2016-2017 ARMA ATL Sessions of the Month

September:
1. **CF13-3398 Practical Information Governance – A Heretic's Perspective**
Information management (IM) and information security (IS) often seem to be on diverging paths. Many IMs work hard to enable access to information, while IS professionals work to close it down. Threats to the organization, however, should bring IS and IM professionals together. This session outlines the threats against confidential and proprietary information. You'll learn how IMs can work more closely with IS to identify threats and identify the information that has significant value or risk.
Skill Level: Management/ Strategic
Facilitator: Cunningham, Patrick

2. **CF14-4009 How a Large Company Used the Principles to Establish its Corporate Information Governance**
This session uses a case study to demonstrate how a large engineering & construction company applied The Generally Accepted Recordkeeping Principles® as it established its first-ever corporate records management program. The international Fortune 500 company successfully leveraged the Principles to improve its business processes and communicate ROI to senior management. By hearing about their experiences and lessons learned, you will have a fuller understanding of how best to use the Principles to establish or enhance your IG program.
Learning Objectives
Upon completing this online session, you will be able to:
 1. Summarize how to use the Principles to establish the core competency of an information governance program with management
2. Use the Principles assessment process as a basis for strategic planning and to chart your progress
3. Outline your core objectives for the information governance program
4. Apply the Principles

October:
1. **CF15-4448 RIM Opportunities in Big Data Initiatives**
Join this session to discuss recent research on the role of records and information management (RIM) in supporting big data analytics and on issues of privacy, compliance, and security related to managing big data. You will hear evidence-based insights into how you can use your knowledge of your organization and your expertise as a records manager to add value to these big data analytics initiatives.
Skill Level: Management/ Strategic
Facilitator: Lemieux, Victoria

2. **CF15-4297 Big Data as an Asset: Using IG to Navigate the Big Lake**
Today's organizations have the opportunity to leverage big data as an asset, which often leads to the practice of never deleting anything. The big data goes into a so-called 'big lake,' where it lurks in the dark, murky depths. But significant legal and operational problems can stem from allowing that big lake to exist. In this panel session, IG experts help you learn to leverage the big data while maintaining the integrity, availability, privacy, and protection of the information. You'll come away with real, practical steps you can take to improve your management of big data.
Skill Level: Management/ Strategic
Facilitator: Datskovsky, Galina
Co-Facilitators: Hedges, Ronald J

November:
1. **CF14-4025 Setting the Stage for Automatic Disposition**
Forward-thinking organizations embrace automatic disposition as the most efficient approach to managing unstructured electronic records with expired retention periods. This

approach assumes that a legal hold/release program and an up-to-date and approved records retention schedule are in place. This session introduces an enterprise information lifecycle model that completes the framework for defining the rules that can be implemented consistently across the organization. You will learn how this model supports the principles of availability, retention, and disposition to help effect proper automatic disposition.
Skill Level: Strategic
Facilitator: Cisco, Susan L

2. **CF14-4198 Dispose of Zombie Data!**
We all keep unneeded legacy data, which increases the organization's cost and risk. Storage is cheap, but why hold on to data that could come back to stalk you? This session emphasizes strategies for properly finishing off undead data. You'll learn best practices for data disposal and learn about the emerging legal framework you need to understand to feel confident about your decisions. Session handouts include a records pyramid and a questionnaire to help analyze disposition decisions.
Skill Level: Management/ Strategic
Facilitator: Kershaw, Anne
Co-Facilitators: Dembin, Mitchell D; Favro, Philip J

December:
1. **CF13-3483 Changing an Organization's Culture Through RIM Touch Points**
Changing culture is harder than "changing the course of the Titanic," as you must steer each employee, not one ship. Employees are engaged throughout the year from benefits to CEO announcements. These engagement touch points are a key to culture change. Proctor & Gamble's RIM group has successfully raised employee awareness and compliance by embedding records management in a number of touch points. Learn how you can apply their approach and you, too, will see your organization's culture change!
Skill Level: Management Core
Facilitator: Moeller, Randy J.

