



Volume XXVIII, Issue 4
April 2009

News and Views of the Austin Chapter of ARMA International

President's Message

By Jannette Goodall

In my past messages, I focused on the need for volunteers. In this message, I want to take time to thank you all for your response to the call for action. April is an extremely busy month for records management professionals. In Austin, April provided us many opportunities for educational growth and community service. Just a few of the opportunities included the ARMA Austin Spring Seminar, Shred Day, and the 2009 Southwest Region Electronic Records Forum and the Records Administration Conference. In addition, many of us are planning RIM activities for our organization as a way to promote our services and value we add to our organizations.

Our Chapter Spring Seminar was a great success with 68 attendees. A wonderful number considering the budget constraints that many of us are facing. Our speaker, John Isaza received some of the highest overall ratings. Many attendees commented that it was one of

the best seminars Austin has offered in many years. His presentation was educational as well as entertaining. I want to send special kudos and a big thank you to Karen Thompson and Jessica Chavez for coordinating a wonderful seminar. I also want to thank our many vendor sponsors. Through the generosity of our vendors, we were able to provide 12 door prizes ranging from \$25-\$50. If you have suggestions for future speakers, please let one of the board members know as we are starting to think about the next seminar.

For Shred Day 2009, we have added a new vendor bringing the total number of vendors to four and added many new Chapter volunteers. This event has become an Austin tradition due to the support and dedication of our local vendors and Chapter members. Between February and April, I receive hundreds of phone calls and e-mails expressing gratitude for holding the event from the Citizens of Austin.

Our Vendor Trade and Appreciation Show in March was a huge success. Seven of our vendors participated giving Chapter members the opportunity to meet our vendors. Door prizes were drawn and everyone had a wonderful time.

In addition, Chapter members have volunteered time and resources to work on the Child, Inc. project. Mercy Ziegler has been working her team of volunteers even on weekends to assist the organization in conducting an inventory of their records (some housed at the "ranch") and developing a retention schedule.

I just wanted to thank each member for a job well done. I love being President of the Austin Chapter because our membership is such a warm, dedicated, and professional group that loves to have fun.

Thank you!



New Members:

- Gloria Holy
- Richard Alexander
- Neil Terry
- Felix Chavez
- Mary Ann Bridges
- Ursula Talley
- Amanda Mavropoulis
- Marsha Moore

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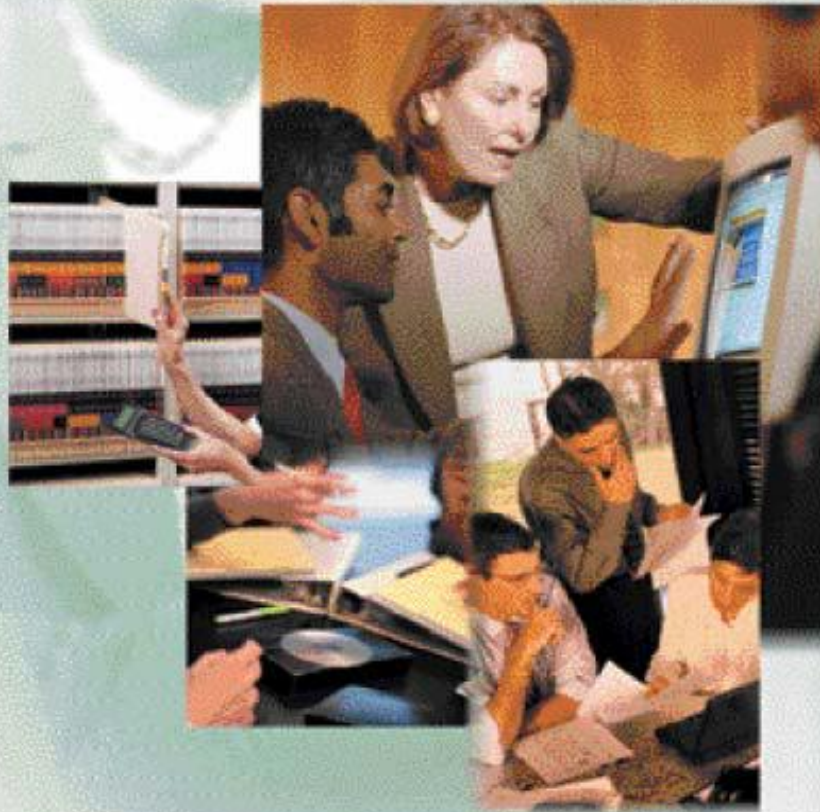
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Treasurer's Report

Starting Balance as of 1/31/2009:	11,435.58
Ending Balance as of 4/8/2009:	11,662.00

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Member Spotlight: John Carroll

Name: John Carroll

Area of RIM Expertise: Electronic Records

Member Since: September 2007

Pets: 2 dogs and 2 cats

Current Board Position: Secretary - 2008

Hobbies: Sports (mostly watching), road trips

Job Title: Records & Information Manager

Favorite Book: The Prince by Machiavelli

Company: Texas Municipal Retirement System

○

Email Address:
jcarroll@tmrs.com

Thanks for being on the Board of Directors, John!

