



The  
**BUSINESS RECORDS MANAGEMENT**  
**BULLETIN**



A Service of **BUSINESS RECORDS MANAGEMENT**

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## **CREATING AN EMERGENCY COMMUNICATIONS PLAN**

“It can’t happen here” is a phrase that’s seldom heard anymore. As it has receded in usage, the terms “disaster recovery plan,” “emergency management plan,” and “business continuation plan” have become part of everyday language at the office.

Records and information managers have long known that their emergency plans must deal with the physical protection of records on site as well as transferring vital and operational records to a safe offsite location, and being prepared to salvage as many records as possible through recovery methods if physical damage occurs.

Part of an emergency strategy is the communications plan that must go into action immediately to reach local emergency responders, employees at the home office and those based in the field, customers, suppliers, and local/state/federal agencies which have jurisdiction over a company or organization.

In an article titled “How to Develop an Emergency Management Plan,” authors Virginia A. Jones, CRM, and Kris E. Keyes set forth 10 components and two are germane to communications: Information Distribution Procedures and Communications Directory.

Information Distribution Procedures will determine the verbal line of communication at primary and secondary levels, and will do the same for written communication. It will also set forth alternative communication methods should those be necessary.

The Communications Directory should be a separate document because its information will likely be updated on a frequent basis, separate and apart from the main part of the plan. Among its suggested contents are:

- Employees work and home phone numbers
- Addresses for employees who are deemed emergency



personnel

- Hierarchy list for emergency calls
- Phone numbers and addresses for all company facilities
- Priority customers who should be notified
- Phone and fax numbers for vendors or contractors who will be affected
- Inventory of vital records
- Inventories of computers, communication and other essential equipment
- Phone numbers for local utilities
- Phone numbers for hospitals
- Phone numbers for local print and broadcast media

Once an emergency plan has been created, preferably with participation from many levels, training employees in how to use it is a necessity. As well as understanding the physical operations, employees must comprehend how the communications chain will affect them and what parts they may play in it.

Although the topmost executive may not take part in the meetings and exchanges of information that create an emergency plan from the bottom up, it should be top management’s decision that such a plan will be in place and will be implemented. Here the crucial communications aspect is that senior management puts his or her weight behind the plan and sees that it is implemented and tested,

and that personnel are trained in how to use the plan.

The full article by Jones and Keyes appeared in March/April 2008 Information Management Journal. It can be downloaded, for a credit card fee, at [www.arma.org](http://www.arma.org)

### **The SBA now offers a guide on disaster planning.**

With Nationwide Mutual Insurance Company as a partner, the U. S. Small Business Administration is now offering a 10-page free guide on disaster planning called “Expect the Unexpected.” It is intended to help business owners develop a plan to protect customers and employees if a disaster occurs, and to identify potential hazards. It assists owners in creating plans for remaining in operation if the office is unusable, and it is meant to help owners understand the limitations of their insurance coverage.

From a communications view, this guide suggests that owners document emergency contact information for each employee, create a phone tree and designate those who will start the process; decide who will be in charge when regular managers are not available; and determine who will be the single spokesperson who will speak to the media and the public.

Copies of the brochure are free from SBA field offices. Or download for free at [www.sba.gov/services/disaster-assistance/disaster-preparedness/index.html](http://www.sba.gov/services/disaster-assistance/disaster-preparedness/index.html).

### **And now, for a really big emergency communications plan...**

...consider the National Emergency Communications Plan (NECP) released on July 31, 2008 from the Department of Homeland Security. The natural and manmade disasters that have beset the United States in recent years showed that “the lack of emergency communications interoperability across disciplines and jurisdictions hinders situational awareness, command and control, and the overall management of response and recovery efforts.” There are some aspects of this mammoth effort that may have relevance to the communications plan your organization has created.

For example, the NECP has three goals, each with a deadline and with priorities for communications accomplishments.

By 2010, 90% of all high-risk urban areas will be able to demonstrate response-level emergency communications

within one hour for routine [?] events involving multiple jurisdictions and agencies.

By 2011, 75% of non-high-risk urban areas will be able to demonstrate response-level emergency communications within one hour for routine events involving multiple jurisdictions and agencies.

