Knowledge Area 6

Records Management Program Development

Administrative Items

- Emergency procedures
- Emergency exits
- Restrooms
- Break facilities
- Lunch facilities
- Cancellation policy
- Course attendance policy
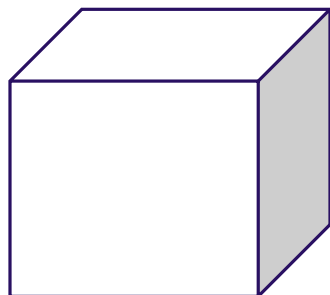- Please turn off mobile devices*
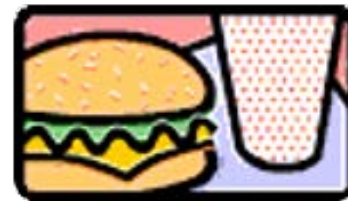
Getting to Know You

RECORDS MANAGEMENT TRAINING

RECORDS MATTER

Getting to Know You

RECORDS MANAGEMENT TRAINING

SF135 #1

RECORDS MATTER

Getting to Know You

RECORDS MANAGEMENT TRAINING

ILVHSTRY

RECORDS MATTER

Getting to Know You

RECORDS MANAGEMENT TRAINING

RCRDSROCK

RECORDS MATTER

Getting to Know You

RECORDS MANAGEMENT TRAINING

L8AGIN

RECORDS MATTER

Getting to Know You

RECORDS MANAGEMENT TRAINING

Favorite
team
food
book
movie

Home
state

Hobby

Personality

RECORDS MATTER

Knowledge Area 6
Course Outline

NARA's Knowledge Areas (KAs) and Certificate of Federal Records Management Training

- KA 1: Records Management Overview
- KA 2: Creating & Maintaining Agency Business Information
- KA 3: Records Scheduling
- KA 4: Records Schedule Implementation
- KA 5: Asset and Risk Management
- **KA 6: Records Management Program Development**

Course Objectives

At the conclusion of this course, you will be able to:

- Identify the essential components of a records management program

- Outline an evaluation process to assess the effectiveness of a records management program

- Explain the rationale for using external resources to assist with your records management program

Course Objectives (cont'd.)

- Identify the steps needed in formulating a plan to develop a records management training initiative
- Determine goals and strategies for promoting an agency's program

Course Agenda

- Welcome
- Course Outline
- Module 1: Overview of Records Management Program Development
- Module 2: Records Management Inspection
- Module 3: Records Management Implementation
- Module 4: Records Management Training
- Module 5: Records Management Promotion
- Course Wrap-Up

Course Materials

- Knowledge Area 6: Records Management Program Development Participant Guide (PG)
  - KA 6 Modules 1 through 5
  - KA 6 Handouts
  - KA 6 References

Course Outline

Applying What You Learned

Action Items Worksheets

- At the end of each module you will be given the opportunity to complete an Action Items Worksheet
- Use this worksheet to record what you learned in the module and how you will apply it to your job

Course Outline

Why Are We Here?

CFR, NARA & Agency Policy

Current RM Program

Goals

Inspections

Business Case

Training

Promotion

Module 1: Overview of Records Management Program Development

THE
NATIONAL
ARCHIVES
AND RECORDS
ADMINISTRATION

RECORDS
MANAGEMENT
TRAINING
PROGRAM

Module 1 Learning Objectives

At the conclusion of this module, you will be able to:

- Describe the key components of a records management program

- Define the key elements required to build an effective records management program

- Define vital records

- Draft goals for a records management program

Module 1: Overview of Records Management Program Development

Lesson 1: Program Elements

What is Records Management?

- According to 44 U.S.C. 2901, records management is planning, controlling, organizing, training, promoting, and other managerial activities involved in:
  - Records creation
  - Records maintenance and use
  - Records disposition
  - Achievement of adequate and proper documentation
  - Achievement of effective and economical management of agency operations

Key Program Requirements

- Records creation and recordkeeping requirements

- Records maintenance and use

- Records disposition

- Electronic records

- Off-site storage

- Vital records programs

What is a Records Management Program?

- 44 U.S.C. 2901: Records management is **planning, controlling, organizing, training, promoting**, and the **other managerial activities** involved in:

  - Records creation
  - Records maintenance and use
  - Records disposition
  - Achievement of adequate and proper documentation
  - Achievement of effective and economical management of agency operations

Program Components
Records Management Program

Benefits of Proper Records Management

- Facilitates performance

- Provides continuity in the event of a disaster

- Protects records

- Meets statutory and regulatory requirements

- Provides protection and support in litigation

- Allows quicker retrieval of information

- Improves efficiency and productivity

- Supports and documents historical and other research

Potential Problems Resulting from Ineffective Records Management

- Failure to perform basic functions

- Failure to respond to special requests for information

- Inability to recover from a disaster

- Exposure to legal and administrative penalties

- Loss of historical and program information

- Disclosure of confidential records to unauthorized individuals

- Physical damage to records

Denver Office

Module 1: Overview of Records Management Program Development

Lesson 2: Getting Your Program Started

Begin Formalizing Your Program

- Program goals and objectives
- Responsibilities
- Authorities

Why Are Goals Important?

