The Newsletter of the Central New York Chapter of ARMA International

ARMAil

Central New York

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Editor's Note:

The theme of this special issue of ARMAil, the newsletter of the Central New York Chapter of ARMA International, is career development. Those of us who deal with records on a daily basis continually face new technologies and therefore new challenges. This can of course lead to changes in duties and assignments, or even to new positions either within our current institution or elsewhere.

It is our hope that the related articles in this newsletter will help us all as we look to developing our skills and marketability.

- Edward L. Galvin
Editor

GETTING TO OUR CORE: 21st Century Competencies for the RIM Professional

Deborah Marshall & Roberta Shaffer

[Deborah Marshall oversees the Records Management Program for LECG. She is based in the Washington, DC office. Roberta Shaffer is the Executive Director of the FLICC/FEDLINK program at the Library of Congress. Both Deborah and Roberta are on ARMA's Board of Directors, and are vice-chair and chair, respectively, of the ARMA Education Development Committee.]

Background

Today's RIM professional works in a Star Wars paced, ever-evolving environment that is influenced by all kinds of forces—globalization of business, government regulation, and technology turnover and advances just to name a few. In this environment, RIM professionals are

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Top 10 Strategies To Launch Your Successful Job Search

By Wendy S. Enelow

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1. Know what you want to do and "who" you want to be. You wouldn't believe the number of people who start their job search and begin sending out resumes when they have no idea what they want to do for a living. If you don't know, then how is anyone else to know? You must be clear about your objectives - type of position, type of company, geographic preference - before you ever begin your search. If you're uncertain about your career goals and job objectives, consider taking a few career assessments that will help you identify your top skills, motivators and career preferences.

2. Write a powerful,accomplishment-oriented resume. No fluff, no grandiose statements, just the facts - written in a hard-hitting presentation that sells your skills, qualifications, contributions and success. If you're ever going to toot your own horn, this is the time! Whether one page or two, it's make no difference as long as your resume is dynamic and focuses on the value you bring to an organization.

3. Write a general cover letter for each type of position that you are seeking. Then, remember to customize your letter each and every time you use it so that you are responding to the specific needs qualifications and expectations of each company and/or recruiter you contact. If you use the same cover letter to respond to a sales rep position and a sales management position, then you're not paying attention to each company's needs and not hitting their "hot" buttons.

4. Network, network and then network some more. You've heard it said over and over - there is no better way to find a new position then to contact everyone you know. More than 80% of all positions are filled with networking contacts. Are you working your network to your best advantage? And, are you reciprocating? Remember, networking is a two-way street. You do for them and they'll do for you!

5. Post your resume on a few Internet resume posting sites. Start with CareerBuilder.com and then work from there, selecting sites that specialize in your industry or profession. DO NOT SPEND HOURS UPON HOURS posting your resume on every site you can find though.

6. Prepare an email campaign (resume and cover letter) to send to recruiters that specialize in your industry and profession. It is imperative that you select recruiters who work with candidates like yourself. A sales recruiter is probably not going to place a finance professional. Stay in your "community" of recruiters for the best results.

7. Respond to help-wanted advertisements in newspapers, trade journals and other publications. The whole world of job search is not dependent on the Internet and online job postings. All too often job seekers forget about the "tried-and-true" strategy of help-wanted ads. Don't you forget!

8. Practice your interviewing skills. Your ability to interview well can "make or break" you in your job search. As such,

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Solutions to CRM Corner -
1 - e
2 - d
3 - a
4 - d
5 - d

"Top Ten" - Continued from page 1
be sure that you are well practiced, able to answer tough questions, and effective in communicating your skills and accomplishments. No matter how talented you are or how well written your resume, if you don't interview well, you won't get offers. If need be, hire an interview coach to be sure that you can nail each and every interview - phone screening, in-person, panel, group or teleconference.

9. Know what salary you want. Inevitably, the discussion of your salary requirements will come up during your interviews, hopefully not during your first interview, but closer to when a company is prepared to make you an offer. It is your responsibility to know what salary you can comfortably live with and what salary you will not consider. Of course, there should be some flexibility, but know what you're looking for so that you're not wasting your time or anyone else's.

