



**INTERNATIONAL®
CENTRAL NEW YORK CHAPTER**

Central NY Chapter of ARMA International Newsletter

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PRESIDENT'S MESSAGE

April and it's 84 degrees in Albany as I write this. It's looking like a hot spring ahead. And during this hot spring we're going to take a look at a hot topic, the new Generally Accepted Recordkeeping Principles (GARP) put together by ARMA International. These principles will help you shape a strong RIM program and GARP's maturity model will help you access how developed a program you have and where you need to improve. (www.arma.org/garp) One of the principle authors of GARP, Galina Datskovsky, will provide an informative presentation for the Central New York Chapter on April 22, at the Maplewood Inn in Liverpool, just outside of Syracuse. See below for more information and how to register. We're also honored to have Galina visit us because she was recently elected President-Elect of ARMA International. I hope you can join us on the 22nd for this informative educational event and to meet the future president of ARMA International. Also, don't forget that April is National Records and Information Management Month. For more information [click here](#).

Sincerely,

Dave Lowry

BECOME A CNY ARMA BOARD MEMBER

Have you considered becoming a more active member of Central New York ARMA? If so, one way to become more active, and give back to your profession, is to join the board of Central New York ARMA. At our April 22 event (see below for more info) we will have a call for open nominations for the upcoming elections. **The board is committed to sending any new member of the board to the upcoming ARMA Northeast Regional Leadership training in New York City, May 12-14, all expenses paid!**

For more info about the conference visit <http://www.armanortheast.org>

For more info on joining the board you can contact us cnyarma@gmail.com or contact me directly at dlowry@mail.nysed.gov

SPRING TRAINING EVENT

THE RECORDS MANAGEMENT WORLD ACCORDING TO GARP (Generally Accepted Recordkeeping Principles)

**APRIL 22, MAPLEWOOD INN
LIVERPOOL, NY**

The Central New York Chapter of ARMA is proud to welcome the next President-Elect of ARMA International, Galina Datskovsky, who will present "The Records Management World According to GARP" in Liverpool, just outside Syracuse on April 22.

How can you assess the effectiveness of your records management program? Does your program fully support the business activities of your organization?

The new Generally Accepted Recordkeeping Principles developed by ARMA International can help you make that determination.

Please join us for this very informative presentation.

And thanks to Iron Mountain for sponsoring this event!

TITLE: THE RECORDS MANAGEMENT WORLD ACCORDING TO GARP

WHEN: APRIL 22, 2010
REGISTRATION: 11:30AM
LUNCH: 12:00PM
PRESENTATION: 1:00pm-2:30pm

WHERE: THE MAPLEWOOD INN
400 SEVENTH NORTH ST
LIVERPOOL, NY 13088

HOW TO REGISTER:
CONTACT JACKIE LEWIS
(315) 574-7525
jlewis@herkimerarc.org

COST: \$20, MEMBERS
\$25, NON-MEMBERS
\$10, STUDENTS

DIRECTIONS TO THE MAPLEWOOD INN

From the North:

81 South to exit 25 (7th North Street), Right off the ramp. Go over bridge and hotel is on right hand side.

From the South:

81 North to exit 25 (7th North Street), Right off the ramp and right into the parking lot.

From the East:

690 West to 81 North to exit 25 (7th North Street), Right off the ramp. Go over bridge and hotel is on right hand side.

From the West:

690 East to Hiawatha Boulevard. Hiawatha Boulevard to 81 North. 81 North to exit 25 (7th North Street), Right off the ramp. Go over bridge and hotel is on right hand side.

From the NYS Thruway:

Exit 36 to 81 South to exit 25 (7th North Street), Right off the ramp and right into the parking lot.

2010 ARMA EDUCATIONAL CONFERENCES

The ARMA Northeast Region Leadership Conference is May 12-14 in New York City. Attendees will enjoy training on project management, SharePoint, GARP, and improving presentation and writing skills for managers. And don't forget the fun social events in the Big Apple. For More information [click here](#).

The ARMA International Conference and Expo is November 7-10 in San Francisco. For more information [click here](#).

OPEN GOVERNMENT SUMMIT A SUCCESS

The Office of the New York State Chief Information Officer/New York State Office for Technology (CIO/OFT) and the New York State Archives hosted the 2010 Open Government in the Digital Age Summit on Friday, March 19, 2010 in Albany, New York. More than 200 people attended the day-long program, held in conjunction with national Sunshine Week, which was designed to foster and promote transparency and openness, efficiency and citizen participation in New York State government.



