Twin Cities Chapter of ARMA
Strategic Plan 2023-2024
TC ARMA Board of Directors

Introduction:

The TC ARMA Board of Directors met to develop a plan that is aspirational and reflective of the Chapter's desire to equip professionals with the resources needed for information governance competence and to build an environment in which organizations of all types understand that governing their information is critical to their success and provides value to society.

This plan is aligned with the strategic direction of ARMA International and the goals support ARMA International in achieving its vision, mission, and values.

Mission Statement:

The objectives of this Chapter shall be to provide education, research, and collaboration opportunities to information professionals and students seeking careers in this profession.

Vision: Twin Cities ARMA membership is a valuable continuing investment.

Values:
- Act in a fiscally responsible manner
- Maximize benefits to members
- Make transparent decisions, take transparent actions
- Foster an information-sharing ethic and culture
- Pursue excellence in everything we do

Opportunities:
- Alternative communications need to be explored to support promotion of chapter news, education, volunteerism opportunities, and events.
- Form ARMA partnerships to conduct joint meetings with other organizations or local chapters and resources that offer overlapping information.
- Chapter meetings need to be flexible to support hybrid meetings however members choose to attend.
- We need to show value to non-traditional records professionals who may have responsibility for eDiscovery, privacy, security etc.
- Alternative methods need to be explored to solicit more chapter volunteers and reengage long time members.

Threats

- Membership is decreasing.
- Shrinking company budgets and competing memberships make it difficult to obtain financial support from employers.
- There are other professional memberships (AIIM, ALA, SAA, IAPP etc.) that offer overlapping information and thus may be competing with Twin Cities ARMA opportunities.
- Board and member burnout.
- Poor transition of board positions to new board members.
- Remote working – member reengagement and outreach.

Goals, Objectives, and Implementation Strategies

Goal 1: Identify ways to increase the value for chapter members

Implementation Strategy 1a:
- Leverage ARMA International's content theme calendar to identify topics/speakers that support the needs of all ARMA members.
- Form partnerships to conduct joint meetings with other organizations or chapters that offer overlapping information.
- Add a tour back into the program year.
- Consider adjusting the programming planning calendar year to align to the calendar year so that the incoming Program Director can focus on marketing/communications well in advance.
- Reengage local talent and longtime members by asking them to speak at ARMA meetings.

Implementation Strategy 1b:
- Refresh the Scholarship Program Guidelines to identify opportunities to support member and non-members with the membership scholarship funds that will encourage members to invite colleagues to join meetings and provide opportunities for non-members to become members.
- Leverage social media platforms to create campaigns, publish meeting announcements, encourage people to join the Twin Cities ARMA Chapter, identify potential new members and contact them within the platform and invite them to join or attend a seminar, Link social media venues to website.
- Recognized new and returning members via TC ARMA webpage and newsletter.
- Send a personalized message to TC ARMA members whose membership is expiring thanking them for their membership and solicit feedback on ways we can increase value for them.
- Highlight member achievements, certifications, and events at BOD meetings to determine what might be newsworthy to publish on the website or newsletter.

Implementation Strategy 1c:
- Assess StarChapter technology to determine value to the organization
- Identify opportunities to reengage sponsor participation.
- Continue to refresh the chapter website if not replaced with StarChapter
- Publish activities that are occurring in our sister chapters, and other similar organizations like AIIM, SAA, ILTA, DAMA, IAPP

Goal 2: Increase Member Participation and Volunteerism

Implementation Strategy 1a:
- Connect with and interact with a variety of members at Chapter meetings to foster networking opportunities, recognize efforts, and encourage further participation in the Chapter.

Implementation Strategy 1b:
- Solicit other members to volunteer with special projects to gain more exposure to the board.

Goal 3: Special Projects

Implementation Strategy 1a:
- Refresh chapter operating and financial procedures.

Implementation Strategy 1c:
- Form an archiving committee to help with assessing ARMA BOD materials; identify contents and make recommendation to the board