



From RIM to IG: Not Just a Name Change

David M. Fleming, CRM, IGP, CIP
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Discussion Points

- Introduction
- David Fleming & Zions Bancorporation
- Tactics vs. Strategy
- RIM Skills vs. IG Skills
- RIM in the Context of IG
- Gaining Expertise
- Personal Experience & Lessons
- Questions, Contact Information

About Zions Bancorporation & David Fleming

David Fleming ([David Fleming on LinkedIn](#))

- 40 years in records and information management and project management
- Expertise in legal hold / eDiscovery, operations management, merger/acquisition transition projects and technology implementation
- Active in multiple career related professional and trade association leadership and public service volunteer engagements

Zions Bancorporation

- 8 Bank Brands
- 10,000 employees
- Over \$70 billion in assets
- Operating in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Oregon, Texas, Utah, Washington and Wyoming



Tactics v. Strategy

- Tactical Objectives
 - Smaller-scale actions serving a larger purpose which employ available means to accomplish an end with limited scope
- Strategic Objectives
 - Of great importance within an integrated whole which employ all the resources of an organization to achieve the objective.
- Information Governance (IG) – Not a new name for RIM
 - Information Governance is “a strategic, cross-disciplinary framework composed of standards, processes, roles, and metrics that hold organizations and individuals accountable for the proper handling of information assets. The framework helps organizations achieve business objectives, facilitates compliance with external requirements and minimizes risk posed by sub-standard information-handling practices.”
 - Source: Glossary of Records and Information Management Terms, 5th Ed. (ARMA TR 22-2016)
- Information Management (RIM): Key building block of IG
 - Information Management is “managing information, whether record or non-record, throughout its lifecycle of creation, use and destruction while also obtaining business value from it.”

RIM (Tactical)

- The center of IG: fundamental standards and best practices of managing information as an asset
- Traditional RIM skillset - retention management, general management, accounting, legal, basic technology, auditing and managing archives
- Broader RIM skillset - expertise in technology, tools for creation/receipt, security, retrieval, transmission, storage, disposition, preservation of information
- Transition from “records retention” to “data and information retention”
- Disposition program and training
- Policy enforcement and program audits
- More advanced RM, EDRM, ECM, ECRM software implementation / maintenance
- Facilitating availability of records & information
- Information risk assessment and protection
- Consultation with business units on RIM practices
- Offsite physical records storage administration, migration to digital only workflows
- Manage RIM Vendor relationships

Information Governance (Strategic)

- Directly tied to the organization's mission, vision, business and compliance goals
- IG Skillset: Executive level leadership/mentoring, software development, blockchain, business intelligence, business analytics, quantitative analytics, “infonomics”
- Multi-disciplinary in nature, requires the collaboration of all IG stake-holders representing all major business units and functions of the organization
- Deployed in a framework that is unique to each organization and its circumstances
- Establishes and operationalizes IG policy and practices across the enterprise, providing guidance for business unit tactical/process planning & design
- Deploying IG Strategy is challenging because there is no single prescribed structure or “off-the-shelf” solution
- Requires balancing cost, risk, value, opportunity and accountability while reducing compliance overhead and getting the most value from information assets
- Requires support and guidance from “C-Suite”
- The Principles® and the IG Maturity Model provide a framework for planning and assessment of Information Governance Performance

