

PRESIDENT'S BLOG

By Ana Aquino-Perez

I hope you survived Thanksgiving Day, that you didn't have too many leftovers, that black Friday didn't leave you in the red, but most important of all that you enjoyed your time with your family and friends and counted the many blessings you have received.

As the year ends, we often reflect on the many resolutions we made, goals we accomplished and those projects we never saw to full fruition. The New Year gives us a new opportunity to accomplish them and to plan new and exciting things.

The same is true for our chapter. We had a great beginning to the year with some great programs and goals. However, we still have some projects we would like to accomplish before our program year ends. This year, we revised our chapter bylaws and will be publishing them shortly. We are in the process of completing a chapter handbook for the chapter leadership. The handbook will provide future board members with the basic information they will need to fulfill their responsibilities. We are still working on our strategic plan and hope to complete it before the end of the year.

We look forward to the opportunities 2008 will bring to complete and fulfill these goals and to offer you new and exciting programs and activities where you can participate and enjoy. We have some great programs planned for the remainder of our program year in 2008 including our Spring Seminar. We hope that you will find them as exciting as we do.

In the meantime, we hope you enjoy the upcoming Holidays. Please don't forget our next program on December 11, which includes our traditional joint Holiday Charity Drive and program with BFMA. Again, this is one more chance to bring a little cheer to those in need and make their Holidays a little brighter. We hope to see you all at our December program.

We wish you all a great Holiday Season! Pray for peace!



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TELL US HOW TO GET IN TOUCH WITH YOU!

Help us keep in touch with you, our greatest resource—ARMA-Madison Members! We use e-mail often to update you on happenings of our chapter. Make sure we have your correct e-mail address and, as always, your current postal address.

November Attendees: Debra Ahrens, Ana Aquino-Perez, Matt Berigan, Kathy Brickl, Mary Boneck, Rebecca Burkel, Thom Dahlen, Pam Duane, Scott Hagen, Vicki Harper, Carol Henry, Tim Hughes, Barton Jacque, Pam Klipsic, Gail Larson, Rosemary Stark, Shannon Stiemke, Renee Vedvig, Diane Vultaggio Inger Williams, and Tommy Winkler, Jr.



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Contributions or gifts to the Association of Records Managers and Administrators, Inc. are not deductible as charitable contributions for United States Federal Income Tax purposes.

ARMA MADISON WEB SITE
<http://www.armamadison.org/>

Check the ARMA Madison Web site frequently as new information is posted as it becomes available.

MARK YOUR CALENDAR

December 11, 2007: *Financial and Consumer Fraud Protection-Protect Yourself*, Jeanne Benink, AARP, Patricia Struck, DFI, and Susan Schilz, OPP, ARMA Madison/BFMA, Inn-on-the-Park, 7:30 a.m.

January 8, 2008: TBD, MG&E, 11 a.m.

January 23, 2008: *A Primer on Managing, Maintaining, and Surviving Your Own Information*, Tim Hughes, CRM, and Harold Coltharp, CRM, ARMA Milwaukee, Venice Club, Brookfield, 11:15 a.m., www.armamilwaukee.org

April 16, 2008: ARMA Madison Spring Seminar, Fluno Center, Madison

May 4-8, 2008: BFMA 2008 Symposium, Las Vegas, Nevada

Are you baking and/or crafting for the joint ARMA/BFMA meeting on December 11?

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INTEGRATING RECORDKEEPING REQUIREMENTS IN THE DIGITAL CONVERSION PROCESS

Madison's own **Nan Kunde** will facilitate ARMA International's next Web seminar. This web seminar introduces records professionals to the digital records conversion process and integrating records management concepts and requirements into it. It is based upon the recently approved ANSI/ARMA Standard, *The Digital Records Conversion Process: Program Planning, Requirements, Procedures*. Some topics to be covered include: terms and definitions, organizational and business framework, recordkeeping requirements, technology planning, and records conversion procedures. www.arma.org

View this web seminar any time during December 3-11, 2007, and then participate in the Ask the Expert Teleconference on December 11 at Noon (CDT).