10. Build your own job search support network. This may include your family, friends, colleagues, mentors and others. Or, you may consider joining a formal job search group in your local area. Most important, don't go it alone. Job search can often be a frustrating experience. If you can build a strong support network, these people will help keep your spirits lifted during the tough times, help you feel and act more confidently, and help move your entire job search along faster and more successfully.

Wendy S. Enelow, CCM, MRW, JCTC, CPRW
Author, Executive Resume Writer & Career Consultant
www.wendyenelow.com (Bookstore)

CNYAMA Report of the Treasurer

Submitted by Edward L. Galvin, Treasurer
January 17, 2007

Balance as of 10/20/06	**$5102.51**
INCOME:	
Escrow (Membership)	$ 280.00
December Meeting	$ 435.00
Sponsor - December Meeting	$ 150.00
Donations for Meet and Greet	$ 350.00
	$1215.00
EXPENSES:	
November Newsletter/Flyer	$ 140.40
NE Region Annual Assessment	$ 70.00
December Meeting	$ 266.42
Supplies	$ 24.07
	$ 500.89
Balance as of 1/17/07	**$5816.62**

Thanks to our recent sponsors!

We would like to take this opportunity to say thank you once again to the following companies who have generously given of their time and resources by sponsoring meetings over the past couple of years. We truly could not do this without your continued support.

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Message from the President, Patricia C. Franks

It's that time again to look at the past and make plans for the future.

While thinking about this article, my mind wandered back to my first major foray into the records management arena. It was the early 1990s, and a colleague and I managed to get funding to design and implement records manage-ment certificate and degree programs at the local community college.

I can remember trying to explain why scanning software and an optical disc writer were part of our budget request. It wasn't an easy task. Most records managers, even those who worked for the govern-ment thought the answer to almost any records management challenge involved first purging and shredding followed by filing the remaining documents in filling cabinets or cartons. Ok, maybe I'm exaggerating, but only a little.

Today, purging and shredding are still vital, but scanning and digital storage are recognized as attractive options in many cases. Part of the reason is the recognition that properly managing the information, not just the document, could benefit the organization.

Just for fun, I decided to *google* the keywords "records management + 2006." It was interesting to note that the first two links returned to my query belonged to Federal Computing Week and that the most important stories under the headline of records management were IT related.

Just take a look at a few selections from the top ten news stories of 2006:

VA to launch large-scale genetic data collection: The Department of Veterans Affairs has begun collecting genetic information from patients. They will link that information to each patient's electronic health record in the hopes it will reveal links between certain diseases and the genetic makeup of the individuals prone to them. The goal is to find new ways to prevent and treat diseases.

Naval medical center sees ROI on AHLTA (Armed Forces Health Longitudinal Technology Application system): AHLTA is the Defense Department's electronic health records system which has been credited with significantly reducing the frequency of errors in immunization documents. Positive results from this program include eliminating the need to retrieve 7,000 paper medical records a month from the Naval Medical Center San Diego and helping to boost the number of expectant mothers completing their pre-admission paperwork from 25 percent to 80 percent.

A Message Worth Saving: An investment firm stood accused of stealing more than $1 million from the coffers of a County government. Unfortunately for the information technology officials, they couldn't comply with an evidence discovery request for a crucial e-mail message. Fortunately, though, for the County, the missing message did not damage the case and the defendant was found guilty. The incident led to substantial e-mail management changes.

IT skills, just like records management training, are only part of the picture. Records managers need to master a broad skill set to succeed. But those articles and others like them made me realize the how much the field of records management has changed over the past 10-15 years. And it made me realize how hard we, as records managers, have to work to keep up.

So, this year, rather than resolving to give up something (like chocolate) I've resolved to add something (a new skill to the skill set I already possess). If you're interested in doing the same, take a look at the job description, including the quali-fications desired. This position was held by one of our fellow ARMA members who is making a career move. I've copied from today's email, where it was making the rounds of the records management listservs.

