARMA International the leading professional association that it is.

- At the monthly meetings, networking engagements were orchestrated through table top discussions to stimulate conversation and promote member interactions.
- We promoted professional certification at each chapter meeting by promoting scholarships and information about CRM, IGP and CRA certifications, and resource books and materials for chapter member use.
- We identified a charity to support that was worthy. This year's charity was Midwest Animal Rescue Services which is a foster program for at risk and homeless dogs and cats. They have a 99% success rate in matching animals to new families charity.

So what didn't get done?

The chapter had identified several opportunities that that were unable to be addressed during the year. Those included:

- Exploring the use of social media tools to promote the chapter and make quick connections to members.
- Updating chapter bylaws.
- Recruiting new sponsor support and exploring a revamp of the sponsor support program.
- Leveraging member connections for chapter growth.
- Identifying target groups or individuals who are not affiliated with ARMA.
- Developing a mentorship program for new members in the chapter, connecting people on the website.

- Exploring partnerships with other groups such as ALA, AIIM, ACA, AMIA, SAA and other ARMA chapters to share resources and promote our profession.



Looking Towards the Future

Our upcoming year's theme continues to build on previous themes by focusing on the professionalism of records management/information governance. The new Board will examine various aspects of RIM/IG that make it more than a job — and instead, a profession, and the skillsets that are needed for the future.

The new Board is already hard at work. They will be meeting over the summer to start planning out the year and will be actively working on scheduling speakers and programs for the 2018-2019 year. One of the aspects we'll be looking at is varying monthly meeting attendance, and the possibility of moving to bi-monthly meetings or webinar series. With seven members leaving the board and few new volunteers, the activities and expectations will need to be re-evaluated. Stay tuned to our website to learn more.

2018-2019 Board of Directors

- Chair: Kristen Olson
- President: Chris Johnson
- President-Elect: Sue Dickens
- Secretary: Natasha Krentz
- Treasurer: DeAnna Lilienthal
- Membership Director: Kevin Clark
- Education Director: Jennifer W. Witt
- Communications Director: Charles Stech
- **Programming Director: vacant**
- **Business Relations Director: vacant**
- **Webmaster: vacant**
- **Treasurer's Assistant: vacant**
- Member-at-Large: Ranelle Brown

Respectfully submitted by:
Kristen Olson, President 2017-2018