

MEDIA MIX EVALUATIONS

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EVALUATION CRITERIA

1. Where in lifecycle?
2. Who & how many?
3. When and how quick?
4. Why?
5. How long?
6. What investment?



1. MATURITY

LIFECYCLE OF RECORDS



- Creation
- Distribution and use
- Storage and Maintenance
- Retention and disposition
- Archival preservation

2. ACCESSIBILITY

- PAPER
 - Few people + small volume
- MICROFILM
 - Few people + large volume
- DIGITAL
 - Many people + large volume



3. DISTRIBUTION

- Narrow Distribution Channel
 - Few slowly
- Wide Distribution Channel
 - Many quickly

Physical
■ mail or fax

Electronic
■ e-mail

4. ADMISSIBILITY

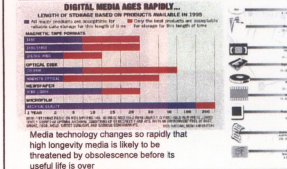
- Paper
 - Original signature
 - Certified copy
- Microfilm
 - Certified roll film
 - Evidentiary by Statute
- Digital
 - Electronic signatures
 - Evidentiary by Case law



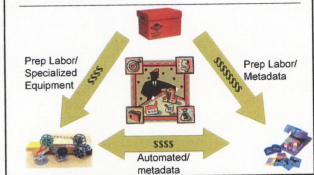
MEDIA OPTIONS

- Paper
- Microfilm
- Digital

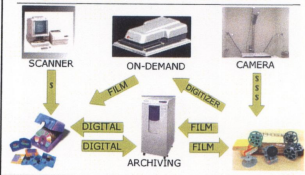
5. LONGEVITY



6. COSTS



EQUIPMENT OPTIONS



GENERAL RECOMMENDATION

- Short Retention (1-3 years)**
 - Retain & manage in original paper or digital format
- Medium Retention (4-6 years)**
 - Digitize records with high access and distribution requirements as soon after creation or receipt as feasible to justify additional cost
 - Microfilm records with low access and distribution requirements when they become inactive to assure admissibility of the records during litigation.
- Long Retention (7 years-permanent)**
 - Microfilm records when they are complete and become inactive