



# National Association for Court Management

## *Strengthening Court Professionals*

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### COMMUNICATIONS COMMITTEE MEETING MINUTES

Thursday, August 9, 2018 - 4:00 P.M. ET

Committee Web Page

1. Committee Chair Alyce Roberts convened the meeting at 4:00 ET.

Present:	Andra Motyka	Aurora Zamora
	Dawn Palermo	Dorothy Howell
	Frank Hardester	Janet Cornell
	Janet Reid	Jeffrey Tsunekawa
	Jenny Bunch	Johnny Tse
	Kathy Griffin	Kristina Valdez
	Nitu Gill	Paul DeLosh
	Peter Kiefer	Phil Knox
	Randy Short	Rick Pierce
	Tasha Ruth	Steve Thomas
	Theresa Ewing	

2. New Committee Members

Alyce expressed great appreciation for and extended a special welcome to the following new committee members: Dorothy Howell (New Jersey), Kristina Valdez (Florida), Nitu Gill (Texas), Randy Short (Missouri), and Theresa Ewing (Texas).

3. Publications Updates

- a. *Court Manager*

*Court Manager* Editor Tasha Ruth reported article and final copy submission deadlines: final copy for the fall edition is due to Chuck at the National Center for State Courts by Friday, August 17; the article submission deadline for the winter edition is September 28. The fall edition will post on October 19; winter edition on December 17.

Tasha invited members to contact her at [courtmanager@nacmnet.org](mailto:courtmanager@nacmnet.org) to share information about events or projects occurring in their respective courts. She noted that she would really like to be able to highlight in the *Court Manager* what is going on in the NACM membership. She noted that if you or your colleagues are not comfortable or do not have the time to devote to writing an article, you should still contact her to discuss alternatives to writing an article such as conducting a telephonic interview.

Tasha requested volunteers to write an article for the conference (winter) edition of the *Court Manager*, covering a topic listed below:

- i. General Conference Summary
- ii. Social Event
- iii. Awards
- iv. Vendor Exhibit

The following members responded to the call for help: Jeffrey Tsunekawa (General Conference Summary); Randy Short (Georgia Aquarium Social Event); and Dorothy Howell (Vendor Exhibit); and Alyce (Awards).

Andra Motyka inquired about why there were only two articles published in the last edition of the *Court Manager*. Tasha explained that she only received two articles and that there were no other articles in queue. She noted that it can be really difficult to get people to submit articles.

b. *Court Express*

*Court Express* Editor Jeffrey Tsunekawa reported that the article submission deadline for the third edition of the *Court Express* is September 10; the distribution date is September 26. Jeffrey shared a recent suggestion to profile board members in the *Court Express*, particularly new board members, so that association members could get to know the board members better. Jeffrey invited members to submit articles on any of the following: information about upcoming events, a short recap about the annual conference, committee call for volunteers, or other announcements or information that would be of interest to the membership.

4. Quarterly Webinars

a. 3<sup>rd</sup> Quarter Webinar - Debrief of Joint Technology Committee Projects Webinar

Alyce reported that 146 people registered for the JTC webinar, 68 of which were non-members. Sixty-nine people actually participated in the webinar. Alyce noted that because NACM suspends its webinar application account in between webinars to save money, she is unable to access and report on the webinar evaluation results until NACM reinstates the account.

Jeffrey Tsunekawa, moderator for the JTC webinar, reported that David Slayton and Kevin Bowling gave an in depth overview of the work of the Joint Technology Committee, including: the production of white papers covering a broad range of topics, the development or support of technology standards, and what is on the horizon for the JTC. Jeffrey shared that the presenters focused on promoting awareness of the committee and getting feedback on technology issues. There was much dialogue between the presenters and participants about ideas for the JTC and issues facing the courts. Kevin and David said that they would share details about the dialogue with other members of the JTC. Dawn noted that many participants were interested in tips on how to get judicial officers onboard with paperless court records.

b. 4<sup>th</sup> Quarter Webinar - Domestic Violence Guide – November 8 at 2:00 p.m. EST,

Alyce reported that according to Julie Dybas, preparations are well underway for the upcoming DV Webinar. Alyce asked for a volunteer to moderate this webinar. After hearing a brief description about the role of the moderator, Jenny Bunch graciously volunteered.

5. NACM Guide

Plain Language Guide Chair Aurora Zamora reported that the Plain Language Guide Subcommittee is on target to submit a draft to the National Center for State Courts on October 11. She shared that the guide is really looking great and expects that committee members will be very proud of the guide.

6. Social Media Update

Kathy Griffin reported that a link to all of the recorded annual conference sessions was posted to NACM's social media accounts. She also shared that there have been a lot of hits on conference photos posted on NACM's Facebook Page. Kathy invited members to submit articles that might be of interest to NACM members for posting on social media.

New Communications Committee Vice Chair Frank Hardester asked if NACM posts to social media platforms individually or if it uses a service to post to multiple platforms simultaneously. Kathy responded that although she does not use such a service, NACM only posts to Facebook and Twitter and she is able to achieve simultaneous posting to these accounts without a service. She noted that although NACM has a LinkedIn account, NACM only uses LinkedIn as a recruiting tool.

7. Website Update

Website Coordinator Jeffrey Tsunekawa reported that NACM's new website is still up and running and has not crashed yet. ☺ He reported that he and Janet Reid have been making a lot of changes post-conference including: updating the board and committee pages to add new board members, their photos, and biographies; updating committee pages to add new chairs and meeting dates; and post-conference related content like videos of recorded sessions. He noted that there are still many updates to make and that it takes time. Jeffrey invited input on the new website and asked members to submit suggestions for adding photos to the website.

Jeffrey reported that he and Janet are currently working with the company that redesigned NACM's website to integrate E-commerce. Members will soon be able to access publications and guides in NACM's bookstore.

Janet requested that members let her and Jeffrey know if something looks amiss on the website.

Paul encouraged committee members to be sure to share the link to NACM's recorded sessions with colleagues. The State Justice Institute (SJI) funds the initiative to make NACM conference sessions available to a broader audience and they look at the number of hits that NACM gets on recorded sessions when considering continued funding. Thus, it is important to ensure folks know the videos exist.

## 8. July 21, 2018 Board Meeting Update

Alyce provided a brief update about NACM's recent board meeting, noting board approval of the following:

### a. Revised Structure for Communications Committee



Operations Manual -  
Communications Comm

### b. Webinar Access Policy



Webinar Access  
Policy - Approved by I

### c. Webinar Sponsorship Policy



Webinar Sponsorship  
Policy - 8-7-18 Draft.d

### d. Proofreading Checklist for NACM Communications



Proofreading  
Checklist - Approved b

### e. Communications Plan



NACM  
Communications Plan

### f. Guide Fee Policy



NACM Guide Fee  
Policy - Approved by B

Regarding the Guide Fee Policy (f. above), during discussion about the policy, President Paul DeLosh clarified, that although members can access electronic guides free of charge, members must pay \$5.00 to purchase printed guides. This fee offsets the associated printing costs. Currently, the only guide that NACM maintains in printed form

is the Court Administrator Guide. All other guides are only available in e-format. Alyce will update and recirculate a revised Guide Fee Policy accordingly.

g. [2019 Advertisement Rates](#)