- Goals provide direction

- Goals tell you how far you have traveled

- Goals help to make your overall vision attainable

What is the Difference Between a Goal and a Task?

- Tasks are the steps needed to reach the goal

- Tasks are usually more specific than goals

Tip!

Work backward to identify your tasks:

- Start by defining the future

- Describe your program as if you had already achieved your goal

- Then, tell the story of how you got there

Goals: Make Them SMART

- **S**pecific
  - Expected outcome is stated concisely and explicitly

- **M**easurable
  - Outcome can be assessed

- **A**chievable
  - Outcome is based on situation, resources, and time available

- **R**elevant
  - Goal assists you with your mission

- **T**ime oriented
  - Goal includes realistic time frames

Goals Based on ISO 15489-1

- Agencies should have a policy for records management

- Policy goal is to create and manage usable records reliably

- Records enable organizations to:
  - Conduct business in an orderly, efficient, and accountable manner

  - Deliver services in a consistent and equitable manner

  - Support and document policy formation and managerial decision-making

(See the full list in your Participant Guide.)

Activity

Making Goals SMART

Module 1: Overview of Records Management Program Development

Review and Wrap-Up

Activity

Writing *Your* SMART Goals

Review Activity

KA 6 Next Steps Worksheet

Module Review

Program Components: Records Management Program

Promotion

Training

Implementation

Inspection

Goals

Module 2: Records Management Inspection

Module 2 Learning Objectives

At the conclusion of this module, you will be able to:

- Describe the records management components used in an inspection

- Identify key sources related to records management inspection

- Define the critical factors for an inspection

- Draft inspection questions

THE NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

Module 2: Records Management Inspection

Lesson 1: Inspection Basics

What is a Records Management Inspection?

- Inspection, audit, or review of records management programs to ensure that:
  - Work processes are adequately documented
  - Agencies can find information when they need it
  - Dispositions exist
  - Information is kept to meet retention requirements
  - Records are destroyed when appropriate
  - Permanent records are transferred to NARA

Why is It Important to Conduct an Inspection?

- A proper records management program protects the agency from:
  - Risk of litigation
  - Risk of the government not being accountable for its actions
  - Risk of not protecting the rights of the American public

- Conducting a records management inspection is required by 36 CFR and other regulations

Agency Internal Inspections

Based on 36 CFR 1220.34(j), agencies must:

- Conduct formal inspections to measure compliance with NARA regulations regarding:
    - Records creation and recordkeeping requirements
    - Maintenance and use of records
    - Proper records disposition
    - Proper schedule implementation

Agency Inspection Regulations

- Regulations were written broadly so that agencies could implement inspections most effectively

- Inspections are done to meet the needs of the following:
  - Agency functions or program offices
  - Headquarters or field offices
  - The entire agency
  - Offices and programs affected by reorganizations
  - Offices with new programs mandated by legislation

Agency Inspection Regulations (cont'd.)

- In addition to 36 CFR, other regulations related to inspection include:
  - Title 44 U.S.C. 2904(c)(7) and 2906(a)(1)
  - VA Handbook 6300.1, Chapter 5, Section 2

NARA Inspection Process

- Based on 36 CFR 1239, NARA inspects agencies in connection with their records management activities

- For this inspection, NARA will:
  - Conduct interviews in the agency offices
  - Draft an inspection report
  - Finalize the report

- For the follow-up, the agency will:
  - Prepare a corrective action plan
  - Send NARA progress reports

Four Basic Steps for Program Inspection

1. Planning the inspection

2. Conducting it

3. Writing a report

4. Implementing recommendations and following up

Module 2: Records Management Inspection

Lesson 2: Sources and Success Factors

Resources to Help Agencies Conduct Inspections

http://www.archives.gov/publications/records-mgmt.html

RECORDS AND INFORMATION MANAGEMENT
SELF-EVALUATION GUIDE

☐ ☐ 12. Is the agency transferring permanent audiovisual and cartographic records to NARA in accordance with NARA guidance?

G. Vital Records Requirements:

An effective agency vital records (essential records) management program identifies and protects records essential for continuing operations under abnormal business conditions, resuming business once conditions have normalized, and protecting the legal and financial rights of the government and citizens.

Yes   No

☐ ☐ 1. Does the agency have vital records policies and procedures?

☐ ☐ 2. Are vital records requirements incorporated into the agency's continuity-of-operations (COOP) plan (refer to Federal Continuity Directive 1 (FDC1) for additional guidance)?

☐ ☐ 3. Has the agency identified all of its vital records in all program and administrative offices?

☐ ☐ 4. Does the agency maintain and keep current an inventory of all vital records and their locations?

☐ ☐ 5. Are vital records requirements incorporated into the agency records management directive?

☐ ☐ 6. Have vital records strategies, including the use of records formats that do not require specialized equipment, or remote access and offsite storage of backups and duplicates, been designed and implemented?

☐ ☐ 7. Are vital records strategies tested on a regular (at least annual) basis?

National Archives and Records Administration
Office of the Chief Records Officer   Page 18 of 20

Resources to Help Agencies Conduct Inspections (cont'd.)

- Independent firms

- Networking with the participants in this class and other KA sessions

How Will We Know How We Are Doing?

