



**INTERNATIONAL®  
CENTRAL NEW YORK CHAPTER**

## Central NY Chapter of ARMA International Newsletter

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## PRESIDENT'S MESSAGE

Happy New Year! 2010, one of those years like 1984 or 2001 that has a slightly ominous futuristic ring to it, thanks mostly to authors like George Orwell and Arthur C. Clarke. The future is here and science fiction is quickly becoming science fact. Our ever changing and increasing technological capacities provide exciting new opportunities for records and information managers but daunting new challenges as well. Central New York ARMA's New Year's resolution is to help keep our members updated on changing technology without ever forgetting the records management basics. Whether it's ECM, ILM, E-mail management or cloud computing we hope to be your major education resource.

To this end we have another great blog post by Jesse Wilkins in this issue on Twitter and we're happy to announce Central New York ARMA is now on Facebook! We have another great training event planned on the emerging Generally Accepted Recordkeeping Principles. (GARP) And remember to check out our website often. (See the quick link to the left)

On behalf of the CNY ARMA Board I'd like to again wish you a happy and healthy 2010!

Sincerely,

Dave Lowry

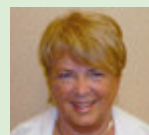
## SAVE THE DATE

Central New York ARMA's next training event is **April 22, 2010** in Syracuse. Galina Datskovsky will present ***The Records Management World According to GARP (Generally Accepted Recordkeeping Principles)*** Please join us to learn more about this important new topic. GARP is ARMA's attempt to create a single, authoritative source for recordkeeping principles. ARMA hopes GARP will be accepted as "the basis for ensuring integrity, transparency, and accountability in recordkeeping." Please join us to learn more about this important topic. More details will follow.

## CNY ARMA NOW ON FACEBOOK

The CNY ARMA board is proud to announce the chapter now has a presence on Facebook. This is our first foray into Web 2.0 and we hope you can pay us a visit there. Just go to Facebook and search "arma" and we should be the first hit you see. We've made a pledge to keep our content fresh and hope to meet that pledge. And we're looking for lots of fans so please sign up as a fan. Next step Twitter?

CNY ARMA Board Director Dr. Pat Franks awarded an IBM Center for The Business of Government research grant.



Dr. Pat Franks, Central New York ARMA Board Director, was recently selected as a recipient of a research grant from The IBM Center for The Business of Government research grant. The aim of the IBM Center is to tap into the best minds in academe and the nonprofit sector who can use rigorous public management research and analysis to produce reports with practical advice and insight for public sector executives and managers to improve the effectiveness of government.

Dr. Franks' research will be conducted over the next six months on the topic of "New Challenges, New Solutions: How Government Agencies Can Effectively Manage Records Created Using New Social Media Tools." The result of the research will be published in a 30 to 40 page report written for government executives and managers, providing them practical knowledge and insight into managing records created using social media tools.

Dr. Franks is a SLIS associate professor and the program coordinator for the Masters in Archives and Records Management (MARA) in the School of Library & Information Science at San Jose State University.

## EXPLORING THE RIM WORLD ON WIKIPEDIA

Wikipedia is perhaps the world's most popular online research site, loved by students and hated by teachers. It can be resource for the RIM professional or student.

Do you need a quick overview of records management? You can find it at [http://en.wikipedia.org/wiki/Records\\_management](http://en.wikipedia.org/wiki/Records_management)

Curious about the history of ARMA? Click [here](#)

[http://en.wikipedia.org/wiki/Association\\_of\\_Records\\_Managers\\_and\\_Administrators](http://en.wikipedia.org/wiki/Association_of_Records_Managers_and_Administrators)

Need a quick refresher on some aspect of microfilm? There's a nice overview at <http://en.wikipedia.org/wiki/Microfilm>

Well you get the point. Also, since Wikipedia is a collaborative tool so you can add to any article or correct something you think is wrong. If you've not done so before check out it out.

## What are you doing? A gentle introduction to Twitter



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

Monday, August 17, 2009 - 6:27am

It's the latest, greatest buzzword. Every newscast now asks and commentator now asks you to follow them on it. Shaquille O'Neal is there, and so is President Obama; Ashton Kutcher and Demi Moore both have real presences, and even the incoming President of ARMA International has joined the party. So what is the big deal about Twitter? What are you doing?

If you're not familiar with Twitter, it's a Web-based service that invites its users to answer the question, "What are you doing?" The catch is that you only get 140 characters to do this. That may not seem like a lot of space, but it's based on allowing users to update their status with text messages from their phones. SMS has a 160-character limit, and Twitter keeps 20 characters of that for your username.

Here's a better definition of Twitter that comes from Ari Herzog. Ari is a social media consultant, writer, and marketer, and when his barber asked what Twitter was, he responded, "It is part text messaging and part blogging, with the ability to update on your cellphone or computer, but constrained to 140 characters." Note that this definition, without quotation marks, is only 137 characters.

