Creating Structure and Improving Process

Monday, October 26, 2020

Title: Patchwork Privacy Compliance: Mobilizing Your Ground Troops, and Turning Defense Into Offense

When: 10/26/2020 2:10:00 PM - 3:00:00 PM

Presenter(s): Stephanie Booher, Virginia "Jinni" Zieleniewski

Track: Creating Structure and Improving Process

Full Description: The myriad privacy laws (CCPA, GDPR, GLBA, HIPAA and so on) coupled with tepid or erratic organizational commitment to IG can make for a very complicated situation. Can organizations truly make the leap from one of organization-first held information asset control to consumer-first held information asset rights? This session uses a problem statement-alternative solutions-key takeaways approach and uses lots of handouts as it demonstrates how to build cross-functional privacy compliance programs that manage to get organizational support.

Title: Creating Structure & Improving Process Track Sponsor Session

When: 10/26/2020 3:10:00 PM - 4:00:00 PM

Presenter(s): Announcement Coming Soon

Track: Creating Structure and Improving Process

Full Description: Description Coming Soon
Title: Building the Foundation of a Disaster-Resistant IG Program

When: 10/27/2020 11:10:00 AM - 12:00:00 PM

Presenter(s): Michael P. Allen, MBA, CRM, IGP

Track: Creating Structure and Improving Process

Full Description: The Coronavirus pandemic has not only exacted a devastating toll on populations around the world, it is also poised to devastate countless organizations along the way. The pandemic exposed a stark divide in preparedness, as crippled, paper-dependent entities struggled to gain access to the organization’s lifeline – information. Now more than ever, IG and RIM leaders must take action to ensure the survivability of their organizations. Session participants will augment their disaster recovery toolkit by:

• Recognizing the IG program elements that impact business sustainability
• Applying lessons learned from the pandemic to bridge key gaps in their IG program
• Identifying the metrics needed to persuade organizational leaders to invest in a strong IG foundation

Title: Choosing a New Platform for Records or Document Management

When: 10/27/2020 12:25:00 PM - 12:40:00 PM

Presenter(s): Raoul Miller

Track: Creating Structure and Improving Process

Full Description: If your content management system is outdated – or, if you have none – don’t feel overwhelmed. In this rapid fire, you’ll learn how to identify your organization’s key needs so you can make an educated decision on how to procure the right tools for your information ecosystem.

Title: What’s ROT and What’s Not

When: 10/27/2020 12:40:00 PM - 12:55:00 PM

Presenter(s): Steve Studer

Track: Creating Structure and Improving Process

Full Description: This rapid fire session will help you determine what information is “redundant, obsolete, and trivial (ROT)” so that you can trim the fat and operate your decision-making and IG more effectively.

Title: Panel Session featuring Kiji Burston & Mark Buchanan

When: 10/27/2020 2:10:00 PM - 3:00:00 PM

Presenter(s): Kiji Burston & Mark Buchanan

Track: Creating Structure and Improving Process

Full Description:
Title: User-Driven Data Governance: Putting the “People” Back In “People, Process, And Technology”

When: 10/27/2020 3:10:00 PM - 4:00:00 PM

Presenter(s): Jeffrey Sharer, Rick Wilson, Chris Bednar

Track: Creating Structure and Improving Process

Full Description: Traditional approaches to data governance start with policies and procedures and then rely on one or maybe two, but rarely all three, of the timeworn trio “people, process, and technology.” The results often are enormous volumes of information retained that are neither required by law nor valuable to business, but that create risk and increase costs.

New thinking challenges traditional mindsets that the weak leg of the “PP&T” stool is people: When everyone has more work to do than hours in the day, corporate IG may struggle to get end-users to not hoard data as their path of least effort.

This session discusses how emerging technologies and proven processes and workflows can empower end users to make and communicate informed, actionable decisions about retention and disposition of their own data. Those choices, in turn, can be implemented in real time, improving information hygiene and resulting in better compliance, less over-retention, and reduced risk and cost.
Title: “Information Finds A Way” – A Jurassic Park Case Study for IG Practitioners

When: On-Demand

Presenter(s): Adrienne Girone IGP, Jeff Pierantozzi CRM PMP

Track: Creating Structure and Improving Process

Full Description: What can RIM and IG pros learn from “Jurassic Park?” Much like the dinosaur theme park, end users and the information they generate can often feel downright unmanageable. This on-demand session provides fresh perspectives on how to approach data management and structural organization in the workplace, and how to articulate a compelling business case for IG. The session:

• Uses a case study to examine inherent assumptions about organizational data and RIM practices
• Advises how to recognize, anticipate, and mitigate disconnects between competing parties
• Emphasizes the need for ongoing IG program vigilance
• Explores the importance of deploying the right people, processes, and technologies for your specific situation
• Practices improved strategies for coping with the inevitable IM chaos in daily operations and long-term planning

Title: 5 Ways a Content-Cleaning Project Can Reduce Your Organization’s Risk

When: On-Demand

Presenter(s): Jonah Jimenez

Track: Creating Structure and Improving Process

Full Description: Unstructured or “dark” data is inherently more risky than structured data, and it’s compounding beyond measure. This on-demand rapid fire session focuses on cleaning your data estate before you’re compelled to by a data breach or other event. Governance and compliance are nearly impossible without a clear understanding of the data you’re storing and its risk profile. You’ll learn strategies that drive effective data governance, where to begin with such a project, and how to unlock the value of dark data.