- Revisit our goals

- Check against the critical success factors

- Investigate best practices

Critical Success Factors

- Agencies should use the inspection process to try to meet these critical success factors:
  - Ensuring adequate and proper documentation
  - Preserving function-work process information
  - Identifying and mitigating risks of record loss
  - Safeguarding vital records

Critical Success Factors (cont'd.)

- Agencies should use the inspection process to try to meet these critical success factors:
  - Ensuring regulatory compliance
  - Minimizing litigation risks
  - Improving economy of operating costs
  - Improving work process efficiency and output

Module 2: Records Management Inspection

Lesson 3: Inspection Components

Internal Inspection Program Steps

- Planning

- Conducting

- Writing the report

- Implementation and follow-up

Planning the Inspection

- What is the scope of the inspection?

- What logistics are needed?

- What methodology should be used?
  - Interviews
  - Surveys and questionnaires
  - Sampling
  - On-site visits

- Who needs to be informed?

Conducting the Inspection

- Receive approval from senior management

- Conduct background research

- Present an in-briefing to subject program office management

- Distribute information to subject program staff

Conducting the Inspection (cont'd.)

- Perform the inspection

- Conduct introductory and triage training (time permitting)

- Present an out-briefing to provide feedback

Activity

Developing a Questionnaire

Writing the Inspection Report

- Analyze your collected data
- Describe your findings and conclusions
- Emphasize the probability of risks
- Make recommendations
- Use an appropriate report format
- Use appropriate report titles
- Obtain clearances:
  - Your office (for style and substance)
  - The subject program office (for feedback on accuracy)
- Distribute the official final report

Implementing Recommendations

- Prepare an action plan

- Get commitment or agreement from subject program offices

- Track progress of action plan

- Close out the recommendations when appropriate

Module 2: Records Management Inspection

Review and Wrap-Up

Review Activity

KA 6 Next Steps Worksheet

Module Review

Program Components: Records Management Program

Module 3: Records Management Implementation

Module 3 Learning Objectives

At the conclusion of this module, you will be able to:

- Draft a business case for records management

- Identify the steps for planning and implementing an electronic records management system (ERMS)

- Analyze the need for external resources and identify external resources needed and the agency's responsibilities regarding these external resources

- List unique records management issues and problems that must be addressed when using external resources

Module 3: Records Management Implementation

Lesson 1: Developing a Business Case

Why Do I Need to Make a Business Case for My Records Management Program?

Developing a business case is a good way to:

- Obtain management support for a recordkeeping, records management, or information management project

- Convince management that a proposed course of action is viable

- Justify the resource commitment required to achieve a desired outcome

Business Case Elements

1. Executive Summary and Recommendation 2. Purpose and Objectives 3. Scope	Lesson 1
4. Determining the Preferred Option 5. Project Plan	Lesson 2
6. Project Management - Responsibilities - Resources	Lesson 3
7. Cost-Benefit Analysis	Covered in KA5

Business Case Elements 1–3

1. **Executive summary and recommendation**
   - Summarize the arguments in favor of your program
   - Emphasize benefits of the program to gain management's commitment

2. **Purpose and objectives**
   - Explain why the project is necessary
   - Include the rationale for the project
   - Link the objectives to the goals of the agency

3. **Scope**
   - Define what is included in the project and what is not
   - Identify the outcomes and the outputs

Module 3: Records Management Implementation

Lesson 2: Planning for Implementation

Business Case Elements 4 and 5

1. Executive Summary and Recommendation 2. Purpose and Objectives 3. Scope	Lesson 1
4. Determining the Preferred Option 5. Project Plan	Lesson 2
6. Project Management - Responsibilities - Resources	Lesson 3

Exploring Options

- Study the current situation:
  - Identify user needs and requirements
  - Diagnose current problems

- Analyze potential corrective actions

- Plan what a new system should accomplish

- Explore the different options to achieve the desired results

Determining the Preferred Option

- List the different options to achieve the desired results

- Compare the possible approaches, presenting advantages and disadvantages of each option in the document

- Explain why the preferred option was selected

EXAMPLE

Project: Develop a records disposition schedule

Options:
- Carry out the work in-house with optimum number of resources
- Conduct in-house with restricted resources over longer period of time
- Hire a consultant to complete the work

Project Planning

Planning includes:

- Mapping project steps in logical order

- Deciding which steps take precedence and which processes can progress in tandem

- Highlighting major benefits and outcomes

- Distinguishing required resources and inputs

- Allowing for unexpected delays and developing a contingency plan

Planning Example – Develop a Records Disposition Schedule

Tasks	Task Order	Benefits and Outcomes Expected	Resources and Inputs Required
Inventory records	1	Be in compliance – be able to dispose of records properly	Staff and external resources Management support Microsoft Access or other inventory tool
Conduct a risk analysis	2	Be in compliance – be able to dispose of records properly	Get support from: • Legal • Management • Program staff
Do a business analysis	3	Be in compliance – be able to dispose of records properly	Get support from: • Legal • Management • Program staff

Module 3: Records Management Implementation

Lesson 3: Resources and Responsibilities

Business Case Element 6

1. Executive Summary and Recommendation 2. Purpose and Objectives 3. Scope	Lesson 1
4. Determining the Preferred Option 5. Project Plan	Lesson 2

6. Project Management
  - Responsibilities
  - Resources
	Lesson 3

Analyze Your Agency's Needs

- Identify needs

- Identify how external resources might fit into your agency's records management program

- Identify types of tasks and services typically outsourced

- Identify external resources

Activity

What Are the Needs at the Denver BPR Office?