One of the reasons Twitter has grown so rapidly is that it can be updated using your phone's text messaging capability, through the website itself, through a client on your smartphone, through desktop-based clients, by linking Twitter to other websites like Facebook or your blog, or even by email or IM.

Twitter users can follow other users, but it doesn't have to be reciprocal; according to

FriendorFollow.com, one of many Twitter-enabled service websites, here are my statistics as of this writing. I follow 363 people, while 738 people follow me. Of those, I follow 4 that don't follow me back, while 285 users follow me that I don't follow back. There are any number of reasons for that, which I will explore in a much longer article later in the year, but one of the key aspects of Twitter is this asymmetrical model where you can follow whoever you want and see what they are saying, and anyone else can do the same for your Twitter stream. You can make your updates private, but it's not nearly as useful that way, and I don't generally ask to follow accounts set to private unless I really know that person well.

### **The business case for Twitter**

So let's go back to Ari's definition of twitter as a mix of texting and blogging. Twitter enjoys the immediacy and simplicity of texting while being a fundamentally public service. In other words, it's not siloed like texting, or the nearest business equivalent, email. In fact, Adina Levin from SocialText, an enterprise wiki and social media company, describes enterprise microblogging (Twitter) as "more private than public Twitter, and more transparent than email."

That makes Twitter the perfect application for one-way broadcasting of short, fairly transitory types of information such as announcements of meetings or promotions; quick commentary on a link (along with the link itself); sharing resources via links; breaking news about the organization or the industry; and informal polling (e.g. "What should we have for lunch today?"). This has not been lost on first responders like the Los Angeles Fire Department, who uses Twitter as a sort of reverse-911 system to keep its constituents informed. Granted, not everyone is on Twitter, so it's not a replacement for more traditional systems, but it is an additional system to reach more people more quickly.

Most of the blog posts about Twitter focus on the fluidity and speed of Twitter as a collaborative tool. A user could make a request for information or assistance, such as "Whenever I open X tool I get Y error message. What gives?" If I know the answer I can respond very quickly; if I don't, I can always forward to the people that follow me and perhaps one of them will respond. The request can be transmitted to a vast number of users very quickly.

Twitter makes it fairly easy to share links as well, and it is not uncommon for bloggers to link to their latest posts, analysts and vendors to Tweet links to new white papers,

and so forth. Good resources get forwarded; bad or excessively sales-y resources don't. One of the very popular use cases for Twitter deals with presentations. This takes two related forms. The first is for users to Tweet key points or salient details of a presentation they are attending. Everyone following them can read the points and understand at second hand what the presentation is about, how it's going, whether it's a good, content-rich session or a sales pitch, etc. The second serves as a more immediate feedback loop and backchannel. In other words, while the presenter is presenting, users are Twittering instantaneous feedback based on the presentation. Either in real time or later, the presenter can respond to that feedback. Now extend that to a geographically dispersed project team on a conference call, and imagine that the feedback relates to a deliverable under discussion.

### **Twecords management?**

We want to manage records according to their content and context, not according to media. That said, it is difficult to understand what types of records could be created in the space of 140 characters. The LAFD stream I noted above might qualify, but that's probably the exception rather than the rule.

The first key consideration for Twitter and the RIM program is that it could be discoverable, just as any other type of information. In other words, if it's relevant and it exists, it might need to be produced. There are a number of ways to do this, ranging from conducting keyword searches on the Twitter stream (public or private) to copying the Tweets from Twitter to e.g. a database or Excel spreadsheet (and there are services to automate this).

The next is to look at the compliance aspects, particularly with regards to data protection, privacy, confidentiality, etc. Just as a financial services firm wouldn't send out insider trading information via email, or IM, or a postcard, so it shouldn't do that via Twitter.

There are enterprise versions of Twitter that can be restricted to an organization's employees or even installed within the firewall. These are not Twitter, per se, but many of them provide similar capabilities with the addition of security, archiving and retention, integration into the identity infrastructure, and better filtering.

Twitter today, Twitter tomorrow!

In order to "get" Twitter, you really have to use it. My experience with Twitter is similar

to many peoples' - I signed up, didn't follow anyone, didn't Twitter a bunch of useless inanities, and quit using it. It took 8 months for me to give it another chance; this time, though, I followed about 20 people whose blogs I read regularly and spent some time lurking, just following quietly. Eventually I started to see the different ways in which it could be useful to me personally and professionally, as noted earlier, such that given a choice today between email and Twitter, and losing one of them permanently and irrevocably, I'd choose Twitter.

Twitter's not the right solution for everyone. It can be a time sink. You cannot follow everyone on Twitter and still do your job. But it can be a helpful resource for most people and I encourage everyone reading this who has not tried Twitter to give it a chance.

