



**INTERNATIONAL®
CENTRAL NEW YORK CHAPTER**

Central NY Chapter of ARMA International Newsletter

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In This Issue

CNY ARMA Elections

Fall Training Event

**CNY Chapter Member Named
SAA Fellow**

**NYS Archives Launches RSS
Feed**

Introduction to Blogging

**2009 ARMA Conference -
Orlando**

CRM Corner

Quick Links

**CNY ARMA
[ARMA Northeast](#)
[ARMA International](#)
[ICRM](#)
Our Sponsor**

PRESIDENT'S MESSAGE

The Fall is fast approaching and the leaves are about to change. Change has been the ongoing theme for the Central New York Chapter of ARMA for many months now. First was the merger of the chapter with the dormant Capital Region - Tech Valley (Albany) chapter. This led to a change in our logo (see above) that depicts the larger geographic area in its illustration. The chapter is holding its first educational event in Albany on September 23 and I'm glad to say registration has been strong so far. The noted records management author, Dr. Bill Saffady, will be speaking on "Identifying and Managing Vital Electronic Records." And it only costs ten bucks! See below on how to register. And if you come to this event you can see our newly designed flyer which outlines all the great benefits of chapter membership. Many thanks to board member Pat Franks for her hard work to make this happen. We've also changed our website, including its address. Check it out at www.armacentralnewyork.org Many thanks to board member Alizabeth Fowler for her hard work and design expertise in making this happen.

I hope you enjoy the lovely autumn in upstate New York and I hope to see you on September 23 in Albany for our

education event.

Sincerely,

Dave Lowry

ELECTION RESULTS

The recent elections resulted in some changes to the CNY ARMA Board. Dave Lowry of the New York State Archives was elected the new chapter president. Dave has been an ARMA member for over 10 years and is a former member of the old Capital Region - Tech Valley chapter. The Board would like to thank our immediate past president, David Langevin of Iron Mountain, for his service this past year and his continued hard work for, and dedication to, the board. Also, we'd like to welcome back former board member and president Pat Franks now with the University of San Jose. Also, a special word of thanks to returning board members, Jackie Lewis, Secretary/Treasurer, Alizabeth Fowler, and Eileen Keating.

2009-2010 OFFICERS AND DIRECTORS, CNY ARMA

President - Dave Lowry, 518-473-9454, dlowry@mail.nysed.gov New York State Archives.

Immediate Past President - David Langevin, Iron Mountain, 315-463-6790, Iron Mountain Records Management, david.langevin@ironmountain.com

Secretary/Treasurer - Jacqueline Lewis, 315-574-7525, Herkimer Area Resource Center, jlewis@herkimerarc.org

Membership. Eileen Keating, 607-225-3530, Cornell University, EEK2@cornell.edu

Board Member - Alizabeth Fowler, C&S Companies, 315-455-2000, afowler@cscos.com

Board Member - Pat Franks, San Jose State University, pfranks@stny.rr.com

ARMA NORTHEAST REGION LEADERS

Northeast Region Manager - Steven A. Lastres, 212.909.6279
regionmanager@armanortheast.org

Northeast Region Treasurer Cindy LeMay (860) 241-2669,

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Northeast Region Coordinator - David Pita. david.pita@armanortheast.org

FALL TRAINING EVENT

IDENTIFYING AND MANAGING VITAL ELECTRONIC RECORDS

ONLY \$10 INCLUDES A FULL HOT LUNCH!!

SEPTEMBER 23, ITALIAN-AMERICAN COMMUNITY CENTER
ALBANY, NY

The Central New York Chapter of ARMA is proud to announce the first ARMA training event to be held in Albany since 2003. Noted records management author and consultant Dr. William Saffady will speak on "Identifying and Managing Vital Electronic Records." This is an important subject for all organizations. Do you know where all your vital electronic records are and how to protect them?

Central New York ARMA understands that these are tough economic times for all of us so we're offering this great training with a three course hot lunch for only \$10! That's right only \$10! And thanks to Munters for sponsoring this event!

TITLE: IDENTIFYING AND MANAGING VITAL ELECTRONIC RECORDS

WHEN: SEPTEMBER 23, 2009

REGISTRATION: 11:30AM

LUNCH: 12:00PM

PRESENTATION: 12:30 - 2:00

WHERE: ITALIAN-AMERICAN COMMUNITY
CENTER.

257 Washington Avenue Extension
ALBANY, NY

HOW TO REGISTER:

CONTACT JACKIE LEWIS
(315) 574-7525

jlewis@herkimerarc.org

PLEASE NOTE: You have two menu choices
Chicken Francaise w/ Potato & Veg or
Penne w/ Broccoli, Sun-dried Tomatoes & Garlic

When you register please let Jackie know your menu choice.