9. New Business

a. Education Committee

Vice President T.J. BeMent shared information about NACM's newly established Education Committee. T.J. noted that over the last couple of years, NACM has embarked on a strategic planning process. As a part of NACM's last strategic plan, board members identified the need to do more with NACM's education materials. Members noted that although NACM does a wonderful job with its conferences, guides, webinars, and website, NACM needs to take a look at all of its education materials from a higher level. The new Education Committee will be responsible for pulling together all of NACM's resources and will consist of the following subcommittees: Conference Development (CDC) – which will do largely what it does now; the CORE – which will continue to manage the CORE curricula and encourage development through the state associations; and a new Resources subcommittee. The Resources Subcommittee will focus on categorizing and inventorying all of NACM's existing resources, ensuring that the resources are made available to all members. This committee will also develop speaker lists and determine topics for NACM's guide and webinars. The Communications Committee will continue to be responsible for executing development of the guide and production of the webinars. T.J. shared that NACM will be reaching out for volunteers to serve on this committee and noted that those interested in this volunteer opportunity should contact T.J. at [tj@nacmnet.org](mailto:tj@nacmnet.org) or Alyce at [alyce@nacmnet.org](mailto:alyce@nacmnet.org).

b. Communications Committee Vice Chair

Alyce announced the appointment of new Communications Committee Vice Chair Frank Hardester. Frank was elected as a director on the NACM board at the annual conference.

c. Social Media Coordinator

Alyce congratulated Kathy Griffin (former Vice Chair of Social Media) for being elected to the officer slate of the NACM Board. Anticipating that Kathy will be very busy in her new role, NACM is seeking a new Social Media Coordinator. Alyce invited those who are interested in serving in this role to contact her at [alyce@nacmnet.org](mailto:alyce@nacmnet.org).

d. 2019 Webinars

Alyce invited members to submit suggestions for NACM's 2019 webinars to T.J. at [tj@nacmnet.org](mailto:tj@nacmnet.org).

e. 2019 NACM Guide

Alyce invited members to submit suggestions for NACM's 2019 guide to T.J. at [tj@nacmnet.org](mailto:tj@nacmnet.org).

f. Shared Interest Groups – Continuing the Conversation beyond the Conference

President Paul DeLosh shared that NACM is considering ways to engage NACM members in continued conversation about the great discussions that often occur during the Shared Interest Group (SIGS) sessions held at NACM's annual conference. SIG session facilitators collected the names and contact information of participants who are interested in continuing a discussion held during a SIG session. Over 80 participants provided their contact information.

Paul asked how NACM can get people engaged in further conversation in between conferences.

Members discussed at great length the possibility, challenges, and benefits of using podcasts as a vehicle for engaging members in further conversation. Many on the call supported the idea of NACM hosting a regular podcast.

Peter Kiefer commented that he thinks podcasts are an excellent idea that NACM should pursue.

Dorothy Howell shared her experience participating in podcasts, noting that one of the features she likes is that participants are able to post questions and get feedback from the facilitators in real time. She agreed that podcasts would be a good way to keep people engaged if NACM can provide a regular schedule and listing of topics to encourage members to follow the podcast. Paul noted that this would provide a means to engage members in a two-way conversation.

Rick Pierce commented that podcasts are a great form of communication but that because a podcast is a service offered routinely, NACM would need to have many topics ready to go.

In response to Alyce's inquiry about participants submitting questions during a podcast, Dorothy said she has seen podcasters use a number of different software applications that enable this. She said that participants can type and submit questions to the facilitator, and the facilitator usually starts his or her response with "Welcome, Dorothy..."

Janet commented that when she first heard the idea about engaging members in continued conversation, it was presented more as creating mastermind groups, as opposed to just listening to someone talk (podcast). It was intended more to continue the conversation. With regard to having a sufficient number of topics to cover through podcasts, Janet commented that some topics might require multiple

podcasts in order to adequately work through the topic while others might only require a single podcast. NACM could live out the course of a topic and then move onto the next. Janet reiterated that the idea is to continue these conversations and in some way create a support group of NACM members who are struggling with similar issues.

Alyce thanked committee members for their input on this topic and adjourned the meeting at 4:58.

10. Next Meeting: September 13, 2018 at 4:00 EST



# National Association *for* Court Management

## *Strengthening Court Professionals*

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### COMMUNICATIONS COMMITTEE

September 13, 2018 - 4:00 P.M. ET

Teleconference: 800-503-2899 | 2591537; International Call Number: 303-248-0817

[Committee Web Page](#)

#### Minutes

#### 1. Welcome/Call to Order/Roll Call

Communications Committee Chair Alyce Roberts called the meeting to order at 4:02 ET.

The following committee members were present:

Andra Motyka	Aurora Zamora
Carlene Redmond	Charleston Carter
Danny Davis	Frank Hardester
Janet Reid	Jeff Chapple
Jeffrey Tsunekawa	Kevin Lane
Kristina Valdez	Leah Huff
Maria Elena Arvizo-Knight	Paul DeLosh
Peter Kiefer	Phil Knox
Randy Short	Tina Mattison
Steve Thomas	

#### 2. Publications Updates

- a. Court Manager: Fall edition: posts October 9  
Winter edition: posts December 17; articles due by September 28
- b. Court Express: September edition: posts September 26  
November edition: posts November 28; articles due by November 8

#### 3. 4<sup>th</sup> Quarter Webinar - Domestic Violence – November 8 at 2:00 p.m. EST

#### 4. Plain Language Guide Update – Aurora Zamora and Alyce

Alyce and Aurora reported that the guide is on schedule for timely submission to the National Center for State Courts for final editing and posting.



## 5. Social Media Update

Alyce introduced NACM's new Social Media Coordinator Kevin Lane. Kevin Lane currently serves as the Clerk/Executive Officer of the Court of Appeal, Four Appellate District in San Diego, CA.

Alyce shared that NACM's social media presence is currently limited primarily to Facebook and Twitter but that NACM is considering expanding its social media presence to include other platforms. She invited members to share what they think are the most common platforms that would be of interest to NACM members. Kristina Valdez from Florida shared that her court maintains a social media presence on Facebook, Twitter, Instagram, and LinkedIn. Leah Huff from Texas shared that her court uses the Marco Polo video app to communicate with other team members. She shared that team members find the app to be very helpful to minimize miscommunications that can occur when one doesn't see another's body language to better know the tone in which the message is being given. [Check out this [message about the Marco Polo Video App.](#)]

## 6. Website Update

Janet Reid shared that she has been focusing on getting NACM's Conference page up and is hoping to go live by October 1. Jeffrey Tsunekawa shared that since the new website launched, NACM has received a lot of great feedback on the website. Both Janet and Jeffrey encourage all members to inform them of any website issues that need to be resolved.

Tina Mattison noted the webinar recordings posted on the website do not include a description. Tina agreed to draft abbreviated summaries for each of the webinars and send them to Janet for posting.

## 7. September 12, 2018 Board Meeting Update – Vice Chair Frank Hardester

Frank provided a brief summary of the board's September 12 meeting. Board members approved the webinar sponsorship policy, agreeing to a few minor edits.

Board members discussed having a press release policy for announcing new board members and templates were shared. Development and review continues.

Board members approved moving forward with next steps for NACM to host a regular podcast. More research must be done to determine equipment and software needs to support a podcast and the costs for the same. Some of the discussion centered around who will own the equipment and what the scope of the project will be.

Peter Kiefer shared that he thinks a high estimate of the costs would be under \$2000. Peter reported that the next steps include:

- determining the focus for podcasts series
- create a schedule and format
- determine hardware and software needs and get exact pricing

Peter further noted that those involved in initial discussions are considering holding thirty-minute podcasts on a regular basis. Matt Benefiel and Karen Levey, who presented a session about podcasts at the Atlanta conference, adamantly recommend a regular schedule for podcasts. Peter shared that he already has a list of topics to explore, many of which come directly from the annual conference. This includes the NACM National Agenda and the Voice of the Profession. Peter invites “intel” from folks on what topics might keep millennials and Gen Xers listening.

Leah Huff noted that her daughter might be a valuable resource as NACM considers this endeavor and she generously offered said daughter’s assistance. Thank you, Leah!