By 2013, 75% of all jurisdictions will be able to demonstrate response-level emergency communications within three hours of a significant event.

Does your communication plan have prioritized levels that determine who must be reached first and with what kind of information? Does your plan explain what methods will be used to reach the persons who need this information? What staff persons will be responsible for sending out this information, and what will be the time frame for such actions?

A press release for the NECP states that the “goals and objectives of the...NECP...will improve...response efforts, bolster situational awareness, information sharing, and command and control operations.” These certainly can apply to any emergency situation for any organization.

The emergency communication methods within your own plan can be reviewed for the following qualities identified by the NECP:

**Operability**—the ability of emergency responders to sustain communications in support of their operations [work]. Applied to your situation, can your employees communicate with each other during the crisis?

**Interoperability**—the ability of emergency responders to communicate among jurisdictions, disciplines and level of government. Can you communicate with the external entities you need to reach?

**Continuity of communications**—The ability of emergency responders to maintain communications if there is damage or destruction of the primary infrastructure. Do you have a back-up communication system that has been readiness tested and is operable now?

The FECP is an 80-page document that can be downloaded for free at [www.dhs.gov](http://www.dhs.gov). The first 47 pages are the narrative with goals, scope, etc. and the following 33 pages are appendices.

Under each objective, there are listings of problems for that objective called “Key Gaps and Obstacles Driving Action.” It is interesting that on page 25 there is this statement: “Secure communications interoperability across Federal, State, local, and tribal emergency communications systems are often hindered by the Federal sector’s use of encryption.” This will be noted by RIM practitioners who

have diligently encrypted their information to keep it safe. Also, concerning the three main goals, what is a “routine” event that involves multiple jurisdictions?

### **There are emergency notification systems available.**

Technology is available to get emergency notification out immediately. RapidReach ([www.rapidreach.com](http://www.rapidreach.com)) specializes in automated notification for emergencies via phones, pagers, faxes, e-mail and SMS recipients. It will track people at alternate numbers. Siemens’ Sygnal Mass Notification can reach inside (PA/intercom, phone, PCs); outside (loudspeakers, sirens, EMS/police); or at your side (PDAs, cell phones, e-mail). Go to [www.usa.siemens.com/sygnal](http://www.usa.siemens.com/sygnal)

Contacting your storage contractor should be part of your emergency communications plan. In advance he or she can offer advice that will make your plan appropriate and current for your needs.

## **ARMA International Announces New York Life as the Winner of the 2008 Cobalt Award**

The winner of the ARMA International Cobalt Award was announced today at ARMA International’s 53rd Annual Conference and Expo in Las Vegas, NV. New York Life Insurance Company is the first recipient of this prestigious industry award, created to recognize the shift – and its resulting advantages – when an organization becomes focused on proper records and information management at a foundational, organizational level.

New York Life, as well as all applicants, underwent a thorough judging process that included a 120+ question application which looks for clear indicators of top management support, organization-wide collaboration, solid records management practices, integrated and effective technology use, well-defined training programs for all staff, and appropriate risk management and compliance measures.

As one of three finalists, New York Life was visited by a cross-functional team of information management experts during an onsite interview. The judging panel found strong commitment to information management throughout the organization, solid executive-level support and buy-in,

a commitment to ongoing training, and outstanding use of information security best practices and technological considerations. As winners of ARMA International’s Cobalt Award, New York Life Insurance Company is the first to symbolize excellence in today’s leading business practices.

The award is designed to recognize organizations that have achieved excellence in records and information management throughout all levels. Excellence in records and information management is demonstrated by consistent policies, procedures and practices, by financial impact, management accountability, a company culture that recognizes the impact of managing information well and more.

Organizations today are faced with changing regulations, threats to their data and security and to their client’s privacy. In order to be competitive, compliant, and ready for litigation and all the challenges businesses face today it is important for an organization to understand the role that records and information management plays as a strategic asset.

When a company’s actions reflect that they understand and demonstrate the importance of enterprise-wide adoption of proper records and information management procedures and realize it begins at the desk top, it is then that they have reached excellence! For more information on ARMA International and The Cobalt Award, visit: [www.arma.org/excellence](http://www.arma.org/excellence).

