Andrew Ysasi, 2024 Board of Directors Candidate

Andrew Ysasi (EE-SA-SEE), MS, CRM, IGP, CIP, CIGO, FIP, CIPM, CISM, PMP, has 25 years of experience in executive leadership and information governance. As Vice President of Advocacy for VRC, Andrew mentors, educates, and volunteers with the IG community on behalf of VRC. In addition to VRC, he served on the Executive Committee for the ICRM from 2020-2023, is an instructor at San Jose State University's MARA program, and is a resume expert with Admovio®, where his work is published on CIO.com. In the past, Andrew contributed to ARMA's IGBOK and Wiley's Information Governance, Second Edition. Andrew has a Master of Science in Administration from Central Michigan University, a Bachelor of Science in Information Technology, certificates in Data Analytics from the Wharton School at the University of Pennsylvania, and Data Privacy Strategy from Cornell.

Candidate Statement

First, thank you for taking the time to read this. It shows you are a dedicated member of our community who is interested in our community. Being nominated to the ARMA International Board is a highlight in itself. To think I have the opportunity to serve where so many others have, to serve with other dedicated professionals, and to be part of leading ARMA is a euphoric and humbling feeling. Volunteering and serving are not only a part of who I am, but I’m also grateful my employer, Vital Records Control, is entirely behind my commitment to serve if elected. Looking for opportunities, understanding the legislative landscape, watching the privacy laws, long-term and strategic planning, budgeting, forecasting, providing leadership during difficult times, consulting with executives, being a trusted resource, being a reliable peer to finish tasks, and leading to elevate others are all skills and qualifications I present to you as a candidate.

I’ve reviewed the qualifications and am proud to report I’ve been a member of ARMA in good standing since the late 2000’s. Served on the i-SIGMA (formerly PRISM) board of directors from 2016-2019, the ICRM Executive Committee and board of directors from 2020-2023, and held various chapter board roles including President, Vice President, and Director positions (e.g., Programs and Membership) through ARMA chapters in Michigan since 2008. I’ve also served on ARMA International writing committees and serve on the RIMPA education committee.

The contributions I bring to the board can start day one. I’ve faced many global organizational and fiscal challenges that position me to make an immediate impact on the board. New offerings, member enrichment, education, strategic planning and implementation, growth strategies, risk mitigation, and conflict resolution are a few examples of my experiences on non-profit boards. Further, the personal relationships I’ve developed with past and current ARMA leadership and members across North America allow me the opportunity to speak freely amongst peers, without fear of judgment, and with the respect we all deserve to tackle the challenges and capitalize on the opportunities ahead. The opportunity I’ve been given and
trusted with as VP of Advocacy with Vital Records Control, the ICRM, and SJSU puts me in a unique position to have met many wonderful and active volunteers and ARMA members.

Candidate Response to Position-Specific Questions

What are the opportunities and challenges facing the association and the RIM and IG profession?

The opportunities are endless, but to be specific, the International Standards Organization (ISO) published a new Information Governance ISO 24143 - Information Governance - Concept and Principles in May of 2022. The full version of this standard may be available in 2027. ARMA has a history of being the Record and Information Management (RIM) association for decades and made the strategic shift to focus on Information Governance by offering the IGP (Information Governance Professional) certification, creating the Information Governance Body of Knowledge (IGBOK), and changing the focus of many of their education and conference content offerings. By working with our staff, members, chapters, committees, vendors, and partners, we can all bring value back to our organizations to help understand Information Governance's value, which includes modern RIM. Frankly, organizations can’t afford to ignore Information Governance due to the myriad of new privacy law requirements on how PII is managed, cyber-attacks that occur resulting in data loss, and the opportunity to leverage information to create new opportunities that if missed, could be a lost opportunity for an organization. Last, the importance of RIM cannot be understated. New privacy laws specifically call out retention. Operationalizing retention of information, especially with emerging technology that does not appear to slow down anytime soon will be a priority for decades.

What should the organization do to increase the influence of the org and the IM profession globally?

Developing Current Partnerships: ARMA International created a global partnership with RIMPA. I feel this partnership can continue to be cultivated to leverage the opportunities both organizations provide for their membership. Developing these partnerships takes time, so if elected, I’ll work hard to continue to develop the partnership and position ARMA to partner with others if and when the time comes.

Member Benefits: Being an ARMA member can open one up to a myriad of educational and learning opportunities. Whether it is an eBook, certificate course, or the IGP certification, ARMA has the resources to help improve an individual and an organization. Further, by working with vendors and partners, these member benefits could be expanded further to help bring value to existing and future members. Every member should be able to state clearly how an ARMA membership benefits them and their organization.

Educational Content: Many of the larger associations I’m affiliated with or hold certifications with have educational
resources, white papers, news, and vendor content to help me stay up-to-date and guide my organization on Information Governance matters. I believe this is an area that ARMA was once great at, and if elected, I will make this a priority.

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<th>What do you think should be done to grow a sustainable volunteer structure?</th>
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<td>Chapter Enrichment: Networking and creating a network is a powerful tool that brings lifelong professional and personal benefits. Like many, I got my start at a local chapter. Not everyone can attend a conference, so ensuring ARMA International is actively working with local chapters, providing resources, and walking alongside chapter leadership is crucial to continuing to sustain the networking opportunities within our chapters. Supporting our chapters is one of the most important opportunities for ARMA International to build a sustainable volunteer structure. Further, having a graphic to help volunteers understand their volunteer options could help prepare for opportunities in the future. Secondary opportunities include providing unique volunteer opportunities with vendors and academic institutions actively involved with ARMA International.</td>
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<th>Provide an example of an initiative you have led that demonstrates your innovation and creativity.</th>
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<td>IG GURU: IG GURU was created to help me keep track of IG news I felt was important in 2018. Turning IG GURU into a business, creating the website, working with generous sponsors, and keeping the Information Governance community updated on the industry (especially during COVID-19), is something I’ll never forget. Thank you to all who helped with the growth of IG GURU.</td>
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