

ARMA HOUSTON STRATEGIC PLAN 2012 & beyond

MISSION – The reason the chapter exists

To provide education and research opportunities to advance the improvement of Records and Information Management Practices.

MANDATES - What the chapter is supposed to do

- Educate & mentor members and Community
- Recruit and retain members
- Provide networking opportunities
- Promote best practices
- Engage the membership
- Advertise job opportunities
- Promote leadership development
- Reach out to community with service and charitable projects
- Advance the profession of records & information management
- Provide educational sponsorships
- Enhance professional development
- Maintain chapter archives & history
- Provide fun learning experiences throughout all activities

STAKEHOLDERS - Who is interested in or is affected by the chapter

- Members
- Vendors
- Member employers
- ARMA International
- Other Information organizations
- Students
- Community

SWOT (Strengths, Weaknesses, Opportunities, Threats) ANALYSIS

Strengths

- Fiscal strength
- Large membership
- Educational opportunities
- Volunteers
- Diversity in employers, experience and members
- Experienced, knowledgeable & dedicated Chapter leaders
- Provide opportunity for long lasting friendship

Weaknesses

- Leadership development
- Graying of ARMA membership
- Reliance on vendor support
- Communication deficiencies
- Succession Planning
- Updating and following procedures
- Mentoring volunteers
- Large membership
- Large geographic area

Opportunities

- More volunteers (new talent)
- Leadership development
- Increase records & information management projects
- Community involvement
- Networking
- Education
- Increase dialog with vendors
- Publicity
- Communications
- SW Region connection
- Learning from other chapters' successes
- Learning more about changing information environment
- Bring in outside resources for leadership training

Threats

- Perception of lack of value for membership
- Employers who do not support involvement
- Recognition of records & information management as a distinct profession
- Decreased vendor support
- Lack of new volunteers
- Involvement without technical knowledge
- Economic uncertainty
- Change in membership demographics results in time/space restraints for participation

VISION OF SUCCESS - How we **will** know we are succeeding as a chapter WE WILL:

- Experience growth in membership
- Offer variety of educational content
- Be fiscally responsible
- Publish an outstanding ARMA dilla
- Recognize vendor involvement
- Reach out to community and other ARMA Chapters
- Reach out to institutions of higher learning
- Have a strong and professional board
- Foster an environment for thoughtful innovation for Chapter leadership
- Meet or exceed our mandates
- Frequent & effective communication with membership
- Specific leadership training
- Networking Social (other than Holiday)

2012 & Beyond

Chapter Maintenance

- Review retention policy & schedule
- Review contents kept
- Purge Records
- Ensure Minutes are Kept
- Annual Report including annual Financial Report
- Vendor Relations
- Strategic Planning review meeting retaining some previous members for continuity
- Member incentives
- Annual Member Survey in May
- Website
- Financial Funding (Budget)

Responsible Board Member

Secretary
Secretary/BOD
Secretary/BOD
Secretary
BOD
Immediate Past President

EVP
VP Professional Development
VP Membership
VP Communication
Treasurer/Past President

Outside Activities

- Provide speakers to outside organizations
- Increase involvement with local high schools, community colleges and universities
- Encourage members to write for publications
- Encourage members to report outside activities
- Add an active link in the ARMA dilla to the 'dilla dollar form
- Partner /collaborate with other professional organizations for seminars and other events

BOD

VP Marketing & Outreach
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VP Marketing & Outreach
VP Professional Development
VP Marketing & Outreach
VP Professional Development

Education

More innovation in programming

Map programs and conference to Competencies/ICRM

Industry Specific Groups (Legal, Energy, etc.)
Scholarship opportunities for students from local colleges;
Devry, Lee, U of Houston, HCC, Wharton

Studies to include:

- Health Information Mgt
- Business
- Computer Forensics
- Legal/Paralegal

VP Programs, Conference,
VP Professional Development
VP Chapter Meetings
/Conference
VP Professional Development

VP Marketing &
Outreach/Conference

Professional Development

Budget for sponsoring BOD members to regional leadership conference

Traits of leadership session

Leadership column in ARMA dilla

Help members succeed as leaders

Get committee members plugged in beyond

President

President
President
BOD
BOD

committee assignment:

- Write for the ARMAdilla BOD
- Assist in projects BOD
- Annual Report BOD

Public Relations

- Newspapers VP Communications
- Business cards VP Communications
- Enlarge our Web presence VP Communications
- Publicize all projects to members and community VP Communications
- Newsletter – ARMAdilla VP Communications
- Email communications VP Communications
- Strategic Plan should be on the Web public page EVP

Projects & Community Outreach

Charitable should be limited to (2) per year outside of established Highlighting for Literacy project.

- Highlighting for Literacy VP Marketing & Outreach

RIM Related:

- Harris County Archives EVP

FINANCIAL IMPLICATIONS – Budget needs to be reviewed to allow for any unbudgeted projects or programs that may be implemented

- Membership incentives may initially decrease revenue
- Most incentives involve human equity rather than budget dollars

TIME LINE and IMPLEMENTATION

Review and Adoption (October 2012)

- Review draft plan and compare strategic issues against Chapter mission statement
- Determine if either the initiative or mission statement need revision and make adjustments
- Formally adopt final plan at October Board of Directors meeting
- Publish adopted plan on the website