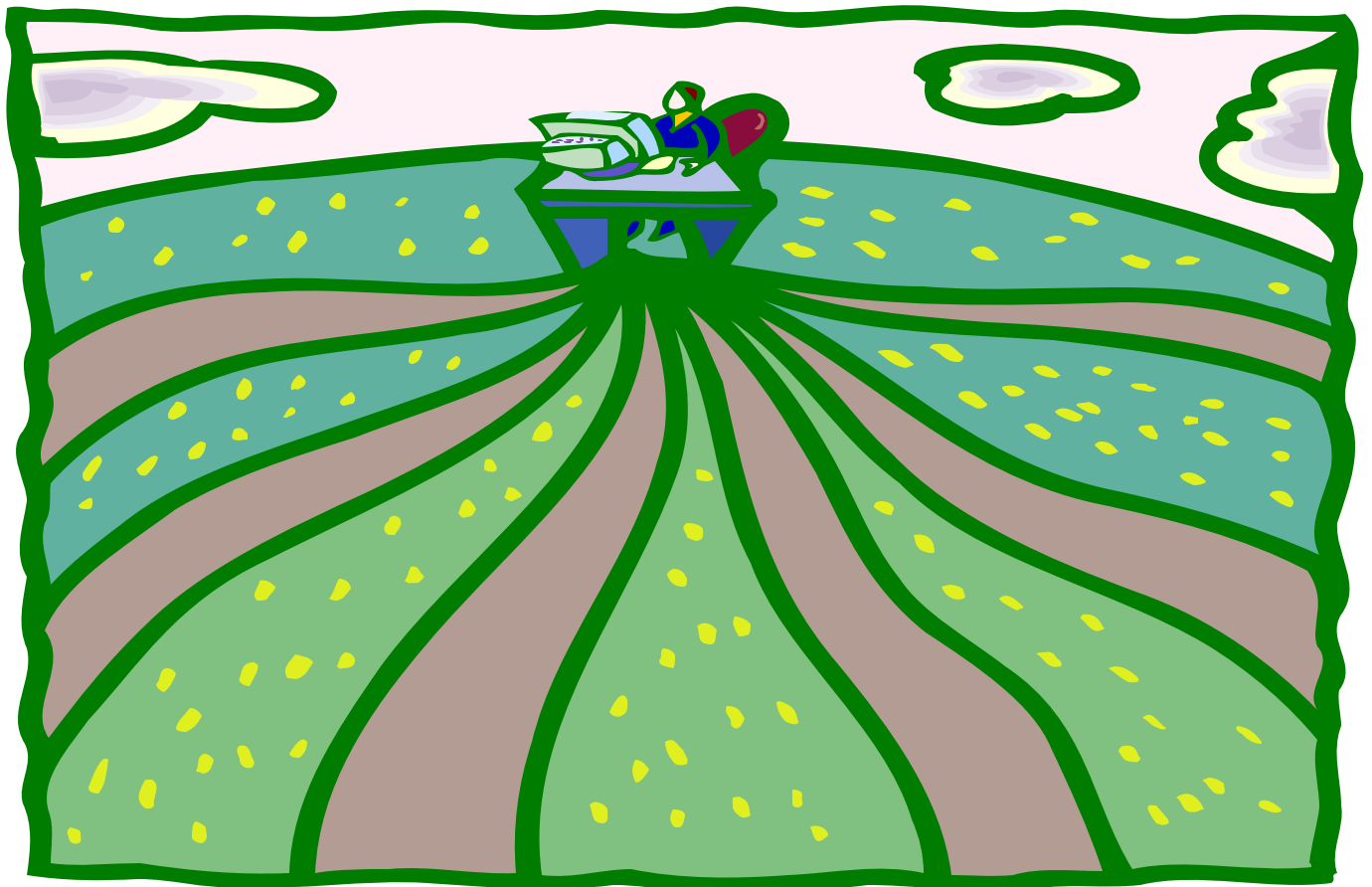


Utah Salt Lake Chapter of ARMA

The Association for Records and Information Management Professionals

Continuing the Road to Success 2003-2004



Utah-Salt Lake ARMA

2003-2004

Strategic Plan

Utah-Salt Lake ARMA's Strategic Plan will invigorate and enliven what we do to impart knowledge to the members of the chapter. Achieving the goals defined here will ensure that Utah-Salt Lake ARMA educates its fellow professionals and meets the needs of the future.

