



APRIL 2010

ARMA Metropolitan NYC Chapter Newsletter



PRESIDENT'S LETTER

Dear Chapter Members, RIM Colleagues and Guests,

Welcome to Spring! What beautiful weather we have had this past week. I hope you had a chance to get out and enjoy it and I hope it continues!

This past month has been a busy and exciting month. We had our annual all-day seminar/workshop event on Thursday, March 18th and I have to say, I think it was one of the best ones we have ever had! We had two groups of sessions that were both well attended: the standard event with two tracks of sessions discussing various topics at a variety of levels and the e-mail management sessions presented by Jesse Wilkins. Overall, the feedback that we have received was that it was great, both the standard tracks and the e-mail management sessions. There was plenty of time to network and have a chance to meet with both current and new colleagues as well as meet with all of our wonderful vendors who sponsored the event. A big Thank You to our vendors who so graciously sponsored our fabulous event.



As I mentioned in previous newsletters, we have lost one of our very prominent members, Alan Andolsen, CRM, CMC. For those who knew Alan, they knew he was a compassionate, caring and mentoring person. He encouraged everyone he met to pursue continuing education in the RIM profession and helped many work towards and achieve their CRM certification. I mention this as the Board has finalized the "Alan Andolsen CRM Scholarship Award". If you have passed Part 6 of the exam this fiscal year (since July 1, 2009), you are eligible to apply for up to a \$250 award.

Please check our website for additional information (<http://armanyc.org/w/?p=2344>). We are sure that Alan is looking down on us with that big, wide smile of his!

Speaking of smiles, we are making preparations to celebrate our 40th anniversary! Please save the date - June 15 - and additional details will be announced very soon. We are planning a very special evening and hope you will be able to attend. This will be an event you won't want to miss!

As always, remember to check our website as we also have some CRM Sessions planned as well as some ARMA @Noon events coming up. And, in the meantime, mark your calendar for April 21, our regular Chapter Meeting and, if you haven't already done so, register for our upcoming events.

I hope to see you on the evening of April 21st!

Sincerely,
Melissa G. Dederer, CRM
President, ARMA Metro New York City Chapter



UPCOMING EVENTS - APRIL-JUNE

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Friday, April 16, 2010 - CRM WORKSHOP

[Click here for more details or to register.](#)

Monday, April 19, 2010 - ARMA @ NOON Joint Meeting w/SLA

[Click here for more details or to register.](#)

Wednesday, April 21, 2010 - Regular Chapter Meeting

Speaker: Terry Coan

[Click here for more details or to register.](#)

Monday, May 3, 2010 - ARMA @ NOON Joint Meeting with AIIM

Wednesday, May 19, 2010 - Medical Records/Compliance

Monday, June 7, 2010 - ARMA @ NOON RECORDS MGMT & MEDIA

Tuesday, June 15, 2010 - Vendor Appreciation, Awards & Anniversary Celebration @ Sangria46. SAVE THE DATE!!!!

- **Submitted by Frank LaSorsa, CRM**

VP/Professional Development



MONTHLY CHAPTER MEMBERSHIP REPORT

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Chapter Membership now stands at 316 members. Here are this month's new Chapter Members.

1. Alan Greenberg: JP Morgan
2. Rose Patruno: Federal Reserve Bank
3. Patricia Goss: MetLife
4. Brynmor Bowen: Greenberg Traurig
5. Ken Galanaugh: MTS Software solutions

- 6. Naomi Gage: Iron Mountain
- 7. Farrah Pepper: Gibson Dunn
- 8. Chris LaPlant: Davis & Gilbert

- Submitted by Lauren Barnes, CRM,
VP, Membership



CONTROLLING ELECTRONIC RECORD COPIES

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Today 95% of all business records are stored in electronic format. Information systems are great tools to manage and store records but they also represent a serious challenge in controlling copies of records. Today the ease of communications and the ever increasing amount of information stored means that records are being accessed from virtually any location and viewed on a constantly increasing variety of devices.

All electronic devices, whether they have hard drives or not, have some type of internal storage that stores the digital image of the records being viewed. Corporate data security policies typically will require that business records can be viewed but not stored on remote devices.

These policies have two problems, not everyone follows procedures, and the operating systems of electronic devices don't recognize people procedures and will store data temporarily while it manipulates the data being worked with.

The vast majority of data at rest is stored on hard drives and tapes. In addition, we are seeing a proliferation of thumb drives and smart phones within organizations that are capable of storing large amounts of data.

