



Central Kansas *Sun*

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"Without mission, there's no purpose. Without vision, there's no destination. Without values, there are no guiding principles."

~ Paul B. Thornton

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Feature Article

RIM and IT Professionals Disagree About Who Is Responsible for ERM

By: Cynthia Launchbaugh



Just as electronic records management (ERM) has grown as a global issue for businesses and governments, so has the disparity between records and information management (RIM), business, and IT managers' perceptions of RIM's role in ERM.

A recent study commissioned by ARMA International and conducted by Forrester Consulting surveyed 75 business and 75 IT professionals to better understand the market needs and the reality of electronic records management.

In the study, several areas were identified where groups disagreed, including who has responsibility for developing ERM policies and determining business needs and user requirements. The study findings also revealed that neither business nor IT fully grasps the role of ERM in compliance regulations and legislation.

The finding confirmed what many records managers already knew – or suspected: IT is driving ERM. ARMA attributes this largely to the shift of ERM away from a standalone technology to a component of Enterprise Content Management (ECM) suites. Responsibility for selecting ERM vendors rests with IT.

IT may be driving ERM, but to be effective it needs to understand the RIM principles and compliance issues involved. RIM principles that are at the heart of the basic functions integral to managing electronic records include the following:

- ◆ Managing the retention period, which ties in with the records retention schedule
- ◆ Initiating and controlling holds or freezes (legal, audit)
- ◆ Managing migration (copy, transfer) to new media/systems

Despite this obvious link to RIM principles, business and IT said that IT has final responsibility for developing ERM policies. Only 21 percent of IT and 31 percent of business saw RIM as having final responsibility. By contrast, 73 percent of RIM professionals believe it is their responsibility. (Continued on page 5)

President's Message

By: Laurie Carpenter, CRM

We had an excellent meeting in September at the Kansas Aviation Museum. Linda DeTienne's presentation on Disaster Recovery reinforced the need for companies to have a Disaster Recovery program. We also had a number of first time attendees.

We're looking forward to the upcoming Central Kansas events. November's presenter will be talking about best practices for electronic records management system implementation, an area many survey respondents put as a high interest area. The program committee and board have been hard at work on ideas for our spring seminar, which is shaping up nicely. I'd also like to welcome June Huie to the program committee.

When this newsletter comes out, several chapter members will have just returned from the ARMA International conference in Baltimore. If you weren't able to attend, consider putting it in your budget for the fall of 2008. It will be in Las Vegas next year.

Our chapter membership is growing as word gets out about the chapter and about RIM. We are up to 37 members! I had the privilege of being invited to make a presentation on RIM to the Insurance Women of Wichita's group. It was a great opportunity to help spread the word about the importance of RIM outside of ARMA. I encourage you to think about the other organizations you, your friends or family belong to. Are there opportunities for some of our chapter members to share with these groups or tell them about Central Kansas ARMA?

Have a great fall and we'll see you in November at a new meeting location!

Laurie

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Calendar of Events

Tuesday, November 13, 2007

Central Kansas Chapter Meeting

11:15am – 1:00pm

Hinkle Elkouri Law Firm L.L.C.

2000 Epic Center – 301 North Main**

Wichita, KS 67202

[Map](#)

Topic: **Electronic Record Management System Implementation Best Practices**

Presented by John Downs, Regional Account Manager –
Cutting Edge Solutions, Inc.

11:15am-11:30am Registration

11:30am-12:00pm Lunch

12:00pm-1:00pm Presentation

Please join John Downs for an in-depth look at what is involved in implementing an Electronic Records Management systems and lessons learned from previous implementations to assist you on ways to avoid the same issues.

**This meeting will be held in a conference room on the 22nd floor, take elevator to the 20th floor, then 2nd elevator to 22nd floor. The parking lot is \$2 a day, \$1 half a day. The parking garage is 75 cents for each half hour up to \$4.00 all day. There are also meters on the street. There is plenty of parking in the area; however, we are unaware of any close free parking.