To participate, you MUST register by December 2, 2007!

HIGHLIGHTS FROM ARMA INTERNATIONAL

Court Decision Affects Ownership of Electronic Records

A recent New York Court of Appeals decision gives employees and employers an additional course of action regarding the ownership of electronic data.

In the case, *Thyroff v. Nationwide Mutual*, the judge held that the tort of conversion is applicable to electronic information. "Conversion" recognizes that someone unlawfully took possession of another's goods. The concept of conversion has only been applied to tangible property until the court noted that, "the tort of conversion must keep pace with the contemporary realities of widespread computer use."

EU Web Security Watchdog Sets Sights on MySpace

The growing popularity of social-networking websites has raised several security issues that must be addressed with educational campaigns and updated legislation, according to a recent recommendation from the EU agency for the European Network and Information Security Agency (ENISA).

The main online social network sites are [MySpace](#) and [Facebook](#). MySpace was bought by media tycoon Rupert Murdoch two years ago for \$580 million. At the time, the site had some 90 million users – a figure which has almost doubled since, according to the latest figures cited by Murdoch in a recent interview. ENISA Position Paper [EU agency for network and information security suggests updating legislation to face new social networking-related risks](#) (25 October 2007).

Law Firm Study Reveals E-Discovery, E-Records Practices

Law firm Fulbright & Jaworski LLP's fourth-annual survey of litigation trends includes information on e-mail, instant messaging, voicemail, and retention practices at more than 250 U.S. and 50 U.K. firms. Respondents were general counsels and associates in 10 industry segments. Findings of interest to records managers include:

Heightened awareness of records retention: 81% of U.S. companies said they have reviewed their retention policies within the last 12 months.

Retention of instant messages (IM): 53% of firms said that employees use instant messaging and 28% retain the messages as records. Retention times vary, but 43% kept the messages for at least two months, and 25% kept IMs for one year. A third of respondents allow employees to attach documents to instant messages.

More at www.arma.org

GREAT QUOTES

All my life, I always wanted to be somebody. Now I see that I should have been more specific.

Jane Wagner (Lily Tomlin's comedy writer and partner)



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ARMA MADISON CHAPTER BYLAWS

By Priscilla Jaron

Chapter Bylaws are the rules that guide our Board of Directors in their positions and establish criteria for leading the Chapter. Included in bylaws are membership requirements; composition of the Board of Directors – their qualifications, term and duties and responsibilities; financial responsibilities; roles of chapter committees; meetings; dissolution requirements; and parliamentary procedures.

Earlier this year, ARMA International sent out a mandate for all chapters to update their Chapter Bylaws by March 15, 2007. The goal of ARMA International is to have consistency with the format of all chapter bylaws. Since our Bylaws have not been updated for quite some time, this was a major revision. Fortunately, we had already had several meetings before this request from ARMA International. The changes we had already made were very closely aligned with the template ARMA International had sent to us. We met the deadline for making our updates and submitted. We received a couple of smaller changes back, made those changes and resubmitted. The new ARMA Madison Bylaws were signed and approved by our Chapter Board of Directors on September 11, 2007.

The ARMA Madison Chapter Bylaws will be published to our Web site (www.armamadison.org) in the upcoming months.



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ARMA INTERNATIONAL'S ASSOCIATION ANNUAL MEMBERSHIP MEETING NEWS FROM CONFERENCE

By Diane Vultaggio

Headquarters

Marilyn Bier, HQ Headquarters Executive Director, gave us an update on Headquarter activities. The role of Headquarters is to:

- Implement ARMA International's Strategic Plan. We develop the tactics and then execute the Strategic Plan.
- Perform the business operations for the Association.
- Provide professional expertise in development of products and services you need and to be able to advocate on your behalf.

We are set up functionally so that we can advocate on your behalf through the government as well as work with vendors, and we work with sales to try to bring as much technology as we possibly can to you. We have departments like education and membership. We're involved in standards. So we provide the expertise and the professional knowledge in those areas in order to be able to help you with what you need. Just give us a call anytime, or drop us an e-mail. That's what we're there for is to be able to provide products and resources for you and assistance so that we can help make your jobs a little bit easier.