Have Fun with RIM Month

By Jimmie Savage, CRM

RIM Month - a whole month to focus everyone on records and information management. It's enough to make a normal person run screaming in the opposite direction!

Let's face it. RIM programs have image problems, not to mention getting attention, recognition, and priority. Records are everyone's business but hardly anyone's primary business. And most people find the subject boring. What kind of reaction do you get when you introduce yourself and tell people you work in records management? A blank stare and a quick change of subject, right?

But RIM Month gives us a chance to change that a little. And get people thinking about records management in the process.

Look at it as a marketing opportunity – as a way to raise awareness and draw attention. That way you can take a lighter touch than what you have to use with policy, procedure and compliance. So have a little fun and jazz it up some. Here are a few things to try.



Have a theme. Make it a little off beat or over the top. Regardless of

whether it's western, going green, space aliens, or pirates & buried treasure you can find a way to relate it to RIM. Create posters illustrating your theme and put them up where everyone will see them. Use your imagination. Remember this is marketing. You're trying to grab attention and engage your audience.

Have some fun activities – games, puzzles, or contests built around RIM themes. There are free tools on the net that will help you create word puzzles.

Have a storage box decorating contest. If you're having a meeting try a Jeopardy game. Create a scavenger hunt on your intranet site. It's even better if you can manage token prizes for winners that are tied back to your theme.

Send out weekly emails on topics people can relate to. Tips & tricks on how to manage email or electronic records, fun facts about records management, Q & As, or coping with open records requests or e-discovery are just a few examples. But keep it short! No one is going to read a three page treatise on the incredible benefits of a well constructed file plan.

Create training opportunities. ARMA has a number of free webinars you can use for brown bag seminars.

April is a big month for RM seminars so promote them. Get some of your records liaisons to attend the monthly ARMA chapter meeting.



Save This Date

Sustainable Archives: AUSTIN 2009

[Hilton Austin](#)

Joint Annual Meeting of the Society of American Archivists and the
Council of State Archivists (CoSA)

Pre-conference Programs: August 9–11, 2009
 Conference Dates: August 11–16, 2009
 2009 Exposition Dates: August 13–14, 2009



SAA/ARMA Reciprocal Registration Fees: The SAA and ARMA International governing bodies have approved a resolution that permits the members of each organization to attend the other's annual conference at member rates. The resolution is intended to encourage expansion of educational opportunities for both professions. SAA/ARMA/CoSA members all share the same rates!

Check the SAA Website for Updates

<http://www.archivists.org/conference/austin2009/index.asp>

Registration Fees for AUSTIN 2009	SAA/CoSA/RMA Members	Employees of Member Institutions	Nonmembers
Early-Bird (by 7/6)	\$299	\$349	\$399
Advance (by 7/20)	\$349	\$399	\$449
On-Site (after 7/20)	\$399	\$449	\$499
One-Day	\$159	\$174	\$189
Student*	\$119	\$144	\$169
Student One-Day*	\$99	\$114	\$129
Guest	\$99	\$114	\$129

Learn more about Austin at <http://www.archives2009.org/>

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ORACLE

Bringing eDiscovery Processing In-House

By Patrick J. Burke, Esq.

Processing is one of the most expensive—and least understood—aspects of eDiscovery. Until recently, corporate eDiscovery teams had little choice but to outsource processing to service providers.

But this has changed. Technology is available that enables in-house eDiscovery teams to perform eDiscovery processing themselves.

Processing takes electronically stored information (ESI) that has been collected, and filters and deduplicates the data to cull it down, performs various technical processes (including text extraction, decompression, decryption, and sometimes indexing), and converts all the data into a format suitable for review by attorneys.

A primary goal of processing is to reduce the data set down to just what is potentially responsive to litigators' needs. Keep-

ing in mind that first-pass attorney review (for relevance, privilege and to identify hot documents) typically costs between \$5 and \$7 per document, there are significant savings in applying automated processes to cull out irrelevant data.