Resources

- Specify the resource commitment required, including:
  - Skilled personnel
  - Financial allocations
  - Equipment and supporting technology

- Provide a detailed, full, and fair picture of the resources required

- Indicate where these resources are available

- Clearly state your rationale for acquiring external resources

# Responsibilities

Another resource needed in any project is people:

- Whom do you need on your team?

- What skills are needed?

- Whom do you need as allies?

- What do you want your allies to do for you?

What Are the Responsibilities Related to External Sources?

- Agency's role and responsibility to ensure that any external resources used comply with Federal records management laws and regulations, including:
    - Regulatory and legislative requirements
    - The Freedom of Information Act
    - Records disposition schedules and methods
    - Protection and destruction of records
    - Privacy Act implications
    - Litigation liabilities

Why Are There Problems with Using External Sources?

#1 Reason = Lack of Control
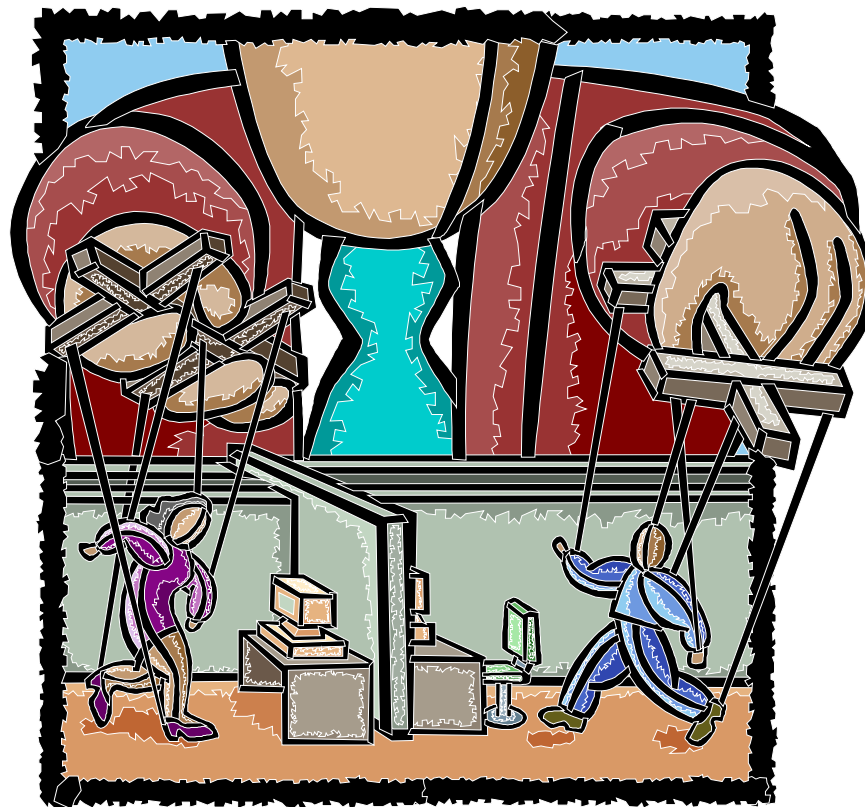
Potential Issues Related to Using External Resources

- Improper creation, maintenance, or destruction of records

- Unqualified staff being hired

- Poor supervisory control and task assignment

- Competing loyalties, priorities, and commands

- Staff turnover; learning curves

- Poor production and performance

Strategies for Minimizing Problems with External Resources

- Define and document:
  - Chain of command and accountability for agency and contractor
  - Expectations and deliverables
  - Reporting schedules and criteria
  - Issue- or problem-resolution process
  - Pricing, deliverables, fee schedules, and billing statements

Strategies for Minimizing Problems with External Resources (cont'd.)

- Provide:
  - Standards and measurements
  - Training
  - Performance incentives and contract penalties

- Conduct routine production audits

Activity

Developing a Business Case

Module 3: Records Management Implementation

Review and Wrap-Up

Review Activity

KA 6 Next Steps Worksheet

Module Review

Program Components: Records Management Program

Module 4: Records Management Training

Module 4 Learning Objectives

At the conclusion of this module, you will be able to:

- Identify the benefits of training staff in records management

- List the characteristics of effective training

- Describe sources for training

- List tips for delivering effective training

- Analyze the different records management training options

Module 4: Records Management Training

Lesson 1: Effective Training

Purpose of Training

- It is essential in building the skills needed to support your program

- It is another way to promote your program

- Other justifications include:
  - Overview of the laws, regulations, NARA documents, and international standards that mandate training on records schedules
  - Overview of where to find the laws, regulations, NARA documents, and international standards
  - Public Law 113-187, Presidential and Federal Records Act Amendments of 2014

Benefits of Records Management Training

Agency:

- Fosters records management knowledge

- Leads to effective administrative support of programs

- Fosters economy and efficient use of resources

- Preserves the records for when they are needed

Employee:

- Increases records management knowledge

- Motivates staff to implement records management responsibilities

- Informs the Agency Records Officer about changes to records systems by program offices

- Helps prevent staff from being fired for records management wrongdoings

Effective Training is…

- Based on a training needs analysis (TNA)
- Driven by learning objectives
- Designed for all learning styles
- Interactive
- Applicable in work environment

What Training Does Your Staff Need?