## **AIIM and St. Petersburg College Corporate Training form Education Partnership**

AIIM is pleased to announce a groundbreaking partnership with the St. Petersburg College (SPC) Corporate Training Center in Largo, FL, to provide the AIIM suite of certificate programs to SPC business clients. The program offerings include Practitioner, Specialist, and Master levels on:

- ECM (Enterprise Content Management) – Best practices for taking control of information assets
- ERM (Electronic Records Management) – Best practices for taking control of your electronic records
- BPM (Business Process Management) – Best practices for improving business processes
- IOA (Search/Information Organization and Access) – Best practices for optimizing findability and enterprise search

- EMM (Email Management) – Best practices for improving control of corporate emails
- E2.0 (Enterprise 2.0) – Best practices for using Web 2.0 technologies to improve collaboration and innovation across the enterprise

According to Atle Skjekkeland, AIIM Vice President, “Since the launch of our initial programs several years ago, we have had more than 8,500 enrollments in these programs and steadily increasing demand to provide more options for potential students. The partnership between AIIM and the St. Petersburg College Corporate Training Center in Largo, FL is an exciting step for us in the expansion of our delivery channel for these certificate programs.” He continues, “SPC Corporate Training Center offers a wide range of learning solutions spanning from technology to business solutions. AIIM designed its certificate training programs from a holistic perspective that addresses technology, process, people, and change. We see a great synergy between our organizations and a complementary fit within the SPC Corporate Training Center’s curriculum.”

“We are pleased to bring such a focused set of educational programs, developed by such a highly respected and recognized organization like AIIM, to our clients,” said James Connolly, Director of the SPC Corporate Training Center. “We feel the approach and perspective used by AIIM in developing these programs completes the picture by providing the why, what, and how of each topic, and at the Master level, a hands-on application of lessons learned with an actual case study. We feel these programs strengthen our ability to provide clients with a well rounded set of offerings that address real business issues.

## AIIM and Doculabs Introduces Maturity Benchmarking Service

**Landmark partnership brings the strengths of AIIM and Doculabs together in providing ECM (Enterprise Content Management) benchmarking service to the business community.**

AIIM announces a landmark partnership with Chicago, IL based Doculabs, to provide peer group ECM assessments to the business user community. The service, marketed by AIIM and delivered by Doculabs, provides users within organizations the ability to comparatively benchmark their ECM capabilities against an industry peer group, and receive recommendations for improvement.

Doculabs has assessed ECM maturity levels for a number of organizations and the objective of this new AIIM Doculabs Maturity Benchmarking service is to provide a detailed comparison of an organization’s ECM maturity against a peer group of enterprises. The results are used to diagnose challenges and opportunities within participating firms.

The service offerings include:

### 1. ECM Application Delivery

How effective is your organization at deploying content management applications? What are the satisfaction levels within your organization?

### 2. Compliance and e-Discovery Readiness

What capabilities exist to address compliance and e-Discovery requirements? How quickly can your organization respond?

3. Capture Capabilities and Unit Costs How efficient are your prep, scan, and index functions? Are the appropriate technologies being leveraged? How do your unit costs compare?

According to Atle Skjekkeland, AIIM Vice President, “We see this as a great combination for the user community as a whole.” He continues, “Both organizations are recognized and respected resources that the user community often looks to for advice and direction regarding ECM implementations and usage. We are often asked to provide services of this nature to our students and membership. This partnership with Doculabs allows us to leverage the strengths of both organizations to the benefit of the user through a single source.”

The new AIIM Doculabs Maturity Benchmarking service will provide customers with empirical data and position their organization against a peer group. The data effectively diagnoses the core set of issues an organization is currently facing, and identifies an actionable go-forward plan based on areas of risk. The service will also diagnose the core challenges that the organization is currently facing, and help them understand where their ECM maturity levels are versus that of others within their industry.