To ensure the continued success of the Utah-Salt Lake Chapter of ARMA International, its board members convened in August 2003 to strategically plan for the Association's professional future.

The mission of Utah-Salt Lake ARMA is:

To advance the practice of records and information management (RIM) as a profession within Utah. To organize and promote programs of education, training and networking within that profession; and to serve our members by providing...

- Enhancement of the profession
- Educational and professional leadership to its members in the form of monthly meetings, bi-annual seminars, and other programs of merit
- Cooperative endeavors with other professional groups in the state

The success of Utah-Salt Lake ARMA's 2002-2003 year was shaped by numerous important principles. Some of the successes experienced included:

- Successful and well-attended chapter meetings
- Successful joint chapter meetings with AIIM and the Association of Contingency Planners
- Added content to the chapter web site
- Increased membership to 53 members
- Added newsletter content
- Enthusiastic board members
- Created a chapter pin
- Created beehive bucks and successful silent auction
- Hosted the ARMA Pacific Region Leadership Conference

Continuing Current Successes

The Utah-Salt Lake ARMA will continue to strive for success in the following areas:

- Publish ten newsletters each year
- Provide eight educational and two social chapter meetings each year
- Meet with related organizations
- Member spotlight article in the monthly newsletter

Identifying Goals and Implementing Strategies

Utah-Salt Lake ARMA has established the framework required for success. This 2003-2004 Strategic Plan offers the necessary resources and services for the continued success of the Chapter. This Strategic Plan includes the goals, objectives, and performance measures for the future of Utah-Salt Lake ARMA and identifies the initiatives to be undertaken. Implementing the 2003-2004 Strategic Plan will ensure the Chapter provides the information, resources and services required by its members to succeed.

Administration

- All Board member positions filled
- Train and encourage new leadership
- Create committees for the development of the Spring Seminar, and the COTY application
- Board members will write newsletter articles
- Review Chapter bylaws
- Change time of board meetings in order for the Board to better serve the membership at monthly chapter meetings
- Provide speaker "thank you" gifts at chapter meetings

Awards

- Chapter of the Year (COTY) 2003-2004
- Newsletter of the Year 2003-2004
- Web site of the Year 2003-2004
- Develop more awards and increase recognition of chapter members' accomplishments

Education

- Develop a CRM Study Group
- Increase members awareness of the ARMA Region and International structure
- Continue to increase the educational content of the monthly chapter meetings
- Educational value of the Spring Seminar will qualify for CRM maintenance points
- Provide a central, consistent location for chapter meetings

Marketing

- Advertise meeting information in local newspapers
- Advertise the Spring Seminar to other chapters in surrounding states, as well as other related organizations
- Continue to improve web site content
- Mailing targeted at companies to make it known what ARMA is and to encourage ARMA membership

Membership

- Hospitality table at each monthly meeting wherein members can
 - Record their attendance
 - Verify their beehive buck record
 - Be recognized as new members or visitors
 - Complete Activity/Event Reports for use in the COTY application
 - Pick up and return name badges

- Continue beehive bucks program and silent auction
- Create a membership card and certificate
- Create a Chapter mascot (possible contest)
- Recognize CRM designations
- Encourage local chapter membership by 099 ARMA members
- Activate inactive chapter members

Projects

- Community Service project
 - Toys for Tots
 - Food bank drive
 - Cemetery records
- LINC Program