

Message from the President

By Carolyn K. Offutt, President NCC-AIIM



Meeting changes, meetings on Sept. 10 and Sept. 17, survey results, election results...

We are about to embark on a significant change for the programs of the National Capitol Chapter of AIIM International (NCC-AIIM), based partly upon the Spring 2009 membership survey and partly on changing times.

We will be holding monthly LUNCHEON meetings in Rosslyn VA – NOT DINNER meetings for 2009-2010, as well as continuing our Hot Topics Breakfasts at The Universities at Shady Grove in Rockville MD. We are excited about our new luncheon location – back in Rosslyn in Arlington VA, after two years away – and the opportunity this offers for convenience to DC. To preserve your time at the luncheons, we will be running a closely-monitored schedule beginning with a networking period at 11:30 a.m., lunch at 12:00 p.m., our speakers at 12:30 p.m., and concluding our luncheons by 1:30 p.m. Join us for lunch in Rosslyn – and continue to join your NCC-AIIM colleagues at our Hot Topics Breakfasts in Rockville MD.

Our NCC-AIIM programs continue to be strictly educational in nature; they are technology, product, and vendor neutral.

Our first meeting this fall is a luncheon beginning at 11:30 a.m. on Thursday, September 10, 2009, at the General Dynamics Executive Conference Center at 1000 Wilson Blvd; Suite 810 UM (Upper Mezzanine) in Arlington, Virginia, across from the Rosslyn Metro station. Our speaker will be Garrett M. Graff, a current editor at Washingtonian Magazine,

with a presentation on “President Obama’s March to the White House Using ECM and Web 2.0 Tools.” Mr. Graff is the author of “The First Campaign: Globalization, the Web, and the Race for the White House.” In 2004, he worked on Vermont Gov. Howard Dean’s presidential campaign and, prior to that, was Gov. Dean’s first webmaster. You may want to invite others to come to this incredible story of how campaigning has changed with the Internet in the 21st Century.

For those of you cannot make our Virginia Lunch meetings, you will also be able to sign up for a Podcast of the event. Share it in your conference room! Register at www.nccaiim.org.

We are also joining AIIM International for an afternoon reception from 3:00-5:30 p.m. on Thursday, September 17, 2009, in Washington DC following the AIIM Enterprise Content Management (ECM) Seminar on “From Collaboration to Processes to Control: What’s the Ideal Information Management Strategy for Your Organization?” at the Westin Washington DC City Center at 1400 M Street NW. Join your NCC-AIIM colleagues for this FREE reception and a presentation by international speaker, Sheila Savar, on “The Power of Networking for Your Business and Career Success in ECM.” And remember, your AIIM membership qualifies you for a free membership to the local chapter – NCC-AIIM.

On March 27, 2009, we emailed links for our 2009 Membership Survey to 311 Professional Members (PM) and 2,751 Associate Members (AM). We received responses from 17% of our Professional Members and 3% of our Associate Members.

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Implementing a Knowledge Management Program for the U.S. Army

By Art Schluskel, CKM[®], CDIA, ECM^s

Editor's Note: For the AIIM community, the term Knowledge Management has not been used very much because of perceived lack of consistency in the definition and use of the term. However the term is now used by the Federal Government and military and has been adopted in very specific situations with a concrete, meaningful definition. I believe it is time for AIIM to reevaluate the term and embrace its use in a standardized manner. This article is an excellent example of how the term is used in a working program.

Mark Mandel, Editor.

The Secretary of the Army and Army Chief of Staff signed a memorandum titled Army Knowledge Management (KM) Principles on July 23, 2008.

(<http://www.army.mil/ciog6/docs/AKMPrinciples.pdf>)

The memorandum clearly states that KM principles have implications for all Commands and Army organizations. All soldiers (including National Guard, reserve, and civilians) will now have to understand KM competencies and how to apply them. The first of the 12 Army KM principles is to train and educate KM leaders, managers, and champions, but on what body of knowledge do you base

Army KM Principles

People/Culture

1. Train and educate KM leaders, managers, and champions.
2. Reward knowledge sharing and make knowledge management career rewarding.
3. Establish a doctrine of collaboration.
4. Use every interaction whether face-to-face to virtual as an opportunity to acquire and share knowledge.
5. Prevent knowledge loss.

Process

6. Protect and secure information and knowledge assets.
7. Embed knowledge assets in standard business processes and provides access to those who need to know.
8. Use legal and standard business rules and processes across the enterprise.

