



ARMA Nebraska
Summer Planning Session 2
August 2, 2017

Attending:

Amber Roberts, President
Cori Brock, Vice President
Scott Swanson, Secretary
Jim Bourne, Treasurer
Cindy Dulas, Librarian/Archivist
Mary Beth Foral, Webmaster
Jacque Hornung, Director of Membership
Allison Loeske, Public Relations
Donna Widhalm, Immediate Past President
Ane McBride, guest

Absent:

Ron York, Director of Program Arrangements

Call to Order:

Amber called the meeting to order at 8:56 a.m.

Minutes:

Minutes for the June 28th Board Planning Meeting 1 were approved and filed.

Spring Seminar 2018:

Both Phil Droege and John Montaña have agreed to speak at our April 2018 seminar. John has signed and sent in the speaker agreement for the seminar.

The exhibitor agreement and sponsor sheets need to be reviewed and updated.

No update on the budget at this time. Cori will review.

The board had a quick discussion on the theme for the 2018 Seminar. One idea was RIMnado. Cori will put together additional ideas.

The previous designer of the seminar brochure has retired. Cori will follow up to determine who will design the 2018 seminar brochure.

Discussion on working with Greater Kansas City and Center Iowa Chapters. It was agreed we will offer member pricing to their members and split the proceeds 50-50 with the chapter the attendee is from.

Action Items:

- Cori will review and revise the exhibitor agreement and sponsor sheets.
- Cori to discuss topics with John Montaña and inform him of the proposed agenda and schedule.
- Cori to follow up and determine who will design the brochure and provide a theme or send the final topics to the board if she'd like help with a theme.

Membership Incentives

The board agreed to employ the EZ-pass again for the upcoming season.

The promotion of EZ-pass will be placed on the home page of the website and linked to PayPal. There will be notifications sent to the chapter members via email.

The change in Chapter membership goes into effect on Oct. 1, 2017 from \$40 to \$45.

Action Items:

- Ron will contact Iron Mountain and Access regarding chapter incentives.

Treasurer Report

Jim provided the board with a draft of the budget for the upcoming year. The board reviewed and made changes to the draft budget. Jim will revise the draft budget based on board recommendations. Budget has a projected loss of \$5,400 for the upcoming year.

Jim has put together a new spreadsheet to track gift cards the chapter provides to speakers and members.

ARMA Education Foundation Tickets and Silent Auction: Amber will handle the purchase of tickets on behalf of the chapter. Donna believes we've already purchased the tickets for the upcoming 2017 Conference but will confirm. Amber would handle purchase for 2018.

Form 990: Has been submitted.

CD: Up for renewal. Jim will move forward and renew the CD with Cornhusker Bank.

Action Items:

- Jim will revise the budget and present to the board next month.
- Renew the CD.

Webmaster

Star Chapter Update: Mary Beth showed the board the new chapter website. The board provided suggestions on updates to the new site. Plans are to shut down the old website in August 2017.

Board Minutes will be posted on the Chapter website for members to view under the membership tab. The most current 3 years will be kept on the website and all years will be available in Google Docs through a request to the Librarian from a member.

Google Docs Update: all older records have been moved. Each board member will be responsible for uploading their documents into Google Docs. Amber walked the board through on how to upload documents into Google Docs.

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.

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:

- Mary Beth – Will make changes to the website based on board recommendations.
- Mary Beth – Create codes for registrations on website; EZ-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).

Library

List of books will be maintained on Google Docs and Cindy will update it there. Mary Beth will post the new file to the Chapter website whenever Cindy does an update.

Public Relations

Allison has plans to attend the Star Chapter website training. Cori provided some guidance on posting meeting announcements using the new site.

A few communications will be sent; one on notification of the new website and how to log-in and the other on signing up for the monthly events and information about EZ-Pass.

The new website will go live on Wednesday, August 9, 2017.

Annual Charity Selection (Lincoln):

Lighthouse (After-School Program) based in Lincoln is the charity we will be supporting for 2017-2018.

Lighthouse gives youth a safe place to learn and grow. This charity provides middle and high school aged-youth academic support, evening meals and enrichment/recreational activities during non-school hours.

Action Items:

- Allison – Invite representative to attend one of our meetings and give an overview of the charity.

Program Year Brochure

Jacque/Allison/Amber will have something together by the end of August.

Leadership Conference

Donna and Cori gave the board a briefing on the different topics covered at the conference.

- Themes – Re-energize & Empower. Need to engage with new communities and open up new communication channels.
- ARMA International has about 7000-7500 members. The recruiting is high but retention is low. Averaging about 70% retention and losing about 40% of new members in the first year.
- ARMA looking for volunteers to call new members 1 hour/month.
- Challenges – attendance, retention of members, speakers, board membership, board burnout, no board turnover, meeting topics, distance.
- Begin using the term Business Partner and NOT vendor.
- Suggested using past members to recruit new members or be mentors to new members
- ARMA is starting a student program that will allow 1 year of free membership with international. More info coming soon.

