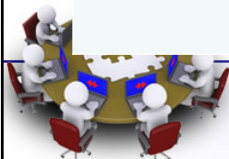




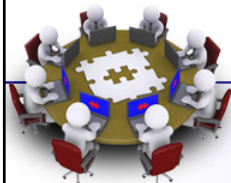
## Certification vs. Certificate

Certification	Certificate
Includes an experience and education component	Open to newcomers and experienced professionals
Requires passing an exam	Demonstrates knowledge of a specific content at the end of a specific period of time
Allows a practitioner to put letters after his/her name	Letters are commonly used, but not officially allowed
Requires ongoing education	No ongoing education required
Requires recertification	No recertification



# Value of Certifications

- Theory vs. Practice
  - You can apply knowledge to a real-world scenario
- Talk the Talk, Walk the Walk
  - Continued education shows dedication to career
- Better Soft Skills
  - Communication and project management skills
- Speeds Time to Hire
  - Skills validated through education, training and testing



# One or Both?

Information Governance Manager Job - Seattle, WA

- CRM or IGP Certification



University Records Manager

- Certified Records Manager (CRM) designation

## Manager, Records & Information Management

- A RIM certification, such as those listed below:
  - Certified Records Manager (CRM)
  - Information Governance Professional (IGP)



Manager, Records & Information Mgmt.  
2002, Raleigh, NC

Certification in Records Management (CRM)

Harris County

Enterprise Records Management Officer

- Certified Records Manager (Institute of Certified Records Managers)
- Certified Information Governance Professional (ARMA)

PG & E

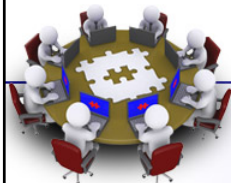
Manager, Records Information Management - Electric

- Certified Records Manager (CRM) certification



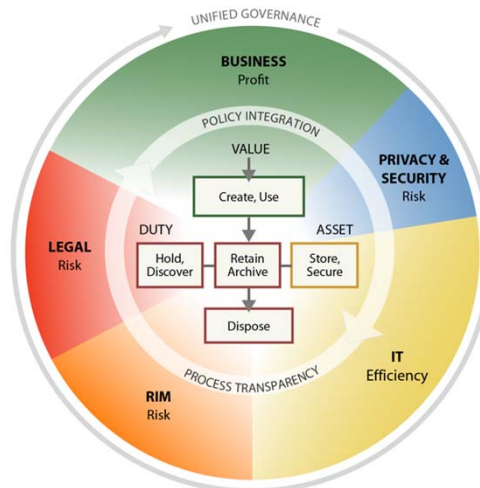
# Information Governance

Incorporates privacy, data protection, eDiscovery, IT, compliance, RIM, information security, legal, lines of business...into a unified framework for the management and optimization of an organization's information assets.



## Information Governance Reference Model (IGRM)

Linking duty + value to information asset = efficient, effective management



**Duty:** Legal obligation for specific information

**Value:** Utility or business purpose of specific information

**Asset:** Specific container of information

## Duty – Value - Asset



**Duty:** Legal obligation for specific information

**Value:** Utility or business purpose of specific information

**Asset:** Specific container of information



## RIM



- We care about the risk?
  - But what about the value?
- Interested in the proper retention of information throughout its lifecycle and the disposition at the end of the lifecycle



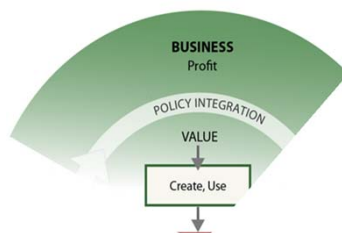
## Legal



- Risk is driver of interest
- Can we find the information that is relevant to the issue at hand?
- Can we place information on hold at time of known or anticipated litigation?
- Can we present the information that is relevant to the litigation?
- Can we support and provide evidence of our process?



## Business



- Value is driver of interest
- Can we find the information we need when we need it?
- Can we rely on the information we are getting to be authentic, reliable and readable?
- Can we manage the information as easily as possible as to not impact our normal workday (MAKING MONEY)?



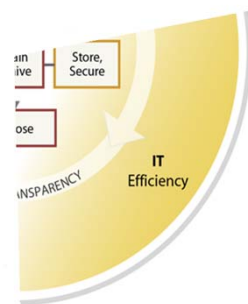
## Privacy & Security



- Risk is driver of interest
- Are we protecting our information from external intruders?
- Are we protecting our information internally (minimum access)?
- Can we identify where PII is stored and specifically assuring protection and proper access?



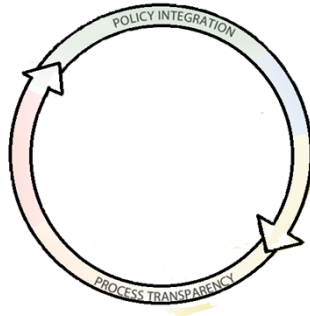
## Information Technology



- Efficiency is driver of interest
- Are the systems up and running?
- Can users get to their information (quickly)?
- Do users have enough storage space?
- Will we need to spend more money to add space/hardware/resources?



