



*ARMA Calgary Chapter is an official chapter of ARMA International, a not-for-profit professional association and authority on managing records and information*

## **ARMA Calgary Chapter Marketing Director's Annual Report July 1, 2010 – June 30, 2011**

This marks my first year as Membership Director. It has been an eventful year with lots to learn. I have been impressed with the heart and desire that all of the board members show to make the Calgary Chapter the best. I offer a big thank you to the previous Membership Director, Anna Grodecki, for the assistance she provided, especially in the first few months of my service.

### **Activities Completed:**

#### *Monthly Activities:*

##### **1. New Member Greetings**

I delivered a signed letter and chapter pin to each new member during the year. New members are asked for permission to publish their names to the rest of the chapter; I announced them at luncheons and printed their names in the newsletter. I greeted new members at the first luncheon they attended.

##### **2. Luncheon Mailing List**

I provided the membership email distribution list to the luncheon registration providers (Associations Plus prior to April 2011, and the chapter Webmaster thereafter).

I made two changes to the way that the lists are provided. In the past both the chapter membership list and the non-chapter regional list (all Canadian members without a chapter membership) were provided. Now the lists are joined into one, and non-chapter members outside the Calgary area are excluded. In addition, members who have indicated that they do not want to receive bulk email notifications (as specified in the ARMA International profile) have been omitted from the list as well.



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### 3. Newsletter Contribution

I provided a monthly contribution to the chapter newsletter. The common sections of the contribution include new member announcements, opportunities for members (typically online resources), and a “bragging corner” highlighting accomplishments of chapter members.

### 4. Board Meetings

I participated regular in the chapter’s board meetings, providing information as necessary and participating in the decision-making process for moving the chapter forward.

### 5. Member Communication

I answered questions and provided general guidance to current and potential members, offering assistance with renewals or first-time membership queries. Occasionally this required communication with ARMA International membership employees as well.

#### *One-Time Activities:*

#### 1. Letter-writing campaign

The most significant project I undertook this year was a comprehensive letter-writing campaign. A total of 284 specialized letters were mailed to the following groups:

- Members whose membership had recently expired
- Members whose membership was going to expire shortly
- Members who had not participated in a chapter luncheon in some time
- ARMA International members in the Calgary area with no chapter affiliation
- Non-members that had recently attended a luncheon





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## 2. Poster Session

I participated in the February luncheon poster session, preparing a table that presented information on the ARMA International Professional Code of Conduct.

## 3. Tenure Recognition

Recognition of members in long standing in milestone years. Pins are given to such members and they will be honoured at the June 2011 luncheon.

### **Activities Planned:**

#### 1. Membership Renewal Notices

Due to time constraints and the difficulty in obtaining useful data I did not provide membership renewal notices to all members coming to the end of their year. I plan to devise a way to get these data more easily and deliver reminders.

#### 2. One-Year Recognition

I am planning to recognize all members who have completed their first year of membership – a kind of extended welcome to them from the rest of the chapter.

#### 3. Statistics

I have begun to keep monthly statistics on membership numbers and luncheon attendance. I hope to formalize the process of gathering that data and preserving it month to month, as it acts as effective feedback for initiatives that Membership and the board undertakes and gives a better picture of current trends.

**Respectfully submitted by Wayne Hoff, CRM**



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