Introduction:

The TC ARMA Board of Directors met to develop a strategic plan that is aspirational and reflective of the Chapter’s desire to equip professional with the resources needed for information governance competence and to build an environment in which organizations of all types understand that governing their information is critical to their success and provides value to society.

This strategic plan is aligned with the strategic direction of ARMA International and the goals support ARMA International in achieving its vision, mission and values.

Mission Statement:

The objectives of this Chapter shall be to provide education, research and networking opportunities to information professionals.

Vision: TC ARMA membership is a valuable continuing investment.

Values:

- Act in a fiscally responsible manner
- Maximize benefits to members
- Make transparent decisions, take transparent actions
- Foster an information-sharing ethic and culture
- Pursue excellence in everything we do

Strengths:

- TC ARMA has a diverse membership comprised of professionals from many sectors.
- The TC ARMA budget is excellent condition which allows greater flexibility in providing value to members.
- The Chapter membership is very knowledgeable and forthcoming in sharing their knowledge with others.
- Educational resources are easily accessible.
- The meeting locations are held in a variety of interesting locations to accommodate members.
- The TC ARMA Library contains over 300 books on a variety of topics and is free to all members to use.
- Scholarships are offered to members for training, meeting attendance, and educational opportunities.
Weaknesses:
- Location of meetings varies each month which may make planning to attend difficult for some members.
- Member do not always know others from within their own sectors and from other sectors which makes networking difficult.
- The topics and information presented are not always useful to all members.
- There are many listeners who do not share their opinions or knowledge.
- The TC ARMA website contains outdated information and is difficult to manage/update.
- There is a lack of Chapter volunteers for committee work and board transitions.

Opportunities:
- Professional credits (CRM, IGP, etc.) are available to attendees who may need them.
- It is possible to identify the sectors that comprise the membership which makes identifying relevant topics easier.
- There are opportunities for tabletop discussions to foster networking and information sharing.
- There are opportunities for group experiences.
- Monthly Chapter member recognition could be done for anniversaries, new members, professional designee recipients.
- The TC ARMA website could be upgraded and updated. Management of the website could be delegated to more individuals to keep the content current and provide additional management support.
- A Chapter newsletter could be reinstituted to provide members with updates.
- Social media tools like Twitter, Facebook, Link-In could be explored and utilized to make quick connections to members.
- The Chapter could do gift giveaways such as a book at each Chapter meeting to an attendee.
- The Chapter could invest in more community-building through local partners and vendors and through charitable acts.
- The Spring Conference could be revamped.

Threats
- Membership is decreasing.
- There are cliques within the Chapter which makes networking uncomfortable or difficult.
- Chapter member jobs have time commitments and obligations that make it a challenge to attend meetings and participate.
- Some Chapter members do not have their employer’s support.
- Shrinking budgets may make it difficult to obtain financial support from employers.
- There are other professional memberships (AIIM, ALA, SAA, etc.) that offer overlapping information and thus may be competing with TC ARMA opportunities.
Goals, Objectives and Implementation Strategies

Goal 1: To make members feel welcome and wanted (All Board)

Implementation Strategy 1a: All board members will visit with and interact with a variety of members at Chapter meetings to foster networking opportunities, recognize efforts, and encourage further participation in the Chapter.

Implementation Strategy 1b: The board will make short reports of activities at monthly Chapter meetings as a means to communicate and provide members with timely information.

Goal 2: Chapter operations

Implementation Strategy 2a: Chapter Management (President)
- Conduct monthly board meetings (President)
- Reach out to new members to foster engagement (President)
- Lead/Open all Chapter meetings (President or President Elect)
- Post President’s words of wisdom on website
- Monthly check-in with individual board members (President)
- Update bylaws, operating procedures and position descriptions (Chair and President Elect)
- Update and continue TC ARMA calendar (President Elect)
- Post minutes in timely manner (Secretary)
- Direct website improvements (President, Chair, Secretary)
- Oversee Board Elections Process (Chair)

Implementation Strategy 2b: Organize and promote professional development programs in information governance. (Membership, Employment/Communication, Education)
- Develop mentorships program for new members in chapter, connecting people on website.
- As a value added feature, post any employment opportunities/job leads on Chapter website.
- Contact HR contacts on any job postings to inquire about hire for recruiting purposes
- Monitor public job posting sites for job leads
  - Monster
  - Indeed
  - State of MN and other .gov sites

Goal 3: Provide opportunities for Information Governance professionals to become ARMA members.

Implementation Strategy 3a: Recognize members (Membership)
- Acknowledge new members with several touches (phone calls, email, etc.)
- Follow up on membership renewal notices and 099 members
- Recognition at month chapter meeting
Implementation Strategy 3b: Recruit new members (Membership)

- Identify new target groups: sectors or companies with no ARMA members
- Market to ARMA members who are not affiliated with a local chapter

Goal 4: Member education

Implementation Strategy 4a: Provide our members with Chapter meeting programs that address the Generally Accepted Recordkeeping Principles (Accountability, Integrity, Protection, Compliance, Availability, Retention, Disposition, and Transparency), as well as core information governance disciplines (including records management, information security, data privacy, and legal discovery). (Programming)

- Conduct monthly education seminars that addresses the Generally Accepted Recordkeeping Principles
- Introduce Spring Conference to Chapter members in December
  - Research or solicit relevant topics for Spring Conference
  - Recruit Chapter members for Spring Conference planning
  - Conduct Benchmarking workshop at or prior to Spring Conference
  - Promote CRM/IGP/CRA

Implementation Strategy 4b: Provide direction and assistance for members striving for professional certification. (Education)

- Present a 5-minute briefing at each Chapter meeting
- Feature title book give away
- Promote Scholarships
- Post website tidbits – post stories – Take notice page
- Maintain a library of current and relevant resource books and materials for Chapter membership use
- Consider donations to AIEF
- Write an Ed. Bit for the newsletter

Goal 5: Provide sponsors with opportunities to participate in member educational activities.

Implementation Strategy 5a: Maximize vendor support for educational activities (Business Connections)

- Promote renewal of existing vendors/sponsors
- Recruit additional vendor/sponsors to support chapter activities
- Continue to provide vendor/sponsor information on web site, in newsletter, and in brochures.
• If poor attendance to conference last year, try enticing more vendor/sponsors by dropping cost for a year.
• Leverage membership member connection information
• Survey relations
• Highlight vendor/sponsor member skills/knowledge/problem success

Goal 6: Chapter Promotion

Implementation Strategy 6a: Widely promote information about Chapter programs, education and professionalism (Employment/Communication)
• Provide our members with prompt and professional services and support utilizing a variety of communications channels, such as:
  o Emails
  o Website messaging/content
  o Posts via Social media (tbd)

Implementation Strategy 6b: Revamp TC ARMA website (President, Webmaster)
• Revamp website with greater functionality, remove outdated content, delegate responsibilities to board members for posting content
• Improving connections to ARMA international website content

Implementation Strategy 6c: Newsletter (TBD)
• Solicit monthly board updates (newsletter) from Board members and committees
• Feature a Chapter member
• Promote self-nomination for posting information
• Recruit individuals for input as needed

Goal 7: Chapter Financial Health

Implementation Strategy 7a: Manage chapter financial to contain costs while increasing benefits to members and continuing to provide quality support and services. (Treasurer)
• Update financial procedures
• Update audit procedures

Implementation Strategy 7b: Donate funds to community organizations (Business Connections)
• Continue donations to local organizations, such as Mpls. Children’s Crisis Center, Wounded Warrior, etc.