Find out what you're missing and resolve to begin working toward acquiring at least one of those skills during 2007. I'll do the same☺

The Manager, Records and Information Management is responsible for all aspects of the enterprise content management and records management program. Duties include strategic planning in coordination with Senior management and business unit objectives; managing interdepart-mental initiatives; developing and implementing policies, standards, and procedures for the manage-ment and retention of recorded information assets (all media); communication and training for all business units related to above mentioned activities; consulting with business units on records management or event management issues and program compliance monitoring.

Qualifications:

* Bachelor's degree or equivalent experience in Management, Information Systems, Records Management, or library science.
* Master's Degree in Business Administration/Library Science and a Certified Records Manager (CRM) designation preferred.
* 8+ year's relevant Records Management experience.
* Strong working knowledge of Microsoft office suite ofproducts; and
* Lifting of boxes not a requirement.

Notice the CRM designation preferr-ed? If you've decided that's the place to start, look for the CRM Corner in this issue for some sample questions from the CRM exam.

And ... Have a Happy, Healthy, Prosperous, and Educationally Rewarding New Year!

Sincerely,

Patricia C. Franks

"Getting to Core" - continued from page 1

finding that their competencies are now drawn from a wide range of responsibilities, that many challenges arise from new and complex interrelationships; and that RIM today entails carrying a diverse portfolio of duties. The RIM world, common place in the not so distant past where RIM professionals clearly dealt primarily with the end of the records lifecycle has become nebulous. Thanks to a broader RIM focus driven by the forces mentioned, clear boundaries with beginnings and definite ends don't exist anymore. RIM is now in addressed across the enterprise; it is in IS/IT space, Administrative space, Risk Management space, Communication/Marketing space and Archival space to mention a few. RIM Competencies considered core a mere decade ago may no longer hold the same criticality today.

It was against this background that the ARMA Board of Directors committed to forge a set of core competencies for the RIM professional that address current industry needs and plan for revisions to them so that they will continue to evolve as competencies meet actual needs. External and internal drivers and motivators included the desire to help:

- Define the RIM profession through a set of competencies: Most of the business world does not know who we are, what we do, what we are capable of, and recognition that we are who they need! Competencies will assist and support our definition of who we are for potential RIM professionals and upper level management.
- Develop a foundation upon which an academic degree in RIM might be based: As our profession matures, competencies will help with providing academic institutions a basis for a credential to confirm our expertise and experience.
- Provide a framework for ARMA's various educational programs and services: Knowing what knowledge and skills practitioners need to be quality professionals at all levels will provide ARMA International the content of what to provide related to educational materials and opportunities.
- Assist other professionals in the workplace in understanding the role of the RIM professional for purposes of recruitment, advancement and performance planning: competencies will assist our HR professionals with setting appropriate financial compensation for the duties, responsibilities and accountabilities the RIM professional manages and directs, help to establish a career path within the organization and develop appropriate performance evaluation tools.
- Empower individual records professionals with a means to self-assess competencies and to follow a blueprint to close any competency gaps: competencies will self instruct the individual professional for skills they need take the next step up the RIM career ladder.
- Inspire the next generation of RIM professionals by outlining what the profession involves: competencies will support the true vision of what the RIM professional is and motivate the next generations with what they should aspire to.
- Partner effectively with other information professional associations and certifying bodies to ensure the value of the contribution that RIM professionals make within their organizations and to the larger community: competencies will demonstrate to other information professions how RIM interacts and is interwoven with other specialty areas of the information field.

The ARMA Board has assigned the Education Development Committee (EDC) to partner with several members of the ARMA headquarters staff with the task of developing RIM core competencies. After joining forces as the ARMA Competency Project Taskforce, the first order of business was to look at existing competencies within the RIM umbrella including ARMA's current list and those in use by our Australian and Canadian colleagues. Next, the taskforce reviewed competencies that had been developed in related professions like those in place for librarians, archivists and CIO's.