RIM in the Context of IG



Foundational Concepts

<https://www.arma.org/page/CoreConceptFund>



<https://www.arma.org/page/principles>

<https://www.arma.org/page/igim>

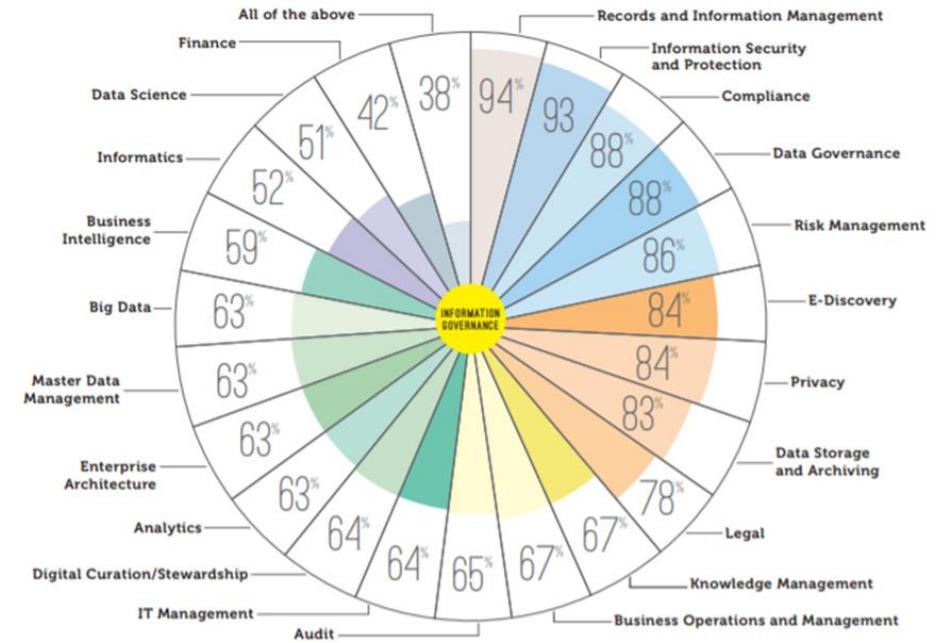


<https://www.arma.org/page/PrinciplesMaturityModel>



THE FACETS OF IG

IG Harmonizes Multiple Information Disciplines



Snapshot

- IG Practitioners continue to agree on the coordinating role IG must play.
- More than half of respondents thought IG had a role in every discipline in our pinwheel, with the one exception of finance (42 percent).
- The range between the top answer (RIM) and the bottom answer (finance) compressed by nearly 10 percent year on year.

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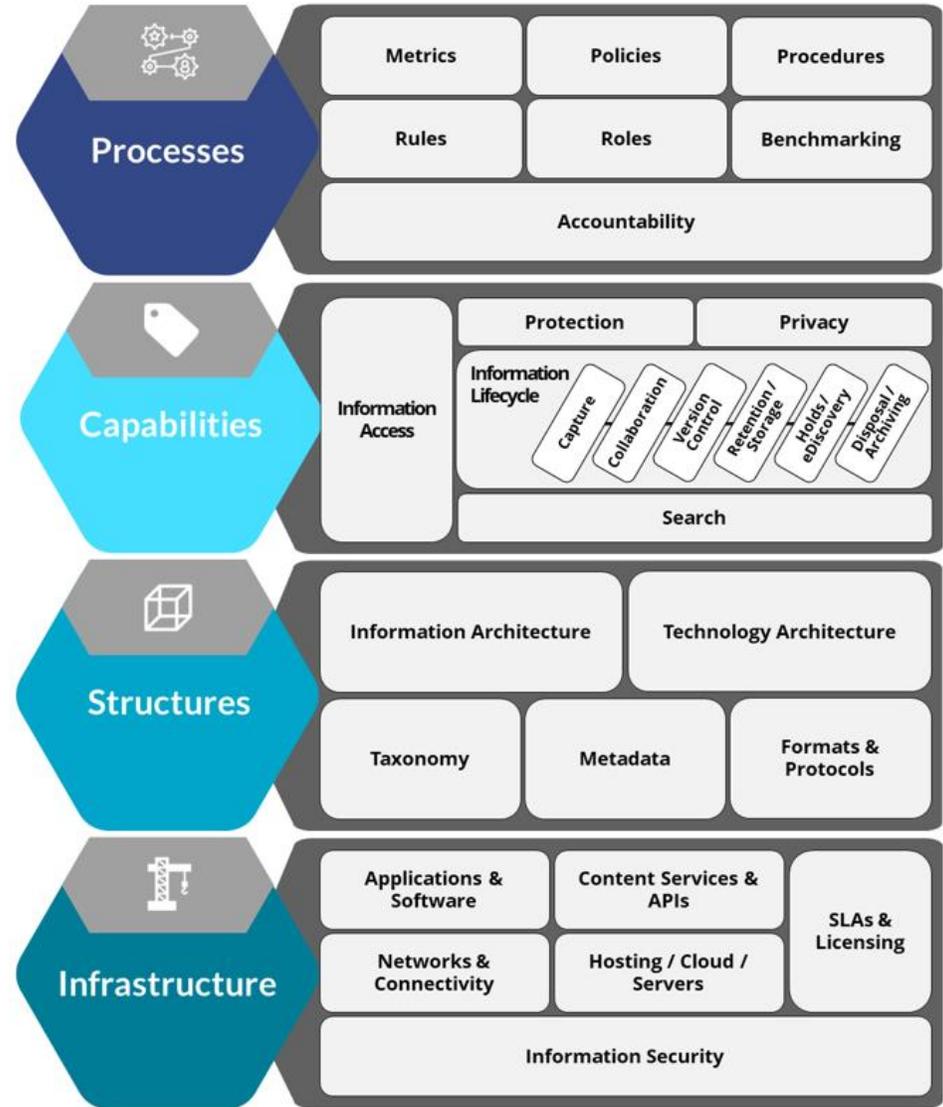
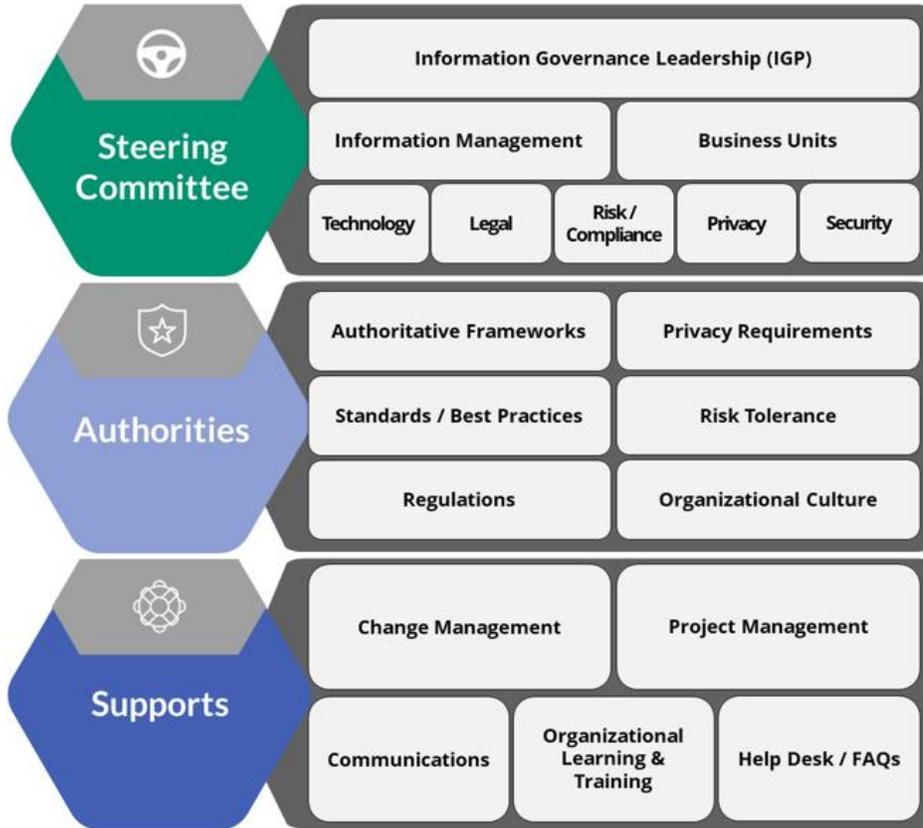