- ARMA vendor website is "yourmembership"
- Thinking about adding corporate memberships with student membership
- Color scheme changes – ARMA going to ask chapters to revamp color schemes – NOPE
- Talked about Information Governance of Knowledge with all type of information.
- Asking chapters to update speaker list and send to ARMA
- Some chapters recruit members by calling companies that post jobs on their site to see if that company will be adding them as an ARMA member
- Some chapters use sponsor logos on the communications that go to all members
- Suggested adding sponsorship signup page to the website
- ARMA.org/leadership changed to ehandbook.explorearma.org
- Region Leadership format could change to the following. More information coming soon:
 - Stay as is with Great Lakes
 - One large conference for all
 - West & East conferences
 - All separate – 8 regions
- Denver does 30-minute workshop where business partner presents a case study – free for members to attend but business partner pays \$250 to present. No sales pitches. About 3 times/year before monthly meetings
- Use Zoom for webinars
- Check 099 list for nonmember local members
- Ask new members what they want from meetings
- Spring seminars at colleges are cheaper and help market to students
- Communicate \$9000 value for membership – can get from ARMA site
- Add meetings to ARMA.org calendar list
- Use referenceUSA to get new member lists
- Provide new members with baskets with certificate
- Call new members – don't just email them
- CRA & CRM training sessions in Chicago have good turnouts
- Advertise spring seminar at the chamber, radio, flyers, newspaper, TV ads

After listening to the chapter presentations, Cori and Donna indicated that the Nebraska Chapter puts together a good program and that the board works well together.

The board discussed contacting ARMA International to consider Omaha as a possible host of the 2018 Leadership Training Conference.

Monthly Training Sessions

September 13, 2017: Tour? Cindy Dulas is the host. The Union Pacific Railroad Museum in Council Bluffs, IA tour did not work. Cindy talked with Debbie Vandergrift with LES to discuss a tour of the LES District Energy Plant. Lunch location will be determined, but looking at Pinnacle Bank Arena for lunch. This will change the meeting location from Omaha to Lincoln. Scott Benson is our potential speaker for this program. Eric Russcamp will be our tour guide. Cindy will firm up the program in the coming weeks.

The date of the program has been changed from the 20th to the 13th.

October 11, 2017: Donna is the host. Mark is confirmed. This event will be held at Anthony's Steakhouse in Omaha. Speaker: Mark Adams on Cyber Security.

November 15, 2017: This event will be held at Ameritas in Lincoln. Speaker: Scott Farmen is confirmed. Photo and topic information received. Jacque is the host and this is Boss's Day.

December 13, 2017: Trouble finding other speakers. Instead of rapid fire we will look at a presentation on Soft Skills. This will be held at BCBS in Omaha. This will also be our annual charity auction. Scott & Mark will do the auction. Amber is host. Amber and Jacque will be the speakers and topic will be 10 Essential Soft Skills for RIM/IG.

January 17, 2018: Jim is the host. This event will be held at TD Ameritrade in Omaha. *Jim will contact Joe Shepley with Doc U Labs on The Changing Landscape of Information Management. No information at this time.

February 21, 2018: This event will be held at Ameritas in Lincoln. Scott is the host. Laurie Fisher is confirmed, bio, pic and speaker agreement has been received. Topic is on 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 DocuLabs (formerly with BCBSNC). It is also one of the free meetings for members.

April 18, 2018:

Spring Seminar - John Montaña, main speaker and Phil Droege, feature 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 confirmed speaker on Data Breach and privacy laws. Speaker is Rick Jefferies. Legal Day

June 13, 2018: Jenny Radcliff was well out of budget for her speaker fee. Mary Beth is looking at First National Bank and speaker Jeff Weeks to talk on Cyber Threat and Security. It is also one of the free meetings for members. 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.

** 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, by August 18th if not already submitted. If more time is needed, please inform Mary Beth. *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.

Reminder: 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.)

Unfinished Business

President Message will be completed by Amber and placed on the website.

Marketing ARMA

Letter and email promoting and selling ARMA Nebraska Chapter to increase membership
Include links to chapter website
Selling ARMA to the Boss

Chapter Awards – Luminary Award

ARMA International is no longer supporting Chapter of the Year, Chapter Leader and Chapter Member of the Year Awards. The Chapter did not qualify for the 2017 new Luminary Award this year.

The new award requires the chapter to reach 200 points based on requirements published by ARMA International to qualify for the Luminary Award. Amber presented the requirements to the board and will take on ownership to make sure the Chapter stays on track for this award.

Speaker Grant Application

Application is located on the Chapter Ops site. The chapter plans to apply yearly.

College Outreach

Bellevue University – Cori, we are on the curriculum for certain programs where our website is linked as a resource.

Metro Community College – Amber, reached out to metro and is waiting to hear back to see we can get a connection with them.

College of St Mary – Amber will reach out and see if we can find a contact.

Southeast Community College – Cindy will reach out to them.

University of Nebraska – Jacque will reach out for a contact.

WebEx

Discussion to see if there is anyone within the chapter who would like to look into the logistics of whether WebEx presentations would work for members that are unable to attend some of the chapter meetings. Also look in to a product called Zoom. A question about this topic will be placed on the September survey to the membership.

Membership Contact Project

Amber requested that the board reach out to the current membership to promote chapter meetings, EZ-Pass, etc., to those members who don't always attend the monthly meetings. Each board member was given a few names to contact. Jacque indicated that she will put together a script for the board to follow.

New Business

Welcome Back Reception – early September

This would be an evening event for members and non-members, a business partner would sponsor the event. This item was tabled until the next board meeting. This topic will also be placed on the September survey to the membership.

Chapter Ops Central

The new Ops Central for chapter board members appears to be much better than the old one.

Retention Schedule

The Chapter retention schedule has yet to be approved. This will be on the next board meeting agenda.

Bylaws

The revised Bylaws will be presented to the board for review and approval. Heather from ARMA International has reviewed the revised chapter by-laws and approved with some minor changes.

Next Board Meeting:

The next board meeting is scheduled for September 13, 2017 at Pinnacle Bank Arena in Lincoln, NE before the monthly meeting at 10:00 a.m. Meeting adjourned at 3:55 p.m.

 Recoverable Signature

X *Amber K. Roberts*

Amber Roberts
President
Signed by: Roberts, Amber

X *Scott Swanson*

Scott Swanson
Secretary