Technology

9. Use standardized collaborative tool sets.
10. Use Open Architectures to permit access and searching across boundaries.
11. Use a robust search capability to access contextual knowledge and store content for discovery.
12. Use portals that permit single sign-on and authentication across the global enterprise including partners.

KM training and education?

Research the KM professional literature and you will find volumes of information on KM concepts and theories, KM approaches and methodologies, KM tools and resources, KM case studies, KM best practices, and even KM tips and tricks. All good stuff, but what is missing is definitive KM competencies; those subject areas critical to an organization's adoption and use of KM principles and practices. What is evident is that most KM competencies are also "knowledge work" competencies.

In today's Army, as is true in virtually all labor categories in work forces around the world, most work today is knowledge work. As such, KM competencies must be considered core work competencies that knowledge-sharing organizations embrace and instill throughout their workforce. Additionally, a culture of trust and willingness to share must accompany these competencies. Knowing what to do and how to do it is only half the solution. Individuals must be willing to learn and share on a personal basis, and the organization must support individuals' abilities and attitudes with a cultural atmosphere that encourages knowledge sharing.

To some extent these attitudes are in contrast to the Army mind-set (a mind-set which can be found in many commercial organizations as well) where a strict chain-of-command hierarchy can stifle knowledge sharing, so allowances must be made in situations where the need to share supersedes strict discipline and adherence to protocol. If an organization is serious about implementing KM throughout the enterprise, and KM is to be woven into the organizational DNA, then there must be a body of knowledge, or a baseline understanding of KM principles and the accompanying cultural shift for there to be widespread adoption and use.

The U.S. Army is currently developing a KM Competency Model. It will serve as the foundational body of knowledge for all Army KM training and education. These competencies apply to both KM professionals

(those that serve in some KM leadership or stewardship capacity) and KM practitioners (all active, reserve, National Guard, and civilian personnel). The competency model imparts a common understanding of the essential skills and knowledge necessary to effectively promote proven KM practices. It provides a basis for professional development, and is intended to guide future training and curriculum development efforts. It is not expected that an individual will have to be an expert in all of the competencies in order to effectively adopt and use KM.



Continued on page 8...

ECM: What is it? Why do I Need it? What is the ROI?

by Jack Frost, NCC-AIIM VP Programs



Our chapter programs are planned to provide interesting, educational subject matter for the membership. Program topics are selected by the NCC-AIIM Programs Committee using membership and industry input, surveys and market research in an attempt to bring you the best educational events available. Programs for the 2009-2010 chapter year were selected as part of the Chapter Programs theme for this chapter year, "ECM: What is it? Why do I Need it? What is the ROI?" Many topics and speakers were proposed and discussed. The broad categories deemed to be important to the membership such as traditional ones like Integrated Document Management, Records management, Capture and significant case studies and site visits are included in our list of upcoming events:

| Date | Event |
|--------|---|
| Sep 10 | Lunch Meeting (in Rosslyn/Arlington VA) President Obama's March to the White House Using ECM and Web 2.0 Tools!! |
| Sep 17 | AIIM Roadshow From Collaboration to Processes to Control: What's the Ideal Information Management Strategy for Your Organization? The Westin Washington DC City Center www.aiim.org/ecmseminar NCC-AIIM Mixer Following Roadshow |
| Oct 8 | Lunch Meeting (in Rosslyn/Arlington VA) |
| Oct 15 | Site Visit to QAI (Columbia, MD) |
| Oct 22 | Breakfast Meeting (University of MD at Shady Grove) |
| Nov 18 | Joint Dinner Meeting with NOVA ARMA at Marco Polo in Vienna VA—NARA |
| Nov 19 | Breakfast Meeting (University of MD at Shady Grove) |
| Dec 10 | Site Visit to Government Printing Office—Federal Digital System (FDSys) |
| Jan 14 | Lunch Meeting (in Rosslyn/Arlington VA) - Joint Meeting with ARMA NOVA (NCC Hosting) |
| Feb 11 | Lunch Meeting (in Rosslyn/Arlington VA) |
| Feb 24 | Electronic Records Management Practitioner Course, Joint with NOVA ARMA—Rosslyn VA |
| Feb 25 | Breakfast Meeting (University of MD at Shady Grove) |
| Mar 18 | Lunch Meeting and Site Visit (Nationals Stadium - Washington, DC) |
| Mar 25 | Breakfast Meeting (University of MD at Shady Grove) |
| Apr 8 | Lunch Meeting (in Rosslyn/Arlington VA) |
| Apr 22 | Breakfast Meeting (University of MD at Shady Grove) |
| May 13 | Lunch Meeting (in Rosslyn/Arlington VA) |
| May 27 | Breakfast Meeting (University of MD at Shady Grove) |
| Jun 18 | Annual NCC-AIIM June Social (TBA) |

President Barack Obama: How Content Management and Web 2.0 Helped Win the White House!