Peter also discussed the possibility of offering live podcasts at the annual conference

8. Education Committee Meeting – September 20, 2018
9. Next Meeting: October 11, 2018 at 4:00 EST



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### COMMUNICATIONS COMMITTEE

Thursday, October 11, 2018 - 4:00 P.M. ET

Teleconference: 800-503-2899 | 2591537; International Call Number: 303-248-0817

[Committee Web Page](#)

Chair: Alyce Roberts

Vice Chair: Frank Hardester

### MINUTES

1. Welcome/Call to Order/Roll Call

Communications Chair Alyce Roberts called the meeting to order at 4:00 ET.

The following committee members were present:

Angie VanSchoick  
Charleston Carter  
Dawn Palermo  
Janet Reid  
Julie Dybas  
Paul DeLosh  
Tina Mattison  
Theresa Ewing

Aurora Zamora  
Constance White  
Dorothy Howell  
Jeffrey Tsunekawa  
Kevin Lane  
Randy Short  
T.J. BeMent

Carlene Redmond  
Danielle Rosete  
Frank Hardester  
Johnny Tse  
Kristina Valdez  
Roger Rand  
Steve Thomas

2. The committee approved the September 13, 2018 meeting minutes as submitted.

3. Committee Member Spotlight – Matching Faces with Names and Voices. Alyce introduced a new feature for Communications Committee agendas. With the goal of putting a face to names and voices and learning more about co-committee members, Alyce will begin including photos with a brief introduction of two-three committee members on each agenda. Alyce thanked Aurora and Kevin for sharing their photos and a little about themselves with us.



**Aurora Zamora**

Court Services Consultant

Texas Office of Court Administration

*In my role as court services consultant, I provide technical assistance and training to over 3,000 courts in Texas, focusing on trial courts. A 'high' moment for me is when my assistance helps remove the mystery in court management and allows a judge and/or court staff to consciously enhance the court's performance and service to their customers.*

*I have been a NACM member since 2003. I was going through a burn out, ready to quit phase. Attending the NACM conference in D.C. was my last hope for professional renewal. It occurred when I attended a session where Frank Braccolina spoke on the calling of the profession of court administration. I recommitted to my professional calling and have never regretted the decision.*



**Kevin Lane**

Executive Officer  
California Court of Appeal Court  
(NACM's Social Media Coordinator)

*I've been with the California Court of Appeal for 14 years, 5 years as the Executive Officer. Prior to that I was in various court management positions at the Los Angeles Superior Court for 14 years where I was introduced to NACM. I've been involved with NACM since 2002 and its sister organization (NCACC) National Conference of Appellate Court Clerks since 2005. I focused a lot of effort toward the NCACC as the chair of their Communications and several other committees. I also was a member of their Executive Committee. With just a few years left in this profession, I am returning to NACM to meet up with former Fellows of the NCSC and contribute what I can to this great organization. In the meantime, I enjoy everything San Diego has to offer including our beaches, hiking with my dog and playing on our adult dodgeball team.*

#### 4. Publications Updates

- a. Court Manager. On behalf of Editor Tasha Ruth, Alyce reported that the article submission deadline for the spring edition of the *Court Manager* is January 11. Alyce made a somewhat desperate plea for article submissions for the winter edition but noted that the articles should be submitted to [courtmanager@nacmnet.org](mailto:courtmanager@nacmnet.org) as soon as possible because Tasha is expected to submit them to Chuck at the National Center for State Courts by October 26. For those interested in submitting an article, please review the [author guidelines](#). Although the guidelines indicate a maximum word length of 7,500, Alyce shared that we have much more flexibility with article length now that the *Court Manager* is an electronic publication.
- b. Court Express. Editor Jeffrey Tsunekawa reported that the most recent edition of the *Court Express* was distributed a couple of weeks ago. Jeffrey noted that he has been highlighting committees in the publication and that he plans to highlight past *Court Manager* articles in future editions. The next edition of the *Court Express* is scheduled to be distributed during the week of Thanksgiving. Jeffrey would love to receive article submissions by November 1.

#### 5. 4<sup>th</sup> Quarter Webinar - Domestic Violence – November 8 at 2:00 p.m. ET

Julie Dybas shared that the presenters (two judges and an AOC manager who oversees domestic violence matters statewide) are really excited about doing the webinar and noted that the PowerPoint slide for the same is complete. Alyce shared that the presenters have decided to have a live camera feed of them at the beginning of the webinar during introductions and then at the end during the Q & A session. Alyce will reactivate NACM's GoToWebinar account on Friday, October 12 and will begin drafting the registration page.

#### 6. Plain Language Guide Update

Plain Language Guide Chair Aurora Zamora reported that PDF and ePub versions of the guide have been created and that there is just one section needing completion. The subcommittee is on schedule to submit the guide to the publisher by November 15.

Alyce shared that at the suggestion of subcommittee member Abhijeet Chavan and with the approval of NACM President Paul DeLosh, the guide will be published in January of 2019 instead of November 2018. Abhijeet pointed out that if the guide is published in late 2018, it very quickly appears to be more dated (a year old) come January 2019. Abhijeet also made recommendations for marketing the guide. He suggested that posts and other announcements about the guide include snippets from the guide to encourage members and others to read the guide. Alyce will be talking with Social Media Coordinator Kevin Lane more about this idea.

## 7. Social Media Update

Social Media Coordinator Kevin Lane reported that he and Janet continue to post daily to Facebook and Twitter on Monday through Friday and that they have posts scheduled through October 29. Kevin shared that he would like to include more posts about things going on at the National Center for State Courts and in NACM with the goal of getting people to talk a little more about the posts. Alyce invited members who have suggestions for social media posts to email Kevin at [kevin@nacmnet.org](mailto:kevin@nacmnet.org).

## 8. Website Update.

Website Coordinator Jeffrey Tsunekawa shared that he and Janet continue to receive feedback on NACM's new website. He shared that they are currently strategizing how best to organize the conference videos so that they are more easily searchable. The goal is to make it so that members who recall a session from a conference that they would like to see, will be able to search the session title to quickly find the video. Currently, members must scroll through all of the videos to find a video of interest. Alyce asked if any members have experience using WordPress and might be willing to help. Angie, Roger, and Frank all indicated that they have such experience.

Alyce thanked Tina Mattison for her suggestion (made during the September call) to add short summary descriptions to each of the webinars posted on NACM's site. Tina volunteered to draft the summaries and Janet posted them to the site. The webinar summaries can be found in the "Member Only" webinar section.

## 9. Education Committee Meeting Update

Vice President T.J. BeMent shared that the Education Committee will meet next on Thursday, October 18 at 2:00 ET. The focus of the meeting will be to consider possible education tracks for future conferences such as technology, early career professional, management, leadership, skills based, etc. The goal of the education committee view NACM's educational content (conference sessions, webinars, guides, The Core, etc.) to ensure that NACM is delivering the right educational content to its members.

## 10. Update Re NACM's 2019 First-quarter Webinar

President Paul DeLosh shared that he noticed that the National Association of Women Judges (NAWJ) announced a "WeToo in the Legal Workplace" initiative at their meeting with the Congressional Caucus for Women's Issues in July. He shared that the #WeToo in

the Legal Workplace movement, which is (co-sponsored by the Women's Bar Association of the District of Columbia and the law firms of McGuireWoods and Morgan Lewis), is intended to be the impetus for the creation of educational sessions, workshops, training programs, marketing and social media campaigns and defense funds to combat sexual harassment across the legal workplace. He noted that SJI has awarded funding to NAWJ to develop sexual harassment educational programming. Paul reached out to NAWJ President Justice Kennedy to suggest that this would be a great partnership opportunity to develop a NACM webinar. Paul pitched the idea to NAWJ's board at Justice Kennedy's suggestion and the board supports such a partnership and is even interested in collaborating to develop a guide. Justice Kennedy suggested that NACM work with Judges Holland and Herring to get this project started. Paul introduced Alyce and T.J. to the judges and T.J. and Alyce are tentatively scheduled to connect with them in November.