Finally in this stage, a group of graduate students surveyed courses instructed in English at academic institutions (2 year college to graduate level) to analyze the learning outcomes from various courses or programs offered in Records Management.

Defining the Process and Putting Our Heads Together

Once the taskforce had a benchmark, it was ready to define the manner in which ARMA would be begin to identify, define and develop 21st Century RIM competencies. Following a competitive bidding process, a consulting firm that had experience in both drafting and validating professional competencies, and most important that had expertise in devising a self-assessment tool was selected.

But it was clear from the beginning that the actual nuts and bolts of RIM competencies could not be generated by a consultant. That responsibility would rest with experienced RIM professionals. In October 2005, nearly 100 people gathered in Kansas City who had been chosen competitively because they represented a cross section of the profession in terms of their expertise and industry affiliations. After four days of working in teams and lots of reaction and reflection among and between teams, a very basic competency draft was born. It was at this point that it became clear that for the RIM profession, a competency document would need to be particularly detailed in its identification of knowledge and skills, reflect a career ladder from basic to executive, and draw competencies from more than just a purely RIM context.

After many long committee telephone conference calls, the EDC members met, along with representatives from HQ staff, in Washington in February 2006 to determine once and for all what the best template would be for our competencies. We then rolled up our sleeves and began the job of filling in the competency skeleton. This intense work continued from February to the fall of 2006. EDC members Mike Miller, Ray Cunningham and Larry Medina deserve special mention for their extraordinary contributions of knowledge and time. During these months, the taskforce defined the four levels—Entry to Executive—that would frame the competencies. Then, they developed the domains, the specific areas of competence—Business Functions, Risk Management, Leadership, Communications and Marketing, RIM Practices, and Information Technology. Finally, within each level, detailed task

continued on next page

statements with accompanying knowledge and skills corresponding to each statement were written. Jacki Conn from HQ introduced an innovative matrix to assist with organizing everything into a numeric sequence and enabled the group to visually conceptualize the document.

Vetting and Validating

By fall, the competencies were complete enough to acquire “draft” status. They were distributed for validation to a statistically significant group of volunteers who are RIM professionals or work in related areas. This was a tedious process for each volunteer that required several hours on a computer, evaluating each and every task statement with the associated knowledge and skills for four levels of work. The validation survey of the competencies is an over fifty-page document that holds in its detail much hope for the future of RIM.

Looking Ahead To the 2007 ARMA Baltimore Conference

As soon as the Competency Project Task Force has had the chance to review the feedback from the survey, we plan to incorporate this information into the draft competency document, adjust the competencies as needed, and let the consultant begin its work on developing the self-assessment. Once final formatting and proofing is done, we are projecting publishing the final document in the summer of 2007. The task force is motivated by a desire to give the ARMA membership enough lead time before the Baltimore conference to undertake a self-assessment and to then build a personal conference program plan based upon what the individual has learned about his/her own competencies gaps.

The Longer Term Future

As an international professional association, ARMA is committed to develop and evolve competencies that will have value for practitioners around the world. Once these initial competencies, which tend to have a US focus, have had some practical test-drives we will turn to developing competencies with a global perspective.

Those of us who have been closely associated with this competency project have known from the very beginning that competencies cannot be static if they are to remain viable. So as this phase of the project comes to a close, ARMA has committed itself to constantly reviewing and revising its competencies. The taskforce believes that our contribution has been in establishing a sustainable process that supports ARMA’s claim to the crown as the leading RIM professional association.

Supporting Government Records Management in New York State

David Lowry
Manager
Records Advisory Services
N.Y. State Archives

The New York States Archives provides advisory services to local governments and state agencies in every part of the Empire State through its Government Records Services (GRS) unit. Services to local governments are delivered primarily through nine regional offices located throughout the state. In addition to publications, workshops and an outstanding website, local government clients enjoy on-site consultation services from field staff and the benefits of a grants program.

State agencies, with the exception of a grants program, once enjoyed a similar level of service but through employee attrition, hiring freezes, and reorganizations over a decade long period, state agencies services dwindled to a point where the only services provided were records retention scheduling and records storage at the state records center. At one point even these vital services became strained for lack of resources.

