

Strategic Plan 2009-2011

The Canadian Region of ARMA International

Vision

ARMA is recognized as the leading worldwide authority and advocate on managing records and information, and a vital resource for records and information management professionals.

Mission

The mission of ARMA International is to educate, advocate, and provide resources that enable professionals to manage information as a critical element of organizational operations and governance.

Values

Put members first in everything we do

Make transparent decisions, take transparent actions

Maintain an information-sharing ethic and culture

Make educational excellence foremost in programming

Be vigilant about diversity and inclusiveness

Goals & Objectives for 2009-2011

Goal 1

Foster development of Standards and best practices that Canadian Organizations require

- To Commission research and publications on Canadian issues

Goal 2

Support sustainability of and success of healthy chapters

- To leverage funds for leadership activities
- To have and maintain full Chapter Boards
- To increase member growth by 3%
- To Increase collaboration between Chapters
- To Host training for chapter treasurers and marketing directors
- To develop a speaker roster

Goal 3

Provide Networking Opportunities

- To increase conference attendance
- To develop two communities of practice – Privacy and CRM

Goal 4

Provide self-developmental opportunities for the membership

- To increase 10% of CRM approved candidates and graduates
- To increase the number of educational sessions at the annual conference
- To establish RIM basics online course by 2011

Goal 5

Solidify internal administration, governance and leadership with fiscal responsibility

- To develop conference and administrative procedures
- To develop Job descriptions for Region Team
- To have no operating deficit and maintain sufficient operating funds
- To diversify revenue streams

Goal 6

Develop strategy for advocacy and commentary on RIM issues

- To develop a plan for advocacy and commentary
- To develop a list of RIM experts

Goal 7

Make transparent decisions and take transparent actions

- To publish decisions, activities and annual audited financial reports
- To have the Region Manager report to members semi-annually
- To publish policies on web
- To publish job descriptions on web