11. Next Meeting: November 8, 2018 at 4:00 ET

The meeting adjourned at 4:30 ET.

Respectfully submitted,

Alyce Roberts  
Chair





# National Association for Court Management

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### COMMUNICATIONS COMMITTEE

Thursday, November 8, 2018 - 4:00 P.M. ET

Teleconference: 800-503-2899 | 2591537; International Call Number: 303-248-0817

[Committee Web Page](#)

Chair: Alyce Roberts

Vice Chair: Frank Hardester

### MINUTES

#### 1. Welcome/Call to Order/Roll Call

Present:

Andra Motyka  
Charleston Carter  
Frank Hardester  
Johnny Tse  
Michelle Dunivan  
Tasha Ruth  
Theresa Ewing

Aurora Zamora  
Danielle Rosete  
Janet Reid  
Leah Huff  
Paul DeLosh  
Tina Mattison  
Vicky Carlson

Carlene Redmond  
Dorothy Howell  
Jeffrey Tsunekawa  
Maria Elena Arvizo-Knight  
Peter Kiefer  
Steve Thomas

#### 2. Members approved the October 11, 2018 meeting minutes.



October 11, 2018  
Communications Comi

#### 3. Committee Member Spotlight – Matching Faces with Names and Voices



*October marked my 5-year anniversary as the Clerk of Court for the Superior Court of Guam, but I have been with the Judiciary for 15 years in other court management positions. As the Clerk of Court, I oversee the clerk's office, jury operations, language access office, and court reporter unit. Being a NACM member since 2015 has been a great experience and has tremendously helped me in my current position. Court leadership can be rewarding and challenging, but I am passionate about the work of the court and believe that NACM's Core curriculum is a valuable resource. I truly enjoy being part of a great organization and meeting other court leaders, even if it means I have to travel far distances to make new connections.*

**Danielle T. Rosete, Esq.**

Clerk of Court, Superior Court of Guam  
Guam Judicial Center



**Steve Thomas**

District Court Administrator  
Caldwell, Comal, and Hays Counties, Texas

*My name is Steve Thomas and I am the District Court Administrator for Caldwell, Comal and Hays Counties in Texas. I have been the Administrator for approximately 8 years and I simply love it. I oversee all non-judicial functions of the courts, which includes supervision of employees, budgets and all administrative matters. I have a background in law enforcement and was in the military. I love the law and the legal institution as a whole. I am passionate about football but the love of my life is my wife, Anya and my son, Bohdey. Everything I do is for them!!*

*I have been a member of NACM since 2015. I enjoy being a member because I get to learn how other courts work and function in addition to the ideas and issues that face courts across the nation.*

#### 4. Publications Updates

##### a. *Court Manager*, Editor Tasha Ruth

Tasha expressed appreciation and thanks for the following committee members who submitted an article for the winter edition of the *Court Manager*:

- Jeffrey Tsunekawa – Conference Summary
- Dorothy Howell – Exhibit Show
- Randy Short – Social Event
- Barbara Marcille – Procedural Fairness and Roger Rand for responding to our desperate call for articles by asking Barbara to submit an article in short order.

The winter edition of the *Court Manager* will post on December 17; the article submission deadline for the spring edition is Friday, January 11. Tasha invited members to submit articles. Tasha also let members know that if they do not have time to submit an article, they should still notify her of any newsworthy events that might be of interest to the membership so she can assist with the drafting of an article about said events.

Paul shared that Georgia passed a constitutional amendment to expand business courts throughout the state and suggested that Tasha consider this as a possible article topic. Paul agreed to send Tasha related contact information.

##### b. *Court Express*, Editor Jeffrey Tsunekawa

Jeffrey reported that the next edition of the *Court Express* will be sent out on November 28. The copy deadline for this issue is TODAY but because he is light on content for this edition, he invited members to submit content within the next couple of days.



The copy deadline for the February edition is February 8; distribution is scheduled for February 28.

5. Domestic Violence Guide Webinar Recap – November 8 at 2:00 p.m. ET, Alyce

Alyce shared that although there were technical difficulties associated with the DV Guide Webinar, there was much interest in the webinar and the presenters and moderator did a great job presenting the content. Because a number of registrants were unable to participate in the live webinar due to an issue with NACM's GoToWebinar account, NACM is making a recording of the webinar available to members and non-members free of charge. Evaluation results for the webinar will be shared at the December 13 meeting.

6. Plain Language Guide Update, Plain Language Guide Chair Aurora Zamora

Aurora shared that December 6 is the next and final meeting for the Plain Language Guide Subcommittee. All sections are complete and the final review is in progress. We are ready to go.

7. Social Media Update, Alyce for Social Media Coordinator Kevin Lane

Alyce shared that Social Media Coordinator Kevin Lane and Janet Reid have been posting content to NACM's Facebook and Twitter accounts every weekday during the past month and they have several planned for the upcoming week or two. Kevin is concerned regarding the amount of posts and thus wants to conduct some research in the coming month. "Is there such a thing as Facebook inundation?" Kevin has read some related articles and it may be something for people to think about until next time. On Kevin's behalf, Alyce sought volunteers to form a subcommittee that will work on drafting proposed social media guidelines. Roger Rand, Dorothy Howell, and Danielle Rosete agreed to serve on this subcommittee. Many thanks to all of you!

Alyce asked members to make a point to visit NACM's social media pages between this meeting and the next to review the posts, consider the quantity of posts, and the topics covered so that all can be prepared for discussion on this topic. Also, please consider liking, retweeting, or commenting on the content to encourage engagement from other members.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey said that there were no updates to offer. Theresa Ewing thanked Jeffrey and others involved in the website redesign for their great work noting that it is much easier to find content on the website now.

9. Volunteer Opportunity – Membership Committee Chair Michelle Dunivan

Membership Committee Chair Michelle Dunivan informed committee members of a new volunteer opportunity. Michelle shared that in addition to NACM's efforts to communicate with new NACM members via a series of emails prepared by Jeffrey Tsunekawa, NACM would like to expand its outreach efforts to include personal contact by telephone. Michelle noted that there are many opportunities to talk to new members and recruit new members post-webinar and post-conference. She also noted that NACM wants to reach out to those who do not renew their membership to learn the reasons why. Because there are hundreds of contacts that NACM will need to make, Michelle said that the plan is to divvy up the contact list to a number of volunteers. In order to do this, a script must be developed and protocol established for these contacts. To that end, Michelle asked for a volunteer from the Communications Committee to serve as a co-chair from the Membership Committee to get this project underway. Leah Huff volunteered to serve as a co-chair. Thank you, Leah!

10. Next Meeting: December 13, 2018

The meeting adjourned at 4:30 ET.