2. **CF13-3480 Change Management Comes to Life…Let's Play Change: The Game**
Go beyond telling people about change management and let them experience it for themselves! In this session you will play an interactive role-based game designed to teach change management concepts and benefits. Experience the ups and downs of implementing a project that will require everyone to change the way you work. The project's success score is analyzed to determine the outcome. Will you "win" by changing attitudes and behavior toward a common objective or will you "lose" and compromise the benefits of the project for the organization?
Skill Level: Management/ Strategic
Facilitator: Strong, Karen V.
Learning Objectives
Upon completing this online session, you will be able to:
 1. Describe the basic concepts of change management in a learn-by-doing format
 2. Apply the concepts to a real-life project with different participant roles
 3. Measure the benefits of change management relate

January:
1. **CF13-9977 Presidential Directive and Records Management Reform: Utilizing The Principles**
Join the Chief Records Officer of the U.S. Government and an information governance expert to discuss the President's Directive to reform records management in government and industry. The implications of the directive on the information management world are far-reaching, but with the Generally Accepted Recordkeeping Principles® you can help ensure successful reform in your organization.
Skill Level: Strategic
Facilitator: Datskovsky, Galina
Co-Facilitators: Phillips, Megan

2. **CF13-3519 Leveraging The Principles: A Case Study**
The Generally Accepted Recordkeeping Principles® identify the critical hallmarks of information governance. In this case study, discover how a diversified insurance and financial services company used The Principles as the framework to assess its RIM program. With the Information Governance Maturity Model as the foundation, learn how to develop a comprehensive strategy and roadmap to achieve maximum benefit from your information governance practices.
Skill Level: Management Strategic
Facilitator: Fischer, Laurie A
Co-Facilitators: Martin, Robin

February:
1. **CF14-4032 Reduce Risk Through Privacy Compliance: The RIM Leadership Role**
In this session, you'll learn how to play a greater leadership role in the increasingly critical, rapidly evolving, privacy arena. It discusses the privacy landscape (frameworks, principles, players, requirements, and expectations), major privacy issues, and recent enforcement actions. You'll learn about the correlation between RIM and privacy and how to leverage your RIM skills to identify and manage privacy requirements, effect best practices, and develop strategies to establish a multi-disciplinary, compliant privacy program for your organization.

2. **CF15-4397 Aligning RIM and Privacy for Sound Information Management**
RIM and information privacy are inextricably linked: An effective RIM program must incorporate information privacy requirements, and a compliant privacy function depends on effective RIM. This session will explore the alignment and intersection of RIM and privacy and recommend methods for forging a collaborative role. Its interactive audience discussion will enable you to share your challenges and insights and learn from the experiences of your colleagues.
Skill Level: Management/ Strategic
Facilitator: Dmytrenko, April L
Co-Facilitators: Goodman, Susan K

March:
1. **CF15-4260 What's New in Social Media and Why it Matters to RIM**
Organizations are increasingly using social media for quick communications with clients, and these posts may well be records. In this session, you'll learn how to identify social media records to reduce risk, how to create a social media policy and train users on it, and how to avoid keeping posts forever. The session also includes an update on the Twitter archiving program at the Library of Congress.
Skill Level: Core/ Management
Facilitator: Graff, Genifer
Co-Facilitators: Whitmire, Susan B

2. **CF15-4402 The Internet of Things: Hype or Hazard?**
The Internet of Things (IoT) refers to a network of physical objects with Internet connectivity; the 'things' communicate with one another. This session explores the IoT, its relationship to RIM and IG, and how your organization can prepare for and manage both the threats and opportunities it presents.
Skill Level: Core/ Management
Facilitator: Colgan, Julie J

April:
1. **CF14-4017 Which Certifications Are Right For You?**
Information managers and privacy professionals have ample opportunity to advance their knowledge and credentials through an increasing number of certifications. In this session, you'll learn about the key certifications that are offered by ARMA, ICRM, AIIM, and IAPP. The session focuses on the value of each certification, its relationship to others, and what it

can do for you. You will walk away with a better understanding of which professional certifications are best for your career.
Skill Level: Strategic
Facilitator: Goodfellow, Stephen F
Co-Facilitators: Dmytrenko, April ; Isaza, John J.