## **EMPLOYMENT OPPORTUNITIES**

### **Records Manager Wanted - Albany City School District.**

**DISTINGUISHING FEATURES OF THE CLASS:** The Records Manager will have experience with classifying, organizing and managing electronic records. This position will work with the Chief Information Officer and the Office of Human Resources to preserve old records, reduce storage space needs, reduce time needed to locate records, and to design a holistic approach to recognize and classify active paper and electronic files. This is a grant-funded temporary position for one year.

**TYPICAL WORK ACTIVITIES:** (Illustrative Only)

- 
- Design a holistic approach to reorganize and classify active paper and electronic files;
  - Implement file classification systems;
  - Develop written policies and procedures to guide the District in classifying and storing records;
  - Conduct districtwide professional development opportunities for district staff;
  - Improve access and reduce retrieval time for inactive files;
  - Reduce storage space needed for inactive files;
  - Organize records and provide for safe and secure storage;
  - Train staff in document microfilming preparation and preliminary indexing

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL CHARACTERISTICS:**

- Have a background in Library Science or a similar field
- Experience in classifying, organizing, and managing electronic records
- Be technologically savvy
- Have superior interpersonal skills
- Physical condition commensurate with the demands of the position

#### MINIMUM QUALIFICATIONS:

(A) Graduation from a regionally accredited or NYS registered college or one accredited by the NYS Board of Regents to grant degrees with a Bachelor's Degree in Library Science or a similar field, OR

(B) Three (3) years of satisfactory, full time, paid experience in records management.

(C) An equivalent combination of training and experience as indicated in (A) and (B) above.

Applicants for this position should send resumes and letters of interest to [humanresources@albany.k12.ny.us](mailto:humanresources@albany.k12.ny.us) or call (518) 475-6057 for an application and additional information

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## Legal Records Manager Wanted - Kirkland and Ellis, LLP. New York, NY

This note comes from our ARMA Northeast regional leader Steve Lastres.

If you know any Legal Records Managers seeking employment, please refer them to the Kirkland & Ellis website, [www.kirkland.com/Careers/Staff/Staff](http://www.kirkland.com/Careers/Staff/Staff) Positions Available.

The Records Management Service at Kirkland is not part of Library Services. It is belongs to a separate department, Loss Prevention, which administers New Business, Conflicts, Compliance as well as Records Management.

**Paulette Toth** | Library Services Manager | **Kirkland & Ellis LLP**  
601 Lexington Ave. | New York, NY 10022 | (212) 446-4990 **DIRECT** | (212) 446-4900 **FAX**  
**EMAIL** [paulette.toth@kirkland.com](mailto:paulette.toth@kirkland.com)

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## ALASKA STATE ARCHIVIST, Juneau, Alaska

If you are looking for a challenging opportunity to shape the Archives, Records Management, and Electronic Practices Policies for the State of Alaska please submit your application.

The State Archivist has extensive knowledge and expertise in archival records management, which is necessary to analyze, interpret, develop, and implement the professional and legal standards and practices of the agency. The incumbent is assigned significant program management responsibilities that include planning and coordinating operations, organizing the structure and relationship of staff and workflow, directing the actions of

subordinates, and controlling program resources.

The State Archivist directly manages archival functions and services, and supervises professional and technical staff working in the Alaska State Archives. The incumbent manages the Records Management Program portion of the Archives and Records Management Services (ARMS) through a subordinate Records Analyst III. The State Archivist manages the Micrographic Lab Services through a subordinate Micrographic Services Manager. The incumbent is responsible for coordinating the activities of the Alaska State Historical Records Advisory Board (ASHRAB).

The State Archivist is responsible for applying professional and legal standards to the organization's work, has substantial program management responsibilities, and has the authority to commit the agency to a specific course of action.

Here is the link to the advertisement to hire the new State Archivist for Alaska.

<http://notes5.state.ak.us/wa/postapps.nsf/JobsByCity?OpenView>

#### CRM CORNER

For details, please review the Fall 2009 Newsletter at [www.icrm.org](http://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: August 2-6, 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](http://www.icrmstudygroupsa.wikispaces.com). Your feedback on this site is always welcomed.



## 2009-2010 OFFICERS AND DIRECTORS, CNY ARMA

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[dlowry@mail.nysed.gov](mailto:dlowry@mail.nysed.gov)

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Secretary/Treasurer - Jacqueline Lewis, 315-574-7525, Herkimer Area Resource Center, [jlewis@herkimerarc.org](mailto:jlewis@herkimerarc.org)

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Board Member - Pat Franks, San Jose State University, [pfranks@stny.rr.com](mailto:pfranks@stny.rr.com)


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### ARMA NORTHEAST REGION LEADERS

Northeast Region Manager - Steven A. Lastres, 212.909.6279  
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Northeast Region Treasurer Cindy LeMay (860) 241-2669,  
[regiontreasurer@armanortheast.org](mailto:regiontreasurer@armanortheast.org)

Northeast Region Coordinator - David Pita. [david.pita@armanortheast.org](mailto:david.pita@armanortheast.org)

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