What is Web 2.0? Why do I need it? What is the ROI?

Thursday, September 10, 2009—Lunch Event General Dynamics Executive Conference Center, Rosslyn, VA

About this event:

Obama for America was not just the most successful online political campaign; It was arguably the **most successful WEB 2.0 deployment to date**. Learn about the inside story of how it all worked.

The ROI: 1600 Pennsylvania Ave, Washington DC. Speaks for itself!!!

- What we will learn is how a Junior Senator went straight to the White House
- The nuts and bolts of a revolution
- The Obama Trifecta: Message, Money, Mobilization
- Hiring Top Technology Brains
- No Webophobia from the Top down!!
- Hiring the Media, Exploiting the Blogosphere and YOUTUBE
- The Web as a Unique Organizing Tool
- Civic Structure: Bringing all efforts together via the WEB
- Email, Email, and more Email
- The New Political Paradigm

About our Speaker:

Garrett M. Graff, a current editor at Washingtonian Magazine, is the author of "the First Campaign: Globalization, the Web, and the Race for the White House." In 2004, he worked on Vermont Gov. Howard Dean's presidential campaign and, prior to that was Gov Dean's first webmaster.

DATE: September 10, 2009

TIME: 11:30 AM

Registration and Networking: 2:00 PM

Lunch: 12:30 PM

Presentation and Discussion: 1:30 PM

Program ends, Networking until: 2:00 PM

LOCATION: The General Dynamics Executive Conference Center
1000 Wilson Blvd; Suite 810
Arlington, VA 22209

PARKING: Available at the building on Wilson Blvd and on street or nearby

METRO: Rosslyn Station: Two blocks from the Building (1000 Wilson Blvd.)

COST: AIIM, ARMA, IAC/ACT Member Rate \$19, Non-Member Rate \$29. Members who are NOT members of the National Capitol Chapter may be asked to show their Membership card/ID at registration to qualify for the member discount. Guests of a member will qualify for the AIIM Member Rate.

Seating is limited. Register at the NCC-AIIM Web site: www.nccaiim.org.

2009—2010 NCC-AIIM Sponsors



NCC-AIIM is a Member Council of American Council for Technology (ACT) www.actgov.org





Officers for the National Capitol Chapter 2009—2010 chapter year .

| <i>Position</i> | <i>Name</i> | <i>Company</i> | <i>Phone</i> | <i>Email</i> |
|---|-------------------|--|-----------------------------------|--|
| President | Carolyn K. Offutt | Offutt Advisory Ltd. (formerly of EPA) | 703-666-8190 Cell 703-655-3667 | coffutt@o3star.com |
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| Vice President-Education | Kenny Lee | US Patent and Trademark Office | 571-272-5658 | Kenny.Lee2@uspto.gov |
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| Chair, Advertising | Jesse Lake | ECOMPEX | 703-288-3382 x1214 | jesse.lake@ecomplex.com |
| Chair, Public Relations | OPEN | OPEN | | |
| Chair, Communica- tions/Chapter Webmaster, Past President | David A. Noack | Automation Solutions | 703-624-9275 | DavidNoack@aol.com |
| AIIM PAC Chair, NCC Newsletter Editor, Past Presi- dent | Mark A. Mandel | District of Columbia | 202-257-9609 | mandelm2001@netzero.com |
| Program Committee Member | Mike Taylor | National Interest Security Company LLC | 703-393-8029 Cell 540-684-1932 | mtaylor@nisc-llc.com |
| Program Committee Member | Greg Petrecca | DTSV, Inc. | 703-657-0019 Cell 703-731-7185 | gpetrecca@dtvinc.com |
| Program Committee Member | John Montel | General Dynamics Informa- tion Technology | 571-594-5444 | John.montel@gdit.com |
| Program Committee Member, Past President | Arvind Krishna | ECM Advisory Group | 703-734-1675 Cell 703-303-2282 | ArvindKrishna@cox.net |
| Membership Committee Member | Alana Boyajian | CACI | Cell 703-408-8500 | aboyajian@caci.com |
| Past President | Alan S. Linden | The Linden Group | 239-405-7235 Cell 304-582-9849 | lindena@comcast.net |
| Executive Committee Mem- ber | Todd Eastman | Logik | Cell 202-595-4529 | Todd.eastman@logik.com |
| Executive Committee Mem- ber | John Wilds | Logik | Cell 202-557-9304 | John.wilds@logik.com |