Payment will be accepted at the door. Cash or check to CNY ARMA.

EVENT SPONSORED BY



CNY CHAPTER MEMBER NAMED FELLOW OF THE SOCIETY OF AMERICAN ARCHIVISTS

Edward L. Galvin, director of archives and records management for Syracuse University, and a member of Central New York ARMA, was inducted as a 2009 Fellow of the Society of American Archivists (SAA) during a ceremony on August 14, 2009, at ARCHIVES 2009, the Joint Annual Meeting of SAA and the Council of State Archivists at the Hilton Hotel in Austin, Texas. The distinction of Fellow is the highest honor bestowed on individuals by SAA and is awarded for outstanding contributions to the archives profession.



Galvin began his career as a genealogical researcher in 1975 as the co-founder and first archivist of the Winchester Archival Center in Winchester, Massachusetts. Other positions he held during his early career include archivist for the MITRE Corporation, archivist for the New York State Archives and Records Management

Administration, and archivist and records manager for the Aerospace Corporation. He joined the staff at Syracuse University in 1995.

Galvin earned his master's degree in historical agencies and administration from Northeastern University in 1980 and became a Certified Archivist in 1989. He has been a member of SAA for 34 years, and been active in the New England Archivists, New York Archives Conference, Society of California Archivists, and Mid-Atlantic Regional Archives Conference. Galvin has been honored with the Keeping the Spirit Alive Award for his work in documenting the victims of Pan Am Flight 103. Syracuse University is the site of the Pan Am Flight 103 Archives, established in 1990.

Randall Jimerson, director of the archives program at Western Washington University in Bellingham, Washington, said "Ed knows how to fly beneath the radar of public attention. Modest and unassuming, he has nonetheless contributed significantly for many years in building solid and professionally-run archives and records management programs, advancing these twin professions, and helping everyone he meets to understand better the importance of archives and records in today's society."

Established in 1957 and conferred annually, the distinction of Fellow has now been awarded to 186 Fellows.

NEW YORK STATE ARCHIVES LAUNCHES RSS FEED

In an effort to increase communication to the public, the New York State Archives has launched a news feed using RSS (Really Simple Syndication) technology.

Subscribers will be among the first to find out about Archives events, new records brought into the Archives, press releases, resources for state agencies and local governments, and any major changes to the website - such as new guides to records, new educational sites for teachers and students, and award and grant opportunities.

RSS technology enables users to view updates from organizations through an RSS Reader such as an Internet Browser, e-mail, or a third-party reader. RSS Readers provide a brief summary of news updates from an organization and then link to the full article on the organization's website. Users will be able to stay up-to-date with news from the State Archives once they have subscribed to the RSS feed. To sign up for the RSS feed, go to <http://www.archives.nysed.gov/rss/news.xml>.

The New York State Archives, a part of the State Education Department, preserves and makes accessible the essential recorded evidence - past and present - of New York's governments, organizations, peoples, and events. At its Albany facility, the State Archives cares for more than 200 million archival records of New York State government dating from the 1630s to the present. The State Archives also offers technical assistance, financial support, and other services to local governments and community organizations in every region of the state.

Introduction to Blogging

by Jesse Wilkins Reprinted from Jesse's blog at
<http://www.accesssciences.com/blog/7>

Wednesday, September 9, 2009 - 3:46pm

Blogs are simply publishing platforms that make it easy for users to create and publish content. Most traditional publishing platforms require a bit of a learning curve, whether for the tool itself or for the markup language used to encode the content. Many ARMA chapters for example have a hard time maintaining their websites because that requires someone to know HTML, probably Javascript, and maybe even a particular tool like Microsoft FrontPage or Adobe Dreamweaver.

Blogs eliminate a lot of the complexity of publishing. For most blog platforms, the sequence is literally this easy: click New Post, type the post, and click Publish. That's it. And adding hyperlinks, images, and even text formatting is almost as simple - most blogs today support WYSIWYG (what you see is what you get) editing similar to Microsoft Word. It's so simple that according to Technorati, more than 130 million blogs have been created (though to be fair the vast majority of these have also been abandoned).

Posts are generally arranged in reverse chronological order, so the most recent content is at the top of the page. The page will automatically display the most recent posts, and as posts age, they will automatically be removed from the home page and stored at the other end of an "archive" link. Some blogging tools allow the user to create categories for a bit easier navigation; many of them also allow authors to "tag" posts with keywords. Readers of the blog can then click on a particular tag and the blog will display all posts that include that tag

Blogging today

So how are organizations using blogs today? Any communications or publications that are largely one-way or broadcast in nature can be extended or even replaced with blogs. For example, many organizations have projects underway at any given time. Updates, draft deliverables, and meetings are all set up, negotiated, responded to, and generally worked using way too much email. A number of organizations have started setting up project blogs where the project manager and project leads can post updates, links to draft documents, etc. Meeting requests, draft agendas, and meeting notes can all be published to the blog. And users can subscribe to only those updates that interest them, all of the updates for a particular project, or even all of the updates from all of the projects underway.