Two years ago the Archives began an initiative to rebuild state agency services. First problem to solve was the fact that the state records center, which holds 235,000 cubic feet of records, was at 105% capacity with a handful of staff to transfer, catalog, retrieve, re-file, and destroy records The Archives worked hard to increase record center staff to meet the demands of state agencies, and the Archives is now setting up a new satellite storage facility that will eventually increase storage capacity for the records center by 100,000 cubic feet. Further, new staff were added to the scheduling unit to aid agencies in the development of retention schedules.

Most recently, the Archives hired Sarah Durling to provide consultation services to state agencies. Sarah comes to the Archives from the National Archives and Records Administration, where she worked on the Electronic Records Archives (ERA) project.

Her strong background in electronic records and information management will prove integral in the Archives’ efforts to rebuild state agency services and to provide technical advice in records management.

The Archives will continue its efforts to expand services to client state agencies through the pursuit of more resources, including employees like Sarah Durling who provide consultation services. For information on the New York State Archives’ services to government, visit our website at http://ww.archives.nysed.gov/a/nysaservices/ns_mgr.shtml

David Lowry
Manager
Records Advisory Services
New York State Archives

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CRM Corner

By Patricia C. Franks, Ph.D., CRM

What's so great about being a CRM? Well, take it from one who knows—there are a number of benefits of being able to add those three letters after your name. First comes the satisfaction of knowing that you are able to demonstrate your knowledge by taking and passing a challenging 6-part exam. Then comes the awareness that you are one of a special group of people who recognize the importance of records management and have taken the initiative to demonstrate their commitment by using the CRM designation after their names. Of course, we can't leave out the opportunity to network with these like-minded individuals at special events—like the ARMA International Annual Conference. And, to be practical, more and more prospective employers are proactively seeking CRMs to fill their records management positions. If you want to learn more about the exam, try the mini-version printed below. Below are examples of the kinds of questions you'll be asked if you take the first 5 parts. The 6th part is a Case Study—which we'll cover in a later issue. For more information about the Institute of Certified Records Managers or the CRM examination program, visit http://www.icrm.org.

Part I: Management Principles and the Records & Information Management Program

1. Span of control:
a. Is defined by a formula based upon a ration of 12:1.
b. Is most satisfactory when the chain of command is lengthened as much as possible.
c. Has been lessened as a result of modern computerized management information systems.
d. Is determined independently of the interlocking of the work of subordinates.
e. Refers to the umber of employees who are directly supervised by one person.

Part 2: Records Creation and Use.

1.The basic reason for including an index in a report is to:
a. Eliminate the need for a table of contents.
b. Give proper credit to contributors.
c. List related reports.
d. Facilitate reference to specific subjects.
e. Provide a glossary.

Part 3: Records Systems, Storage, and Retrieval.

1.The file arrangement generally the most costly to maintain is the:
a. Subject.
b. Alpha-numeric.
c .Chronological.
d. Straight numeric.
e. Corporate.

Part 4: Records Appraisal, Retention, Protection, and Disposition

2. Vital records are records that:
a. Contain certain unique data that would be difficult to replace or reproduce if lost or destroyed.
b. Provide direct evidence of legal status, ownership, and assets and liabilities.
c. Are needed to protect the rights and interests of an organization.
d. Do all of the above.
e. Do a and c above.

Part 5: Facilities, Equipment, Supplies and Technology

3.The measure of the sharpness of lines of the image on film is:
a. Density.
b. Halation.
c. Reduction ratio.
d. Resolution.
e. Intensification.

answers to **CRM** *on page 2*

Disclaimer Notice

ARMAil is published at least five times during the fiscal year. Readership includes members of the Central New York Chapter of ARMA International, as well as interested records and information management professionals in the central New York area. The information contained in this newsletter does not necessarily reflect the views of the membership or the editor, nor is there any endorsement of advertisements or published seminar information. This newsletter is offered only as a source of information.

