Profile

This project is centered on the idea of better engaging our membership base through the use of new technologies, including a custom mobile app, podcast and digital newsletter.

Needs Assessment

At the beginning of the 2014-2015 chapter year, the ARMA Metropolitan New York City Chapter Board of Directors recognized the need for a cohesive, coordinated information technology program that would integrate all aspects of chapter business and benefit membership in numerous ways.

The board felt that many aspects of chapter operations relied on similar technology, but in a siloed and disjointed manner. Likewise, the board also felt that there was potential to not only improve the internal mechanics of conducting chapter business, but also to leverage new systems of engagement to create lasting relationships with our membership base in an increasingly complex and dynamic technological landscape.

As one of a handful of chapters in the "Very Large" category, ARMA Metro NYC is faced with the unique challenge of balancing our growth and member retention initiatives with our members' needs for a personal, dynamic experience. ARMA Metro NYC is keenly aware of the competition and attention clutter from other associations and advertisers, and the sensory overload that eventually results from email and other marketing along similar target parameters.

In order to stay relevant to the needs of our members, we recognized that we need to be proactive with how we engage them, and draw them into chapter activities.

Chapter leadership unanimously agreed that if measures were not taken, our technical capabilities would not only lag behind, but ultimately hinder and hold back our growing social media footprint and member communications operations.

Solutions Defined

In order to achieve the vision of a holistic technological profile, the Board of Directors agreed to amend the chapter bylaws by creating the director-level position of Chief Information Officer (CIO), and appointed Eugene Stakhov, CRM, CDIA+ to the new position.

The CIO is Chair of the Technology Committee, and is tasked with the following:
Chapter Innovation Award Submission – Better Engagement Through Technology

- Design solutions and deploy tools to help manage general areas of Chapter business, including:
  - Content Management and Governance
  - Event Registration and Execution
  - Communication and Collaboration
- Work closely with Webmaster and partners in Communication, Public Relations/Collaboration and others to assess needs and deliver solutions to specific technical challenges
- Develop and lead special projects to expand the Chapter’s technological offerings for the benefit of existing membership, and to attract new membership
- Advise Board of Directors on potential purchases, information governance technology trends and best practices
- Enable the Chapter to assume leadership role among sister chapters and within the ARMA International organization as a cutting-edge thought leader and adopter of best-of-breed technology

As part of the collaboration directive, the CIO was responsible for vetting and advising on technologies to create a more engaging and dynamic experience for subscribers to the chapter newsletter, Exchange.

Among the special projects directives, the following target project initiatives were identified:

- Develop a custom chapter-branded mobile app to supplement our systems of member engagement. One of the primary tasks of the app would be to expose the chapter library collection and allow members remotely submit a request to borrow a library asset.
- Create the technical framework and corresponding team logistics for an ongoing custom chapter-branded podcast. The podcast would not only serve as an information and entertainment vehicle, but also potentially as an additional sponsor revenue stream.

As a result of undertaking the technology modernization initiative, ARMA Metro NYC now has these state-of-the-art tools to elevate our technology profile and directly benefit our existing membership, as well as help us attract new members:

- A digitally formatted, graphical and multimedia enabled e-newsletter
- Our very own multi-platform chapter app, called ARMA Metro APPle
- Our own branded podcast, called ARMA Metrocast, and the only ARMA chapter podcast listed in the Apple iTunes store

Members from the Technology Committee, as well as partners from Newsletter and Marketing were involved in planning, execution and ongoing evaluation of this project.

In addition, the Chair reached out to members from various other committees and all those interested in lending their creative energy.

The joint Technology Committee consisted of the following individuals and their respective roles:
Chapter Innovation Award Submission – Better Engagement Through Technology

- Eugene Stakhov, CRM, CDIA+, Information Governance Solution Architect, enChoice, Inc. (App developer, ARMA Metrocast editor and interviewer, technology/infrastructure oversight)
- Lauren Barnes, CRM, MLIS, Vice President, Credit Suisse, Adjunct Professor (Host of ARMA Metrocast)
- Bryn Bowen, CRM, President, Greenheart Consulting Partners, LLC (ARMA Metrocast guest)
- Konstantin Zborovskiy, Relationship Manager, AHRC-NYC (ARMA Metrocast guest)
- Frank LaSorsa, CRM, Director of Records and Compliance, Kelley Drye & Warren (ARMA Metrocast guest)
- Jennifer A. Best, Corporate Vice-President, Records Management, New York Life (Newsletter publisher)
- Mary Sherwin, CRM, IGP, CIPP/US, Records Program Director, CBS (Graphics, app tester)
- Maribel Rivera (Graphics, app tester)
- Fred Grevin, Vice-President, New York City Economic Development Corporation, Adjunct Professor (App tester)
- Anna Lebedeva, IGP, Director, Records Management, People’s United Bank (App tester)
- Jason C. Stearns, CRM, IGP, Director, Legal & Compliance – Information Governance, BlackRock (Graphics)

The chapter identified and utilized the following resources and structures to assist in implementing this project:

- Creation of director-level CIO position along with corresponding financial budget and committee discretion
- Subscription to Joomag digital newsletter platform (www.joomag.com)
- Subscription to Appery.io (www.appery.io) mobile development platform, along with corresponding developer registrations for publishing to platform-specific "stores"
- Creation of iTunes (www.apple.com/itunes) and Soundcloud (www.soundcloud.com) accounts for uploading edited podcasts
- Personal sound editing software (Garage Band)

Evaluations of the app were measured based on the internal testing team and feedback loops from members and others who installed and used it. Continuous improvements are being made based on test results.

Newsletter evaluations were likewise conducted by the Board of Directors and the Technology Committee prior to deploying. After deployment, feedback from membership on the new format has been overwhelmingly positive.
Chapter Innovation Award Submission – Better Engagement Through Technology

As of the date of this submission, the ARMA Metrocast has been downloaded and/or played a total of 65 times.

Implementation process

Digital Newsletter

The CIO, together with the VP, Newsletter formed the Newsletter Technology Subcommittee. The Subcommittee worked closely to evaluate several different competing platforms, formats and technologies to host a more dynamic, visually engaging newsletter platform.

After careful consideration, the Joomag platform was chosen based on a stringent set of criteria and the platform's accommodating features. All newsletters were ported to the new format.

Benefits achieved

ARMA Metro NYC feels that this project has elevated our technological profile among sister chapters and within the greater association as a whole. We feel these initiatives have created a solid technical foundation on which we can build, leverage and expand in future chapter seasons.

Overall assessment

Eugene Stakhov, CRM, CDIA+
enChoice, Inc.
909-CRM-GENE – work
917-225-8934 – cell
eugene@stakhov.com
Appendix

ARMA Metro APPle Screenshots
The following are screenshots taken from an actual live iPhone, depicting the ARMA Metro APPle user experience.
Chapter Innovation Award Submission – Better Engagement Through Technology

App Icon
Chapter Innovation Award Submission – Better Engagement Through Technology

Home Screen
Chapter Innovation Award Submission – Better Engagement Through Technology

Multimedia
### Chapter Library

<table>
<thead>
<tr>
<th>ARCHIVES</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARCHIVES</td>
<td>Audio and Moving Image Collections Preservation Survey Tool--- database (2008).mdb</td>
</tr>
<tr>
<td>ARCHIVES</td>
<td>Audio and Moving Image Collections Preservation Survey Tool</td>
</tr>
</tbody>
</table>