Respectfully submitted,

Alyce Roberts  
Chair



# National Association for Court Management

## Strengthening Court Professionals

### COMMUNICATIONS COMMITTEE

Thursday, December 13, 2018 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

[Committee Page](#)



Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or  
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### MINUTES

1. Present:

Aurora Zamora  
Dorothy Howell  
Jeffrey Tsunekawa  
Kevin Lane  
Peter Kiefer  
Roger Rand

Carlene Redmond  
Frank Hardester  
Joe Fazari  
Maria Elena Arvizo-Knight  
Phil Knox  
Steve Thomas

Dawn Palermo  
Janet Reid  
Johnny Tse  
Paul DeLosh  
Rick Pierce  
Tasha Ruth

2. Meeting minutes for the November 8, 2018 were approved.

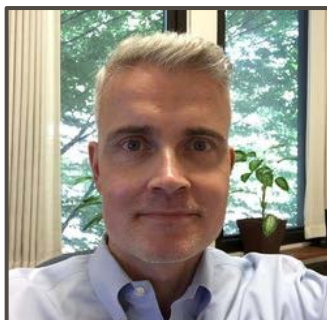
3. Committee Member Spotlight – Matching Faces with Names and Voices



**Dorothy A. Howell**

Vicinage Chief Probation Officer  
Essex, New Jersey

*I've had the fond pleasure of working for the New Jersey Superior Courts for the last twenty-six years, of which, eighteen years as a Court Executive. My membership with the National Association for Court Management is another rewarding professional endeavor. Through NACM I have met like professionals throughout the country and a few abroad. I strongly encourage everyone to join a committee. NACM needs and appreciates your support. I hope to see you all at the Annual Conference in Las Vegas @ the Bellagio.*



**Roger Rand**

Technology Manager  
Mid Columbia Courts  
Oregon Judicial Branch

*My experience with the Justice System started in 1993 as a temporary employee in the Multnomah Circuit Court Indigent Defense office. Next, I worked in the court docketing department as a staff lead and developed an interest in court technology. I became one of the court's first technical trainers in 1999. My first degree is in English and I went to night school and earned a second degree in Computer Applications. I transferred to the technical support department as the Help Desk Lead in 2004. I became a technical supervisor in 2007 and attended my first NACM Conference in 2009! I was hooked on NACM after that conference. Due to budget cutbacks our court was unable to attend NACM conferences for several years. I rejoined NACM in 2015 and became the Multnomah Circuit Court IT Manager in 2016 over training, program development, data integrations, and technical support and infrastructure. I am also the chair of our court's Equity and Diversity in the Workplace committee.*

*My passion lies in building a successful, diverse, and cohesive technology team that knows how to communicate. I'm excited to be a part of the NACM communication team. I am also a NACM representative on the Joint Technology Committee (JTC). I look forward to any opportunity where I can contribute to furthering the outreach and educational efforts of NACM.*

4. Greatness in our midst!

Alyce shared that congratulations are in order for fellow committee member Theresa Ewing who received a national award.



*Fort Worth Court Director Theresa Ewing, Receives National Award. Earlier this year, the National Center for State Courts selected Ms. Ewing to receive its 2018 Distinguished Service Award. This award is presented annually to honor those who have made substantial contributions to the field of court administration and to the work of the National Center for State Courts. Congratulations, Theresa!*

[Read more.](#)

5. Publications Updates

a. Court Manager, Editor Tasha Ruth

Tasha reported that she currently has four articles for the spring edition. The copy deadline for this edition is January 11; edition will post on March 29.

The copy deadline for the summer edition is March 22.

Alyce shared that the winter edition (also known as the conference edition) has not yet posted because of the conference-related content that NACM submitted to the publisher (Mellen Street). The publisher informed NACM that to publish this content, they would need to create a new template and the estimated cost for the work involved would be \$1,100. Fortunately, they later informed us that the cost would be less than \$500. The board approved funding for the work and we anticipate that this edition will post before Christmas.

Joe Fazari pointed out that NACM originally planned to publish three editions of the *Court Manager* electronically and the winter (conference) edition in print. This may be why the publisher was not prepared to publish conference-related content. Alyce confirmed that this indeed was the original plan (and a very good one) but that due to budget constraints, the board decided to publish all four editions electronically.

b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey reported that the original copy deadline for the February edition was February 8, with a distribution date of February 28 but that he is extending these dates in order to accommodate an announcement about the annual conference after the registration page for the same is available.

6. Plain Language Guide Update, Plain Language Guide Chair Aurora Zamora

Aurora reported that the subcommittee made final edits to the guide and that the guide is ready to go. Aurora and Alyce will be meeting with Abhijeet Chavan (project designer and tech-savvy guru) to prepare the guide for submission to the publisher. Alyce reported that while the publisher is working on the final drafting of the guide, she, Abhijeet, and Aurora will develop the marketing strategy for the guide. The plan is to include social media posts that tease the content in order to encourage greater interest in the guide. Alyce added that Kevin will need to be involved with this effort and she invited any others who are interested in helping to let her know.

7. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that several committee members are working on updating NACM's social media policy. The subcommittee had one conference call where members shared their ideas about what the policy should include. Based on that call, Kevin prepared a first draft and circulated it to subcommittee members requesting comment by January 11. Kevin anticipates that it will take a few months to fine-tune the policy for review by others.

Kevin shared that a concern he has had about social media posting is how much posting is too much posting. After doing some research, he found [social media posting recommendations](#) that indicate that NACM is posting the right amount.

Roger pointed out that one of the things we do not address in the policy is what we, as individuals, are supposed to be following and when. Using himself as an example, he pointed out that he is a representative of NACM, a NACM member, a representative of his local court, and Roger Rand (himself). He questioned whether it is appropriate for us to like, retweet, etc. on private social media account about NACM. Should we be signing into our personal social media accounts? Roger pointed out that if responding from a personal social media account, other people can connect to your personal account.

The following discussion about this question ensued:

Alyce acknowledged the same, noting that some people prefer to keep their professional and personal lives separate.

Frank pointed out the need for NACM to identify the goal of using social media. If NACM wants engagement, must allow people to reply, respond, etc. to posts.

Janet shared that she thinks a great thing about posting on social media is brand awareness. Just reminding people that NACM exists and is out there. NACM has 800 followers on Facebook. We do not know how many are not members but this exposure is an important part of social media.

Alyce shared that the goal is broad. NACM wants exposure to non-members, wants connectivity with members, and to the extent members are interested, wants to provide a forum for engagement.

In response to Frank's inquiry, Kevin shared that Frank asked him if he would go to other sites from the NACM Facebook account and like other state courts' pages that are out there. Kevin shared that as he started to do this, he noted that many of the pages include comments that might be controversial. He noted that the comments were from those who visited the pages, not the courts themselves. Dorothy pointed out that we can't control the comments and that the comments added do not represent the viewpoint of NACM.

Frank pointed out that NACM needs to pin a static disclaimer at the top of its page.

Peter shared that following this discussion and one of the things that Roger said early on intrigued him. Some court professionals may have strong opinions about a variety of topics that may be political in nature. In this regard, court professionals try to keep a clear distinction between professional and personal lives.

Roger suggested that NACM should consider writing a paper on how court professional can best to participate in social media. Alyce asked if anyone is interested in working on this to let her know. Paul informed attendees that he reached out to the president of the Conference of Court Public Information Officers (CCPIO) and she said the CCPIO is interested in partnering with NACM on a project to update its social media guide. The issue raised here is something that the guide could address.

Moving onto another topic, Kevin shared that as a part of the review of NACM's social media policy, subcommittee members considered other social media platforms noting that Instagram was not one of our platforms. Kevin asked attendees if they think NACM should consider creating an Instagram account.

Dorothy said yes, noting that Instagram caters to millennials and NACM can post conference pictures there. If NACM is trying to recruit and get interest of younger population, need to be on a platform that they use. At this point, especially if going to try to generate enough hits in our platforms for revenue possibilities, NACM should have as many as possible.

Kevin asked about who should be posting to the LinkedIn account. Alyce confirmed that if a post is membership-related, Michelle Dunivan, Jeffrey Tsunekawa or their designee should manage the post. Kevin should manage all other posts.

Janet further clarified that there is a corporate LinkedIn page and a group page. Michelle and Janet have co-ownership of the corporate page. When campaigning for membership, LinkedIn (corporate) has a feature that enables specific outreach to a targeted group of folks such as any individual who lists a job title related to the justice system. The group page is for posting content. Janet also noted that the reason everything NACM posts on Facebook is not also posted on LinkedIn is because, some of Facebook content is whimsical or anecdotal. After some discussion, all agreed that



although it makes sense to post similar content across all social media platforms, certain content may not be appropriate for all platforms and that all posts should appropriately complement said platforms.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey reported that he has uploaded the PDF documents recording past president accomplishments. He noted that he and Janet have been working to take care of many requests for the website in the last couple of months and have been working to address a few technical issues.