2. **CF14-4096 Visionary Leadership: A Critical Skill for Records Managers**
This interactive session will help you acquire the types of leadership and communication skills that can engage and persuade stakeholders and senior managers. The focus is on developing a compelling vision that provokes the action you desire. You'll learn practical skills that will help you move your program to the next level and get the attention of senior leadership.
Skill Level: Management/ Strategic
Facilitator: Pace, Linda

May:

1. **CF13-3595 Don't Be a Deer in the Headlights when Managing E-Records!**
Do you feel like you're frozen in place and cannot begin to improve your e-records management? This session teaches you how to take that first important step – the e-records inventory. You will learn a practical step-by-step process for initiating the inventory, a process that works for organizations of all sizes and types.
Skill Level: Core
Facilitator: Goodfellow, Stephen F

2. **CF13-3502 Effective IT Guidance for EDRMS Implementation**
IT has decided to implement a document management system and is willing to work with RIM. How should the RIM practitioner guide IT to an outcome that delivers sustainable RIM compliance? In this session, you will learn about effective RIM and IT interaction and teaming; the new role of the RIM practitioner; stakeholder roles and responsibilities; how to alter business policies and procedures; and how to equip the RIM practitioner for success.
Skill Level: Management
Facilitator: Miller, Bruce
Co-Facilitators: Ardern, Christine M

June:

1. **CF15-4427 Getting Private with Privacy**
This session covers the elements of developing and implementing privacy programs as well as how to maintain and improve an existing privacy program to comply with federal and state regulations. You will learn how to improve accountability and compliance by understanding how to perform a privacy impact assessment (to assess privacy risks) and procedures to identify data that needs to be protected across the organization.
Skill Level: Management
Facilitator: Rey, Jorge

2. **CF15-4432 AICPA: Leveraging Privacy Principles and Frameworks for Global Privacy** Risk Management
Organizations increasingly leverage personal data as part of their business models, using Internet and mobile apps to source that data, and regularly moving the data across borders. Meanwhile, privacy and security related compliance standards are becoming more stringent in the EU and other countries, and consumers expect greater protection and transparency from data collectors, stewards, and processors. Join this session to learn how organizations leverage the AICPA Generally Accepted Privacy Principle and SOC 2 attestation reporting to address these challenges.
Skill Level: Management/ Strategic
Facilitator: Schroeder, Daniel
Co-Facilitators: Ravago, Christine

July:

1. **CF15-4325 How to Calculate Digital Asset Value and Risk**
   Organizations routinely analyze risks and their potential consequences. But digital information assets, especially those that must be accessible for decades, face specific types of risk that may not yet be fully integrated into routine risk management activities. This session uses the Digital Value at Risk (DVAR) calculator to demonstrate risk factors and financial consequences of loss for a real-life set of records, and it provides a short list of proven mitigation strategies and techniques.
   Skill Level: Management/ Strategic
   Facilitator: Ashley, Lori J.

2. **CF15-4331 Using Standards to Build a Business Case for Digital Preservation**
   This session describes the Digital Preservation Capability Maturity Model within the context of three international standards (ISO-14721, ISO-16363, and ISO-31000) that can be used to build a business case to ensure that long-term (10+ years) digital assets remain accessible, usable, and trustworthy for as long as necessary. The session will help you make better decisions based on the value, costs, and risks associated with your information assets.
   Skill Level: Core/ Management
   Facilitator: Ashley, Lori J.
   Co-Facilitators: Dollar, Charles