Shelly Smith, 2024 Board of Directors Candidate

Shelly Smith has over 20 years of records management experience, in which she has developed and overseen the planning, implementation operations of several diverse information management systems and programs.

As the Records and Information Management and Freedom of Information and Protection of Privacy Act Coordinator for City of Winnipeg’s Public Works Department, Shelly is responsible for ensuring compliance with privacy legislation as well as overseeing records management and privacy programs for a very diverse department.

Shelly has been an ARMA Winnipeg Chapter Board member since 2011. She has served on the Board of Directors as the Program Administrator and Program Director for the ARMA Canada Region from 2017 – 2022. Shelly continues to be devoted as a leader for the profession as she is currently a member of ARMA’s Chapter Advisory Committee and the co-chair for ARMA’s Canada Conference Education subcommittee.

Shelly has spoken at various events and is passionate about connecting and sharing knowledge and experiences with fellow professionals and ARMA members.

Born and raised in Selkirk Manitoba, Shelly moved to Winnipeg to attend University many years ago where she continues to live with her daughter.

Shelly is indigenous and proudly identifies as a member of the Métis Nation.

Candidate Statement

I have been volunteering with ARMA for over 11 years and have been attending ARMA Conferences for more than 15 years now. I’ve watched our profession’s challenges and opportunities evolve over two decades. As I am committed to continued education and keeping up with latest trends, I believe my knowledge and experience can contribute to the Board and the association’s strategic direction.

As part of the ARMA Canada Region Board of Directives for 4 years, I have contributed to the long-term and strategic planning of the region with specific responsibilities around ARMA Canada conference planning, budgeting and forecasting. Currently as the Chapter Advisor for 8 chapters, I am able to attend Chapter board meetings where I represent ARMA International and liaise at the chapter level in order to communicate issues and concerns from both levels.

I am very passionate about providing for the ARMA community and members, and I believe with my experience and knowledge I can contribute to long-term vision for ARMA by helping to develop and foster partnerships with similar organizations; provide a unique Canadian and indigenous people’s perspective; engage with the community and members to ensure the board and members understand strategic objectives. Ultimately, I want to continue to lead our membership and contribute to the association which has provided me with so much.

Candidate Response to Position-Specific Questions

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<th>What are the opportunities and risks of Digital Transformation?</th>
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<td>Digital Transformation – 2020 moved many of us into a digitized environment very quickly. Along with this came many risks such as data overload, cyber security attacks, privacy breaches to</td>
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challenges facing the association and the RIM and IG profession? name a few. The need to work collaboratively with IT, legal and other professions to guide organizations through digital transformation proved to show how critical RIM and information governance to solving these challenges. Advanced Technologies – Increased advancement of Artificial Intelligence (AI) and Machine Learning (ML) technologies have not only provided RIM and information governance professions with opportunities to use these tools to streamline our processes and be more efficient, but RIM and information governance professionals are needed to help organizations understand the risks these tools can present, and help with their implementation. With the rapid adoption of advanced technologies and continuous changes in regulations RIM and information governance professionals need to keep evolving. There are opportunities to develop cross-disciplinary skills and work collaboratively with our professional partners to help solve new and complex challenges. These emerging trends are new to everyone, and ARMA is a great place to hear about new trends, stay updated and learn best practices and challenges faced by your fellow professionals.

I think ARMA is doing a lot of great things. Their recent partnerships and dedication to host three conferences provides RIM and Information governance professionals different opportunities to showcase their skills, share best practices and network with other professionals from around the world. Continued partnerships with organizations facing similar challenges provides opportunities for the information management profession to learn from like-minded professionals and for ARMA to enhance and increase their influence globally. Increase accessibility and diversity. Information Management is actually extremely nuanced, and there is an area of study and specialty for everyone. From tech giants, to small municipalities, the challenge to manage information and data effectively remains the same. Reaching out and providing opportunities to join ARMA’s network along with encouraging the exchange of ideas and experiences provides an inclusive sense of belonging. For example, there is a huge focus of Indigenous information management and data sovereignty in Canada. With more than 630 First Nation communities in Canada, learning more about the diversity among indigenous peoples provides opportunities for ARMA to learn and contribute to their advancement to achieve the global challenge of data sovereignty. By taking a comprehensive and inclusive approach that considers the diverse needs and contexts of professionals globally, an organization can enhance its influence and contribute to the advancement of the Information Management profession on a global scale.
What do you think should be done to grow a sustainable volunteer structure?

With over twelve years of experience volunteering for ARMA I have felt most passionate and dedicated to my work when I feel a mutual respect amongst my colleagues (volunteers and employees). Oftentimes volunteers are juggling full time employment amongst volunteer responsibilities because they are passionate of the mission and initiatives of ARMA.

To grow a sustainable volunteer structure is to show appreciation and understanding to your volunteers. They are as valuable and as much of an asset to your team as employees. The RIM and information profession is known for their willingness to share knowledge and experiences, volunteering with ARMA provides those opportunities.

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

COVID-19 has provided many challenges that we were not prepared to face. The most daunting of which is “what is the future of ARMA Canada Information Conference?“ “Can we go virtual?”

The initiative to organize a virtual conference came with its many challenges. As trivial as which platform should we use, “zoom or teams?” to overwhelming doubt “can we actually pull this off?”, the drive and commitment of our small regional board and conference team, along with the support of our speakers and vendors, allowed us to throw two very successful virtual conferences in 2021 and 2022.

The virtual conference format actually provided some unique opportunities that would not have been possible had it been in person. Along with providing accessibility to those who wanted to attend but couldn’t had it been in person, we were able to create fun networking events such as utilize the differing time zones for a virtual “round the clock party” which each Canadian chapter took a turn hosting and showcasing their chapter’s uniqueness. Passionate about providing networking and education events for the Canadian ARMA members, along with the overwhelming support of our community, I was able to pioneer the first ARMA Canada virtual conferences.