



ARMA Nebraska
Summer Planning Session 1
June 28, 2017

Attending:

Amber Roberts, President
Cori Brock, Vice President
Scott Swanson, Secretary
Cindy Dulas, Librarian/Archivist
Mary Beth Foral, Webmaster
Jacque Hornung, Director of Membership
Allison Loeske, Public Relations
Donna Widhalm, Immediate Past President
Ron York, Director of Program Arrangements

Absent:

Jim Bourne, Treasurer

Call to Order:

Amber called the meeting to order at 8:50 a.m.

Minutes:

Minutes for June 21st and June 28th board meetings will be approved during the August planning session.

Opening Remarks:

Ron welcomed Mary Beth to the board. He explained how we function as a board and to ask any of the board members for help if needed. Ron also discussed that during the board summer planning sessions, the board plans for the entire season (September through June).

Spring Seminar 2018:

John Montaña has been confirmed for the 2018 spring seminar. The board reviewed and discussed a menu of topics. Several sessions were picked and Cori will discuss with John.

The board agreed to the following sessions: Data Lakes, Data Mining and Sound Information Governance (1 hour), Digital Haystack (1 hour), Data Privacy meets a World of Risk (1 hour), and GARP/Retention (1 hour).

Two possible keynote speaker options: Phil Droege and Mark Adams, Jacque has contacted Phil. He is interested but needs further information in order to check on his end if he's allowed to come. Jacque will follow up by sending the Program Year and Seminar brochures from last year. We've slated Mark to be a speaker for the October meeting but he could also be a backup for the Keynote during seminar or we'd find another speaker for October and he'd only do the seminar. We should have final information by the next meeting to make a decision.

The proposed schedule is listed below:

7:30 a.m. - 8:30 a.m.	Registration and Breakfast
8:30 a.m. - 8:45 a.m.	Announcements and Introductions
8:45 a.m. - 9:45 a.m.	Session 1 (John Montaña)
09:45 a.m. - 10:00 a.m.	Break
10:00 a.m. - 11:00 a.m.	Session 2 (John Montaña)

11:00 a.m. - 11:15 p.m.	Break
11:15 a.m. – 12:15 p.m.	Session 3 (John Montāna)
12:15 pm. – 1:15 p.m.	Lunch
1:15 p.m. - 1:30 p.m.	Vendor/Committee Recognition
1:30 p.m. – 2:30 p.m.	Keynote Speaker (Phil Droege or Mark Adams)
2:30 p.m. - 2:45 p.m.	Break
2:45 p.m. - 3:45 p.m.	Session 4 (John Montāna)
3:45 p.m. – 4:00 p.m.	Closing and Grand Prize Drawing

The board will finalize the seminar schedule during the August planning session. We will need to determine a theme.

Action Items:

- Cori to discuss topics with John Montāna and inform him of the proposed agenda and schedule.
- Amber will follow up on purchasing pens with the ARMA Nebraska Logo as a hand out to either the Spring Seminar or Interface Conference. The Board talked about t-shirts, but no decided against it at this time.
- Jacque will contact Phil about the keynote presentation to find out title/description and a bio with photo if he's allowed to come.
- Cori will contact Mark Adams for October and discuss possibility of him also doing Keynote if needed.

Webmaster:

Star Chapter Update: Mary Beth, with help from Cori, has a month to finish up with moving and deciding where all chapter information will be located. Cori will work closely with Mary Beth to meet our go live date of Aug. 1st. Go Daddy account has been switch over to the Star Chapter account. There will be no library system to check out books. There will just be a listing of books which can be sorted and filtered. Members will contact Cindy when checking out any resources.

Star Chapter will upload the current membership list into our new website. We'll most likely need to add in personal email addresses for members as part of the non-member area in case their work emails aren't receiving the information.

Board determined that Member Spotlight provides little value and will no longer be placed on the website.

Mary Beth and Cori will plan to meet for a day to go over the new website. Cori and Mary Beth would like to have as much information as possible on the seminar and monthly meeting notices to post on the website prior to going live.

Mary Beth will update the home page monthly. There should be an initial message from the president with monthly updates.

The monthly updates could be in the form of announcements for upcoming sessions (including Boss's Day, the charity selection and auction, the annual awards), advertisements, member benefits, and member news.

Action Items:

- Cori/Mary Beth – Move board and meeting minutes to the web site and everything else placed on Goggle Docs.
- Cori/Mary Beth - Move historical photos to Goggle Docs.

- All - Provide templates for seminar documentation and forms as well as binder material for summer planning sessions to Cori. She will store these items on Google Docs.
- All - Monthly update ideas for website. Present ideas during the August planning session.

Budget Request for 2017-2018:

Amber requested \$25 for a gift card giveaway at the Interface conference November 9th.

