



## Feature Article

### First Online Master's Degree in Archives and Records Administration

**San Jose School of Library and Information Science  
Now Accepting Applications for the Fall 2009 Cohort**

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*"Change is inevitable;  
it is how we adapt to  
change that defines  
us."*

*~ Christopher Ammirati*



The first group of students to pursue a Master of Archives and Records Administration (MARA) degree through the San Jose School of Library and Information Science started their studies in August 2008. With the convenience and flexibility of a fully online format, students can live anywhere while enhancing their career options in a rapidly expanding field that will play an important role in the digital information age. MARA graduates will be among the few information professionals specifically trained to manage the irreplaceable, yet highly vulnerable digital materials now produced by corporate, government, and nonprofit institutions.

Students in the new MARA degree program learn how to help organizations preserve and provide access to their growing volume of digital assets. They focus on understanding the critical role electronic records play in preserving institutional memory and ensuring corporate accountability. They also prepare for successful completion of the certification exams administered by the Academy of Certified Archivists and the Institute of Certified Records Managers.

MARA graduates will be prepared to work in a variety of settings, including corporations, government agencies, libraries, museums, historical societies, archives, and other non-profit organizations.

#### **Student Profiles**

The first cohort of MARA students is a reflection of the wide range of individuals served by the program and their variety of career paths. For example, Connie Rodriguez currently works as a National Records Management Program Manager at Ernst & Young, an international accounting firm. Rodriguez and her colleagues are exploring new ways to consult with key stakeholders regarding management of her company's physical and electronic records. The MARA program is helping Rodriguez learn about emerging trends and best practices that impact her work.

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## The Prez Says...

*By Jim Mullen*

As John Frost, President of ARMA International recently stated, "We are reading it in the news, some of us are seeing it in our organizations...budgets being cut, rumors of downsizing, the stock market in chaos. Times are uncertain, companies and people are nervous. As RIM professionals, how do deal with these uncertain times? The answer is to keep on keeping on!"

Despite current economic conditions, the value that good records and information management brings to the "C" level table has never been greater. Among other things, more and/or tighter regulations affecting records are increasing the cost of doing business at a greater proportion than probably at any time in business history. That brings RIM professionals to the front of the pack, on par with others in the management team, as good stewards of company and agency resources.

Today, I believe that more "C" level managers are coming to the conclusion that good records and information management practices assist companies and government organizations in complying with regulations and often contribute to the bottom line via risk avoidance, if not in outright cost reduction in the long term. Instead of looking at RIM as a cost to be cut, more upper managers are looking at RIM as a tool to manage.

Keeping up with the latest trends, best practices and standards is more important now than ever. Despite the challenge for those whose training budgets are being slashed, there are still ways to keep up with the latest in RIM education...

Attend chapter meetings. This is a great way to get quality education and network with your peers to discuss the latest issues. Central Kansas ARMA Chapter meetings are held every other month from September through May in Wichita. The next meeting is January 13, 2009 where Jesse Wilkins of Access Sciences Corporation will introduce us to blogs, wikis, and social networking and their impact on the records management program. Check out the <http://www.arma-ck.org/Calendar.htm> for more information.

Register for ARMA International's web seminars. These hour-long broadcasts feature rich content. Most also include a live call-in session that allows you to interact with the presenter if you have questions. These are free to ARMA members.

Read your ARMA International publications. The Information Management Journal, InfoPro Online, the InfoPro Blog, the U.S., Canadian, and EU Policy Briefs, and ARMA's RIMinder provide vital resources and information that will keep you up-to-date with happenings in the RIM profession globally! Keep up on general legal trends through sources such as Findlaw or other legal briefings. Check out the (free) Records Management Listserv (RECMGMT-L).

During these challenging times, **YOU will** make the difference. With patience, determination, and educational resources from ARMA International, and other sources, you can continue to grow professionally and help your organization weather the bad times as well as the good.

As John Frost said, keep on keepin' on!

Sincerely,

*Jim Mullen*

President, Central Kansas Chapter – ARMA International

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## Calendar of Events



Central Kansas ARMA presents  
**Records Management 2.0 - A Live Webinar**

**January 13<sup>th</sup>, 2009**  
**Presented by: Jesse Wilkins**  
**Principal Consultant, Access Sciences**



**This session will introduce attendees to collaborative tools, including blogs, wikis, Web 2.0, and social networking. We will discuss how these tools are being used in organizations today, citing numerous examples and case studies from both the public and private sector. We'll examine the impact these tools have on the organization in general and the records program in particular, before concluding with strategies for managing them more effectively from a records management perspective.**

<b>TIME:</b>	<b>COST:</b>	<b>LOCATION:</b>
11:30 Registration	Member - \$18	Hinkle Elkouri Law Firm L.L.C.
12:00 Presentation	Non-Member - \$23	301 N. Main St., Suite 2000
	Student - \$15	Wichita, KS 67202

Central Kansas  
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PO Box 1397  
Wichita, KS  
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Visit us on the web!