Some in-house eDiscovery solutions enable companies to cull the data down prior to the processing stage, at the point of collection. In fact, John Rosenthal, Partner and Head of the eDiscovery practice at Winston & Strawn LLP, states that organizations can achieve significant cost savings from culling during collection.

"Done correctly," says Rosenthal, "culling and filtering before the processing stage will allow you to achieve as much as 50% cost savings on the overall cost of eDiscovery, including attorney review and hosting."

So how does technology help

reduce the total data volume for attorney review?

During the collection phase, some in-house solutions can search and collect for only email and particular user-created file types (e.g. Word, Excel, PowerPoint, etc.). This excludes known irrelevant file types (e.g. system files) and vastly reduces the volume of data collected. This type of software can also collect data that was created or modified within a particular timeframe, or only emails and/or electronic files containing certain keywords. During the processing phase, in-house technology takes the collected data (already at a smaller volume if culled at the point of collection) and filters it further by keywords, timeframes and file types. Another important way to reduce the data set is through deduplication, which eliminates bit-by-bit identical versions of a document and leaves one copy for the attorneys to review while

keeping track of which custodians also held duplicate copies of reviewed files.

"Anywhere from 10 to 20% of all collected files are often exact duplicates of one another," explains Rosenthal. "If you can extract these duplicates at the processing stage, you can save a tremendous amount of money."

Optional in the process is indexing, whereby the raw text of all the files is compiled into a comprehensive text index against which keyword searches can be performed. This stage is optional if you are using software that can perform effective keyword searches directly against the emails and files themselves, without generating an index. But sometimes it can be useful to pass a pre-created index for use in the attorney review stage.

Processing can also involve "hashing" all collected files. Hashing refers to a process that uses

CONGRATULATIONS TO OUR CHAPTER'S NEWEST CRMs!!!



Jannette Goodall, CRM, and Tammy Russo, CRM, are our chapter's newest Certified Records Managers (CRMs) effective April 1, 2009! They have both succeeded in passing all 6 parts of the CRM exam!

Congratulations Jannette and Tammy!!!



Please feel free to contact me at Kevin_Waldrup@dell.com or call me at (512) 723-9670 for more information. ○

May 2009

Schedule of Events

- 5-6-2008— ARMA Austin Board of Directors' Meeting. Members are welcome to attend.
- 5-13-2008— ARMA Monthly Chapter Meeting. This month our speaker is Pat Galloway to discuss Big Buckets.
- 6-10-2009— ARMA Austin Board of Directors' Meeting. Members are welcome to attend.
- 6-16-2009— ARMA Monthly Chapter Meeting. This will be our year-end event. Location and further details will be provided via email or our website.

All events are held at Goodwill Industries (1015 Norwood Park Boulevard 78753), unless otherwise stated.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6 Board of Directors' Meeting	7	8	9
10	11	12	13 ARMA Austin Chapter Meeting	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10 Board of Directors' Meeting	11	12	13
14	15	16 ARMA Austin Chapter Meeting	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



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RIM Month (continued)

If you have a recognition program schedule the awards during RIM Month. If you don't have one, create one. The people that work on RIM as an "other duty as assigned" get very little recognition for what they do. So find a way for them to get credit.

One last point on why RIM Month is a good idea. It's a fairly simple and painless way to get your management to show support for the RIM program. Getting your chief executive to issue a "proclamation" declaring it RIM Month speaks volumes. If you keep things simple, keep costs low, and are respectful of the amount of people's time you require, they'll be receptive.

So give it a try. It may be a lot of work for you, but you'll enjoy it. And it will pay off in the long run by helping your RIM program get the acceptance and recognition it needs. ○



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eDiscovery Processing (continued)

mathematical algorithms to create unique digital fingerprints for files or datasets to prove that they have been preserved without any changes. This is important because it is a means by which one can authenticate an electronic document by demonstrating that it has not been altered during the eDiscovery process.

"Hashing has become more important now that you see more and more native productions," observes Rosenthal. "With native productions, the hash value is the only way—at this point in time—that you can verify that the document produced and, later on, used at trial, is the same document and hasn't been changed."

The remaining features of processing focus on delivering the data to the chosen review platform in a format that will allow the attorneys to review it effectively.

The delivery to the review plat-

form is accomplished by creating a load file, but before it is created, the in-house eDiscovery software extracts text from files, or data contained within zip files (or from zip files within zip files), decompresses data inside compressed files, and de-crypts encrypted data. It is important that the different components of the document, such as the text and metadata, are not only extracted, but that the proper relationships among those components (e.g., between an email message and its attachments) are maintained when passed along to the attorney review platform. With that accomplished, in-house software can create load files that comply with the new EDRM-standard XML load file format, as well as in Concordance, Summation or native file formats.