Jim will need to know from the board members if any of the speakers for the upcoming season will require a speaking fee plus travel expenses. He will also evaluate the number of gift cards if any more are needed for the upcoming season.

Action Items:

- All – Provide Jim with speaker related expenses as soon as available so he can allocate the funds in the chapter budget.
- Ron – Provide Jim with venue budgets.
- Jim – Ensure funds related to speaker expenses, website, library, and public relations items are added to the budget.

Annual Charity Nomination/Decision (Lincoln):

Sammy's Superhero's (childhood cancer) based in Columbus, NE is the charity we are looking at supporting for 2017-2018.

Amber mentioned a fund raising idea by using Corky Canvas to help raise money for our charity. The board will make a decision at our next planning meeting in August if we want to pursue that option.

Action Items:

- Allison – provide additional information about this charity.

Membership Incentives:

Ron will contact Iron Mountain and Access as they have provided the incentives in the past. Iron Mountain provides incentives for the monthly membership attendance drawings. Access provides membership recruitment incentives.

Monthly meetings: Ron mentioned providing free meetings to members in order to boost attendance and interest (see new business). The months of Dec, Mar and Jun will be the free months. All members in good standing will be given these 3 free meetings during the 2017-2018 chapter year.

The board will also contact the chapter members by phone giving them an update of changes and encouraging them to sign up for the speedpass and first meeting of the new program year. In addition to the phone call, several emails will be sent to all members describing the changes and offers.

The board agreed to employ the speedpass again for the upcoming season. The spring seminar will be included in the overall price. The total package discount would be \$45, which is equivalent to receiving three free regular training meetings. There are 9 monthly education meetings at \$15 each and the spring seminar is \$150; total \$285. With 3 free meetings, the cost will be \$240. We will begin advertising this to our members during the months of July and August.

We decided to have Legal Day where the non-member guests will get the member rate. We will keep Boss's Day where a member can invite one non-member boss to attend for free.

Sessions/Lunches: Ron relayed to the board that we lose money at most meetings (mainly Scott Conference Center) except for when company members host. We talked about doing more advertisement about what benefits ARMA provides (such as subsidizing members costs, education, networking and more).

Vendor member incentives: to give the chapter vendors 3 minutes at a monthly meeting to promote their company and products as a way to improve relationships with the chapter vendors.

Possible promotion; set up after hour's meetings to promote the ARMA Chapter and have a vendor(s) co-sponsor.

Action Items:

- Ron - Contact Iron Mountain and Access regarding chapter incentives.
- Mary Beth – Create codes for registrations on website; Speed pass, Boss's Day, member company employees attending for free (if they host and purchase food) or at member rate (if they host and ARMA Nebraska purchases food).
- Ron - contact vendors to discuss monthly meeting dates for their 3 minute presentation.

New Business

Chapter Video

Jacque will create a new Chapter ARMA video based on the Village People YMCA song. Jacque (Biker), Jim (Policeman), Scott (Construction Worker), Cori (Indian). See if Mark Graves will record for us.

Chapter Awards:

Amber is going to submit our chapter awards winners for Chapter Leader and Leadership of the Year to ARMA International.

Twitter/Facebook/Social Media Communication

Cori will add chapter communications to Facebook and Twitter

TechJunction (now called Interface)

Interface is November 9, 2017 (Thursday) at the CenturyLink Center in Omaha. Amber will manage the ARMA Nebraska booth, but asked for a couple more board members to assist with booth duties.

Chapter will hand out buttons/magnets left from this past year, small bags of popcorn to attendees that stop by the booth and potentially pens. Cori will create a label for the bags. Popcorn will be purchased from Colby Ridge by Cindy. Cost is \$0.99/bag and a total of 100 most likely. Amber will confirm the amount with the Interface contact. We'll also have signups for a \$25 gift card and candy to attract more people to the booth.

Monthly Membership "free" lunches

Ron proposed offering 3 free lunches to help increase attendance at the monthly meetings. Board agreed and picked the months of Dec, Mar and Jun to offer the free meetings. Costs will be covered by the chapter. This is for members in good standing only.

Students/College Outreach

Amber provided some insight and options for the chapter to consider as an outreach to local colleges.

Member/Outreach, New and Current

Discussion on how to involve current and new members within the chapter on being more active and attending more monthly meetings.

Scholarship/Funds to attend International for Active Member

Discussion on offering a \$500 scholarship/fund to members to go towards attending the annual conference. Item has been tabled.

Monthly Costs for Chapter Meetings and Membership Dues

The board approved raising the Nebraska Chapter membership dues from \$40 to \$45 per member. It will take effect for anyone renewing starting in October 2017.