## Policy and Process



- Policies must align and reference each other to be an integrated and unified approach.
- Transparency into each other's processes are required to assure alignment and coalition



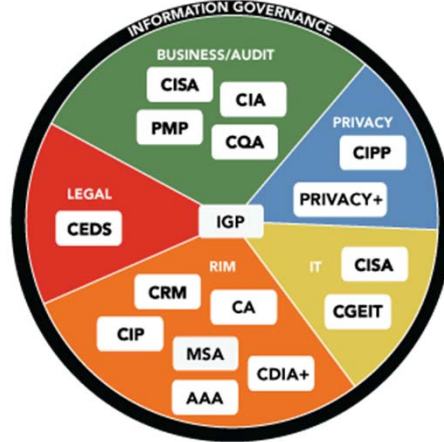
## Unified Governance



- Unified approach – alignment, coalition, support, transparency, affiliation, support etc.
- Information Governance Committee



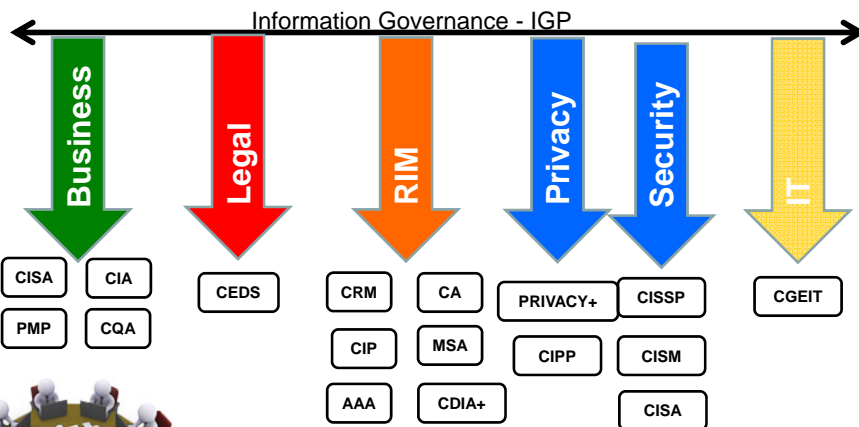
# IGP Stakeholder Certifications



<http://www.arma.org/r1/professional-development/certification>



## Think of it as...





## Role of the IG Professional

- Strategic
- Ensures an organization can leverage its information assets and mitigate risks



## Day to day...

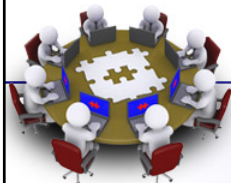
- Expect to:
  - Analyze business and tech trends to determine they will have on the organization
  - Collaborate with key stakeholders at the highest levels across the organization to develop holistic solutions to information challenges and opportunities
  - Advocate for peers at the highest levels of the organization to understand the importance of IG and to allocate required resources for effective implementation



# ARMA's IGP Certification



- Created in 2012 by ARMA Intl
- Governed by the IGP Governance Board



## How to qualify

Recommended Educational Background	Recommended Management and Leadership Experience in Information Governance
Four-year degree (bachelor's degree or global equivalent)	Minimum of three years of management or leadership experience in any of the following fields: RIM (including archives), law, compliance, audit, IT, privacy, or security. Experience must include management of staff or overseeing the direction of work of a department, organization, function, or major project or initiative related to one of the fields above.
Secondary degree (high school diploma, associate's degree, or global equivalent)	Minimum of six years of management or leadership experience



## Test Layout

- 140 multiple-choice questions that must be completed within two hours, forty-five minutes.
  - 125 questions are scored; 15 are pre-tested for statistical purposes but not scored. Of those 125 exam questions, only the correct answers are counted.



## IGP Competency Domains

- Managing Information Risk and Compliance
- Developing IG Strategic Plan
- Developing IG Framework
- Establishing the IG Program
- Establishing IG Business Integration and Oversight
- Aligning Technology with the IG Framework
- General Management Knowledge



<http://www.ama.org/docs/igp/dacumchart1012.pdf>



## What is an IGP?

An Information Governance Professional (IGP) is a person who has earned the only certification that demonstrates he or she has the strategic perspective and the requisite knowledge to help an organization leverage information for maximum value while reducing the costs and mitigating the risks associated with using and governing this important asset.



## Why Become an IGP?

- Showcases your information governance expertise
- Increases your potential for career growth
- Brings professional recognition within your network, organization and industry
- Access to new educational resources
- Honor of carrying a prestigious certification within your industry
- Extends your professional network to include an elite group of other IGPs



## Certification Maintenance

- 60 contact hours in a 3-year cycle
  - 10 hours are required in legal; 10 hours required in IT. The remaining 40 hours are at the individual's discretion.
- \$250 per 3 year cycle to maintain



## ICRM

The Institute of Certified Records Managers (ICRM) is an international certifying organization of and for professional records and information managers. The ICRM was incorporated in 1975 to meet the requirement to have a standard by which persons involved in records and information management could be measured, accredited and recognized according to criteria of experience and capability established by their peers.



## How to qualify

In short, a minimum of one year of professional RIM work experience is required, regardless of the level of education you possess.

- Bachelor degree (Graduate degree implies completion of Bachelor degree) PLUS one year professional level RIM experience OR
- 3 years college PLUS two years professional level RIM experience OR
- 2 years college PLUS three years professional level RIM experience OR
- 1 year college PLUS four years professional level RIM experience OR
- High School Diploma or GED PLUS five years professional level RIM experience



## Test Layout

- Parts 1 through 5 each consist of 100 multiple-choice questions.
- Part 6 is an essay question and requires a well thought, detailed response in a business case format.



## Why become a CRM?

- Surveys continue to correlate CRM with value
- Enhanced professionalism and personal growth
- High level of RIM knowledge gained during certification preparation
- Boosts confidence in RIM ability
- Higher-level RIM positions with commensurate salaries



## CRM Exam – 6 parts

- The six part examination is divided into:
  1. Management Principles and the Records and Information (RIM) Program
  2. Records and Information: Creation and Use
  3. Records Systems, Storage and Retrieval
  4. Records Appraisal, Retention, Protection and Disposition
  5. Technology
  6. Case Studies



## Certification Maintenance

- Active CRMs must earn and submit 100 points for approved educational activity during each five-year period following initial certification
- \$200/year to maintain



## Questions?

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