



**National Association
for Court Management**
Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Wednesday, February 3, 2021, 2PM ET

[Zoom Membership Committee Meeting](#)

Meeting ID: 966 4301 6450

Passcode: 034792

[Find your local number](#)

2020/2021 Committee Charges

Actively pursue new and non-renewing members

Membership Scholarship Donation Drive

Solicit and select the following NACM Awards for Annual Conference (Enhancing Justice Award, Award of Merit, Graduate Studies Scholarship, Edward C. Gallas Award, ECP Award, Perkins Award, Conference and ICM Scholarship)

Call to Order

Michelle Dunivan

Welcome and Roll Call

Michelle Dunivan

Subcommittees:

- Early Career Professionals
- [State Associations](#)
- International
- Awards Committee

Stacy Worby
Jeffrey Tsunekawa
Michele Oken
Will need someone

Strategic Plan

Michelle Dunivan

[Strategic Plan – National Association for Court Management \(nacmnet.org\)](#)

Membership Scholarship Drive

Michelle Dunivan

Member Website updates

Michelle Dunivan

New Business

Next Meeting Dates for 2021 – March 3rd, April 7th, May 5th, June 2nd.

Adjourn

Strategic Focus Area #1: Membership

Description

NACM is a member organization serving court professionals and the court management profession. To remain a vibrant and leading organization, NACM must attract new members and retain and engage existing members. NACM is committed to strengthening these efforts in the future. Per the 2019 Strategic Planning Survey, suggestions included:

1. Improve membership data/information (e.g., demographics, numbers).
2. Clearly define and communicate the value of membership (e.g., ROI).
3. Reach out to new, diverse, and untapped groups and geographical regions, including rural and municipal courts.
4. Promote and enhance networking opportunities and build community.
5. Increase membership benefits.
6. Identify ways to attract Early Career Professionals.
7. Use a variety of methods to connect and communicate with members.
8. Increase outreach and recruitment to partner associations.
9. Increase communications to membership.

Goals/Targets and Strategies

GOAL 1: Actively recruit and strive for a diverse and representative membership.

Strategies:

- a. Improve and track membership data/information and other metrics.
- b. Define and communicate the value of membership.
- c. Recruit to new, diverse, and untapped groups and geographical regions.
- d. Strengthen practices for welcoming and orienting new members.
- e. Promote the court professional community and career development possibilities.
- f. Enhance networking opportunities.
- g. Implement other innovative recruitment and retention methods and practices.

GOAL 2: Increase opportunities for members to be active and renew their membership.

Strategies:

- a. Communicate and promote opportunities for involvement and professional growth.
- b. Implement other innovative engagement methods and practices.
- c. Assess and respond to the needs and interests of members.
- d. Leverage our national position and professional community to increase value of membership.
- e. Provide a forum for members to share Best Practices.
- f. Identify different ways to communicate regularly to members.
- g. Consider ways to revitalize the mentor program.