68% PM (60% AM) have attended at least one meeting in the past two years. 69% PM (55% AM) thought that the quality of the presentation was above average or high. Top issues to address were cost, time (morning, noon, or night), and location (DC, MD, VA). We know that we cannot please all of the people all of the time. In planning for the 2009-2010 program year, we considered your responses. We will be holding our monthly LUNCHEON meetings in Rosslyn VA (first Metro stop in VA from DC) and maintaining our Hot Topics Meeting in Rockville MD, as well as some site visits and joint and special events. A summary of the survey results is at <http://www.nccaiim.org/Downloads/2009Survey.pdf>. Please contact me if you have any questions. Thank you for your responses!

Your votes are in and the 2009-2010 Officers for the National Capitol Chapter of AIIM are already hard at work.

| | |
|-------------------------------|---|
| President | Carolyn K. Offutt, Offutt Advisory Services LLC |
| Vice President for Programs | Jack Frost, Strategic Collaborative Solutions, LLC |
| Vice President for Education | Kenny Lee, U.S. Patent and Trademark Office |
| Secretary | Cheryl Smith, NetSmith, Inc. |
| Treasurer | Claudia Williams, National Geospatial Intelligence Agency |
| Vice President for Government | Catherine Teti, Government Accountability Office |

The Executive Committee coordinates and directs the activities of the National Capitol Chapter of AIIM and helps facilitate programs and educational opportunities to benefit our members. Please go to our NCC-AIIM Website at <http://www.nccaiim.org> for more information or to become more involved in NCC-AIIM.

Keep in mind the AIIM International training opportunities available to our members in six areas – ECM, ERM, BPM, Search/IOA, Email Management and Enterprise 2.0. There are 3 levels of certification for each area:

- Practitioner – done online or in the classroom for 2 days – Covers concepts and technologies giving you an excellent base of knowledge
- Specialist – done online – covers global best practices for implementing solutions
- Masters – done in the classroom for four days – provides a detailed understanding of the topic and requires you to submit a case study as well to showcase your knowledge level

AIIM Professional Members receive a discount on AIIM training. We are pleased to participate in the AIIM Ambassador Program where NCC-AIIM receives a 25% return to the Chapter on all sales on these programs -- three tracks, six different certificates -- that are referred from

the Chapter. Find out more about AIIM training at <http://www.aiim.org>. If you order any of these programs online, we need you to enter our campaign code: AIIMNCC

Our thanks to our Sponsors for 2009-2010! Our Platinum sponsor is General Dynamics Information Technology, our Gold sponsors are Zimmerman Associates and NSI, and our Silver sponsor is Scan Optics. Their financial support and assistance with our programs allow us to better serve our members. If your organization would like to become a sponsor in 2009-2010 to raise its profile and further the work of the Chapter, please contact me or one of the Executive Committee members.

Mark your calendar with the dates for upcoming meetings: Luncheons in Rosslyn VA on September 10, October 8, November 12, January 14, March 18, April 8, and May 13; Hot Topic Breakfasts at Shady Grove MD on October 22, November 19, February 25, March 25, April 22, and May 27; Site Visits on October 15 and December 10; our afternoon ECM Road Show follow-on reception on September 17, a joint ARMA/AIIM meeting on February 10, and our Annual Social on June 18.

Make the most of opportunities that the Chapter provides. Come to meetings, get involved in our committees, and serve as a Committee chair or as a member of the Executive Committee. Committee work is a backbone of our Chapter's success. Please let me know, if you are interested in joining a committee or if you have suggestions that can improve our Chapter.

I look forward to sharing some time with you this Fall.

President's Report for 2008-2009

- We provided a number of significant activities for a total of 16 meetings, including a kick-off meeting with the ECM Road Show, 9 dinner meetings with speakers, 5 Breakfasts on Hot Topics, the June Social, as well as participation in the AIIM Leadership Conference and the AIIM International Expo and Conference.
- We submitted 2009 nomination packages to AIIM for Chapter of the Year Award, Best Event Award, and Distinguished Service Award.
- One member received the 2009 AIIM Distinguished Service Award
- One member received the 2009 AIIM Award of Merit.
- Our 308 Professional Members make NCC-AIIM one of the largest AIIM Chapters.
- We had the support of 6 sponsors for the year.
- We initiated a series of Hot Topic Breakfasts in Montgomery County to connect with our members who live or work in Maryland.
- We conducted a membership survey in May 2009 to ask our membership's thoughts on a wide range of topics, such as: how the chapter is meeting member needs, program content, meeting locations, dates and times, communications, and meeting formats.

