

The Benefits of Developing Leadership Skills through ARMA Volunteer Opportunities


Uta Fox, CRM
Sue Rock, CRM

2010 ARMA Canada Conference, London Ontario - May 30, 2010
Session S13

Learning Objectives

1. GRASP the breadth of volunteer opportunities within the vast ARMA network.
2. ABSORB leadership learnings from a wide variety of ARMA volunteers.
3. UNDERSTAND how to plan your personal leadership journey.

The ARMA Network – a functional classification of opportunity!

 ARMA International

 REGION Level

 CHAPTER Level

LIKE a functional classification system, as an ARMA member, you inherit security and access to a wealth of opportunity.

UNLIKE a functional classification system, ARMA opportunities are not programmed into a hierarchical structure.

ARMA International MEMBERSHIP –

1st Level – The Foundation

Your annual membership to ARMA International is your ticket to:

- ✓ Resources
- ✓ Networking
- ✓ Education
- ✓ Volunteer opportunities (a.k.a. Leadership)
- ✓ VOTING privileges

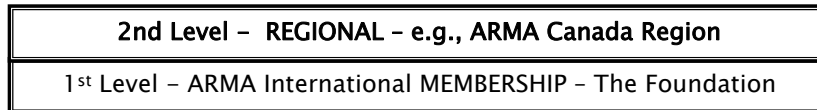
1st Level – ARMA International MEMBERSHIP – The Foundation

Region – 2nd Level

ARMA International created Regions for geographic connection and general administration.

Chapters are automatically part of a Region. In Canada, all Chapters are in one region called “Canada Region”.

Regions are “mini” ARMAs: hold conferences, offer educational opportunities, networking, etc.



Chapter – 3rd Level

The Chapter is your gateway to a network of centralized volunteer support for leadership development, learning and resources.

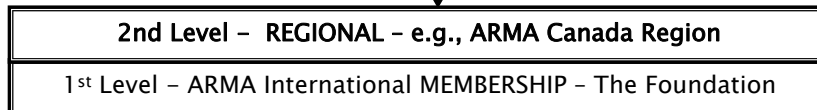
Volunteer opportunities include:

- Board position(s)
- Committee Chair or member
- Special Projects

Benefits are:

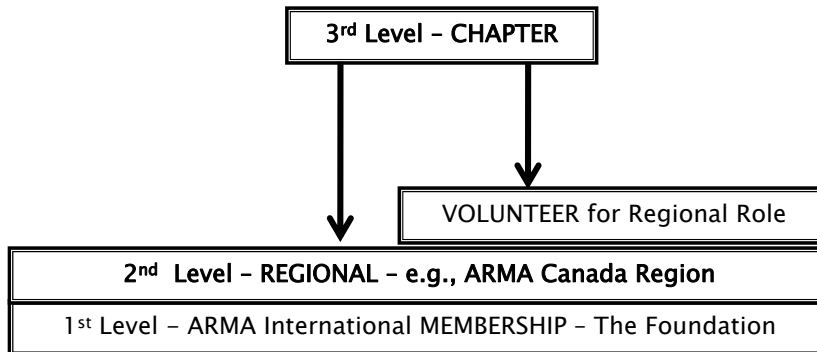
- ▶ Instant network
- ▶ Instant group of new friends
- ▶ Window to Regional and International activities
- ▶ Voting power for local leadership and issues

3rd Level – CHAPTER



Region Level Volunteer Opportunities

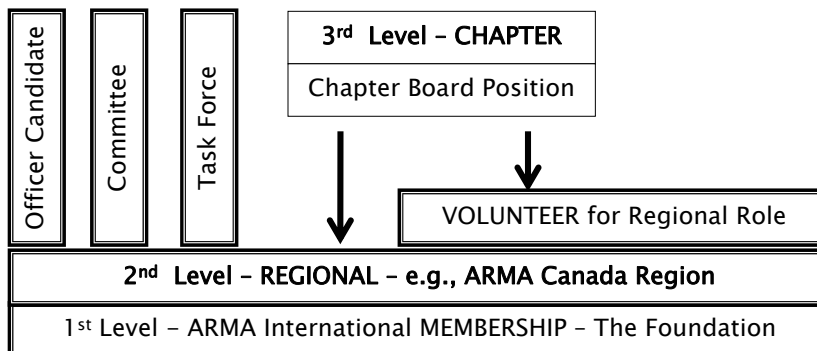
There is no hierarchical structure or rules for volunteering at the Regional level – however, as you might guess, EXPERIENCE is preferred – and you usually obtain solid experience at the CHAPTER level.



