



Investing in ARMA: Big Dividends

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Discussion Points

- About Zions Bancorporation
- The ARMA International Organization
- The Benefits of Membership
- The Benefits of ACTIVE Membership
- Relevant Certifications
- Relevant Training Certificates, Resources
- My Personal experience
- Where to go from here
- Questions & Discussion, Contact Information

About Zions Bancorporation

- 500 Banking Offices in Ten Western and Southwestern States:
 - Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Utah, Texas, Washington
- As of December 31, 2011
 - \$53 billion in assets (ranked 38)
 - 19th largest in deposits
 - “Systemically Important” under DFA
 - 10,600 employees
- Subsidiaries include
 - 8 Affiliate Bank Brands
 - Including National Bank of AZ
 - 2 Securities Brokerages
 - 1 Investment Advisor Firm



The ARMA International Organization

- History/Origins
 - ARMA Established in 1955, AZ Chapter Established 1972
 - 10,000 + members include records managers, archivists, corporate librarians, imaging specialists, legal professionals, IT managers, consultants, and educators
 - Wide variety of industries, including government, legal, healthcare, financial services, and energy
 - United States, Canada, and 30-plus other countries
 - ARMA develops and publishes standards and guidelines related to records and information management and was a key contributor to the international records management standard, ISO-15489.
 - A community of professional practitioners from students and entry level employees to executives and retirees.
 - 11 Regions, 115 chapters

The ARMA International Organization

- Evolution of organization and membership
 - Originally, "ARMA" was the acronym for the Association of Records Managers and Administrators.
 - Records management has broadened as a profession and become a recognized a integral part of information management.
 - To reflect the changing environment and this "expansion" of the profession, the association's Board of Directors discontinued the use of ARMA as an acronym and adopted "ARMA International"
- The Future and Evolution of Information Governance
 - Exponential growth of electronic information
 - EDiscovery, EDRM, IGRM
 - The Principles (Formerly known as GARP)
 - The Principles Maturity model
 - New Information Governance Professional certification (CIGP)

Benefits of Membership

- Networking
 - ARMA is your link to fellow Records and Information Management peers. Most of us do not have the opportunity to work with peers at our place of employment
- *Information Management (IM)* magazine
 - Only professional magazine specifically for RIM Practitioners
 - Published bi-monthly featuring outstanding articles on current RIM topics
 - Marketplace news and analysis
- ARMA International Website Resources
 - RIM Core Competencies
 - Webinars
 - Sessions of the month
 - Standards & Publications
- Professional Development and Educational Programming
 - Local, regional, international conferences

Benefits of ACTIVE Membership

- In-Person Networking
 - You are among friends and we know what you are going through, information sharing is better in person
- Getting involved with the Chapter board
 - Great way to build professional relationships
 - Access to region training and region contacts
 - Bigger network! Valuable Leadership skills development!
- National/Regional opportunities
 - Region Coordinator
 - Region Manager
 - ARMA International Committees
 - ARMA International Board
 - Even bigger network!

Relevant Certifications

- Certification vs. Certificate
 - Benefits of obtaining certification
 - Exam process
 - Exam preparation
- ICRM / Certified Records Manager (CRM)
- AIIM / Certified Information Professional (CIP)
- ARMA Developing the Certified Information Governance Professional (CIGP)
- PMI / Project Management Professional (PMP)
- ACMP / Certified Change Manager (CMC)
- ACEDS / Certified E-Discovery Specialist (CEDS)
- IAPP / Certified Information Privacy Professional (CIPP)
- BCI / Certified by the Business Continuity Institute (CBCI)

Relevant Training Certificates, Resources

- Training Certificates
 - ARMA
 - Essentials of The Principles
 - Essentials of RIM
 - Professional Leadership
 - AIIM
 - ECMp, ECMs, ECMm
 - ERMp, ERMs, ERMm
 - BPMp, BPMs, BPMm
 - Others – SharePoint, Social Media, Taxonomy & Metadata
 - Resources
 - ARMA International Education Foundation – Free research papers
 - AIIM – Lots of free content on the website

My Personal Experience

- The “Dark Times”: 1979 – 1995
 - Records clerk & department supervisor/manager
 - Membership “presence”
 - Selling up the chain
- The Project Management Diversion: 1996 – 2004
 - Valuable skills development and career advancement
 - Seeing the Light: Connecting beyond the workplace
- Seeing the Light: 2005 to present
 - Return to the “Dark”
 - Back to RIM? Are you kidding me? Wait a minute... times have changed.
 - Membership “presence”
 - Mock Trial Participant
 - Chapter Board 2006 – 2012
 - Region Coordinator 2010 – Present
- International Connections
- “Give to Get” Principle

Were To Go From Here

- Sell ARMA to Management
 - Valuable resources and training for a fraction of the value returned
 - Cutting edge professional training and leadership experience
 - Benchmarking / Assessment of your organization's policies and practices against industry
 - Money-saving ideas you can bring back to your workplace.
- Get involved and realize exponential return on your investment of dollars and time
- Take ownership of your professional development, leverage ARMA connections, get trained/certified... with or without employer support!
- Bring value back to your organization to justify your investment and involvement

Questions / Discussion - Contact Info

- Questions & Discussion
- Contact Information
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