Title: A Little History in Unstructured Data Description Goes a Long Way

When: On-Demand

Presenter(s): G. Mark Walsh, CA CRM

Track: Creating Structure and Improving Process

Full Description: In this session, RIM pros are advised to follow the lead of archivists by using descriptive standards and developing access points that can provide intelligence to the unstructured information under their custody. Specifically, the session discusses:

• Useful archival appraisal and descriptive techniques that can apply to unstructured e-data
• The difference between taxonomies and subject heading authorities
• Classification of unstructured data according to new descriptive structures, including auto classification
• Reduced risk by applying appropriate retention practices
Title: Achieving Your 20/20 Vision for IG

When: On-Demand

Presenter(s): Todd Brown, Robert O’Connor, Sarah Holleman

Track: Creating Structure and Improving Process

Full Description: This on-demand session uses case studies from various verticals (engineering & construction, financial services, military, government) to help share IG project planning and execution lessons learned. You’ll hear the perspectives of practitioners and consultants on how to:

• Get executive support for IG
• Foster partnerships with other stakeholders
• Integrate change management and conduct effective communications
• Attain ongoing support for program adoption

Title: Build it and They Will Come: Effective Repository Design

When: On-Demand

Presenter(s): Robyn Biggar

Track: Creating Structure and Improving Process

Full Description: In a redesign of its EDRMS, the City of Port Coquitlam reduced the amount of manual work for its records staff by:

• Simplifying and automating its filing system
• Using transparent records management to improve performance
• Eliminating silos to ensure all staff were following the same practices

The end result was an increase of usage and improved processes that enabled staff to perform much more efficiently.

Title: Cybersecurity and IG

When: On-Demand

Presenter(s): Andrew Ysasi

Track: Creating Structure and Improving Process

Full Description: This on-demand rapid fire session focuses on the ways IG pros can team with cybersecurity pros to defend our organizations from cyber attacks. It covers the challenges, the joint issues, and specific questions to ask the cyber pros.
Title: Developing an Effective Digital Transformation Strategy for IG

When: On-Demand

Presenter(s): Blake Gilmore

Track: Creating Structure and Improving Process

Full Description: In this on-demand session, learn why a digital transformation strategy is important, identify its critical components, and learn how to connect IG to key business process outcomes. The session discusses how digital transformation defines how an organization can better respond to rapid change, how a well-communicated strategy helps you focus on what’s most important, how IG practices are more successful when connected to larger business outcomes, and how discovery should be built from a basic lifecycle framework.

Title: How to Align Systems Development & Implementation with RIM/IG

When: On-Demand

Presenter(s): Tod Chernikoff, CRM, IGP, CIP

Track: Creating Structure and Improving Process

Full Description: Choosing the wrong systems or effecting a poor implementation will result in inefficiencies and great expense. This on-demand session provides guidance on how to ensure the systems you develop or acquire will align with your RIM or IG requirements. It explores such topics as the SDLC process, ways to review compliance, and potential workarounds when issues arise.

Title: How to Benefit From Data Mapping and Metadata

When: On-Demand

Presenter(s): David Smythe

Track: Creating Structure and Improving Process

Full Description: IG pros commonly share challenges with those in IT, legal, compliance, and the business units. This on-demand session:

- Defines data mapping, data flow mapping, and metadata management
- Illustrates the concepts as used in a real-world program
- Relates the terms to digital transformation and information lifecycle management initiatives – referencing recent market research

Title: How to Build a Policy Library to Support and Reduce your Organization’s Risk Profile

When: On-Demand

Presenter(s): Alex VanVeldhuisen

Track: Creating Structure and Improving Process

Full Description: Policies are the framework by which many organizations manage and secure their important data. These policies in today’s ever-changing and fast-paced business environment must be well thought out and work across departments to meet the regulatory needs and business goals. This session will provide best practices to help your organization build and maintain a policy library that meets your organization’s current and future needs.
Title: How to Create a Data Map and Why It Is Critical

When: On-Demand

Presenter(s): Kirke Snyder

Track: Creating Structure and Improving Process

Full Description: “Data map” doesn’t appear in the GDPR or CCPA, but most experts agree that a data map is the first step to documenting compliance with these new privacy laws. Careful: do not confuse data maps with data inventories. This session explores the distinctions between the two terms and focuses on how a data map is conducive to compliance. The session also walks you through the process of creating a data map.

Title: Information Management as a Service

When: On-Demand

Presenter(s): D Madrid

Track: Creating Structure and Improving Process

Full Description: This session presents an information management (IM) methodology that establishes a day-forward approach for ongoing organization support and for specific projects as well. The methodology is system agnostic and repeatable for any system that stores information (including physical storage). You’ll learn how to:

• Increase the chances for user adoption of the tool
• Incorporate change management throughout the process
• Collaborate with your business partners to create a structure that will provide a win-win environment for the business and information managers

Title: Moving Stinks . . . Except When it Furthers RIM

When: On-Demand

Presenter(s): Jacqueline DiOrio

Track: Creating Structure and Improving Process

Full Description: In 2018, the University of California, Office of the President, set out to unite four offices in Oakland into two buildings side by side. This on-demand session explores how the University completed the move and simultaneously strengthened its RIM program. You’ll hear how the school persuaded employees to purge information, used marketing to attract attention to the project, and implemented OnBase and a complicated scanning project.

Title: The Art & Science of IG in Acquisition and Divestiture Transactions

When: On-Demand

Presenter(s): Lynn Molfetta

Track: Creating Structure and Improving Process

Full Description: Acquisition and divestiture transactions innately promote change. How the change to IG is conducted can help reduce risk and increase efficiency in any transaction. This on-demand session focuses on a real-world divestiture wherein attention was given to keeping the integral business and regulatory and legal information, through effective policies, procedures, and solutions. You’ll receive a checklist of actions that can help you improve safety and increase efficiencies from these transactions.