Jay Jorgensen, 2024 Board of Directors Candidate

Jay Jorgensen, CRM is the Institutional Policy Lead at the University of Alberta, a Top 5 Canadian and Top 120 International University based in Edmonton, Alberta, Canada. Jay is responsible for policy governance at the University, guiding policy developers through stakeholder consultations, approvals, implementation and post-implementation stages.

Jay has over 15 years of records management experience in higher education, fundraising, and private (oil and energy) sectors, having been directly involved in large-scale technology system implementations; establishing and growing records and information management offices and capabilities; business process improvements; and compliance monitoring and assurance activities. He holds a Master of Library and Information Studies degree from the University of Alberta.

Jay is a contributing member of several professional associations, including volunteering as a board director with ARMA Canada, and as a past member of the ARMA International Chapter Advisory Committee. He is a Certified Records Manager and member of the Exam Development Committee for ICRM. Outside of work, Jay enjoys traveling and volunteers for local youth club soccer.

Candidate Statement

I am proud to be involved in the information and records management profession, having been immersed in the work and community for over 15 years. I've had, and have enabled many positive experiences around the varying tools, technologies, subject matter and perceptions for managing information.

I am a member of ARMA, and for the past 5 years I have been directly involved with planning, executing (including presenting at), and evaluating ARMA-related educational activities, from virtual lunch talks to publishing information journals, to promoting multi-day conferences such as past ARMA Canada national conferences. My primary responsibilities around these events included marketing and communication efforts, along with behind-the-scenes project execution and relationship management that helped to ensure the success of our efforts.

I have been actively involved in the information and records management community for nearly 15 years. I have had positive opportunities to contribute to growth and change in the profession, both as an employee and as a volunteer. I am committed to the causes and activities I support, in terms of preparation, analysis, execution and sustainment.

I offer significant experience working with (and within) large-scale organizations - project management, business analysis, stakeholder relations, training and communications - to provide information and process solutions, while also reducing organizational risk. I believe that
this is an excellent opportunity to become more involved with ARMA International, to understand and influence strategy and operations on behalf of its members.

I have learned from ARMA resources and members in the past and will continue to do so. I am confident that I can “give back” to the association and profession in terms of resilience, dedication and expertise needed for ARMA’s present journey.

Candidate Response to Position-Specific Questions

What are the opportunities and challenges facing the association and the RIM and information governance professions?

The sheer volume of information we absorb and have to sift through daily is a challenge, information overload in many cases. As professionals we manage, juggle, prioritize and make decisions constantly, knowing we won’t be able to solve everything all at once.

Information management is a continually evolving profession that should be both responsive to both external and internal influences, and deliberate in its long term approach. ARMA International as an association is in the same state. Do we have the resources to help our members tackle the next big thing in managing information, to recognize niche markets or while still being inclusive in our approach? Is it growing in the right direction, are the capabilities and support networks available the right ones?

What is the next big thing, for instance beyond AI, or EDI? Will our association know its stance or position? Who in our membership would be able to help, how, and for how long? Things need to be accomplished quickly, often with less resources thus placing the burden on those already doing. There are opportunities for collaboration and resource sharing, where solutions and support may come from unexpected sources.

What should the organization do to increase the influence of the organization and the Information Management profession globally?

ARMA International has been successful recently in terms of increasing its brand recognition and reach, leveraging partnerships with RIMPA (Australia), InfoNEXT (formerly the MER Conference) and bringing increased awareness and recognition of the unique information management community in Canada. Continued efforts on increasing and maintaining membership partnerships or collaborations, as well as identifying new markets for information management interest (such as geographic, interest-specific) should be explored.

Information management is everywhere, from public administration to private industry, construction to artificial intelligence, privacy to archives in all types of societies and locations. Find the right entry point to these niches and have a strong story to tell: what ARMA could provide as resources or knowledge, and what ARMA could reciprocally could learn from those communities.
What do you think should be done to grow a sustainable volunteer structure?

In fundraising, you can’t just have a few donors or sponsors and rely on those forever; you have to keep existing donors engaged while still finding exciting, relevant opportunities for future supporters. The same applies to volunteers and a volunteer structure. An association must be able to represent many things to many people at once, and over time, without contradicting itself or its values.

Create multiple, new opportunities for volunteers to observe, temporarily contribute to, and lead initiatives that span many areas of interest as well as varying levels of commitment. Being aware of trends and opportunities is important. The association's membership should feel responsive and ready, not dated in its approach or values.

One of the most valuable characteristics we have is time, when time is given it needs to be both used effectively and appreciated. Volunteer opportunities create exposure for new learning and connections, and can be meaningful whether spanning a few hours and conversations, or longer term such as part of committees, chapters or conferences. Give people an opportunity to contribute or participate, and more often than not they will come out of that experience also having learned from others.

Provide an example of an initiative you have led that demonstrates your innovation and creativity.

I have been fortunate enough to have been involved in many initiatives that have provided value to end clients, from something as simple as validating a Google Drive taxonomy; to testing and launching new records technology systems and processes; or developing records management self-assessment programs. Information management improvements and solutions are part of every organization’s key operations and to be able to positively impact functions such as financial performance, risk management, and human resource services has been rewarding.

Looking inward, I have been part of the building and sustainment of records management offices within several organizations, and look forward to enhancing the capabilities, reputation and relationships of the policy standards office I currently lead.