NYS Archivist, Chris Ward; Archivist of the US, David Ferriero; NYS CIO, Melodie Mayberry-Stewart

The summit featured many prominent speakers from around the country and expert panels answered questions from audience members. The keynote speaker was Archivist of the United States, David S. Ferriero. Mr. Ferriero said "Effective records management constitutes the backbone of the Administration's Open Government Initiative. The Government cannot be open and accountable if it does not preserve - and cannot find - its records. The right of the public to access information from its government is fundamental. Records managers and their IT colleagues in government and industry need to join forces to deliver on the promises of Open Government. I applaud New York State for being on the forefront of this important effort, and look forward to continuing to work together to find the best solutions to the challenge of effectively managing electronic records throughout the government."

Beth S. Novak, United States Deputy Chief Technology Officer for Open Government, said "I applaud the work being done in New York State and encourage the continued collaboration between federal, state and local governments. We are emboldened by technology to engage colleagues and citizens to overcome our greatest challenges, but will only realize our full potential with a more open government"

Expert Panels spoke on "Open Government Implications of Sunshine Laws and Archival Responsibilities," "Citizen Expectations for Access in the Digital Age," and "The Meaning of Open Government in the Digital Age"

For more information on the event please visit
http://www.oft.state.ny.us/assets/documents/20100319Media_Release.pdf

ARCHIVIST OF THE UNITED STATES STARTS BLOG

United States Archivist, David S. Ferriero, has started a blog on the National Archives website. Below is a copy of his first posting. You can see his blog and related links at <http://blogs.archives.gov/aotus>

The Pew Research Center recently published a report, "The Impact of the Internet on Institutions in the Future," in which it found that 72 percent of experts agreed with the statement: By 2020, innovative forms of online cooperation will result in significantly more efficient and responsive governments, business, non-profits, and other mainstream institutions.

That optimism agreed to by the experts indicates their belief that the internet will prompt institutional change, but is contrasted with the same experts' concerns that: Government agencies are cumbersome and resistant to change. The pace of progress towards openness and responsiveness will be slower than anyone would hope.

In my first few months on the job, I've seen some resistance to change, but that has been outmatched by what I see as a wellspring of enthusiasm for changes to our agency. One aspect of my job is to uncover and unleash talent across the agency. I am happy to say that I've already seen the passion of our staff and I know we can change our course and exceed expectations.

In this digital age, we have the opportunity to work and communicate more efficiently, effectively, and in completely new ways. This will require a change not only in our processes, but also in the culture of the National Archives and Records Administration. Working on the Open Government Plan (PDF) has helped us take our first steps. It's an exciting time to be at helm, charting a new course for our agency. Where exactly are we headed?

To begin with, we are going to reclaim our records management leadership role. We risk losing our memory as a country if we cannot meet the challenges of electronic records management. The fact is, without good records management, it is impossible for us to learn from the past and plan for the future. This concern is deeply American. At the conclusion of the Continental Congress, the Massachusetts delegate, Rufus King, advised that the records of the proceedings either be destroyed or given to the President. He feared that if the records were scattered or corrupted by those with an interest to do so, they could be used to distort history and deceive future generations. He understood the vital importance of records management.

We understand that electronic records are now a fundamental part of our documentary record. We will work to find and develop cost-effective IT solutions needed to meet our electronic records challenges. We will bring together leaders in records management and information technology to collaborate on our most pressing issues. Toward that end, we are sponsoring the first combined meeting of the Chief Information Officers (CIO) Council and the Federal Records Council to discuss electronic records management issues. Additionally, we will explore incentives for rewarding agencies that best demonstrate improvement, innovation, and use of technology in their records management.

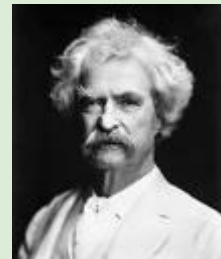
At the same time, we intend to vastly improve our online capabilities in order to foster the public's use of our records. Included in this effort will be a redesign of Archives.gov, with streamlined search capabilities for the research section of our

website. Further, we intend to explore ways to develop our current catalog into a social catalog that allows our online users to contribute information to descriptions of our records. And although we have developed a number of successful social media projects in the last year, we now need to develop a comprehensive social media strategy for the agency, which will include internal and external communication efforts using new media tools. In these efforts lie the seeds of change that will alter the course of our agency.