“We are pleased to team with AIIM in delivering such a focused set of services to the user community,” states James Watson, Ph.D., CEO and Founder of Doculabs. He adds, “We feel this is a very

complimentary offering for both organizations in delivering quality ECM assessment services and recommendations to the user community. Users now have a single source for market research, personalized comparative ECM benchmarking with improvement recommendations for their organizations, and ECM education and training for their employees that sets a strong foundation in moving forward.”

**About AIIM ([www.aiim.org](http://www.aiim.org))**

AIIM is the community that provides education, research, and best practices to help organizations find, control, and optimize their information.

## **BRM in Erie Completes NAID Audit Process for 2009**

Business Records Management in Erie, PA was audited on October 27, 2008 for the NAID Certification Program, and met all criteria and documentation for a favorable audit.

The AAA-Certification from NAID (National Association for Information Destruction) is the highest standard in the industry. It is awarded to companies that adhere to stringent and comprehensive document destruction methods, while meeting security requirements that are designed to protect the privacy and confidentiality of all shredded information.

BRM was the first and remains the only AAA-Certified shredding company in the Erie area.

The auditor was most impressed with BRM's preparation for the audit. Jack Riva, Director of Operations, and Kevin Carter, Erie Operations Manager, indexed all required information prior to the audit, allowing the task to be completed in minimal time.

Congratulations to BRM's Erie Office!

## **Upcoming Shred Events**

Business Records Management has scheduled two Shred Events with the Johnstown Chiefs of the East Coast Hockey League.

Going Green Nights will occur prior to home games on Saturday January 3 at 7:05 PM against the Cincinnati Cyclones and Friday February 20 at 7:05 PM against the South Carolina Stingrays. Anyone bringing personal information to the Cambria County War Memorial Arena on game day will be able to securely discard it, and will receive a discounted ticket to that particular night's game.

For more information on these events, contact BRM.

## **The November 1 FACTA Deadline Has Passed...How Compliant are You?**

The Fair and Accurate Credit Transactions Act (FACTA) is one of the top laws governing businesses on information security and disposal. FACTA mandates proper disposal of documents containing consumer information.

November 1, 2008 was the deadline for businesses that handle consumer information to develop and implement an Identity Theft Prevention Program to protect their clients. Failure to meet these requirements can result in steep fines, negative publicity, loss of business and legal action.

For more information, please contact Business Records Management.

## Employee Profiles



**Adam Spinner** has been an Accountant with Business Records Management since May 2006. His favorite part about BRM is interacting with customers from our various locations. He also likes working on Pittsburgh's North Side,

because the location is so close to the athletic stadiums. Adam's daily duties include generating and integrating invoices, posting them online, handling special projects and billing, answering customer invoice questions, processing credit card transactions, posting daily cash receipts and other day-to-day accounting needs.

Adam is a 2005 graduate of Penn State University, with a degree in Accounting and minor in Economics. In his free time, he likes going to Pirates, Penguins and Steelers games, as well as traveling to Altoona and State College to watch the Pirates' minor league teams. Adam enjoys playing in various Pittsburgh recreational sports leagues with friends, and on fall weekends, he heads to State College to tailgate and watch the Penn State football games. Aside from sports, Adam also enjoys going to his hometown in Cambria County, hunting with his family and spending time with his girlfriend, Cindy.



**Tina Van Briggles** has been with BRM for eight years, and works in the Data Entry Department. She is currently the Data Entry Coordinator, and her daily duties include barcoding, scanning and indexing charts into the computer system.

She is also responsible for verifying the accuracy of her department's work. Her favorite part of BRM is working with so many wonderful people.

Tina graduated from Pennsylvania Culinary Institute with an Associate's Degree as a Certified Pastry Chef. In her free time, she enjoys going out to dinner with her boyfriend Scott and seeing comedy and fantasy movies. She has two wiener dogs, named after Lord of the Rings characters Smeagol and Gimli.

### ***Congratulations eNewsletter 4th Quarter Winners!***

Congratulations to **Donna Magga** of Paul C. Rizzo Associates, Inc. and **Frank Patrick, Jr.** of Aluminum Company of America. They each won a \$50 gift card to a local restaurant. On behalf of everyone at BRM, thanks again and congratulations!