Once a business record has reached its end of life, that record should be destroyed or archived. The integrity of your records management system depends on no copies of this record existing. Other stakeholders within your organization such as compliance, privacy, legal, physical security may have different concerns but they also need to know certain types of records have been successfully destroyed. IT management has the responsibility of managing the destruction of no longer needed electronic records and copies. The final record destruction activity is performed when the storage device or media itself is removed from active service. This may happen because of reliability issues but typically it is because the device or media has become obsolete.

Most IT departments have procedures in place that deal with destroying data that exist on inactive storage devices. The challenges of performing this task have multiplied over the last several years as the capacity of storage devices have increased and the number of different devices storing data have increased. How can records managers and other stakeholders assure themselves that IT is successfully dealing with this issue?

The need for quality control metrics.

The establishment of detailed records of the entire destruction process that establishes the chain of possession of the individual storage devices from their removal from individual users to the absolute physical destruction of the device is a best practice. These records should be maintained in a form and at a location that provides easy access for audit reasons. The entire destruction process and quality control metrics can be outsourced at a fraction of the cost of performing these

activities internally and outsourcing provides the added advantage of reducing legal liability.

These practices are detailed in the recently published ARMA International guidelines for "Contracted Destruction for Records and Information Media"

- Submitted by Dan Bayha VP dan@backthruthefuture.com

Back Thru The Future Technology Disposal; Member ARMA MetroNY, Northern and Central NJ Chapters; Member ARMA committee that developed the guidelines for "Contracted Destruction for Records and Information Media"

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CRM EXAM REVIEW SESSIONS

WHEN & WHERE: April 16, 2010 - New York Life Insurance Co.

PART 1: MGMT. PRINCIPALS/RIM
Instructor: Anita Castora, CRM
Time: 9:30am-11:00am

PART 2: RECORDS CREATION & USE
Instructor: Karen D. Smith, CRM, EMMP
Time: 11:00am-12:30pm

WORKING LUNCH: EXAM STRATEGIES (Lunch Provided)
Instructor: Jason C. Stearns, CRM, FLMI
Time: 12:30pm-1:30pm

PART 3: STORAGE & RETRIEVAL
Instructor: Jason C. Stearns, CRM, FLMI
Time: 1:30pm - 3:00pm

PART 4: RETENTION & DISPOSITION
Instructor: Susan Goodman, CRM, ERMP, ECMP
Time: 3:00pm-4:30pm

PART 5: TECHNOLOGY
Instructor: Eugene Stakhov, CRM, CDIA+
Time: 4:30pm-6:00pm

To Register, [CLICK HERE](#).

- Submitted by Eugene Stakhov, CRM, CDIA+
Chapter Committee Member

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ALL-DAY EDUCATIONAL EVENT WRAP-UP

The annual All--Day Educational Workshop took place on Thursday, March 18, 2010 at the world-famous New York Life building in Midtown.

This year's event was very well represented by some of the most inspiring and notable speakers in our field. It was equally well attended by ??? RIM professionals and students. Two tiers of vendor sponsors, catered food and raffle prize giveaways rounded out the equation to create a superbly coordinated and very unique professional development opportunity for both current and prospective ARMA NYC Metro members.



From Dr. Stuart B. Wiess' opening keynote focusing on teamwork and crisis management to John Mancini's closing remarks on the state of electronic media in today's world, attendees were taken on an intellectual voyage spanning a cornucopia of relevant and controversial RIM topics. For the first time ever, the workshop was split into two educational tracks, each pre-approved for CRM maintenance credits.

Congratulations to all this year's workshop attendees for taking the initiative to broaden their professional horizons. [Please click here to view a slideshow of event photos.](#)

- Submitted by Eugene Stakhov, CRM, CDIA+
Chapter Committee Member



WORKSHOP SESSION REVIEW: EFFECTIVE E-MAIL MGMT

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Jesses Wilkins, CRM presented a comprehensive overview of email management. An engaging speaker with valuable knowledge on the topic, he encouraged participant interaction. The material covered addressed the many facets and roles involved in executing a compliant email management system. Generally a two-day course, he effectively condensed the key elements into the following segments:

Developing an Email Policy

- Elements of an email policy
- Policy statements
- The policy development framework

Identifying and Classifying Messages as Records

- When is a message a record?
- Exercise 1 - Determining records
- Classifying Messages
- Exercise 2 - Classifying messages
- Auto-classification

Selecting and Implementing Email Management

- Email Management Technologies
- Selecting the appropriate solution
- Implementing an email management solution

Managing Your Email Better - By Managing Less of it!