I expect the principles of transparency, participation, and collaboration to change the way we do things, the way we think about things, and the way we deliver services to the public.

David S. Ferriero
Archivist of the United States (AOTUS)

Cornell's Kroch Library exhibit on Mark Twain opens April 23



If you have a hanker'n to meddle with hifalut'n foolishness, then dawdle on to Cornell University for an exhibit about Mark Twain. This year marks the 100th anniversary of his death. The exhibit, "Known to Everyone - Liked by All: The Business of Being Mark Twain," opens April 23, 2010, at Cornell's Carl A. Kroch Library, and will be open daily from 8:30 a.m. to 5 p.m., Monday through Friday.

The exhibit showcases the collection of Susan Jaffe Tane and includes Twain's original handwritten letters, such as his 1870 letter about his famous Jumping Frog story; manuscripts written during the final days of his life; first edition copies of his books; and multiple copies of the first edition of his masterpiece, "Adventures of Huckleberry Finn."

Twain was the nom de plume of Samuel Langhorne Clemens. Other artifacts on display shed light on the commercial management of Clemens' "Mark Twain" brand and image, including several lithographs of the author, board and card games, and cigar signs.

Lecture: Noted Mark Twain scholar Robert H. Hirst, curator of the Mark Twain Papers and general editor of the Mark Twain Project at the University of California at Berkeley, will deliver the opening lecture, "The Collector and the Editor: Tales from the Mark Twain Papers," on Friday, April 23, 2010, at 4:30 p.m. in Hollis E. Cornell Auditorium, Goldwin Smith Hall.

14 STEPS FOR MANAGING YOUR EMAIL BETTER



by Jesse Wilkins Reprinted from Jesse's blog at

<http://www.accesssciences.com>

Sunday, March 28, 2010 - 7:40pm

Individual steps

1. Close your email client. The vast majority of us keep our email client open all day long, just in case an important message comes in. This leaves us vulnerable to distraction every time a message comes in, whether it's that important note from the boss, an invitation to a webinar that may or may not be of interest, or an update on next week's potluck.
2. Turn off alerts. If you can't close your email client you can minimize it, but it doesn't help if it pops up an alert every time one of those messages comes in. So turn off the alerts. If you don't want to turn them off completely because you might miss an important email, set up specific alerts for, say, messages from your boss or the project team you're working with. And turn off the rest of the alerts.
3. Set specific times to check your email. Some argue NOT to check your email first thing in the morning - because you'll look up and find you've already wasted hours on it. Others insist they have to check it first in case something urgent came up overnight. Regardless, by setting up times and adhering to them, you'll greatly reduce the distraction of email.
4. Touch each message only once. This is the hallmark of the email management = time management movement as espoused by David Allen's Getting Things Done, Merlin Mann's Inbox Zero, and many others. The point is to act on a message when you get it: file it, respond to it, take action related to it, defer it, delete it, etc. The usual caveats about records management apply; the point is that you don't keep all your email in the inbox until it becomes too overwhelming.
5. Reduce the amount of bacn you consume. Bacn is a term coined in 2007 to describe "email you want, but not right now." It refers to updates from vendors,

announcements from your local AIIM or ARMA chapter, the Dilbert cartoon-of-the-day, etc. It's not spam, but if you can't get to it it won't directly impact your job.

6. Set up rules and filters. Positive rules can be used to draw your attention to an important message - for example, when you receive a message from your boss or the project team, the email client shows an alert, puts it in a special folder, or even opens it so you can't miss it. Negative rules can be used to keep stuff out of your way - for example, by setting up rules to move messages from the RECMGMT-L email list or your mom's jokes into special folders.

7. Don't use email as a filing cabinet. Too many of us keep all of our email because that's where our documents live - as attachments. Some will even email documents to themselves, creating attachments in order to save them in the email system. Email systems are designed to send, route, receive, and store messages for short periods - they are not designed to be the final repository for information. The more email stored, the worse the system performs, which is why email archiving was initially so popular. They are not designed to optimize findability. And it is extraordinarily difficult to use them to manage messages that should be treated as records. Finally, many organizations still have mailbox size limits, and when that limit is reached because of the volume of attachments stored, too many users simply delete by size rather than by value or importance.

Note that this is a good transition because it's an organizational issue as well.