- ***What*** do they need to *know*?

- ***What*** must they be able to *do*?
  - Task 1
  - Task 2
  - Task 3…

Who Provides Training?

- Individual agency

- NARA
  - Training offered at *https://nara.csod.com.*
  - Customized training
  - Online courses

Module 4: Records Management Training

Lesson 2: Training Delivery and Evaluation

An Effective Trainer…

- Listens empathetically
- Asks effective and varied questions
- Manages content effectively
- Teaches to the objectives
- Shows respect for all participants
- Responds appropriately to participants' input
- Establishes and maintains a safe learning environment
- Enjoys training

Modes of Delivery

- Instructor-led training (ILT)
- Web-based training (WBT)
- Computer-based training (CBT)
- Self-study (SS)
- On-the-job training (OJT)
- Blended learning

Delivery Modes Pros and Cons

Delivery Mode	Pros	Cons
ILT	• Socialization – Participants able to interact with instructor and other participants • Instructor can adjust pace or content based on participants' feedback or body language and facial expression	• Resources issues include time away from job, travel expenses, limited space
WBT and CBT	• It saves in travel costs • It can be conducted in real time OR accessed 24 hours a day • It can offer content customized for the individual	• It is viewed as an impersonal medium • Administration can be difficult • Some topics can't be taught online • Participants must be comfortable with the use of technology
SS	• The learning is self-paced • It can deliver results speedily and inexpensively	• No socialization – participants are denied the opportunity of learning from each other • It requires disciplined participants
OJT	• Participants receive immediate feedback during work • The learning takes place in a familiar environment	• One-to-one training is expensive • Instructors need subject matter expertise *and* training skills

Blended Learning

- What is it?
  - Solution that integrates ILT and online learning

- Why is it useful?
  - Can mean reduced costs, may appeal to different participants, etc.
  - Can reduce the amount of time spent in class on basic concepts

Blended Learning (cont'd.)

- What might it look like?
  - Self-study (WBT, CBT, etc.) to get the participants up to the same level of basic knowledge and understanding
  - ILT workshops to provide an opportunity for discussion and guided practice
  - Coaching to help the participants put their new skills into practice

Activity

Analyzing Records Management Training Options

Evaluating Training

- We evaluate training to determine whether it produced the outcomes we wanted

- We need to answer these questions:

  - *Did we achieve the objectives?*

  - *If not, why not?*

- Many factors have an impact on training outcomes: the participant, the trainer, the training course design, the work environment, the participant's manager, etc.

- There are many training evaluation models and theories

Module 4: Records Management Training

Review and Wrap-Up

Review Activity

KA 6 Next Steps Worksheet

Module Review

Program Components: Records Management Program

Promotion

Training

Implementation

Inspection

Goals

Module 5: Records Management Promotion

Module 5 Learning Objectives

At the conclusion of this module, you will be able to:

- Identify strategies for promoting a records management program

- Analyze how to implement these strategies

- List resources to assist in promotion strategies

- Identify the target audience
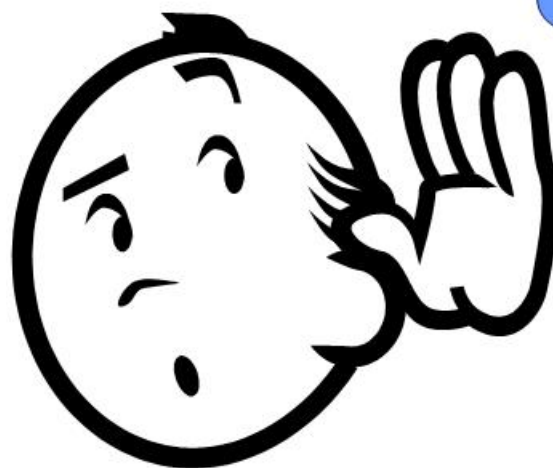
- Draft a promotional product

Module 5: Records Management Promotion

Lesson 1: Promotion Components and Target Audience

What Has Worked for You?

What is Promotion?

- Promotion

  "Encouragement of the progress, growth, or acceptance of something; furtherance. Advertising; publicity"

- Marketing

  "The business of buying and selling a specified commodity"

- Advertising

  "The activity of attracting public attention to a product or business, as by announcements in the print, broadcast, or electronic media"