"You have to be careful here," explains Rosenthal, "because while a lot of commercial systems generally can deal with different review formats, not all

of them can. One of the benefits I like about EnCase® eDiscovery is that it has the ability to not only process the documents, but also to put the documents into one of the three most common commercial attorney review formats, pretty much 99% of commercial platforms."

In-house eDiscovery teams collecting and processing their own ESI can choose whatever attorney review and hosting solution makes the most sense for that particular case. This can be particularly valuable when they use multiple law firms for litigation, as the different firms will have their own preferences for (and experience with) different hosting services and attorney review platforms.

In some cases, the preferred attorney review platform is one that does not call for any hosting fees at all. By eliminating service providers from the eDiscovery process, the in-house team has more options, provided that their in-house processing technology permits creation of load files that

are compatible with each of the applicable review platforms.

The cost advantages of in-house processing are self-evident. Rather than pay premium rates to outsource vendors, companies can process for free if they invest in a perpetual license for in-house eDiscovery software. For companies that do not have the capital budget to do this, there is in-house eDiscovery software that can be licensed on a pay-per-use basis (e.g. EnCase eDiscovery). Either way, companies will pay less than what is charged by outsourced vendors.

With a clearer understanding of the details of processing, corporate eDiscovery teams no longer need to rely on these services from outsource vendors. They can comfortably bring the process in house—and enjoy order of magnitude savings.

○

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Special Projects Update

Sponsoring the Declaration of Independence:

We are still waiting for information from Hugh Smith about getting this project up and running. Stay tuned for details.

Child, Inc. www.childinc.org:

The inventory phase is still well underway. An electronic document management solution has been found, so this phase of the project is completed.

The next phase rests on the acquisition of scanning equipment. When this happens, we will begin looking for volunteers to help scan the backlog of records.

If you are interested in volunteering for either project, please contact Jannette Goodall at: 974-9045 or jannette.goodall@ci.austin.tx.us



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Special Announcement!!!

You will be pleased to know that Eric Stene has safely (and happily) returned from duty in Afghanistan.

We welcome him gladly back into the ARMA fold, and thank him for his service to our country.

ARMA Austin Vendor Directory



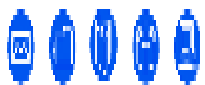
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Puzzle Answer:

KNOWLEDGE IS POWER, BUT POWER COR-
RUPTS. CORRUPTION IS A CRIME, AND CRIME
DOESN'T PAY. IF YOU KEEP READING, YOU'LL
GO BROKE.



For the Record is published five times a year by the Austin Chapter of ARMA International for its members and the records and information management community at large.

We welcome your comments, knowledge, and especially your contributions! If you'd like to submit an article, book review, or Chapter meeting re-cap, please contact Debra Korty at: debra.korty@ci.austin.tx.us

ARMA International is a not-for-profit professional association and the authority on managing records and information—paper and electronic. There are over 10,000 members worldwide.

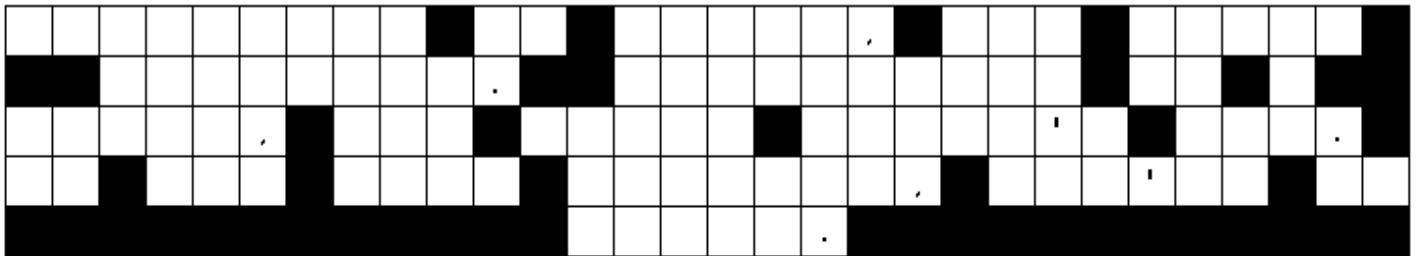
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Fun and Games

Losing Money



E O E

M E A N I M D R R Y L

I R O O L U K T E B R O W I N P I U T S W Y

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K F C Y O R D G E S P C R C O R E D O E S N O U I P A E G O

Insert the letters into the corresponding columns to create words reading across. Each letter will only be used once.

See page 11 for answer