

Utah Salt Lake Chapter of ARMA International
The Association for Records and Information Management Professionals



2005-2006
STRATEGIC PLAN

Utah Salt Lake Chapter Strategic Plan 2005-2006

The ARMA Utah-Salt Lake Chapter's Strategic Plan will assist the new chapter board in achieving the goals defined herein will ensure that the ARMA Utah-Salt Lake Chapter (the "Chapter") educates its fellow professionals and meets the needs of the future.

The following board members of the Chapter convened on August 17, 2005 to strategically plan for the Chapter's professional future:

Sonya Kintaro, President
Chris Calton, Past President
Daryl Downs, Vice President
Daryle Bartholomew, Secretary
Daye Abbott, Treasurer
Gerri Bradford, Membership Director
Alice Cone, Hospitality Director
Bruce Bailey, CRM, Education Director/CRM Liaison
Paulette Thurber, Publicity Director
Tom Benson, Historian/Corporate Liaison
Michelle Douglas, Newsletter Editor
Cindi Mansell, CRM, Program Committee
Terry Ellis, Seminar Co-Chair
Scott Whitaker, Seminar Co-Chair

The Chapter's Region Coordinator, Fred Walden, facilitated the strategic plan meeting. The previous year's successes were assessed, goals were identified for the coming year and strategies put in place to ensure the goals are successfully reached.

Successes of Previous Year

The success of the Chapter's 2004-2005 year was shaped by numerous important principles. Some of the successes experienced included:

- ✓ Successful and well-attended chapter meetings
- ✓ Two successful and well-attended workshops
- ✓ Successful joint RIM Month event with Salt Lake County Archives and Utah State Archives
- ✓ Enthusiastic and energetic board members
- ✓ Successful community and RIM service projects

- ✓ Creation and adoption of a chapter budget
- ✓ Improvements to the chapter website and hiring of a professional Web Master
- ✓ Sponsored Richard Batte of Uganda through the LINC program
- ✓ Surveyed the membership and implemented a “new member” packet
- ✓ Purchased promotional items for the chapter
- ✓ Improved hospitality at chapter meetings
- ✓ Redesign of chapter pin for the chapter’s 25th anniversary
- ✓ 25th Anniversary of the Chapter celebration in conjunction with the Chapter’s closing social
- ✓ Application made to ARMA International for Chapter of the Year (COTY) award

Continuing Current Successes

The Chapter will continue to strive for success by focusing on goals set and following through on assignments related to those goals. In addition to continuing with the success of many of the goals set last year, the new board will be especially committed to and focused on professional development and growth through quality education.

In the spirit of continuing with success, the board discussed and agreed upon a mission statement for the chapter this year:

*TO ADVANCE THE PROFESSIONAL PRACTICE OF RECORDS
AND INFORMATION MANAGEMENT*

This mission statement will be placed on the chapter website and the chapter newsletter throughout the year.

Identifying Goals and Implementing Strategies

This 2005-2006 Strategic Plan offers the necessary resources and services for the continued success of the Chapter. Included are the goals for the future of the Chapter and the identification of the initiatives to be undertaken. Implementing this Strategic Plan will ensure the Chapter provides the information, resources and services required by its members to succeed.

The board felt new member participation and longevity of the membership should be a priority -- growth and retention being the underlying theme. The chapter also needs to increase its visibility with the public, other associations, and member’s organizations. In addition, programming should be geared toward “how to do” not “what to do.” All of these things were taken into consideration when planning out the following goals:

Administration

- ❖ Develop Operating Procedures
 - Review Administrative Letters for each board member's responsibilities
 - Each board member write up what their responsibilities are
 - Compile all into operating procedures
- ❖ Create a Scholarship Fund

Awards

Education/Training

- ❖ Provide a spring seminar
- ❖ Reduce the number of chapter meetings in order to provide better content
 - Focus meeting content on practical/training applications
- ❖ Newsletter/Website Articles
 - Consider putting out fewer newsletters (in line with chapter meetings) and focus on providing more educational content for the newsletter
 - Board members to continue to submit articles
 - Provide article or book reviews
 - Request articles from members that might have an expertise in a certain area
- ❖ Webinars
 - Set a budget for sponsoring and hosting two webinars for the benefit of chapter members.
- ❖ Library
 - Create a virtual library by finding out what pertinent materials chapter members are willing to "check out" to other members.
- ❖ Develop topic specific "yahoo" style user group for chapter members

Marketing

- ❖ Develop marketing budget
- ❖ Use newsletter and website more (vendor advertising)
- ❖ Identify marketing source
 - Poll members for contacts
 - Contact local marketing companies
- ❖ Increase public visibility
 - Use public service announcements, business journals, newspapers and press releases
- ❖ Increase internal awareness
 - President to provide letter of appreciation for membership to chapter members' bosses (after verifying through the mentoring program that the member would like this done)
 - Get to know your upper management presentation for members

- ❖ Provide How to Market RIM to Your Company” materials to chapter members

Membership

- ❖ Increase membership
 - By targeting specific industries
- ❖ Increase member participation
 - Assign each board member to be a mentor to other chapter members.
 - Board member mentors will contact members inviting them to attend, finding out what their needs are, and administer a mini survey

Projects

- ❖ Service projects will continue
- ❖ Be the clearinghouse for RIM month activities

Conclusion

The commitment of the chapter to continue the strategic plan process each year is evidence of the commitment the board and chapter members have to maintain a successful and beneficial chapter. It also shows their commitment to the records profession as a whole.

While the goals of the chapter may change from year to year, the constant is improvement. This is the ultimate goal, for each board to leave the chapter in a better state than when their year started.