

Utah-Salt Lake Chapter Strategic Plan 2006-2007

This Utah-Salt Lake Chapter Strategic Plan for 2006-2007 will assist the new chapter board in achieving the goals described herein and will help ensure that the Utah-Salt Lake Chapter of ARMA International educates its fellow professionals and meets the records management needs of the future.

The following board members of the chapter convened on 31 August 2006 to outline a strategic plan:

Daryl R. Downs, President
Sonya Kintaro, Past President
Rori Clark, Vice-president
Patricia Mcferson, Secretary
Daye Abbott, Treasurer
Tom Benson, Corporate Liaison
Bruce Bailey, CRM, Education Director/ICRM Liaison
Daryle Bartholomew, Hospitality Director
Craig Young, Membership Director
Mark Buchanan, Membership Committee
Chris Calton, Website Coordinator

Our Chapter's Region Coordinator, Michael W. Goode, served as a facilitator for our strategic planning session.

Mission Statement

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

Strategic Plan

The chapter's strategic plan is structured in the following manner: The first level states a goal. The second level identifies the affected program, process or content. The third level lists specific tasks to be performed to achieve each goal.

Goals

- **Clarify Chapter Organization and Procedural Requirements**
 - Bylaws and Constitution
 - Create a Bylaws and Constitution Subcommittee consisting of 3 executive board members and 2 at-large chapter members
 - Evaluate and revise the bylaws and constitution, as needed, and provide clarification on specific procedures
 - Submit proposed changes to chapter members for review and comment
 - Submit proposed changes to the executive board for approval and implementation

- **More Efficiently Share Chapter Information**
 - Chapter Website
 - Assess the cost of providing the website and the value derived
 - Budget for the cost of a website redesign
 - Redesign and utilize the www.armautah.org website as the single digital repository for most information or content related to chapter business
 - Integrate all content from the ARMAmanagement newsletter into the redesigned chapter website
 - Enhance the website in the following areas: records management content, chapter communications, calendaring and information updates, Utah-Salt Lake Chapter/ARMA branding, public relations, visual appeal, ease of use, and advertising
 - Evaluate the redesigned website at each scheduled board meeting
 - Provide the website content coordinator with an approved list of website links and content for distribution
 - Establish rules and a rate schedule for website use and advertising
 - Gather and assess statistical information from the website

- Board Member Chapter Binder
 - Evaluate binder contents to be moved to www.armautah.org and determine if there will be limited access or full access to all information
 - Content to be evaluated may include the following items: Links to ARMA membership information and other ARMA International information, a board member's term of office, board position descriptions, budget, bylaws and constitution, chapter retention schedule, code of conduct, financial statements, meeting minutes
 - Migrate appropriate content
 - Develop a schedule and a process for members to direct information to the website content coordinator
- **Expand the Influence of the Chapter in Business and in Government**
 - Public Relations
 - Make use of ARMA International public relations experience and use its booth, banners, and other available items to increase the visibility of the chapter in the business community
 - Determine costs to print and distribute printed brochures that explain the purpose and value of the chapter
 - Create a chapter brochure
 - Evaluate print, radio, and other advertising costs and benefits
 - Correlate public relations efforts with chapter programming and seminar committees
 - Leverage chapter visibility during National Records and Information Management Month in April
 - Budget for both public relations and government relations expenditures
 - Government Relations
 - Create and fill the position of government liaison
 - Use the government liaison to represent the chapter on records issues that affect government entities
- **Develop Stronger Leaders and Members**
 - Leader Development
 - Select and involve at least 5 new members in committee/subcommittee or other leadership assignments
 - Assign a chapter leader to mentor each individual with new leadership assignments

- Member Development
 - Improve each new member's initial experience with the chapter
 - Quickly identify new members and distribute a high quality member packet to them
 - Develop a simple program for introducing and involving new members in the chapter
 - Measure member participation, retention, and recruitment efforts
 - Evaluate the need, viability, and benefit of a records management lending library with books for member use
- **Continually Improve Programming**
 - Chapter Meeting Programs
 - Correlate program development to meet chapter needs
 - Under the direction of the vice-president, evaluate and develop ideas for 7 chapter meetings that will improve the practical records management skills of chapter members
 - Provide programs adapted to meet the needs of novice, intermediate, and advanced records managers
 - Provide programs that meet the needs of both public and private sector organizations
 - Assess the potential benefits of sharing programming with a larger audience by expanding beyond Wasatch Front meeting locations
 - Develop a process for gathering and measuring overall program benefit
 - Organize the first, or September 2007, chapter meeting for the benefit of the incoming 2007-2008 vice-president
 - Seminar
 - Appoint a seminar committee in November of the non-seminar year
 - Carefully correlate the seminar topic to address current issues in the records management and local business community
 - Use the seminar committee to make advance preparations for seminar content, vendor sponsorship, publicity, payment options, locations, dates, accommodations, and other logistical tasks
 - General Programming
 - Evaluate and track the cost of creating programming and presenting it.
 - Develop a fee schedule for both member and nonmember attendees at chapter meetings, workshops, and the all-day seminar

- **Organize and Manage the Chapter's Records and Make Preparations for a Written History of the Utah-Salt Lake Chapter**
 - Special Projects/Community Service
 - Select and appoint a chapter historian for 2006-2007
 - Organize and appoint a Historical Committee
 - Create an annual report for the 2006-2007 Chapter year
 - Inventory all existing Chapter records
 - Develop a specific retention and disposition schedule for Chapter records
 - Develop a strategy for retaining historical chapter information permanently
 - Consider the Chapter of the Year requirements as a guide for important items that represent the Chapter
 - Create a specific plan for the writing of a history of the Utah-Salt Lake Chapter of ARMA International

Conclusion

The Utah-Salt Lake Chapter is committed to the practical improvement of the chapter, its members and the records management profession.