RIM in the Context of IG



Information Governance
Implementation Model

<https://www.arma.org/igim>



Gaining Expertise

- It's Personal
- You can't learn everything you need to know at once
- Network, Network, Network
- Take advantage of free resources and webinars
- Access free resources available to association members (ARMA/AIIM)
- Industry specific groups
- Pursue RIM/IG Specific Certifications
 - Certified Records Analyst (CRA) - ICRM
 - Certified Records Manager (CRM) - ICRM
 - Information Governance Professional (IGP) - ARMA
 - Certified Information Professional (CIP) - AIIM
- Pursue Related Certifications
 - Certified E-Discovery Specialist (CEDS)
 - PMI / Project Management Professional (PMP)
 - IAPP / Certified Information Privacy Professional (CIPP)
 - Many others may be a good fit for you personal journal and organization needs

Personal Experience & Lessons

- Early Career – Basic Records Management Concepts – Clerk to Supervisor
- Mid Career - Project Management
 - Valuable skills development and career advancement
 - Expertise is essential, but not if it doesn't support the goal
 - Seeing the value of connecting beyond the workplace
- Return Records Management in the Age of SOX, GLBA, Digital Transformation and Data Science – Strategic Focus
 - Back to RIM? Are you kidding me? Wait a minute... times have changed!
 - Information has both risk and value - find the sweet spot
 - Association leadership and public service pay dividends
- You need connections both internally and externally
- Own it
- Give credit where it's due – Your success depends on others
- The name is not important, the goal is - It is not about you
- Give to Get Principle

Questions - Contact Information

Questions



Contact Information:

Email – dflemingcrm@gmail.com

Linkedin – Send me an invitation!