

**ARMA 2010 MID-ATLANTIC LEADERSHIP TRAINING CONFERENCE
CHAPTER REPORT**

CHAPTER GREATER WASHINGTON DC

CHAPTER CONTACT www.armamar.org/gwdc

PROGRAMS (Best in the past year)

MEETING DATE	TIME OF DAY BRFST/LCH/DNR	ATTENDANCE MEMBER/ NON-MEMBER	PRESENTATION TOPIC/SPEAKER
4//10	Lunch	24/21	Barry Strauss – Manage Your Boss
5/19/10	Lunch	28/25	Sunil Ohri - Effectively Managing Electronic Records to Anticipate E-Discovery/Legal Holds/Retention
11/18/09	Lunch	26/22	Deb Marshall - Introducing the RIM Core Competencies
10/14/09	Lunch	22/26	Jeffrey Ritter – The Rollercoaster of Information Management
12/16/09	Lunch	19/20	Dave Rorrer, Cindy Kealey – How to Conduct a Records Inventory

CHAPTER EDUCATION ACTIVITIES

SEMINAR	DATE (S) & TIMES	ATTENDANCE MEMBER/ NON-MEMBER	SPEAKER NAME	SPEAKER TOPIC
THEME	3/15/10		Juanita Skillman, Debra Gearheart	ICRM Preparation
CHAPTER WORKSHOP(S)				

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MEMBERSHIP STATISTICS

BEGINNING OF THE YEAR	CURRENT	CHAPTER MEMBERSHIP GOAL FOR 2009-2010
188	180	200

1. What months constitute your chapter year? September - June
(i.e. September-June; August-May; year 'round, etc.)
2. Do you hold your chapter meetings on a routine day of the month? Yes No
If yes, which day? First Tuesday of each month (i.e. second Tuesday of each month, etc.)
If no, how does your chapter know when to meet

OTHER

1. **Chapter Member Involvement.** Please list some of your promotions, marketing, contests, ideas, etc. which have benefited your chapter members, our profession and/or your chapter.

During the 2009-2010 chapter year, GWDC partnered with area chapters to assist their promotion and marketing various seminars, chapter meetings. We were able to maximize our assistance to other chapter's marketing goals with the use of our chapter website, Facebook social group page and LinkedIn.

2. **Special Projects - Chapter Related.** Please list special chapter projects and/or ideas for chapter projects from the last two years. Think about benefits reaped from each special project and jot it down as well.

2010 San Francisco Conference Booth Project – GWDC commissioned a committee to create and collect items that reflect Washington DC for our official GWDC booth in preparation for the 2010 San Francisco Conference. Washington DC will host the 2011 ARMA International Conference

International Sister Chapter Relationship – In an effort to expand our partnership with chapters outside the U.S., Past President Ekita Mitchell is leading the effort to create, build, maintain and establish a Sister Chapter Relationship with a local chapter in England. Some ideas include: 1.) Monthly emails on and to share information on upcoming events; 2.) Encourage their members to sign into our Facebook and LinkedIn websites to keep informed; 3.) Share ideas on topics for monthly meetings by using our previous programs that we have already put on in the chapter; 4.) Arrange to meet each year at ARMA International conference to share information and annual accomplishments; 5.) Invite their members to the 2011 conference; 6.) Set up a Sister Chapter Resources/Information page on our

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chapter website

CHAPTER HIGHLIGHTS -- "TIME TO SHINE"

Please list your top three highlights for chapter year 2009-2010 (chapter accomplishments) and what you attribute their success to.

1. The establishment of Collaborative & Marketing Tools: 1.) Facebook – In an effort to strengthen, recruit, and expand our brand, GWDC became the first chapter to create and establish a Facebook page with the goal to reachout to records professionals in non-traditional settings. 2.) LinkedIn – The chapter continued the trend to leverage collaborative tools with by creating a LinkedIn account in an effort to reachout and maintain current relationships to records professional in professional and traditional settings.
 2. ICRM Seminar: After a year hiatus of hosting an annual Spring Seminar, GWDC ARMA hosted its first ICRM Seminar which focused on how records professionals can prepare and study for the upcoming Certified Records Management Exam. The ICRM Seminar was a huge success. Proceeds from the ICRM Seminar were donated to the ARMA International Educational Foundation.
 3. Knowledge Management: In an effort to leverage today's technology and effectively manage chapter information, GWDC Board of Directors adopted an knowledge management tool by the name of Huddle. The overall goal is to house, manage and store chapter information such as meeting minutes, Board by-laws, newsletters, marketing/promotional materials and etc. Huddle also enables chapter Board Members to vote online, view and edit documents.
- Summary: During the 2009-2010 chapter year, GWDC chapter reached its milestone by leveraging technology and collaborative tools to effectively reachout to records professional in non-traditional and traditional settings. We also were able to increase Board effectiveness to obtain and manage its information with the launch of our knowledge management tool.

CHAPTER "LESSONS LEARNED"

Please list chapter "lessons learned", avenues sought to correct and possible insights for avoidance or handling better.

- One of the "lesson learned" during the 2009-2010 chapter year is effectively connecting to other chapters within our region to communicate and coordinate regional projects such as Shred Day which was an effort to reflect "Earth Day" that was unsuccessful. Perhaps GWDC can reachout to each chapter within our region to create a task force with a sole concentration on "Shred Day".
 - Option-Two Pay Plan/Provisional Membership – In an effort to increase and maintain membership, effectively communicating ARMA International's Option-Two Pay/Provisional Membership via the utilization of our website, Facebook and LinkedIn accounts should be made to better alert memberships of payment options to avoid termination of membership.
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