The ARMA International Web site is your gateway to information. The Web site has a new design and content. We were listening to you and we wanted to make sure that it was delivering the kinds of things that you needed and in a way you needed. You can find industry news, regulatory changes, professional resources, on-line networking, and career assessment tools.

In one of the Board meetings, there was a document that was produced that we call our report card, and it's really a year in review of everything that has gone on in the Association based on the Strategic Plan. You can find that on the Web site under the Members Only section under Governance. So that's another great place for you, anytime you have questions about what's going on in the Association, to check out.

Financial Update

Patrick Cunningham, CRM, ARMA International Treasurer, provided a Financial Update.

Overall, the Association is in good shape financially. Without money, we don't do all these wonderful things that have been mentioned. That money comes from a variety of sources - like your dues and from the annual conference. This year is looking to be very, very successful. That bodes well for the Association and all the things that we want to do for you this year.

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Our organization had revenues of about \$6.5 million and expenses just short of that. That gave us an income before depreciation of a little over \$100,000. That's not very much margin on that much money. That's one of the challenges. At June 30, the market was very good so we showed a half a million dollar surplus in our investments. After June 30, it got a little more interesting. We're back on par today roughly with where we were June 30.

So one of the significant challenges for our organization is maintaining investments at a level where we can invest in products and services coming back to you, as well as our ability to deliver those services to you. That comes from equity. Without having good investments, without having that available to us, it limits what we can invest in for you. We're just able to keep the operations going if we don't have investments in gain on those investments.

Most of our revenue comes from the annual conference and other educational events. So it's important that we look at how we distribute where our revenues are coming from. The next biggest chunk of the pie – it's a little more than 25 percent – comes from dues. So those two pieces constitute most of where our income is coming from. We do a fair amount of advertising ... the different publications that you see ... the Web site is actually very successful as a vehicle for advertising. Our staff that handles that is extraordinary, and they've found new sources of revenue wherever they can.

So I am pleased to say for the second time and final time as your Treasurer, the state of ARMA's financials are in good shape. We can improve. We need to continually invest in our organization, continually invest in our infrastructure, and make this a very strong organization to deliver things to you that absolutely add value to you and your organization.

Strategic Planning

John P. Frost, CRM, ARMA President-Elect, talked about Strategic Planning efforts underway at International. Committee members include the Board of Directors, an ARMA Fellow, a Region Manager, an Educational Foundation representative, an ICRM representative, and HQ Directors. The role of the Strategic Planning Committee is to obtain information and data from you, the members, build the Strategic Plan and strategy sketches based on what you tell us and on external influences, and develop that in the Strategic Plan that we then present to the Board for review and approval to implement for the Association.

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The key elements in developing a strategic plan includes the results of the Value Survey sent out to members, updating the Radar Screen, developing strategy sketches, developing and implementing an operating plan, and developing a budget to implement strategic plans.

The Value Survey was important member feedback for the committee. It has helped them set a trend line. It articulated the value of the programs and services provided by ARMA International and the importance to members. It also revealed members' satisfaction with performance, and where there are gaps, it will influence priorities going forward.

The most important value propositions identified by members included:

- Standards and guidelines
- Education
- RIM Awareness/PR
- Legislative and regulatory updates

The Radar Screen identifies strategic issues from member feedback, those currently affecting the profession or association, and those worthy of monitoring. These indicate operational priorities and growth opportunities.