Source: *http://www.dictionary.com*

Why Should We Use Promotion?
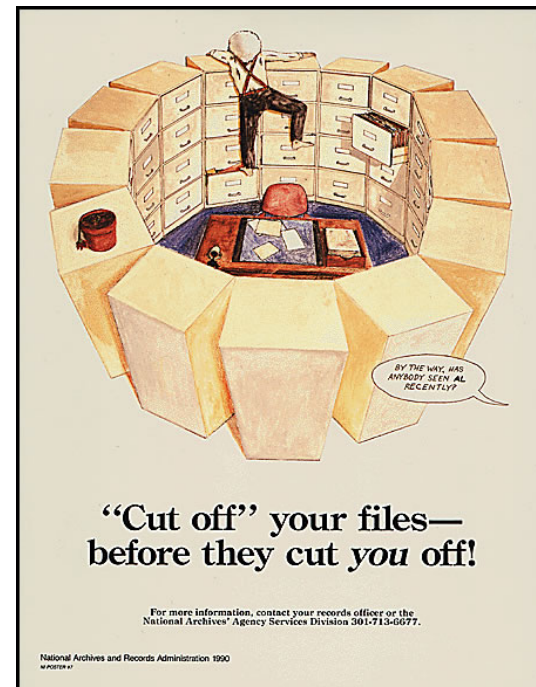
44 U.S.C. 2901(2), Records Management Defined:

- "The planning, controlling, directing, organizing, training, **promoting**, and other managerial activities involved with respect to records creation, records maintenance and use, and records disposition . . ."

The Benefits of Promotion

- Fosters knowledge of records management by employees

- Motivates staff to carry out records management responsibilities

- Leads to effective administrative support of program

- Fosters economy and efficient use of resources

- Preserves the records for when they are needed

- Ensures that the Agency Records Officer becomes better informed about changes to records systems

Resources to Help with Records Management Promotion

- NARA
  - Promotional products available through the website

- Other Agencies
  - Successful newsletters, online articles, etc.

- Other
  - What resources do you have or know of?

BY THE WAY, HAS ANYBODY SEEN AL RECENTLY?

"Cut off" your files—
before they cut *you* off!

For more information, contact your records officer or the
National Archives' Agency Services Division 301-713-6677.

National Archives and Records Administration 1990
M-POSTER #7

Key Elements in Promotion

- Know your product (or service)
- ***Know your customer or audience*** ⬅
- Be creative in getting your message across
- Use good communication skills
- Be credible and accessible

Target Audience – What? Who?

What?

- Target audience = your customer!

Who are they?

- That is what you need to figure out:
  - Who are they?
  - What are their characteristics?
  - What motivates them?

Potential Targets

- All management

- Scientists and engineers

- Information technology staff

- Contractors

- Administrative staff

- Lawyers and inspectors general

- All employees (headquarters, regional)

Activity

Target Audience

Module 5: Records Management Promotion

Lesson 2: Promotion Ideas and Projects

Describe Your Product

- Aim to describe the benefits of your product or service from your customer's perspective

- Emphasize its special features; i.e., the selling points

What's your message?

What About Records Management Makes It Sellable?

Selling Points Related to Records Management

- Control creation and growth of records

- Reduce operating costs

- Improve efficiency and productivity

- Ensure regulatory compliance

- Minimize litigation risks

- Safeguard vital records

- Support better management decision-making

Develop a Promotional Strategy

- Whom are you going to target?

- What methods will you use to reach that target?

- When is the best time to contact that target?

Remember, marketing is not one **single** *activity, nor is it just about publicity*
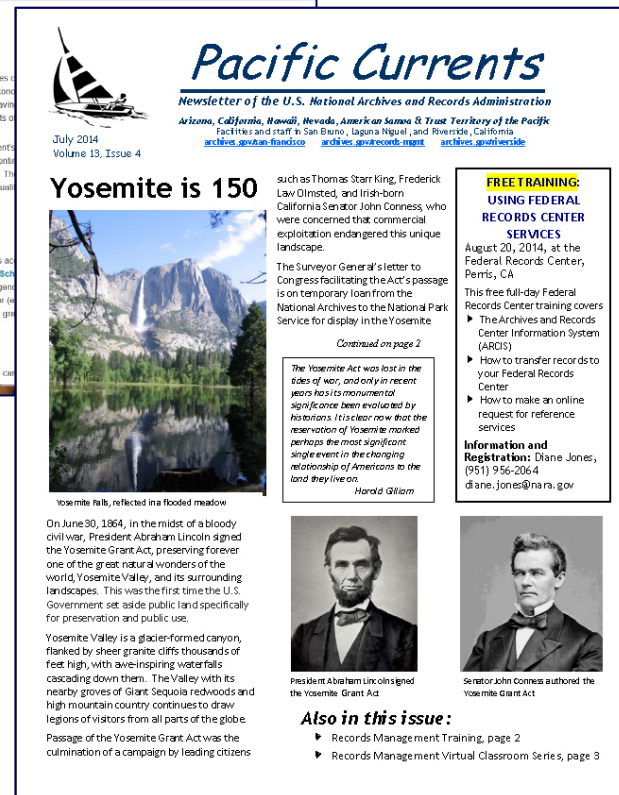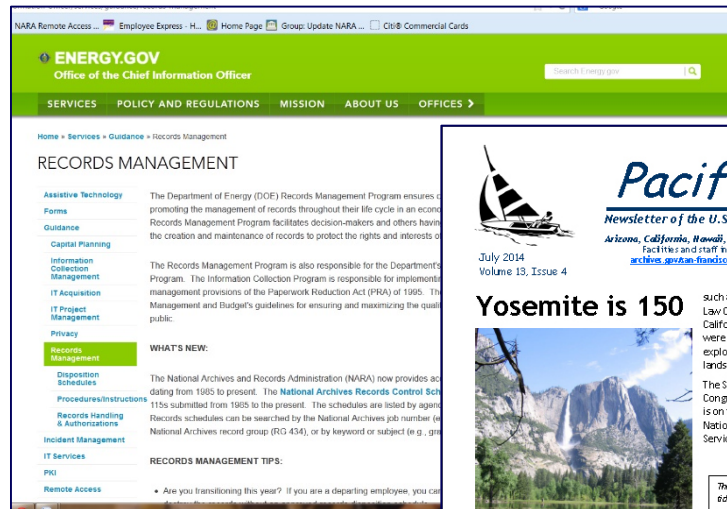
Promotional Materials

