



T

The Current and Future Value of Being a Certified Records Manager (CRM)  
Institute of Certified Records Managers (ICRM)  
Rae Lynn Haliday, CRM, MBA  
Regent for Public Relations and Professional Development

The Institute of Certified Records Managers (ICRM), an international certifying body of and for professional records managers, began the process of issuing the CRM designation in 1975. Thirty-five (35) years later, the organization and the credential remains a valuable part of the Records and Information Management (RIM) community; an expanding interdisciplinary, global and diverse constituency.

As issues specific to the economy, changing business needs and new challenges and opportunities emerge in an increasingly virtual environment, the CRM designation is a highly sought after credential that more and more professionals are pursuing. RIM competencies and the need for standards and best practices continue to evolve and multiply specific to electronic records management and related legal compliance. A RIM manager can never be completely secure that they are on the bleeding edge unless they are emerged in the profession and actively engaged in the learning process. The CRM certification is an effective gateway to both.

In 2009, the ICRM launched a comprehensive branding strategy and Marketing Plan. As a result of these initiatives, the organization's logo and publishing format has been updated to ensure that it continues to be successful in communicating and articulating its mission and primary services to an expanding marketplace. The ICRM has made a significant commitment to delivering membership services that are in line with current standards for other certifying organizations, and to ensure the CRM designation continues to be the credential of choice by RIM professionals due to its timeless viability and relevance.

For more information on the CRM designation, please contact the ICRM at (877) 244-3128.