VAN ARMA

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Welcome to the 2015 Edition of VanARMA

Greetings to the Vancouver Chapter. We are back in production with a chapter newsletter, which will be a source of information about local events, and reporting with a twist about local records and information management issues. Look for regular features such as "As I see it", by Sandra Dunkin, CRM, IGP, and "Ask a CRM", where questions can be posted with answers provided by chapter member CRM's. If you have anything newsworthy or noteworthy, pass it along to the chapter. Meanwhile, we also have the website, bulletins and messages from ARMA International and ARMA Canada to provide you with other current educational opportunities to enrich your membership experience.

Best regards,

Sandie Bradley, CRM, FAI

IN THIS ISSUE

President's Message

Hi everyone, my name is Sheryl MacDonald and I am very excited to be in the role of Chapter President this year. I joined the Board in the Fall of 2011 as Membership Director and I am so appreciative of all the opportunities and friendships that have come my way through ARMA Vancouver.

I would like to take this opportunity to introduce you to the current Board members.

- Our President-Elect, **Jennifer Borland** is wearing multiple hats this year as she is also taking on the role as Secretary until we are able to fill the position. Please contact us if you are interested in joining the Board!
- **John Sharp** is our Treasurer and keeping a firm hand to ensure the Chapter is on a healthy financial path.
- **Pierrette Hodnett** moves into the role of Past-President and I appreciate having her guidance as I am a rookie in the position.
- **Donna Sedlar** is our Publicity & Marketing Director and she is busy reaching out to potential sponsors. She is always eager to hear from anyone with sponsorship prospects.
- **Sandra Dunkin** is our Education Director and she selects the Session of the Month webinars that are available to full Chapter members. She is also our go-to-person for any questions in regards to the CRM certification or the IGP. She had hoped to hold a CRM workshop this month but unfortunately has had to cancel due to lack of enrolment. Please contact Sandra if you are interested in attending a CRM Workshop as she is creating a waiting list and will organize a session once we have sufficient interest.
- We are happy to be welcoming **Dierdre Bradshaw** back onto our local Board in the role of Membership Director. Dierdre has been busy meeting students at UBC and VCC and letting them know all the benefits of an ARMA membership.

- **Ellie Kim** is our IT Manager. She is always working on keeping our website up-to-date, as well as she also assists with the layout of the newsletter. As past Programs Director Ellie also took on the task of arranging our first program events of the year along with assistance from Jennifer Borland as we did not have a Programs Directors to start the year.
- I am extremely happy to welcome to the Board, **Christine Gergich** who has joined as Programs Director. Christine was able to assist Ellie with our January event and is now busy learning the ropes and creating a program plan for moving forward.
- **Linda Tommasini** is our Records Manager and Historian keeping the records of the Chapter as well as providing invaluable input to our Board conversations as she has been involved with the Chapter and Board for a number of years.
- **Indri Pasaribu** is our Librarian and she is very anxious to hear from you as to what materials you are interested in borrowing. She is also in the process of acquiring new materials for the library as identified from our last Membership Survey results.
- **Alexandra (Sandie) Bradley** is our Newsletter Editor this year and she has been very busy gathering information to pass on to you, our members, in the newsletter. Being a 30+ year member, Sandie always has a wealth of knowledge to share and is a huge asset to the Board.
- In the Yukon we have a Liaison, **Jenny Whitehouse,** who will be working with the Board to bring resources to the Whitehorse area.

We appreciate the membership of all our ARMA Vancouver members but we acknowledge the challenges faced by our long distance members to attend local programming events. We are exploring different methods to bring resources to all our Chapter members.

If there are long distance members who would like to work with the Board to reach members in your area and explore means of bringing resources to them, please contact us at info@armavancouver.org.

I would like to thank the Board members who have retired from their roles this year: Anne Rathbone, Education; Suher Zaher-Mazawi, Co-Web Manager and Judy Hu, Co-Programs Director. We really appreciate all the time and effort they have given to ARMA Vancouver over the years.

The mission of ARMA Vancouver is to advance quality information management programs by providing members with advocacy, professional development and networking opportunities; this is the driving force behind all the Board planning for the year. I look forward to reaching out and connecting with you when the opportunities arise. Please feel free to contact me anytime with comments or suggestions and especially if you would like to join us on the Board!

Sheryl MacDonald
President
ARMA Vancouver Chapter

AS I SEE IT

By Sandra Dunkin, MLIS, CRM, IGP

As I begin my tenure as author of this column, I am mindful of the oft-quoted advice given to would-be writers, to "write what you know". With that stricture in mind I will begin, in reverse fashion, with a topic I know absolutely nothing about in the hopes that it will rapidly become something I do know about. (My mom always told me I was contrary.)

