



COMMUNICATIONS COMMITTEE MINUTES

Thursday, September 12, 2019 - 4:00 p.m. ET

Chair: [Charleston Carter](#) Vice Chair: [Frank Hardester](#)
[Committee Page](#) [Committee Roster](#)

In attendance: Melinda Brooks, Charleston Carter, Michelle Dunivan, Brandon Henson, Frank Hardester, Dorothy Howell, Kelly Hutton, Kent Pankey, Kevin Lane, Richard Lynch, Peter Kiefer, Roger Rand, Janet Reid, Tasha Ruth, Randy Short, Will Simmons, and Stacy Worby.

Join from your computer, tablet, or smartphone: <https://global.gotomeeting.com/join/361052541>, or
Dial in using your phone: Dial: +1 (872) 240-3412 | Access Code: 361-052-541#

1. **Welcome/Call to Order**

Charleston Carter

Meeting called to order at 4:00 p.m. EST

2. **Introductions**

Charleston Carter

Charleston Carter introduced Michael Cuffee and Dorothy Howell, who are developing an Electronic Committee Roster for Communications Committee members. Members will receive an email requesting a photo and bio to be emailed to Ms. Howell.

3. **Approve Minutes of August 8, 2019 Meeting**

Frank Hardester

No objections – all voted to support.

4. **Membership and 2020 by 2020 Update**

Michelle Dunivan

Michelle presented the concept of increasing membership. Explanation offered with regard to the topic and the desire to not increase membership fees, but rather increase membership. 250-300 more members would help NACM in a variety of aspects. Approaches to this topic include:

- Reaching out to state associations and key contacts in states that do not have state associations*
- Increasing Dual Membership Relationships & use existing Dual Membership lists to promote membership.*
- Reaching out to universities / colleges.*
- 2020 Campaign – Members could contribute \$20.20 to create a membership scholarship fund. These funds could then be used to offer memberships. More details on this topic to be announced once the details and setup has concluded.*



Kevin advised he would be happy to add this to social media as needed once we are ready to officially announce.

Discussion held about past membership efforts in low membership states. We are competing against strong state associations and/or regional associations.

5. NACM Media Guide Update

Frank Hardester

Frank provided an update and requested volunteers. Advised the next meeting (tomorrow) has been cancelled and a new meeting will be scheduled soon. Roger advised his Trial Court Administrator and PIO looked at Media Guide and they are willing to look at Data Requests from partner agencies and can possibly provide content by the end of this month. Frank will touch base with Roger offline.

6. NACM Resource

Dawn Palermo

Dawn was not available - no update.

7. NACM Store- NACM Guides

Jeffrey Tsunekawa

Jeffrey was not available - no update.

8. Publications Updates

a. Court Manger

Tasha Ruth

Tasha and Janet provided an update. Next edition will be out next week.

Next deadlines for submissions: 9/27/19, 1/10/20

b. Court Express

Jeffrey Tsunekawa

Charleston / Janet advised this is scheduled for 9/19/19

9. Public Landing Pages Update

Rick Pierce

Rick was not available - no update.

10. Social Media Update

Kevin Lane

*Kevin provided an update on his work. Posts continue to be made on all social media sites. Instagram membership / follows continue to increase. People are following us in multiple platforms. Research shows when and what time posts should be: 11:00 a.m.; 3:00 p.m. and 8:00 p.m. (Eastern)
Always interested in posts, please send ideas to Kevin@nacmnet.org*

11. Webinars Update

Charleston Carter

Charleston is working out the details with Mary McClymont regarding the webinar for Non-Lawyer Navigators in State Courts: An Emerging Consensus. Webinar scheduled to take place between 10/21 and 10/24. More information coming soon.



12. Podcast Update

Peter Keifer

Peter provided a brief update. Next Podcast – Active Shooter – 9/19/19 will be out and available.

Future podcasts may be with College Students; Bloggers & Podcasters in the Courts; etc.

Over 1000 plays of podcast episodes!

Re Live Streaming at the mid-year conference. Peter feels the Facebook Live at the conferences is extremely beneficial and engaging! Interviewed over two dozen participants. They shared their expectations of the conference and were able to give a shout out to those back home. This type of activity helps to promote membership and increases engagement. Undetermined if we will do live streaming at the 2020 Midyear Conference. Charleston will be seeking direction from the board.

13. Website Update

Jeffrey Tsunekawa

Jeffrey was not available - no update.

14. Conference Update

T.J. BeMent

T.J. was not available - no update.

Next Meeting: Thursday, October 10, 2019 4:00 p.m. ET