

REFLECTIONS ON MY EXPERIENCES AT THE 2009***ARMA CONFERENCE***

*by**Kathleen Gammon, Chapter Secretary****Why did I go?***

I was primarily interested in the educational sessions with a chance to hear thoughts from attendees who are professionals in the field being a close second.

What did I learn?**In terms of the RM Professional:**

There are many shared concerns between RM and compliance professionals and definite synergy. I am a certified compliance professional and attended the Society of Corporate Compliance and Ethics (SCCE) conference this past July. The compliance profession is younger than Records Management with a more diverse set of professional attendees spread between compliance and ethics professionals (CEPs), information technology (IT), human resource (HR) professionals, and lawyers. Compliance programs adhere to “seven steps” derived from the Federal Sentencing Guidelines. The inferred eighth step is “thou shalt document”, and was drummed into my head during the year and a half of training.

- Reporting to high ranking corporate/organizational official is key to strong program
- Corporate Code of Conduct foundational to both RM/CEPs
- Initial and continued Employee training essential

Sessions I Attended

- Holistic Approach to Retention Management – Galina Datskovsky & Bill Manago
Presenters suggest that records managers are now being asked to manage information as a whole, regardless of whether it is an “official” record. This, in turn, drives many changes for the records manager and the organization of which they’re a part.
 - FOIA and FRCP were examples where all information (not just business records) are included
 - Retention approaches for databases were discussed with a suggestion that saving the results (e.g. reports) driving the decision making made the most sense.
- Legal considerations in Social Media (part of ILTA) - While not drawing specific conclusions nor making specific recommendations, this session discussed the Gen Y expectation of using social media as part of work and the implications to the organization.
 - Who owns such information
 - Workers not always using common sense on their posts
 - Retention/Disposition Challenge examples:
EXAMPLE 1 - was Archiving sites (“Way back machine”) are creating copies of sites. If your organization has destroyed records per the approved schedule, yet an archive site has a copy, that records still exists.
EXAMPLE 2 – LinkedIn recommendations where once submitted, cannot be rescinded by the author.

EXAMPLE 3 – HR professionals are now

regularly using social media sites as part of the screening process. Should a record be kept as part of the applicant file? How should this be incorporated into the screening process without exposing the corporation to undue risk?

- Legal Discovery in Federal Rules of Civil Procedure (FRCP) in the Web 2.0 world - John Isaza uses recent court cases to examine how FRCP is impacted by social media growth. In sum, it's uncertain at this point with the Southern District of New York on the forefront of case law.

Social Events

Networking and party opportunities abound at the ARMA Conference with many once-a-year in-person meetings apparently taking place. My favorite paradigm shift was that the young professionals, ARMA region specific, and Canadian networking events were really more “themes” than strict attendee rules. The CA poolside party was moved indoors due to rain, but spirits were certainly not similarly dampened with energy high up to closing.

I got to know several of our Great Lakes colleagues better and met new geographically dispersed buddies. I may even show up in other's ARMA Chapter's photos as an honorary member ;-)