NARA:

- Posters
- Newsletter
- Website

Best practices:

- *Pacific Currents* newsletter
- Department of Energy website http://cio.energy.gov/records-management.htm

Methods of Publicity

- Posters or banners
- Flyers
- Newsletters
- Word of mouth
- Guest speakers
- Cards, badges, stickers, or table tents
- Presentations or briefings

- Emails
- Websites
- Mini-projects
- Awards
- Branded items
- Open houses or celebrations (food!)
- New employee orientation

Tips for Promotional Designs

- Keep it simple

- Tailor your message

- Brand it

Activity

Design a Promotional Product

Pitches and Presentations

- Pitch – "30-second sales pitch"
  - The goal of a 30-second pitch is to have quick and simple responses to a set of basic – but critical – questions

- Briefings and Presentations – longer time frame
  - The goal is the same: to sell to your audience
 - Sessions allow more time for examples and interaction

30-Second Sales Pitch

- A 30-second pitch quickly answers these questions:
  - Who are you?
  - Who is your company, and what does it do?
  - How can you help?
  - Why should your prospect act now?

- Consider your interactions in your agency:
  - What is your 30-second commercial?
  - What do you say about your program that creates interest and response?

A "Not So Great" Sales Pitch Example

> *"Hi! My name is Chris Shilling, and I am the Agency Records Officer at BPR. We make sure staff know how to handle all their records appropriately – according, of course, to the official NARA guidelines."*

- What is missing here?
- Does this message get your attention?
- Does it give your prospects an open-ended question and move them to take action?
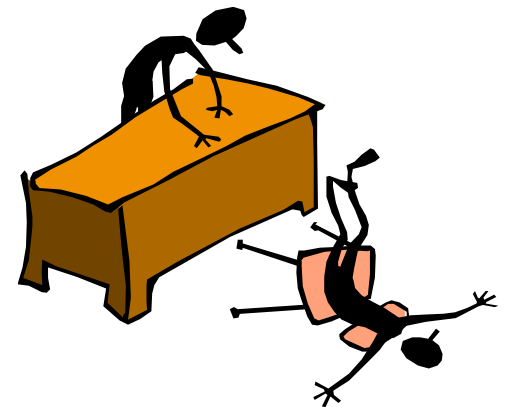
Sales Pitch Improved

- Name and Company:

- What We Do
(How We Can Help):

- Power Question:

- Why the Prospect
Should Act Now:

- *Hi! My name is Chris Shilling, and I am the Agency Records Officer at BPR*

- *We provide training and support for staff to help them effectively manage their records*

- *Did you know that a business (or agency) cannot conduct business without records?*

- *Having a well-run records management program contributes to the smooth operation of your agency's programs, because information needed for decision-making and operations is readily available. When would you like to meet to discuss the next steps for your records program?*

Activity

Develop Your Sales Pitch

Module 5: Records Management Promotion

Review and Wrap-Up

Review Activity

KA 6 Next Steps Worksheet

Module Review

Program Components: Records Management Program

Promotion

Training

Implementation

Inspection

Goals

Course Wrap-Up

*Grab Your
Next Steps
Worksheet!*

Module 1: Overview of Records Management Program Development

Promotion

Training

Implementation

Inspection

Goals

Outcomes:

- Draft goals for a records management program

Content:

- Benefits of proper records management

- Potential problems resulting from ineffective records management

Module 2: Records Management Inspection

Promotion

Training

Implementation

Inspection

Goals

Outcomes:

- Draft of inspection questions

Content:

- Reasons to do an inspection
- Stages and steps of an internal inspection

Module 3: Records Management Implementation

Outcomes:

- Draft of a business case for records management
- Analysis of agency needs

Content:

- Rationale for business case

Module 4: Records Management Training

Promotion

Training

Implementation

Inspection

Goals

Outcomes:

- List of benefits of training
- Tasks for target audiences
- Analysis of training options

Content:

- Benefits of records management training
- Components and characteristics of effective training

Module 5: Records Management Promotion

Outcomes:

- Target audience description
- Promotional product design
- Sales pitch for your agency

Content:

