

Strategic Plan Calgary ARMA Chapter 2008/2009



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1. Introduction

The Strategic Planning session is all about focusing on where we want to take the Calgary Chapter now and into the future. In order to do that, we need to have a clear idea of what is important to us.

This session is all about Dreaming and Designing. The details will come later.

2. Dreams, Designs, and Details

This section is a compilation of all of our Dreams and the Design for those Dreams. We started to put our ideas on paper and found some common themes that we could work towards. Some of them we have already started and some are just beginning.

Each of the 7 themes or Dreams is broken down into the Dream and the Design plans for each. The details will come later. We are challenged to implement or begin implementing the first Designs that were flagged as critical by the end of the ARMA year.

One “Motherhood and Apple Pie” statement is listed here as inspiration. It stands alone because it did not fit any of our Themes.

- Separate the GST from the Luncheon Costs
-

a) **Community Outreach (Margaret Russell)**

Design

2008 Focus

1. Building relationships in the Community.
2. Charity Involvement.
3. Sponsor a Child at Camp (Kids with Cancer Camp).

Others

- Household Retention Scheme
- Volunteer at Community Events
- Pick a Charity of Choice
- Raffle to donate to Charity of Choice
 - 1st prize being Conference costs, rest going to Charity
- Offer a service at our luncheons and donate cost to C of C
 - Have a Donation pail
 - Sell candy for 5 cents and donate to C of C

b) Marketing (Tyler Yates)

Design

2008 Focus

1. Mystery Night as a Social Event.
2. Tie Records Management month with a Special Event.
3. Pay for articles that are submitted into the Newsletter
4. Promote our Information sessions.
5. Have an innovative and unique website.
6. Add content to our website, like meeting minutes and the archive project

Others

c) Promoting the Profession (Kathy Major)

Design

2008 Focus

1. Sponsor a local event like a career fair to give exposure to younger generation.
2. Define the ARMA/AIIM Relationship.
3. Create a position for a Southern Alberta Representative.

Others

- Provide sponsorship for the AIIM Conference.

d) Chapter Pride (Uta Fox)

Design

2008 Focus

Others

- Place RIM articles into other industry publications.
- Write letters to the Editor (Herald) on RIM issues.

e) Knowledge Building and Exchange (Robert McLauchlin)

Design

2008 Focus

1. Video tape Information Sessions and Luncheons
2. Follow the Code of Professional Responsibility (AL 040)
3. 50/50 draw with proceeds going to AIEF
4. Hold an Event in Southern Alberta
5. Hold a joint seminar with another Chapter

Others

- Celebrate SAIT/RIM Graduates

f) Building Bridges (Jessica Arts)

Design

2008 Focus

1. Create a Liaison position to stay in touch with other Chapters
2. Contact other Industry groups to offer expert Speakers and Knowledge

Others

g) Energized Membership (Anna Grodecki)

Design

2008 Focus

1. Pursue 99 and CRM members who are not Calgary Chapter Members.
2. Add a Personal Touch with the Members.
3. Provide more recognition for Vendors and Consultants, i.e. Vendors news.
4. Create a Succession Plan to recruit Board and Committee members and provide Mentorship for those who will be stepping in

Others

- Provide more Vendor appreciation
- Increase Volunteerism
- Place ads in the Newsletter regarding the Benefits of Volunteering.

3. Responsibilities

Board Members have volunteered their time and effort to each of the 7 Themes we will be working on this year

Brad Schaffer – Master Plate Spinner

He will be keeping us on track and focused on our Dreams. This should be completed monthly.

Margaret Russell	- Community Outreach
Tyler Yates	- Marketing
Kathy Major	- Promoting the Profession
Uta Fox	- Chapter Pride
Robert McLauchlin	- Knowledge Building and Exchange
Jessica Arts	- Building Bridges
Anna Grodecki	- Energized Membership

4. Next Steps

The next steps will be as follows for each responsible party:

1. Produce updated Strategic Plan with the Designs.
2. Begin detailing the activities planned for each Design.
 - Build the activities along with a plan of action.
 - Prepare a Board report each month to be submitted at regular Board Meetings
3. Update your Job Descriptions with the Theme you have taken responsibility for.
4. Keep your records up to date to ensure continuity with the next Board.