I've been hearing about "Big Data" off and on now for several years. I became further acquainted with the concept in greater detail at the ACA@UBC Symposium: *We Shape Our Tools, and Our Tools Shape Us,* in March of 2013. Richard Marciano presented a session on "Analyzing and Visualizing Big Cultural Data" that was both thought provoking and intimidating once the scope and scale of big data began to sink in. We're talking about *Petabytes* of data folks! What frightened me the most was the understanding that big data can and has been manipulated in the past for political and economic purposes that many would find uncomfortable in today's environment of social tolerance. On the other hand, if you read the January/February 2014 issue of *Information Management,* you will see that big data can also be mined for valuable and potentially life-saving information.[1]

In my imagination and with limited understanding of "big data", I envision it as something akin to 3D innovations, taking the linear or flat concepts of data and trying to conceive of them in a multi-dimensional,

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[1] P. 35.

inter-relational perspective. Kinda like the new *Oh Henry* commercials[2] with the exploding chocolate bar. At first the concept is mind-boggling and a little overwhelming, but then you begin to realize the vast potential of perceiving data in such a powerful and incredibly rich new way.

John Bolton, CRM, also pointed out to me that Big Data is akin to a "mash-up." Not clearly understanding what he meant I went online for some insight:

> **Mash-up** (noun • Informal \'mash-ˌəp)
> 1. A mixture or fusion of disparate elements
> […]
> 1.2. Computing a web page or application created by combining data or functionality from different sources.[3]

Ok, not the most helpful of definitions for my purposes, but I think I get it. You take data from various sources relating to the same topic to create a fuller and more complex picture. The best way I can explain it is like a relational database on steroids in 3D. Confused? Further searching provides little clarity on this concept. The Oxford Dictionary provides the following definition:

> **Big data** (noun [mass noun])
> Computing: data sets that are too large and complex to manipulate or interrogate with standard methods or tools.[4]

As early as 2001 Big data has been described in terms of the three Vs: volume, velocity and variety:[5]

- **Volume.** Many factors contribute to the increase in data volume. Transaction-based data stored through the years. Unstructured data streaming in from social media. Increasing amounts of sensor and machine-to-machine data being collected. In the past, excessive data volume was a storage issue. But with decreasing storage costs, other issues emerge, including how to determine relevance within large data volumes and how to use analytics to create value from relevant data.
- **Velocity.** Data is streaming in at unprecedented speed and must be dealt with in a timely manner. RFID tags, sensors and smart metering are driving the need to deal with torrents of data in near-real time. Reacting quickly enough to deal with data velocity is a challenge for most organizations.
- **Variety.** Data today comes in all types of formats. Structured, numeric data in traditional databases. Information created from line-of-business applications. Unstructured text documents, email, video, audio, stock ticker data and financial transactions. Managing, merging and governing different varieties of data is something many organizations still grapple with.[6]

Industry leaders in Big Data analysis software, SAS add two further dimensions:

- **Variability.** In addition to the increasing velocities and varieties of data, data flows can be highly inconsistent with periodic peaks. Is something trending in social media? Daily, seasonal and event-triggered peak data loads can be challenging to manage. Even more so with unstructured data involved.

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[2] http://www.youtube.com/watch?v=kfJT19QETwY, accessed 12 February 2014
[3] http://www.oxforddictionaries.com/definition/english/mash-up?q=mash-up, accessed 12 February 2014.
[4] http://www.oxforddictionaries.com/definition/english/big-data?q=big+data, accessed 12 February 2014.
[5] http://blogs.gartner.com/doug-laney/files/2012/01/ad949-3D-Data-Management-Controlling-Data-Volume-Velocity-and-Variety.pdf, accessed 12 February 2014.
[6] http://www.sas.com/big-data/, accessed 12 February 2014.

- **Complexity.** Today's data comes from multiple sources. And it is still an undertaking to link, match, cleanse and transform data across systems. However, it is necessary to connect and correlate relationships, hierarchies and multiple data linkages or your data can quickly spiral out of control.[7]

ARMA Hot Topic "The Big Data Explosion: How to Extract Value, Minimize Risks"[8] has the most useful quote from Gartner Group: "Big data, in general, is defined as high-volume, high-velocity, and high-variety information assets that demand cost-effective, innovative forms of information processing for enhanced insight and decision making."

Big data continues to defy conventional data processing systems and is too large for relational databases to contain. In many cases sufficient data storage will become an impediment for management and analysis, not to mention the rate of data increase often outstrips many organizations ability to contain or process its volume. There are, however, a few tools available to process big data, such as Apache's Hadoop, MongoDB and Splunk. Other technologies such as A/B testing, crowdsourcing, data fusion and integration, genetic algorithms, machine learning, natural language processing, signal processing, simulation, time series analysis and visualization are being utilized to process large volume of data.

Big data can lead to significant business enhancements through analysis. SAS suggests that analysis can enable "1) cost reductions, 2) time reductions, 3) new product development and optimized offerings, and 4) smarter business decision making."[9] Significant investment is being made to facilitate such outcomes. Gartner Research suggests the big data will drive $232 billion in spending through 2016 as well as $120 billion for IT spending.[10]

As I see it, Big Data has long since ceased to be an emerging trend in information management. It is swiftly becoming a new and well-defined professional practice. As RIM practitioners we need to understand the big data concept and respond to the changing data needs within our work environments. We also need to understand that data for data's sake is not the end goal, rather we should be focused on extracting the relevant content within the mass to leverage business opportunities.