In summary, I believe that we have had a tremendous year with the exceptional content and quality of NCC-AIIM programs, our cooperation and support with AIIM International programs and initiatives, our membership involvement, and our service to the information management community. On behalf of our members, I thank our sponsors, our offi-

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The depth and breadth of competency depends on where an individual is in their career, their duties and responsibilities, and their domain (KM professional or KM practitioner).

The competencies will be disseminated through Professional Military Education (PME) and the Army Civilian Training, Education, and Development System (ACTEDS), as these systems can help change the Army culture by infusing the competencies within professional training and education from accession through retirement.

What are the competencies and how did they evolve? In the spring of 2008 Dr. Robert Neilson, Knowledge Management Advisor to the Army's Chief Information Officer, Army CIO/G-6, introduced the notion of Army KM Competencies in a briefing titled Army Knowledge Strong; Army Wide Knowledge Management Community of Practice. These competencies have since been included in The Army CIO/G-6 Human Capital Strategic Plan for 2008-2015. These eight competencies introduced the breadth of subject matter needed to develop an Army KM educational program.

It clearly illustrates that people, process and technology components are equally important, and that a base level of KM foundational education is necessary across the enterprise to assure KM adoption and use. The model boldly moved KM beyond IT by calling attention to the organizational, cultural, and relationship aspects of KM competencies, and included the elements of assessment and measurement to underscore the notion that what gets measured gets done. Though these concepts are basic KM fundamentals, they have never before been codified within the Army as the essential elements of Army KM education and curriculum development. Additionally, they directly relate to the Army KM Principles by furnishing the competencies needed to make the principles actionable.

The model is now being vetted throughout the Army KM professional community as well as external governmental and commercial entities. It is being modified and enhanced as feedback is collected and synthesized, with the goal of improving the model and gaining consensus on its adoption and use. Currently there are nine general competency areas in respect to Army KM. These competency areas must be well covered to create a culture of collaboration and knowledge sharing in the Army.

The Army KM Competency Model is much more than just these nine competency area subject headings. Behind each competency area are goals that characterize the desired outcome, suggested actionable approaches to meeting the goals intent, and suggested methods to enable the approach. These goals, approaches and methods will then be used by the U.S. Army Training and Doctrine Command (TRADOC) and other Army organizations to design core KM training and educational strategy that will ultimately lead to curriculum development delivered by the Professional Military Education and Army Civilian Training, Education, and Development Systems.

The U.S. Army is serious about KM and believes that efforts must be grounded in enduring principles and sound competencies. Ultimately the Army will endorse a KM Competency Model that will serve as the foundation for enterprise-wide KM adoption and use, and create a culture of collaboration and knowledge sharing in the Army where personalized and contextual information and knowledge is "pushed and pulled" from across the enterprise to meet mission objectives, where good ideas are valued regardless of the source, where knowledge sharing is recognized and rewarded, and where the knowledge base is accessible without technological or structural barriers.

Art Schlüssel is a Knowledge Management Consultant at the U.S. Army War College, Center for Strategic Leadership. He may be reached at artschlüssel@gmail.com.



AIIM ECM Seminar: From Collaboration to Processes to Control Washington, DC

What's the ideal information management strategy for your organization?

How does all the "ad hoc" content being generated through new collaboration tools relate to more traditional document-centric concerns? How does all this collaborative content relate to core business processes? How does it relate to the desire of many organizations to exert greater control over content, driven by compliance and e-discovery concerns? How does it relate to the need to remove paper from business processes?

Join us at our **FREE educational seminars** and learn the key steps to determining your information management strategy.

Schedule and Location

8am to 3pm, following by NCC-AIIM Mixer

The Westin Washington, D.C. City Center

1400 M Street NW

Washington, District of Columbia 20005

Phone: (202) 429-1700

Register at <http://www.aiim.org/Events/seminars/ECMSeminar/>

AIIM ECM Seminar on September 17 is followed by the NCC Networking Mixer Event from 3PM until 5:30PM at the Westin Washington DC City Center Hotel.

During this special event on September 17th, NCC is hosting a "Free Reception" and a presentation on "The Power of Networking for Your Business and Career Success in ECM" by an acclaimed author, lecturer and human relations expert Sheila Savar.

Preregistration is required to attend this special NCC event. Go to NCC Web Site: www.nccaiim.org to register as early as possible since the seating is limited.