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Full Page ad..$250/issue | $1250 for 5 issues

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"Changing Hats - Changing Directions: Career Moves Within the Records Profession"

Edward L. Galvin
Director
Archives & Records Management
Syracuse University

Last June, I presented this as a paper at the New York Archives Conference [NYAC]. The title referred to the "Archives" profession, but since I've been working in a records management environment as well since 1978, I thought that much of what I wrote might be appropriate here.

The session related to staying within the profession, but moving from a public to a private arena, or vice versa. Since I started in government [public], moved to business [private], then back to government [public], to business again [private], and then to a university [private], I felt I had qualifications on which to base a paper.

It may help to use some of my experiences as examples of what to do - or better yet what not to do in making career choices. I remember a colleague telling me once "**if you know what you're doing, you can apply your knowledge to any kind of records environment."** I do firmly believe that with the requisite skills that make us feel confident to call ourselves records professionals, we can hone those skills, and master new ones to fit any type of job.

I was thinking about what kind of information might be helpful to share and came up my five things to keep in mind when deciding to make a career move.

First (no specific order) - Professional Organizations
If you make a move, your surroundings and sphere of influence will change within the profession. If the move involves a change of geographic location you'll find yourself making new friends and colleagues, and starting again to meld your way into a different professional group. If you're a member of ARMA or the Society of American Archivists [SAA] or some related national organization, you'll need to make choices involving their internal groups. I was once involved in the SAA Science, Technology and Health Care Roundtable and in the Business Archives Section. But now it's their Records Management Roundtable and the College and University Archives Section. It can be tough to let these go, especially if you're part of the inner circle or working yourself up the chain of command.

Second - Education and Training
Whether you're learning or teaching, if you make a move you may find your self attending different types of conferences - getting pulled into specific efforts related to the type of institution where you work.

When I worked in the Aerospace industry I attended conferences at the Air and Space Museum and served as a member of the DoD Legacy Resource Management Program. In State Government I was totally immersed in the work of the Board of Regents and reported to them annually. At SU I pay attention to FERPA guidelines and the Buckley amendment regarding the privacy of student records.

Third - Customers and Clients
Depending on what type of records job you have, you need to be aware that different customers come with the territory. I've found engineers to be more 'absent minded' than the professors I work with now. And I never before had to routinely search for materials by the color of their cover or the number of rings in the binder. But that's how they remembered them!

Public records centers can involve you in Freedom of Information requests, but corporate can involve you much more heavily in litigation and discovery. Again the difference comes back to whether or not the records of your institution are open to the public.

Fourth - Benefits and Perks
One big difference I noticed when moving from government to corporate was that I was going to conferences every year with no problem at all! The expectation of making these trips was more accepted in the corporate world. I didn't have to be presenting a paper or chairing a committe. It was also easier to get my corporate budget to cover my membership dues.

I won't say anything about salary since that depends on your position and in the institution, your seniority, etc., but in general it appears that salaries can be higher in the corporate environment. Also, the best benefit package I ever had was at one of my corporate jobs.

Fifth - Rewarded Service
One other difference I recognized in the corporate world is that service is often rewarded - and unfortunately the reverse is true as well.

People came and went much more readily and more quickly than long-term town or State employees. I also noticed the opportunity of being dubbed a "golden boy," one that management would have their eye on to start climbing the corporate ladder. People would join the firm in one department and before long they'd been named assistant manger of the contacts office, the security office, or some similar unconnected position. Personally I didn't want to make a move like that as I was a trained archivist and records manager, had an advanced degree, was heavily involved in my professional organizations and loved what I was doing. I didn't want to give all that up just to climb the corporate ladder.

+++

Each move we make is for specific reasons that at the time make sense (e.g. to gain supervisory experience, try something new, move closer to aging family members)

Life is a continuous line of choices. But like Robert Frost in his poem "The Road Not Taken" it's difficult to know which way to go - where the security is, where the adventure and fun lie, where the personal satisfaction comes into play.

Mark your calendars!!!

ARMA International 52nd Annual Conference and Expo
October 07-10, 2007
Baltimore, MD

ARMAil Central New York