RIM practitioners are especially and uniquely qualified to transition into big data experts and benefit from the many emerging opportunities. As Nancy Dupre Barnes points out in her article "Analyze This: The Big Demand for Big Data Professionals", in the January/February 2014 issue of Information Management, the demand is high and accelerating in much the same way as big data.

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[7] ibid.
[8] http://bluetoad.com/publication/?i=149409&pre=1, accessed 17 February 2014.
[9] http://www.sas.com/en_us/insights/big-data/what-is-big-data.html, accessed 12 February 2014.
[10] Op. cit.

Highlights from the ARMA International Conference

One of our mandates as an organization is to provide educational opportunities for our members. The annual conference is one of the best opportunities for up to date learning experiences in our profession.

This year's conference was held in San Diego, October 25 to 28, 2014 with preconference sessions on Saturday and Sunday, and the conference opening on Sunday. A highlight was the opening speaker, Rick Smolen, world famous photographer and videographer, presenting "The Human Side of Big Data", in which he illustrated the impact of big data on the lives of men, women and children. His perspective is that Big Data will turn out to be more transformative than the Internet in all aspects of our lives. He used diverse example to provide new insight into how our lives are being transformed by data: from health care, where analysis of heart rhythm data can predict infection in the body, and save high risk newborn babies, and from law enforcement, where analysis of cost spending in policing can direct more effectively the use of law enforcement resources.

As he says in the accompanying book "…the real-time visualization of data streaming in from satellites, and from billions of sensors, RFID tags, and GPS-enabled cameras
and smartphones, is enabling humanity to sense, measure, understand, and affect aspects of our existence in ways our ancestors could never have imagined in their wildest dreams…" (p. 3 Rick Smolen and Jennifer Erwitt, The Human Face of Big Data, Sausalito, California, Against All Odds Productions, 2012.) ARMA Bookstore made copies of the book available for sale, and after his talk, he was available for autographs. If you would like to borrow a copy here in Vancouver, contact Sandie Bradley.

Many of the speakers' sessions were recorded, and are available from ARMA International for a small fee. This year, sessions followed various themes, including privacy management sessions that incorporated the "privacy by design" principles described in more detail at
https://www.privacybydesign.ca/.

The closing session was the Fellows Forum, this year's theme "Embracing Change". Topics covered the legal environment, technology, international issues, and the Association itself. Ideas were presented and discussion and questions among the panelist were popular with the audience.

INFORMATION MAPPING CANADA :
WELCOME TO OUR NEW BRONZE SPONSOR!

The ARMA Vancouver Chapter is proud to introduce our first new sponsor for 2015, **Chris MacMillan from Information Mapping Canada**.

Chris was a welcome co-presenter at our successful January 21st **event IG Policies & Procedures and Information Mapping® Workshop** along with Vancouver Chapter Board member, John Sharp. Chris presented how to "analyze, organize and present clear and user-focused information".

Chris graciously offered to donate funds to offset costs for this event and we are thrilled to welcome Information Mapping Canada as our first sponsor of the year.

For more information about our sponsors and the services they provide, please visit "Our Sponsors" page on our website and click on sponsor logos: **http://vancouver.arma.org/our-sponsors**

This Year to Date...

Vancouver Chapter Opening Program
By Sandie Bradley, CRM, FAI

Our 2014 year started October 1 with two excellent case studies about electronic records management, presented by chapter members.

Anne Rathbone, CRM, and Kris Boutillier of the **Sunshine Coast Regional District**, Sechelt, provided an overview of their project with their shared drive, moving from an unstructured environment to a new shared drive environment, with all staff saving documents to a new "N" drive.

Using humour to present their insights, Kris outlined the situation before restructuring: 40,405 folders, using up to 14 levels of specificity, and housed in department silos. A working committee addressed the needs and wants of the user departments. A new drive structure was established, based on the SCRD filing classification. Anne described the staff training, Project MINT (Managing Information In N-drive Training) which was provided over a six week period, for each department.

They learned several lessons including that comprehensive marketing to senior management is essential, as well as getting senior management buy in. A constant requirement remains for education to staff, and that in some cases, a greater amount of staff effort was required. Overall, the 400,000 plus files were reduced to 202,000, and there was an 80% reduction in files over seven years of age. They are now in the process of selecting and implementing an electronic document/records management system.

Bernice Chong from the **Law Society of British Columbia** described their "Safari into EDRMS". The used the safari theme to develop Project Leo, to plan and implement an electronic document records management system.

They undertook a core process review, with the intention of implementing best practices and standards for information management. A key emphasis was on communication and change management. A user needs survey helped them to development requirements for information management including the taxonomy, security and metadata. They also developed a migration plan, and determined how to deal with the culture of information management.

Their vendor, Concerta Consultants, worked with them to develop the implementation. A pilot project was undertaken in one department, and then moved throughout the office. There is commitment from the top, with the CEO placing information management on the agenda of senior management meetings. The lessons they have learned are to keep the message simple, work with the business units, hold onto records management principles and continuously train.

Our thanks to Elli Kim and Jennifer Borland for organizing and offering this program.