

“RIM Professionals Keep Themselves Healthy”

The 6th professional principles of the code states that records and information managers:

- Pursue an appropriate program of ongoing education for the professional practice, which may include certification.

The muscles need movement and exercise to maintain health and elasticity. The mind needs engagement and challenge to maintain acuity and memory. In the same way, records and information management (RIM) professionals need education and practice to maintain overall knowledge and to keep up with the fast-paced changes in the world of records and information, especially electronic.

Our new world (from Eric Qualman, “Socialnomics”):

- Wikipedia has over 13 million articles. 78% of these articles are non-English.
- There are over 200,000,000 blogs.
- 25% of search results for the world’s 20 largest brands are links to user-generated content.
- 25% of Americans in the past month said they watched a short video – on their phone.
- Soon we will no longer search for products and services; they will find us via social media.
- Years to reach 50 millions users:
 - Radio – 38 Years
 - TV – 13 Years
 - Internet – 4 Years
 - iPod – 3 Years
 - Facebook – 100 million users in less than 9 months
 - iPhone applications – 1 billion in 9 months

How will RIM professionals meet the challenge of this new paradigm? How do we ensure that such information meets the requirements of ISO 15489, of Sarbanes Oxley, of PIPA and PIPEDA, or of numerous other legal and compliance-driven statutes?

Potential resources for professional development:

- The ICRM (Institute of Certified Records Managers), administrators of the CRM designation
- ARMA International bookstore and magazine archive
- AIIM courses, communities, and blogs
- The Records Management listserv hosted at the University of Florida
- There are LOTS more! Go find them!