- Benefits of promotion
- Selling points related to records management

Review Activity
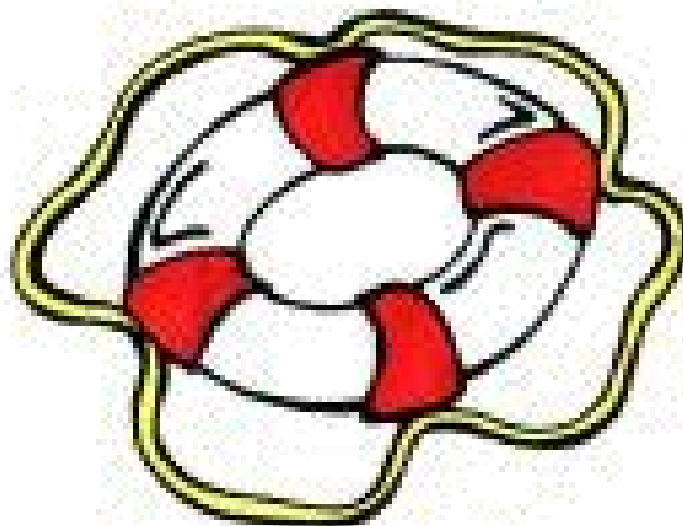
Critical Issues Questions

Course Wrap-Up

Resolving Final Questions

Getting Help – You Are Not Alone!

- Your Agency Records Officer

- NARA assistance

Getting Help –
You Are Not Alone! (cont'd.)

- NARA's website *http://www.archives.gov*

- NARA's Toolkit for Managing Electronic Records website *http://toolkit.archives.gov*

- Records Management Resources on the Internet

Getting Help –
You Are Not Alone! (cont'd.)
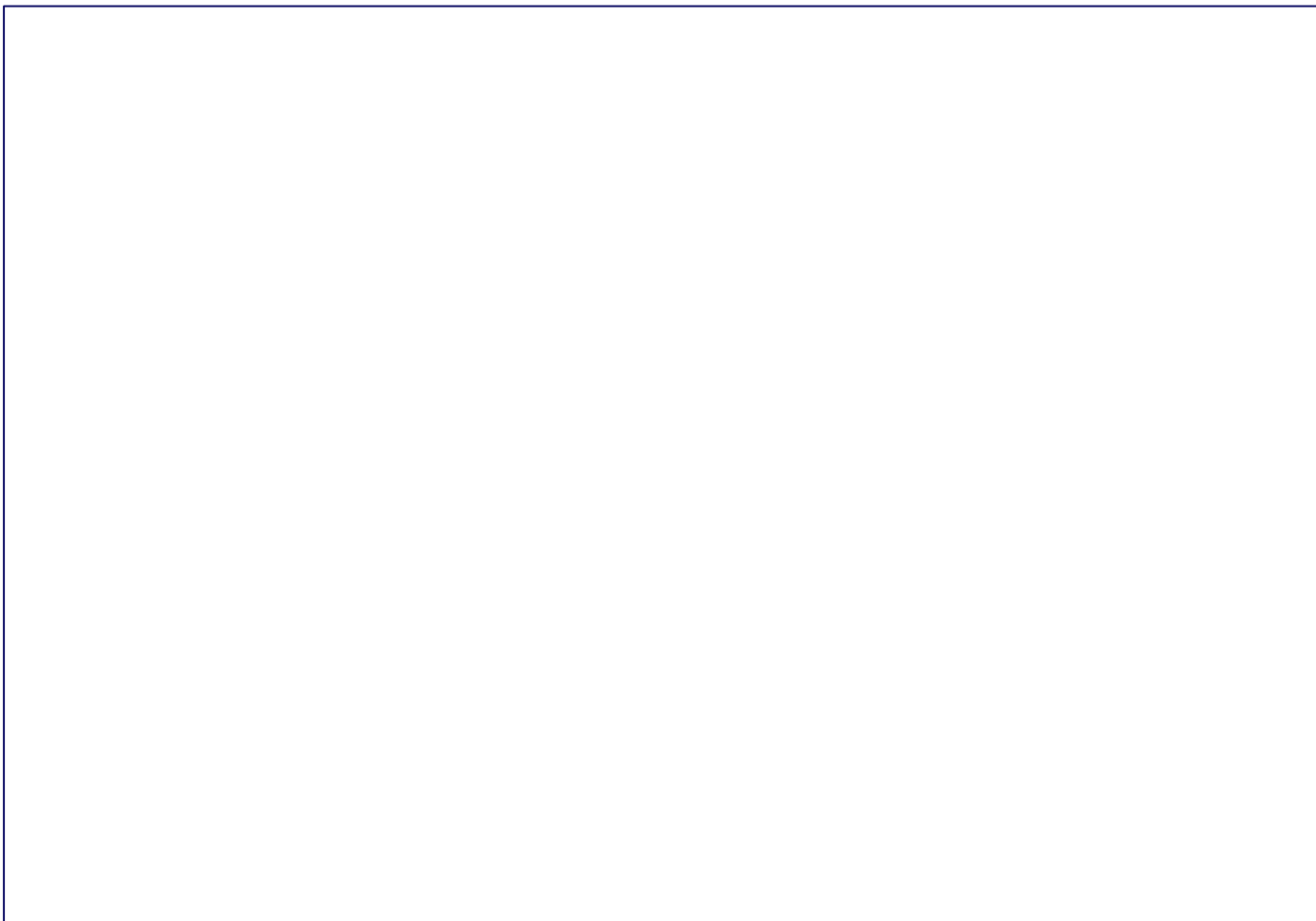
Please complete the Course Evaluation