- Everyone has email client and capabilities
- Everyone knows how to create messages
- Everyone can forward messages
- To anyone or everyone

Outside the Box: Collaborating More Effectively

- Alternatives to email
- Alternatives vs. email
- Collaborative tools and the records program

There was cross section of attendees from IT, Legal and RM, all having particular interest as email management applies to there specific requirements. The hands on exercises and

resource list added to the value of this presentation. As more companies realize email management as an integral business function, the importance of policies and practices are being addressed. Therefore, educational opportunities such as this provide beneficial information to the development and/or enhancement to company policies.

When asked about his view of the conference, Jesse stated, "I thoroughly enjoyed the ARMA Metro NYC conference. The attendees at the email session were attentive and raised a number of excellent questions. I heard very good comments about the other sessions during the break and John Mancini's closing keynote was outstanding. I truly appreciate being part of such an excellent event."

- Submitted by Deborah Montana, VP/Secretary



TECH TIDBITS

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Open Source: Open source is a software development movement promulgating the principles of collaborative design, development and usage of freely available software code.

One of the key concepts behind open source software is peer contribution. Often, open source projects involve a large number of volunteer developers from around the world, using the Internet to upload pieces of code they choose to work on. Promoters of open source software argue that such a system produces superior software because it is vetted through a much more diverse code review process than in a traditional proprietary framework.

Some famous open source software names include the Linux operating system and the Alfresco suite of content management software.

Be sure to look for coming information on the joint AIIM/ARMA lunchtime panel discussion focusing on open source solutions for ECM and Records Management.

- Submitted by Eugene Stakhov, CRM, CDIA+
ARMA METRONYC Committee Member



THE FOUR V's

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In our discussion so far, we have examined the difference between records and information and reviewed the characteristics of a record (remember AIRU?). Now that we have a basic understanding of these key records concepts it's time to delve a bit deeper.

In broad strokes, records provide value to organizations in one of four categories. Additionally, once you have identified the value of the record you are that much closer to understanding the basic retention requirements.

So, what are the 4 Vs?

Administrative

Fiscal

Legal

Regulatory

... or **AFLR**.

When reviewing information to determine its potential for preservation as a record (because remember, only records are "appropriate for preservation" according to ISO 15489) understanding the value of the information is a key step. So let's look at these 4 Vs in more detail.

ADMINISTRATIVE

A record that has administrative value is important to the organization because it supports basic or core business functions. These records do not necessarily relate to what the organization does, but rather, they support the day-to-day operations of the organization that allow it to function. Examples of records with administrative value include time cards, departmental budgets, correspondence (including email), meeting minutes, and the like.

FISCAL

Records with fiscal value are those that document the receipt or use of money. They summarize expenditures, revenues, inventories, costs, etc. and include the policies, procedures and other documents that dictate, explain, or capture the decision processes around the use of organizational funds. Examples of records with fiscal value include ledgers, annual reports, research and product development, procurement procedures, etc.

LEGAL

For a record to have legal value, that means it documents business actions and activities that demonstrate compliance with laws and regulations or that establish the legal standing of the organization. Records that have legal value do not exclusively reside in the legal department of an organization. Any area that enters into a contract, files various state or federal applications and licenses, or documents procedures or policies mandated by law or regulation are creating records with legal value. Additional examples include property deeds, statements of work, software licenses, etc.

REGULATORY

Records that have regulatory value are those that are created to demonstrate compliance with regulations or that fulfill a specific regulatory obligation. Depending on the industry, some records must be created and maintained by the organization due to regulation that otherwise may not have long-term value or be created in the first place. Records with regulatory value vary by industry and can include Business Continuity and Recovery Plans, Sales Materials, Research and Testing records, and more.

Ok, now I can hear some of you saying, "What about historical value? Isn't that important?" It is. But remember, we are discussing the *primary* value of records. Historical value is a secondary value and typically cannot be determined while the record is actively being used. Secondary value, historical or otherwise, is important but we will save that for another discussion.

records and information management practices within your organization. These tools have been created to help promote the importance of RIM in any organization. For more information, [click here..](#)

If you've created an awareness campaign to promote RIM within your organization, please let us know and we will highlight it our next issue. Send details and photos to: Marcel.Rodriguez@nbcuni.com.

- Submitted by Marcel Rodriguez, Immediate Past President

Remember to visit our website at www.armanyc.org for up-to-date information on what's happening in the world or Records & Information Management.

Sincerely,

Marcel Rodriguez, Newsletter Editor
ARMA MetroNYC Chapter