Organizational steps

8. Update the policy. Many organizations have policies that address appropriate usage - for example, they prohibit sending racist, sexist, or other offensive materials through email. But there are a number of other things the policy can and should address, including legal issues, effective usage, encryption and security, personal email accounts, and many others. And it should go without saying that this will also require that users be trained on the policy and how to comply with it.

9. Be realistic. There are often two problems associated with effective email management. First, the organization tries to do too much at once. Just as a records

program cannot go from a standing start to world class overnight, an email management initiative will have a lot of moving parts. Many of these will be analogous to the records program: development and implementation of a classification structure, development of a governance framework, selection and implementation of technology, training, etc.

The other challenge is that users are not professional information managers. Too often the organization decrees that users will manage their email appropriately, and then implements a process that requires users to click ten times, fill in 27 metadata fields, and take 30-60 seconds or more to classify a message. This is hard enough for the handful of documents users create in a day; it's all but impossible for the 100-150 or more messages users receive. Do the math - at only 30 seconds each, this is 50-75 minutes a day just to classify messages. The process of managing email should be made as absolutely simple as possible: streamline classification schemes, use technology to hide irrelevant "buckets", and integrate email management or records management tools into the email client in such a way that the users don't really notice. All of these will make it more likely that users actually comply with the program.

10. Reduce colleague spam, both what you send and what you receive. This means paying attention to the CC: and especially BCC: functionality. Consider whether someone really needs to be informed of the contents of the message or if it's just an exercise in covering yourself. This is especially true when it comes to the "Reply All" button, which is so abused that some organizations have taken the step of configuring their email systems to turn that capability off. If your staff CC:s you on everything, consider whether you actually read those CC:ed messages.

11. Reduce attachment spam. Just as not everyone in the organization needs to receive a copy of a given message, not everyone in the thread needs to receive all the attachments associated with the thread. Attachments can take up a lot of space in the inbox; more importantly, as attachments proliferate it becomes increasingly difficult to determine which one is the most current. One way to address both of these concerns is to send links rather than attachments.

12. Use meaningful subject lines. Blank subject lines often end up in the Junk Mail or

Spam folder. But too often the subject line is either very generic, such as "Stuff", "Friday", "Our discussion from yesterday", etc. - or it's the same subject line from 20 messages ago, even though the focus of the discussion has changed several times in the interim. Almost all email clients can follow threads without keeping the subject line the same. Better subject lines also lead to better responsiveness because the recipient can determine how quickly a response is needed and can be provided. And better subject lines make it easier to locate a message later should it become necessary.

13. Use the right tool for the job. Email is a horrible tool for most of the uses we put it to. Consider how users collaborate through email: it's a flurry of attachment spam, "did you get my email?" messages, "which is the right version?" traffic, etc. Wikis are much better tools for collaboration. Or consider all the broadcast-type announcements you get, whether from vendors, your HR staff, or your friendly neighborhood association chapter. Blogs (and more recently Twitter) are a great way to stay informed about that type of information without having it clutter your inbox. That's how I get my information. It's not that email is a bad tool - it's just that what it's really good for is one-to-one or one-to-few communication. Use other tools for other uses.

14. Implement email management technology. There's a reason this is the last in the list. Without all the other things already mentioned, technology will only give the organization a false sense of security and may actually make it more difficult to manage email effectively. It's also important to know exactly what the technology can and cannot do and how it does it. Just because a solution claims to archive all emails and produce them when needed, it does not mean that the solution is easy to use, integrates with the records management application, or can be accessed by all clients and devices. Due diligence and research is vital here, as is determining the organization's business and functional requirements.

CRM CORNER

For details, please review the Fall 2009 Newsletter at www.icrm.org.

Winter 2010 Exam Dates:
Parts 1-5: February 1-5, 2010
Part 6: February 4, 2010

Registration Open:
November 18, 2009 - January 28, 2010

Spring 2010 Exams
Parts 1-5: May 3-7, 2010
Part 6: May 6, 2010

February 17 - April 29, 2010

Summer 2010
Parts 1-5: August 2-6, 2010
Part 6: August 5, 2010

May 19 - July 29, 2010

Fall 2010
Parts 1-5: November 1-5, 2010
Part 6: November 4, 2010

August 20 - October 28, 2010

Study Group Wiki available!

The San Antonio Chapter has a Wiki that mainly serves as a convenient place to collect and display study notes from their previous CRM study sessions. It is open to all and free of charge. Create an account at www.icrmstudygroupsa.wikispaces.com. Your feedback on this site is always welcomed.

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