Discussion on raising the monthly chapter meeting costs for members from \$15 to \$20. At this time the cost will stay at \$15 per meeting for members.

Action Items:

- Amber – Submit chapter winners for Chapter Leader and Leadership of the Year to ARMA International.
- Amber – Notify ARMA International on increase in chapter membership dues.
- Cori/Mary Beth – add chapter communications to Facebook and Twitter.

MEETING PLANNING FOR 2017-2018

** Denotes action items within the Meeting Planning section.*

*Every host will need to have the presentation title, description, speaker name, along with bios and photos, for the August planning session. If more time is needed from a host or speaker, the information has to be received no later than August 18th. *The speakers also need to be confirmed. The speaker agreement can be found within the board documents on our chapter website. *All action items related to the speakers (expenditures) need to be relayed to Jim.

If a company member hosts a session and pays for the food, the company's employees may attend the session for free, regardless if they are members or not. If a company hosts a session and ARMA Nebraska pays for the food, the company's non-members may attend at the member rate. (Allison/Mary Beth: codes for registration will need to be created.)

Program Year Theme for 2017-18: "It all fits together" (puzzle)

Monthly Training Sessions

September 20, 2017: Tour, Cindy Dulas is the host. Cindy will contact the Union Pacific Railroad Museum in Council Bluffs, IA. We will have a regular speaker and lunch meeting with an optional tour afterward (45 minutes to 1 hour tour). The board meeting will occur before the regular session. *Cindy will contact Robin Denny to determine where the meeting and lunch will be held and check into parking options.

October 11, 2017: We decided to move our regular third Wednesday session, which would have interfered with ARMA International's convention to the 2nd Wednesday instead. This event will be held at Anthony's Steakhouse in Omaha if Ron can secure the venue. Speaker: Mark Adams on Cyber Security. Donna is the host. *Ron will look into alternate venues if needed.

November 15, 2017: This event will be held at Ameritas in Lincoln. Speaker: Scott Farnen with Ameritas in Lincoln, on "True Stories of a Compliance Officer". Jacque is the host and this is Boss's Day.

December 13, 2017: We decided to move our regular third Wednesday session, which would have been December 20 to December 13 due to the close proximity to Christmas. This event will be at BCBSNE in Omaha. Amber is the host. We will do Soft Skills Topics (Timed event, 15 minutes each presentation). This will also be our annual charity auction. The December meeting should be heavily advertised due to the date change. It will be a free lunch for members. Ron will check with Tom Schulte on the below topics (UPDATE: Tom is unable to come but would be interested in presenting at another time). Amber will work on various speakers on the topic ideas below. (UPDATE: Amber has contacted New Horizons and they are looking into pricing but can do both additional topics)

Topics:

- Influence Skills, looking for a speaker.
- Change Management, looking for a speaker.
- It's Your Career... Own It! - Amber Roberts

January 17, 2018: This event will be held at TD Ameritrade in Omaha. Jim is the host. *Jim will contact Joe Shepley on The Changing Landscape of Information Management.

February 21, 2018: This event will be held at Ameritas in Lincoln. Scott is the host. We are looking at Laurie Fisher or Sara Flanagan from HBR to talk about Data Mapping.

March 21, 2018: This event will be held at BCBSNE. Ron is the host. The topic will be The Intersection of Information Management and Information Security. *The speaker will be Matthew McClellan of BCBSNC. It is also one of the free meetings for members.

April 18, 2018:

Spring Seminar - John Montaña, speaker. Cori is host. Location is Omaha at Scott Conference Center.

May 16, 2018: This event will be held at Lincoln Electric System in Lincoln. Allison is the host. *Allison will contact speaker on eDiscovery, state/8th circuit case law or another legal topic for Legal Day.

June 13, 2018: This event will be held at the Scott Conference Center in Omaha. Mary Beth is the host of this meeting. It is our annual awards ceremony. Mary Beth is looking into Jenny Radcliff "The People Hacker" as our speaker to discuss Social Engineering, specifically how attackers are using no technology methods in order to gain access to systems through employees. It is also one of the free meetings for members.

Chapter Surveys

The board wants to continue with surveys after each chapter meeting.


Action Items for Next Board Meeting:

- Allison/Jacque/Amber – Program Brochure
- Jim – Cash Reserve CD
- Jim – Proposed Budget
- Jim – Treasury Audit

Next Board Meeting:

The second summer planning session is scheduled for August 2, 2017 at Ameritas in Lincoln, NE beginning at 8:30 a.m. Meeting details will be provided later by Jacque and Scott.

Meeting adjourned at 3:55 p.m.

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X *Amber K. Roberts*

Amber Roberts
President
Signed by: Roberts, Amber

X *Scott Swanson*

Scott Swanson
Secretary