Menu

Entrees:

Marinated Grilled Chicken

Beef Tips

Sides:

Twice Baked Potatoes

Californian Blend – baby carrots, broccoli & cauliflower

REGISTER TODAY! Deadline to register is **Tues., November 6, 2007**

[Register for meeting and pay via cash/check](#)

[Register for meeting and pay via credit card/PayPal](#)

Central Kansas
Chapter, ARMA
International

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Visit us on the web!

www.arma-ck.org

ARMA-CK News

Volunteer Update

Since the August newsletter, we have filled the following volunteer roles:

Newsletter Editor: Sheri Naegele 316-828-7281
Program Committee: June Huie

Membership Information

Membership Options	Annual Fee
Central Kansas Chapter and ARMA International	\$205
ARMA International Only	\$175
ARMA-CK Student Membership	\$10



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 our Membership Chair, Abbe Murdock, at (316) 305-8286 for pro-rated membership rates.

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 [Sheri Naegele](mailto:Sheri.Naegele@ckarma.org).

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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There are a few possible explanations for this gap. First, there may not be a shared understanding of what comprises “electronic records management.” For the purposes of this study, “electronic records management” was defined as electronic information in any format which is created, received, and managed that has business, legal, compliance, financial, operational, or historical value that is intended to be kept as evidence and reference information by an organization or person. Message archiving is the hottest area in ERM, yet IT does not tend to view it in the context of ERM.

A second possible reason is that RIM may not be fully aware of all ERM-related activity within the enterprise because RIM is often not an integral part of the process. The research also raises the question as to whether RIM professionals grasp just how much ERM may change their reporting relationships in the near future.

Most of the business and IT managers interviewed said records management roles were merging with IT and/or compliance and legal.

RIM, on the other hand, reported that ERM has not significantly changed its reporting relationship; it continues to report predominantly to administration. This conflicting picture may be at least partly a reflection that RIM is not highly visible or understood by IT and business – records management is more than a records center, which may be outsourced. The RIM perspective also included a higher percentage of government, which typically reports to administration.

Regardless of whether RIM agrees with business and IT’s perceptions, it must deal with them. In short, the study findings indicated that

- ◆ It is critical that RIM be proactive in demonstrating the value of RIM to IT or risk being relegated to managing only paper and microforms.
- ◆ There is a major need for RIM professionals to educate business and IT on the difference between archiving and ERM.
- ◆ There is a major opportunity for RIM professionals to educate business and IT on compliance regulations specific to their industries and the role of ERM in compliance.
- ◆ RIM must be part of a multidisciplinary team addressing ERM, including IT, legal, compliance, and others.

Being successful in these efforts will require significant changes for RIM professionals. First and foremost, it will require that RIM professionals recognize that career development opportunities lie in building IT skills and applying ERM to compliance.

Based on the study findings, ARMA recommends that RIM professionals take these steps in the following areas:

Skills

- ◆ Develop IT skills, focusing on ECM architecture and skills.
- ◆ Leverage subject matter expertise in establishing RIM policies within the IT organization.

- ◆ Develop skills in message archiving to communicate how it does and does not address ERM.
- ◆ Build IT awareness of RIM professional's skills in preserving records, identifying critical records, classifying records, and handling metadata.

Initiatives

- ◆ Proactively seek positions to understand and get involved with the enterprise's ECM strategy and implementations.
- ◆ Proactively seek to be involved in message and archiving projects.
- ◆ Seek to make IT aware of the challenges in ERM implementations.
- ◆ Communicate to IT the difference between archiving and ERM.
- ◆ Proactively seek to form and be on multidisciplinary teams addressing ERM and including IT, legal, compliance, and others.

RIM professionals can be the captain of their own destiny but it clearly requires stepping outside the comfort zone for many. As one RIM professional stated, "Don't wait to be asked to the table, pull up the chair and sit down." It's time to take the initiative.

[View full article](#)

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