Jeffrey reported that he and Janet have made many improvements to the conference recordings page and that recordings are much easier to identify and search. Paul thanked Jeffrey and Janet for their extensive work on the website.

9. Website Review, Alyce

Alyce invited volunteers to help review NACM's website to ensure content is easily discoverable for NACM members and non-members. Many thanks to the following members who volunteered: Dorothy Howell, Johnny Tse, Dawn Palermo, Darlene Redmond, and Randall Short. Vicky shared that she would also seek volunteers during her next past-presidents call.



Dorothy Howell  
Johnny Tse  
Dawn Palermo  
Carlene Redmond  
Randall Short  
Theresa Ewing

10. Podcasts Update, Alyce

Alyce shared that the board approved an implementation plan for proceeding with NACM's first podcast, which will be about Continuity of Operations. Peter anticipates that the first podcast will be ready to go mid to late February. Peter shared that the initial plan is to broadcast one podcast a month. As those involved get more comfortable with routine, NACM could possibly increase the frequency.

Alyce pointed out that one of the issues that must be addressed is whether podcasts should be available publicly or kept behind the member wall. She shared a suggestion that Rick Pierce offered which would be to make live podcasts available publicly and to place recorded podcasts behind the member wall. Then, NACM could possibly offer an

A/V membership option where those with such a membership could access unlimited recordings.

Dorothy noted that NACM could also use podcasts as sponsorship and advertising opportunities.

Post-meeting note: Upon learning of the A/V membership (subscription) idea, Janet and Jeffrey raised concerns about whether offering the same is feasible without incurring additional website costs. That resulted in further discussion among many folks after the meeting. Rick Pierce offered another suggestion that all those involved in the discussion favored. In order to increase the potential for building an audience for NACM's podcast, NACM will make all podcasts publicly available. After one year, NACM will re-evaluate whether podcasts should continue to be available publicly or whether they should be moved behind the member wall.

## 11. Announcements

Alyce reminded all of the following:

- Midyear conference registration is open.
- NACM has conference scholarships available for those with funding issues, noting that NACM has already awarded scholarships for the midyear conference. Alyce encouraged anyone interested in attending a conference to apply for the scholarship.
- Alyce encouraged board membership for those interested, recognizing the many contributions made by members of this committee.

## 12. Next Meeting: January 10, 2019 at 4:00 ET

Respectfully submitted,

Alyce Roberts  
Chair





# National Association for Court Management

## *Strengthening Court Professionals*

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### COMMUNICATIONS COMMITTEE

Thursday, January 10, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

[Committee Page](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or

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### MINUTES

#### 1. Welcome/Call to Order/Roll Call

Carlene Redmond	Charleston Carter	Constance White
Danielle Rosete	Janet Cornell	Janet Reid
Jeffrey Tsunekawa	Joe Fazari	Kathy Griffin
Kevin Lane	Maria Elena Arvizo-Knight	Paul DeLosh
Peter Kiefer	Phil Knox	Rick Pierce
Tasha Ruth	Tina Mattison	Steve Thomas
Vicky Carlson	Will Simmons	

For those who were unable to join the call because the meeting was locked (Dorothy Howell), I apologize that you were unable to participate. We missed you! Please let me know if you have any questions about the meeting and if there are any topics you would like to revisit at the next meeting.

#### 2. Meeting minutes for the December 13, 2018 were approved.

#### 3. Committee Member Spotlight – Matching Faces with Names and Voices



*As a passionate child advocate with a master's degree in public administration, one of the reasons I entered and remain in the juvenile justice arena is to empower children and families while also serving the court. I've worked in a juvenile court since 2003 and became a member of NACM in 2016. In addition to the Communications Committee, I also serve on the Conference Development Committee, attending my first NACM conference last summer. During the conference, I enjoyed learning about new innovations and meeting colleagues from various courts. I look forward to meeting all committee members in person at the next conference.*

**Carlene Redmond**

Court Program Administrator  
Juvenile Court of Cobb County, GA



**Johnny Tse**  
Court Administrator  
Buckeye Municipal Court, AZ

*Johnny Tse is the Court Administrator for the Buckeye Municipal Court (Buckeye, AZ). He has been working at the Buckeye Municipal Court since 2015. Johnny also serves on the NACM Communications Committee, the Arizona Supreme Court Judicial Staff Education Committee, and the Defensive Driving School Board. Prior to his current position, he worked at the Pinal County Superior Court (Florence, AZ), Mohave County Superior Court (Kingman, AZ), Flagstaff Municipal Court (Flagstaff, AZ), and the Maricopa County Justice Courts (Phoenix, AZ). He is a Fellow of the Institute for Court Management.*

#### 4. Publications Updates

##### a. Court Manager, Editor Tasha Ruth

Tasha thanked all on the call who have submitted articles for the *Court Manager*.

Copy deadline for Spring issue is January 11; magazine will post March 29.

Copy deadline for the Summer issue is March 22; magazine will post June 7.

##### b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey shared that distribution of the February issue will be delayed pending the annual conference website going live. He will include an announcement about the annual conference with a link to the annual conference website. Copy deadline for the February issue is February 8.

Copy deadline for the May issue is May 3; distribution date is May 23.

#### 5. Plain Language Guide Launch, Plain Language Guide Co-chair Alyce Roberts

Alyce shared that NACM released the Plain Language Guide on January 10. Abhijeet Chavan, a member of the Plain Language Guide Subcommittee, retweeted NACM's tweet about the guide during a Legal Services Corporation (LSC) Conference that he was attending. [Post meeting note: As of January 21, 2019, Abhijeet's retweet has been viewed nearly 3000 times.]

Alyce expressed appreciation for the members of the Plain Language Guide Subcommittee noting that the members of this subcommittee are incredibly talented and dedicated to improving access to justice using plain language. She also expressed appreciation to Janet Reid and Chuck Campbell from the NCSC as they reviewed the guide and prepared the guide webpage and bookstore in short order so that NACM could announce release of the guide during the LSC conference. By doing so, Abhijeet was able to retweet the announcement and thereby greatly increase exposure to NACM and the guide.

Frank commented that the Plain Language Guide and the Joint Technology Committee's report on social media are two items that are great examples of why I love being a member of NACM. They are a tremendous resource. "These are the types of things that make us look good. It's a good starting point as you are looking at your forms and website...the Plain Language Guide is an excellent tool."

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reminded all that during the last call we talked about NACM, from the NACM Facebook page, liking other court's Facebook pages throughout the country. NACM is now linked together with other courts. Kevin asks that if anyone notices a court he missed, please let him know.

At Frank's request and with the committee's support, Kevin pinned a disclaimer to the top of NACM's Facebook page.

Kevin shared that he learned that NACM has a Flickr account while reading the Court Express. He learned from Janet that the Flickr photo gallery feeds NACM's conference page. Kevin mentioned that he plans to come up with a list of NACM's social media accounts that identifies the owners of the accounts. This way, the information will not be lost as people retire and move on.

Kevin has not yet opened an Instagram account for NACM but will do so.

Kevin is still awaiting comments from subcommittee members on his draft of NACM's Social Media Policy.

