

Wendy McLain
ARMA Questions for Consideration for Director Position

Please provide a link to your LinkedIn profile:

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What are the key areas you think ARMA needs to focus on to reinforce its leadership in IG?

Education and advocacy. ARMA must continue to be recognized as the *premier provider* of resources for information professionals to navigate our industry from beginner to executive. In an ever changing social and political climate where information management is more critical than ever, ARMA needs to focus attention on being “the voice of the profession” advocating for information ethics and best practices.

Where have you had the opportunity to lead a group through change?

Early in my career I was told that I “broke the mold” and I took that as a compliment. I approach change in a collaborative, respectful manner from persuading state lawmakers to allow the DEQ’s EDMS to be published on the Internet (groundbreaking for the early 2000s) to leading the ICRM through numerous changes. Two examples include: 1) encapsulating 4 concise strategic goals to become the core of the ICRM strategic plan against which all new initiatives are measured, and 2) initiating the first strategic partnership between the ICRM and an academic institution which has blossomed into further beneficial partnerships.

What are the top two issues ARMA should focus on in the next 12 months, and why?

1. Educational offerings – Content and delivery options need to be continually refreshed to meet new interest and need.
2. Strengthening strategic relationships – Collaboration will extend our reach beyond what is capable with existing resources.