ARMA International Opportunities

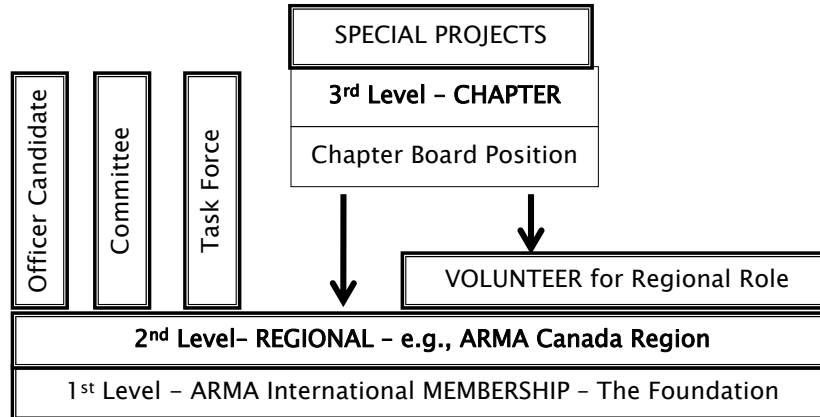
ARMA International is not hierarchical – you can leap right into a volunteer opportunity at the International level.
Let's talk about the process and requirements for these opportunities

...



Special Projects – a great optional Layer

Special Projects can occur at any ARMA level, but seem to occur more frequently at the Chapter/Regional level. Great DYNAMICS !



Canadian Volunteers have provided leadership at the ARMA International Level

Canadian Presence	Fact	Context
Total # Members	11,000	World wide membership.
Total # Canadian Members	1,500	13.5 %
# of Presidents	30	1975 - present Annual Rotation
# of Canadian Presidents	5	16 %

ARMA volunteer opportunities abound:

	OPPORTUNITY	Example
1	Write an article.	<ul style="list-style-type: none"> ➤ Local Chapter Newsletter ➤ Canada Region Website ➤ Information Management Journal
2	Give a presentation.	<ul style="list-style-type: none"> ➤ Local Chapter audience ➤ Regional Conference audience ➤ ARMA International audience
3	Conference Session Monitor: ✓ Local Chapter Level ✓ Regional Level ✓ ARMA International Level	<ul style="list-style-type: none"> ➤ Greet/validate admittance ➤ Greet/introduce speaker ➤ Thank a speaker ➤ Collect session evaluations ➤ Collate session evaluations
4	Organize an educational event.	<ul style="list-style-type: none"> ➤ Recommend a theme ➤ Form an organizing committee ➤ Find a venue ➤ Advertize through ARMA networks ➤ Everyone will thank you!

Let's hear from some "real" ARMA volunteers ... introducing Jolynne Guillet



Discussion – What did you hear?



Let's hear from some "real" ARMA volunteers ... introducing Christine Othitis



Discussion – What did you hear?



Let's hear from some "real" ARMA volunteers ... introducing Justin Kennedy



Discussion – What did you hear?



Let's hear from some "real" ARMA volunteers ... introducing Wayne Hoff



Discussion – What did you hear?



Interview highlights – did we capture it?

Volunteer	Position	Learning / advice
Jolynne	ARMA Canada Region Level	<ul style="list-style-type: none"> • Public speaking, time and project management skills • Funding to attend events • Friendship
Christine	Web Administrator Chapter Level	<ul style="list-style-type: none"> • Personal confidence • Position prestige to speak to others and speak about RM topics • Fun
Justin	Newsletter Editor Emeritus Chapter Level	<ul style="list-style-type: none"> • Stretch beyond 9 to 5 • Continuous learning • Instant network to call on
Wayne	Membership Director Chapter Level	<ul style="list-style-type: none"> • Learning immersion • Contribute to the profession • Leadership to apply at work

Challenges as a volunteer:

Quote from explorer Thor Heyerdahl, author of
"KON-TIKI - Across the Pacific by Raft":
(5 Norwegians, 1 Swede, 1 raft, 1 ocean, 101 days)

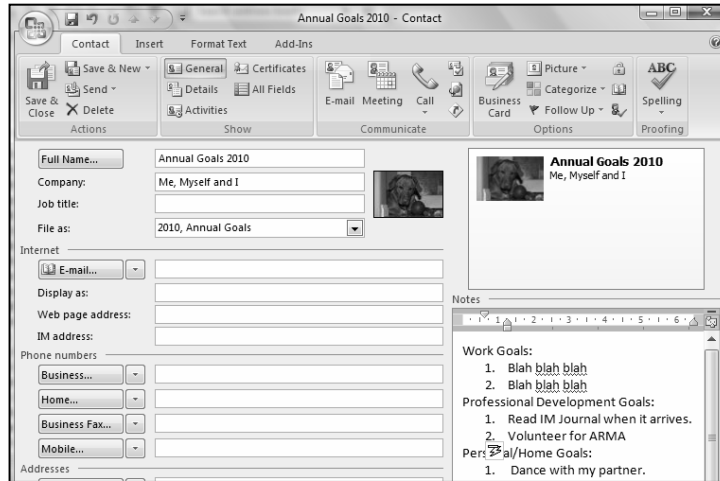
"No storm clouds with low pressure and gusty weather held greater menace for us than the danger of psychological cloudburst among 6 men shut up together for months on a drifting raft. In such circumstances, a good joke was often as valuable as a life belt."

How to plan your personal leadership journey ...