Alyce reminded members that during the last call, Roger Rand asked how court professionals should engage in social media while maintaining appropriate or desired boundaries between their professional and personal lives. During that call, Paul informed members of NACM's plan to collaborate with the Conference of Court Public Information Officers (CCPIO) noting that it would be great to address this issue in an update of NACM's *Social Media Mini Guide*, last updated in 2010. Paul shared that the current CCPIO president, Leah Gurowitz, is very receptive to collaborating with NACM. Paul brainstormed several ideas with Leah including having a representative from the CCPIO speak at a NACM conference. The CCPIO submitted a session proposal and are now on the conference agenda. NACM is hoping that the CCPIO will collaborate with NACM to update its social media guide and to develop resource materials for court personnel who do not have the formal title of a public information officer but who must serve in this role. The CCPIO is very excited about this. Paul shared that he is waiting to hear back from Leah and that he hopes to have a better course of action to share on the next call.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that there are no significant updates. Jeffrey and Janet are currently preparing to get a lot of information on the website for NACM's midyear conference.

They will also be posting information about all of the awards NACM usually gives out during the annual conference.

Documents about board candidacy have already been posted.

8. Website Review Update, Alyce

Alyce shared that she sent to members of the Website Review Subcommittee, a website review document asking that members look for the various website content listed on the document, noting their experience in locating it both from their own perspective and that of a new visitor to the website. The goal of NACM is to ensure that members and non-members can easily and quickly find content of interest. Once the review documents are submitted, Janet and Jeffrey will go over them and will identify and implement any recommendations that are possible and appropriate.

9. Podcasts Update, Peter Kiefer and Charleston Carter

Peter shared that he and Charleston have been making a lot of progress preparing for NACM's first podcast thanks to Ellen Hancock and Amy Scott who agreed to be guest on the podcast. Both Ellen and Amy experienced Hurricane Florence and are prepared to share what worked and what did not work. Peter has a GoToMeeting conference call set up with them for next Tuesday at 9:00 a.m. After the first podcast is done and completely ready, will look to doing a podcast with Allen Carlson about artificial intelligence. Peter also shared that Rick Pierce had volunteered to co-host a podcast show, noting that this is one that he hopes Rick will be able co-host. Peter shared that he has been working with Libsyn, a podcast upload and hosting service, and he learned that he has to develop what is called a podcast url slug. He is also working on Audacity to create background music.

Peter shared his experience watching the Professional Conference Managers Association's Live Interviews. These interviews occur in between conference sessions. The PCMA also broadcasts several of their plenary events. Peter noted that they had a section set off from the main lobby where a host quizzed individuals about leadership and conference management. "It's a platform we could aspire to." It looked like they had about four cameras running during the interview. Both Peter and Alyce shared that Peter, Charleston, and Alyce have been considering the possibility of NACM podcasting live from Vegas.

10. [Joint Technology Committee Resource Bulletin – Social Media Marketing for Courts](#), Jeffrey Tsunekawa

Jeffrey shared that the JTC was established by NACM, COSCA, and the NCSC. Individuals from these organizations and CITOC meet in person twice a year and by conference call twice a year. The JTC just released its resource bulleting *Social Media Marketing for Courts*. The bulletin gives an overview of social mediums; talks about social media tools and how courts can best use them; highlights the pros and cons of using social media; provides things to consider that courts might not otherwise consider; provides information on creating social media accounts; and advice on how to or how not to respond to comments from the public. The bulletin includes an example from the U.S. Navy that is

really great. The bulletin is a free publication and Jeffrey encourages everyone to feel free to pass it on to colleagues.

11. Reminder: NACM's Midyear Conference – Little Rock, AR, February 10 – 12
12. Next Meeting: February 14, 2019 at 4:00 ET



# National Association for Court Management

## Strengthening Court Professionals

### COMMUNICATIONS COMMITTEE

Thursday, ♥ February 14, 2019 - 4:00 P.M. ET ♥

Chair: Alyce Roberts Vice Chair: Frank Hardester

[Committee Page](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or  
Dial in using your phone: Dial: +1 (312) 757-3121 | Access code: 430-760-661

### MINUTES

1. Welcome/Call to Order/Roll Call – The following committee members were present:

Alyce Roberts	Aurora Zamora	Carlene Redmond	Charleston Carter
Danny Davis	Dorothy Howell	Frank Hardester	Jeffrey Tsunekawa
Joe Fazari	Kevin Lane	Paul DeLosh	Peter Kiefer
Randy Short	Rick Pierce	Tina Mattison	T.J. BeMent

2. Committee members approved of the January 10, 2019 Meeting Minutes as distributed.

3. Committee Member Spotlight – Matching Faces with Names and Voices



**Constance White**

Court Administrator

The City of the Colony Municipal Court  
Texas

*Constance White, Court Administrator for The Colony Municipal Court (The Colony, TX). I have been in The Colony for almost two years, but have been in municipal government for almost 19 years. I have served on the Texas Court Clerks Association Board as a Director at Large, the Historian, Vendor Chair and have loved every minute of it. I have been a member of NACM since 2006 and this is the first year that I have jumped out of my comfort zone to become more active with NACM. I have worked for three other municipalities, in addition to teaching other clerks through the Texas Municipal Courts Education Center. I have enjoyed the conference call meetings and look forward to becoming more involved and meeting everyone. Thank you so much for inviting me and making me feel welcome. So excited to see what the future holds for me with the NACM organization.*



**Randall (Randy) Short**

Disposition and Technology Manager  
Kansas City Municipal Division  
Kansas City, MO

*My background is far from that of a traditional judicial employee. I have a degree in Construction Technology and Finance with 30 years of customer service experience in retail building materials. In 2001, I made a career change and began working as a research analyst for a personal injury/product liability plaintiff's law firm. My tenure with that firm gave me the opportunity to gain knowledge of the justice system from the gallery side of the bench. In 2011, I took a position in the prosecutor's office with the City of Kansas City, Missouri which gave me exposure to the adjudication of criminal cases. And in 2013, I started in my current position further extending my understanding of the criminal justice system from the administrative side of the bench. ¶ The broad-brush description of my job duties would be Project Manager. Those duties include managing a team of great folks who are tasked with all things quality control related regarding the maintenance of accurate electronic records for all of the nearly 200,000 cases filed with our court each year. We act as the liaisons between court staff and the City of Kansas City, Missouri Information Technology Department as well as provide training and troubleshooting to all end users, from cashiers to judges, for the numerous software applications we utilize. And, even after the court converted to an electronic case management system in 2011 we are still constantly looking for more efficient ways to move our court towards being entirely paperless. ¶ I became a member of NACM in 2015 after working with the NCSC and Janet Cornell on a very educational and successful project to update our courts' docket structure. I attended my first annual conference that same year in Louisville, Kentucky and became very impressed with values and goals of NACM. ¶ My primary passion is to work towards making the world a better place by being the best person that I can be and by taking every opportunity before me to help wherever I can.*

4. Alyce shared the new format for the [Committee Roster](#), noting that she may ask more than two members to submit bios with a picture for future agendas in order to ensure all members' pictures are included in the roster prior to NACM's conference in July.

5. Publications Updates

- a. Court Manager, Alyce on behalf of Editor Tasha Ruth

Alyce thanked all on the call who submitted articles for the Spring issue of the Court Manager. The Spring issue will be out in late March or early April.

Alyce shared that Tasha is in desperate need (her words) for new articles, noting the following suggested topics offered by Tasha:

- a. Anything pretrial or bail reform related
    - b. If you have a session at the upcoming NACM conference, consider writing a teaser/preview and invite us to come see you in July
    - c. Is your court using technology to work smarter, not faster? Tell us about it.
    - d. Blockchain Technology – what is it and what could it mean for courts?
    - e. Presentations to Funding Authorities – how should a court administrator prepare or help their judge prepare?

The copy deadline for the Summer issue is March 22; the magazine will post on June 7.