Blogs are also used as change logs. It has long been a best practice in IT to note any changes introduced to a server or application including hardware changes, service packs or upgrades, or even hot fixes so that if anything goes wrong the changes can be backed out systematically. This is often done in a spreadsheet or even a paper ledger. Now consider that by replacing the log with a blog, those updates are more readily available to other staff, stakeholders, and even end users. Consider also that if IT is making changes to the email system, the system generally has to be taken down; that means that IT has to figure out a way to blast to everyone once it comes back up

or suffer an endless line of users stopping by to ask when it will be back up. Point people to the blog - as long as there is network access users will be able to access it.

And the list goes on. All of the benefits-related updates from HR. Company-wide announcements about the summer picnic or a list of client wins. Posts from people selling their old grill or looking for a carpool buddy. All of these take up lots of time and energy in the email box and quickly get lost in the deluge - and all of them could be published in a blog where users could get to them as they find time and interest.

Managing blogging effectively

By now, some of you will be thinking, "Waitaminnit - I can't put project plans and HR announcements on a public blog! What are you thinking?!" While most blogs are public, a lot of them are not, and most of the uses I just described are arguably things that should NOT be public.

To answer that need, a number of vendors offer enterprise blogging tools. These tools start by allowing more comprehensive customization of the look & feel of the blog but also offer some very enterprise-friendly tools. For example, the blog can be deployed in a more secure fashion, often hosted from within the organization's firewall. It can also be integrated into the organization's Active Directory or other identity infrastructure, meaning that there is always a way to track who is posting what, who is commenting on what, and in some cases even who is reading what. These tools also offer the ability to archive posts and comments in a more robust fashion and can ensure that posts and comments cannot be changed once they have been published. This can be important from a records management perspective.

Another issue many of you will want to consider is what information can be published, particularly on public blogs, and how you can control that. My short answer is, "You can't". In other words, since most commercial blog services are free, if you block someone's blog it is trivially easy for them to start up another one. Some organizations allow or even encourage blogging - but require each post to be cleared by 14 levels of bureaucracy prior to posting. Those posts will not be read by anyone because they will sound like they went through 14 levels of bureaucracy. Blogs that are read are authentic, relevant, and written in the author's voice; Blogs that are full of happy shiny marketspeak, or bland, boring pabulum, will wither and die quickly.

So the better approach here is simply, "Don't be stupid". In other words, tell authors in broad strokes what can and cannot be discussed in public. Some are obvious but bear repeating, like forward-looking financial information or confidential information. Others will be specific to an organization, such as keeping the blog purely business-oriented (or purely industry-oriented and NOT business-specific). Access Sciences never authorized my primary blog, though they are aware that I blog - instead, they trust me to "not be stupid" and I don't give them a reason to regret that trust.

Getting started with blogging

The easiest way to start blogging is to start blogging. There are a number of free

hosted blogging platforms available including Blogger and Wordpress; many of the more popular social networking sites also provide blogging capabilities. You can create your own blog in less than 5 minutes using a hosted provider.

Once you've started the blog, start writing! Blog about what interests you and that you are passionate about. Blogs that are written out of a sense that you "should" be blogging, or blogging about a specific topic, will not keep your interest and will wither.

As you start writing, remember to use your own voice. I blog the way I blog - less frequently, generally longer posts, sometimes off-topic and dealing with recipes or my speaking schedule. You should blog the way you should blog - which might be the same but might also be dramatically different.

Another key point is that you have to keep at it, particularly if you don't write a lot in other contexts. If your blog is good, people will find it and read it - as long as you keep posting to it. If you don't, no matter how good your posts were, people will stop reading it.

Some bloggers get pretty serious about themes, plug-ins, badges, widgets, and all manner of other stuff. And truth be told, my primary blog has some of that there as well. But if the content isn't there, all of the rest of it will be useless; moreover, a significant majority of users who read blogs don't read them on the blog website, but through RSS feeds, meaning they won't see any of the themes or add-ins to begin with. So focus on the writing, both quality and frequency.



Make plans now to attend ARMA International's 54th Annual Conference & Expo in Orlando, Florida October 15-18, 2009 (Thursday - Sunday schedule) at the Marriott Orlando World Center. The headquarters hotel is also the Marriott Orlando World Center.

This is the premier event in the records and information management field, drawing more than 4,000 professionals from around the world.

Everyone who is responsible for managing records and information in their organization will benefit from the education and exhibits at the ARMA 2009 Conference & Expo. Particularly those in the following groups:

- Records and information management professionals
- General and inside counsels
- Legal administrators