Radar Screen Priority Issues include:

- Increased RIM Standards
- RIM education for diverse audiences
- RIM awareness for more efficient organizations
- Multiple jurisdiction compliance and regulatory requirements
- Better research for RIM decision-making

Issues to watch include:

- Risk of outsourcing functions which create corporate records
- RIM skills needed due to more technologically advanced workforce
- RIM compliance and solutions demand due to increased information
- Confusion and inconsistency due to variation in practices and vocabularies among professional partners

Association Issues include:

- Improve Association/Chapter relations
- Improve ARMA's Infrastructure
- Improve ARMA's research capabilities
- Better-aligned strategic partnerships
- Take official positions on RIM issues
- Better articulate ARMA's International strategy

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ARMA International Annual Membership Meeting News

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The 2008-09 Strategic Plan will go to the Board for approval in the next six months. Then a communications plan will be developed along with updating the operating plan and financial plan. It is the goal of the committee that the revised plan be implemented over the next nine months. They will do a 2008 Value Survey of ARMA members to assess how they are doing. There will be ongoing discussions, and they will ask for member feedback on a continuous basis. When asked, please respond as they want to make sure they are going in the direction members want and need.

So the Operating Plan will need to be updated now that the Strategic Plan has been approved, and from the Operating Plan revisions, we will then need to update the financial plan so that when we go into 2008 and 2009, we can track the implementation of this plan.

Over the next nine months, of course, headquarters will take over and implement this plan. We will be doing the Value Survey every two years. What we do have as part of our communications and providing this presentation to you, when we come to the chapters will be a list of five questions. Those five questions will help us validate what you've told us on the Strategic Plan. It will also tell us things we might have missed.

So what you should see in the 2010 Strategic Plan is probably some minor revisions to what you'll be seeing soon. Then taking the focus in 2009 with the next Value Survey, that's when we'll see if any major modifications will need to be made to the plan at that time. We want to continuously solicit your feedback, have you tell us what you need, what you want, and pull this into the Strategic Plan so that HQ has a clear role as to what we need to implement to provide you the best value for your investment in ARMA International.



WHAT'S NEW IN THE CHAPTER LIBRARY?

By Pam Duane

The newest title in the chapter library is *Records Management: Making the Transition from Paper to Electronic*, ARMA International, 2007. Author David O. Stephens, CRM, states that the book “should enable records managers to evaluate the status and quality of their programs, develop a proactive agenda for the future of RIM within their organizations, and implement that agenda effectively over a period of years.”

The book covers the basics of building a records retention program and managing the records life cycle and covers records retention issues. In addition, it includes chapters about managing e-mail, improving system performance, privacy and security, and digital records preservation. If you are looking for a reference that will help you move from paper to electronic recordkeeping, this is the book for you. If you haven't used the library for awhile, there are a number of changes that make the chapter collection easier to find and use. A list of the library holdings is available through the Web site. Go to <http://www.armamadison.org> and click on Library in the Resources section. A list of library media will appear and you can find what you want by clicking on a particular type of media and then searching for titles under each category.

If there are items you are interested in checking out of the library, e-mail me at pduane@mge.com and I will see that you receive those items.

As always, we are happy to take current materials that you are no longer using!



Attendees of the November meeting heard about these topics in “The Paperless Office”.

THE PAPERLESS OFFICE

By Rosemary Stark

Did you ever wonder how many tax returns the Wisconsin Department of Revenue processes? Would you believe it is over 6 million and about 2.7 million are personal tax returns? About 66 percent are filed electronically and less than 30,000 are manually keyed. Cheryl Sullivan, Wisconsin Department of Revenue (WDOR) Policy Initiatives Advisor, provided these and more statistics about the WDOR.

Because of the need to retain documents for varying retention periods, it was important for the WDOR to address the problems of storage and retrieval. This is the reason for the push for electronic filing. It saves space in storage, and because of the scanning procedures and data capture, documents can be accessed for needed information in a quicker timeframe. As the WDOR has upgraded programs, multiple tax types can be E-filed.

Cheryl said the electronic world is more secure in many ways, and people should not be afraid to file electronically. There are tax programs available on-line or a tax preparer can file electronically. There is also FreeFile on-line.

Most of the support staff is in-house that scans the tax returns. There are ten scanners, and eight people work two shifts. The department also does imaging for US Bank.

Wisconsin is 11th in the state rating of E-filing. Cheryl commented that auditors do not like E-file because they like to have the paper in front of them. The editor likes paper also.



Cheryl Sullivan of the WDOR takes us on a visual tour of the Department of Revenue.