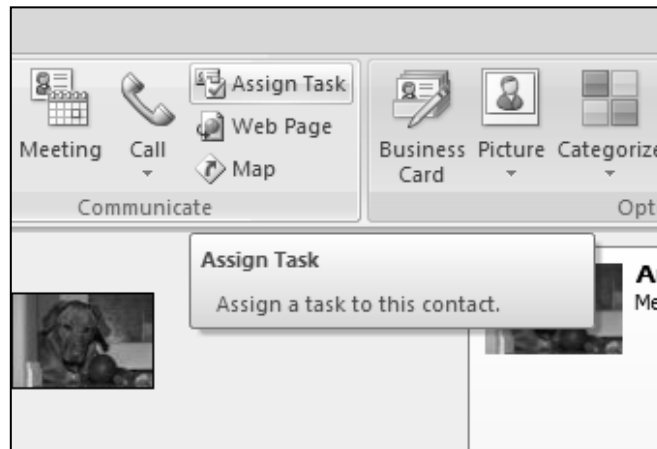


1. Get management support – confer with your personal advisors: family, friends, etc.
2. Conduct research – confer with volunteers already in the organization. Heck, we even consulted with a volunteer who is not currently in the organization!
3. Combine this goal with other annual goals.
4. Write them down; re-visit them regularly.
5. Use Outlook features to manage goals.

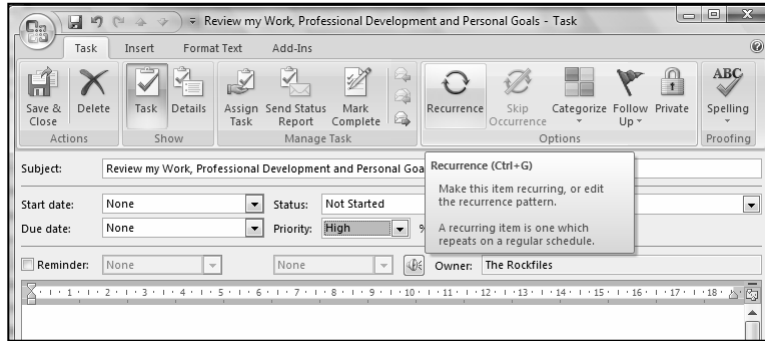
Use Outlook Contacts for goals:



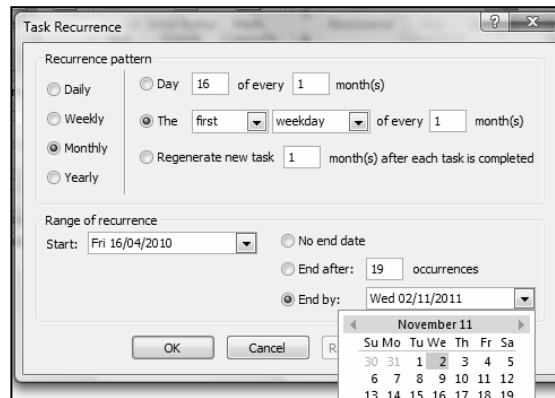
From the Contacts top menu, click **Assign Task** to set yourself a recurring task to re-visit your goals regularly ->



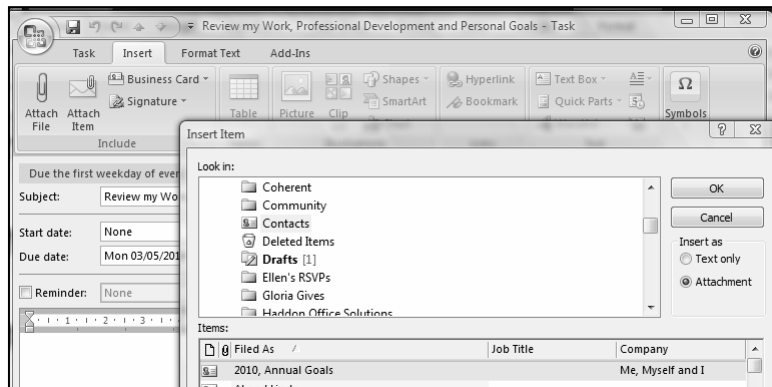
Now you're in Outlook Tasks – enter your Subject line; set the priority as HIGH, and click the Recurrence button:



Set the recurring task to Monthly, on the First Weekday of every 1 month. Set End By to a date prior to your annual performance review. Click OK.



One more step -> From the Insert menu, choose Attach Item, click Contacts, select Annual Goals 2010 and click OK. Click Save and Close for the task, and then Save and Close for the Contact.



For Outlook 2003 Instructions, E-mail Sue:
rockfile@telus.net

27

In summary, we ...

1. ILLUSTRATED the breadth of volunteer opportunities within the vast ARMA network.
2. LISTENED to leadership learnings from a variety of ARMA volunteers.
3. SUGGESTED how to plan your personal leadership journey

But just to be clear, the **REAL** message of this presentation is ...

**Professional development
by volunteering through ARMA
ensures the
development of our profession.**