[www.arma-ck.org](http://www.arma-ck.org)

Register for a Central Kansas ARMA meeting and pay via [cash or check](#).  
Register for a Central Kansas ARMA meeting and pay via [credit card/PayPal](#).

### Menu:

The Deluxe Deli Sandwiches - Ham, Turkey & Roast Beef  
Pasta Salad, Chips & Desert  
Water and Iced Tea

*Click here for a map location of the meeting- [Meeting Map](#)*

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**Tuesday, March 10, 2009**

Central Kansas Chapter Spring Seminar

**Save the date!**  
**More details to follow.**

## Membership Information

### Why become a member of the Central Kansas ARMA Chapter and ARMA International?

#### EXPERTISE

- ARMA Bookstore with more than 200 member-discounted RIM resources, including books, software, and videos
- Annual conference and Expo provides dozens of educational sessions
- The Information Management Journal featuring in-depth articles by leading RIM and Knowledge Management experts.

#### CONNECTION TO A GLOBAL NETWORK

- Local chapters to connect you to professionals in your area
- International chapters and members connect you to a global perspective on RIM
- Online member search to provide you with a global connection to your colleagues
- Electronic access to information, tips, and guidance from the ARMA member forum

#### PROFESSIONAL DEVELOPMENT

- Online courses and web seminars
- Career search and resume posting services
- Leadership opportunities at the chapter and international levels

Membership Options	Annual Fee
Central Kansas Chapter and ARMA International	\$210
ARMA International Only	\$175
ARMA-CK Student Membership	\$10

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Join on-line through ARMA International!

<http://www.arma.org/join/apply.cfm>

If you are already an ARMA member and want to join the chapter prior to your annual renewal, please contact Jim Mullen, at (316) 526-0069.

## Advertising Rates

The Central Kansas Chapter of ARMA International has excellent advertising opportunities, the chart below outlines the pricing structure. To advertise in the newsletter or for more information, please email [Newsletter Editor](#).

Full Page (Platinum)	\$250/yr
1/2 Page (Gold)	\$150/yr
1/4 Page (Silver)	\$100/yr
1/8 Page (Bronze)	\$50/yr

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## Feature Article (cont'd.)

*(Continued from page 1)*

MARA student Patricia Manning works as a Records Specialist at Baker Hughes, an oil field services company. She is helping her company develop a records retention schedule and create a records and information management system. She is the solo Records Specialist for her company, and she appreciates the professional networking that the MARA cohort provides.

### **MARA Curriculum and the Cohort Model**

The MARA program is delivered in a cohort model, where a small group of students share the learning journey together. Cohort members start the program at the same time and stay together for the program's duration. Enrollment is limited to 25 students in each cohort.

Students take two courses a semester and graduate in just under three years. They take 14 required courses (42 semester units), including research methods, a 3-unit internship, a course focused on preparation for professional certification exams, and a culminating experience in the form of an electronic portfolio. All incoming students are also required to complete a brief emerging technology course, which prepares them for the online learning environment.

## Sophisticated Online Learning Environment

By learning to use sophisticated technology as part of their coursework, MARA students are better prepared to successfully navigate a rapidly changing information landscape and apply technology in their professional lives. Students interact with peers and instructors through web conferencing, social networking platforms, and immersive environments. Students also learn to store and organize their own digital assets by uploading them to the School's learning management system, and by completing their electronic portfolio as their culminating experience.

The San Jose School of Library and Information Science is a recognized leader in making effective use of leading edge technologies for distance learning. *US News and World Report* named it the #1 e-learning service provider in its discipline. In addition, the School received the 2007 Faculty Innovation Award from the Association of Library and Information Science Education in recognition of the School's leadership in applying emerging technologies in a web-based learning environment.

### More Information

Applications are now being accepted for the next MARA cohort, which will begin their studies in August 2009. The application deadline is March 30. To learn more about the MARA program or apply, visit <http://slisweb.sjsu.edu/mara/index.htm> or contact Dr. Patricia Franks, MARA Program Coordinator at [pfranks@slis.sjsu.edu](mailto:pfranks@slis.sjsu.edu).

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Patricia C. Franks, Ph.D., CRM, has a doctorate in Organization and Management with an e-business emphasis. Dr. Franks is a member of ARMA International's Standards Development Committee, and she has served on various committees and task forces for both ARMA and AIIM. She is an adjunct instructor and MARA program coordinator for San Jose State University and an independent consultant in records and information management and business process analysis.

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