- b. Court Express, Alyce on behalf of Editor Jeffrey Tsunekawa

Alyce shared that the copy deadline for the May issue of the *Court Express* is May 3; the issue will be distributed on May 23.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that he has finished incorporating committee members' comments on the draft update of NACM's Social Media Policy. Alyce explained that the draft policy will be presented to board members for consideration at their next meeting.

Regarding NACM's social media platforms, Dorothy Howell pointed out that Instagram appeals greatly to younger audiences noting that she understands from her children that they prefer to look at videos and pictures. Alyce inquired as to how NACM might best use Instagram, apart from posting conference photos, in a professional setting to advance NACM. Dorothy Howell agreed to demonstrate how Instagram works at our next meeting for committee members (like Alyce) who have had minimal exposure to Instagram.

Paul pointed out the importance of not losing sight of the various methods NACM uses to get messages out to the court community. As NACM expands its social media platforms, we need to ensure NACM's Communication Plan is updated to include icons for all social media platforms. NACM's Social Media Policy should also reference the Communications



Plan. Paul noted that he has been trying to standardize the “social media follow language” that appears at the bottom of NACM’s email blast messages.

Danny Davis asked about statistical information for NACM’s social media accounts. Kevin shared that this is something that some subcommittee members have been discussing over the past several months. He noted that it can be hard to determine the level of engagement with NACM’s social media accounts. He said that he can tell how many people follow NACM but there does not seem to be a lot of engagement in the posts themselves. Kevin noted that NACM’s Facebook account is at number 1 with 828 followers, followed by twitter.

Danny shared that in Illinois, his court posts press releases to twitter but the information is not really getting out to the general public because only attorneys follow the court’s account. Not too many people know or even care what we do. He pointed out that even if the reach of people is low the historical value is still there. Though someone might not read a post when made, they may find it useful to be able to look back at posts.

Regarding statistical information, Dorothy pointed out that we should be able to see how many people are looking at posts and comments. Kevin acknowledged that with Facebook and Twitter, we can see how many people like a post. However, in terms of knowing when someone has read a post or a tweet (but not liked it because they simply may not be inclined to do so), Facebook is the only platform that he knows of that provides this information.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey reported that now that midyear is over, there are a significant number of changes to be made to the website. He and Janet are working on getting awards and scholarship info out there in preparation for the annual conference. Information about declaration and nomination of board candidates has already been posted.

Jeffrey is currently trying to find a nice graphic to use for advertising the annual conference.

Jeffrey and Paul DeLosh are working together on a landing page for a wrap up of the midyear conference. The landing page will have every session from the midyear that was livestreamed and will include a brief summary and a link to the session on conference app for related materials and a link to the video. NACM will send a blast email out to the membership so we can reengage all of our members with this great conference.

8. Website Review Update, Jeffrey

Jeffery reminded committee members that Alyce reached out to a handful of individuals to do a scavenger hunt of NACM’s website to evaluate the ease with which members are able to find certain content. Several members submitted reports about their review of the website. Janet and Jeffrey will look at the information and see where tweaks can be made to the website.



Jeffrey noted that there are known areas that need improvement and that Janet and he are already considering improvements for those areas. He also said that he and Janet are always looking for suggestions on other website improvements.

Jeffrey was pleased to report that the company that designed NACM's new website, Howell Creative Group, received the "Best in Website Design" award from a national media company for NACM's website. He and Janet are very proud and pleased with the recognition of all their hard work.

9. Podcasts Update, Peter Kiefer and Charleston Carter

Peter reported that NACM's first podcast has been recorded and that editing took about ten hours. The podcast will be about Hurricane Florence's impact on North Carolina. Peter shared a few details about the podcast and offered to share the recording with any members wishing to preview the podcast. Dorothy Howell requested the podcast.

Peter shared that although the original plan was to use a podcast uploading service called Libsyn, a fee-based service, in the interest of economy, he opted to use another free service called Anchor.

Peter shared that NACM's second podcast, about artificial intelligence, will be co-hosted by Rick Pierce and will feature Alan Carlson. Recording for this podcast is scheduled for the week of February 18.

Several members discussed the marketing plan for the first podcast including a podcast-landing page on NACM's website; an email blast to members with link to the podcast-landing page; a posting in the news section on NACM's website; and promotional posts on NACM's social media platforms.

10. NACM 2020 Guide, President Paul DeLosh

Paul reported that he has been corresponding with the president of the Conference of Court Public Information Officers about collaborating to update NACM's "Managing the Message – the NACM Media Guide for Today's Courts" publication from 2010. The next step is to form a subcommittee that will work to review and update this guide. Alyce shared that Frank will serve as a chair or co-chair for this guide subcommittee. Paul and others expect that this guide will be a great resource for the court community.

Jeffrey asked if NACM would consider producing more than one guide considering the involvement of the CCPIO and efforts on the project being split. Alyce said that it could be possible for NACM to create a second guide for 2020 if there is a strong need for another guide but that she would recommend appointing a separate subcommittee to do the work as the effort involved in creating a guide from start to finish is significant.

11. Report from Little Rock: Board Meeting & Midyear Conference, Vice Chair Frank Hardester

Frank reported the following from the board meeting and conference in Little Rock AR:

NACM's 1st quarter webinar will be about the Conference of State Court Administrators' (COSCA) policy paper entitled "[Courts Need to Enhance Access to Justice in Rural America](#)." Alyce will get in touch with COSCA representatives to identify presenters for the webinar.

The board approved the following proposals: Podcast Policy; List of Possible Podcast Topics; an Assignment of NACM Property Form for equipment necessary to support the NACM podcasts and other endeavors; and the purchase of three webcams to explore the possibility of podcasting live from the annual conference in Vegas.

Frank introduced to the board his idea for a new records management policy designed to improve organization and maintenance of NACM records. Board members supported this endeavor. Frank will draft a formal policy for the board's consideration at its next meeting.

Frank provided a conference recap noting that the conference was remarkable from beginning to end. The speakers and sessions were excellent. Frank shared that he tried to do a good job of representing what was happening at the conference on the conference app and via NACM's Facebook page. He encouraged those who were not able to attend the conference to download the conference app, noting that session materials are available via the app.

Because of the somewhat disorganized flow of this particular meeting, Alyce did not adequately acknowledge what a great job Frank did in capturing and sharing conference moments via the conference app and Facebook. As drafter of these minutes, she would be remiss if she did not correct this grave oversight and therefore she attempts to do so now. **Thank you so much, Frank**, for taking time out of each of the sessions you wished to attend in order to capture such high-quality conference photos, assemble them in well-designed collages, and post the same timely for all to see. Having participated in many of the same sessions as you, I can attest to your sacrifice of time and attention to each of those sessions. Thank you!

12. Next Meeting: March 14, 2019 at 4:00 ET



# National Association for Court Management

## Strengthening Court Professionals

### COMMUNICATIONS COMMITTEE

Thursday, March 14, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

[Committee Page](#)

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### Minutes

#### 1. Welcome/Call to Order/Roll Call

Alyce Roberts	Aurora Zamora	Charleston Carter
Danny Davis	Dawn Palermo	Dorothy Howell
Frank Hardester	Janet Reid	Jeffrey Tsunekawa
Johnny Tse	Kevin Lane	Kristina Valdez
Maria Elena Arvizo-Knight	Melinda Brooks	Paul DeLosh
Peter Kiefer	Phil Knox	Rick Pierce
Steve Thomas	T.J. BeMent	Tasha Ruth
Theresa Ewing		

#### 2. Corrections (if necessary) and Approval of [February 14, 2019 Meeting Minutes](#)

The chair inadvertently skipped over this agenda item so it has been added to the April 11, 2019 meeting agenda.

#### 3. Committee Member Spotlight – Matching Faces with Names and Voices



**Maria Elena Arvizo-Knight**

Administrator II  
Los Angeles Superior Court  
Los Angeles, CA

*I began working at the Los Angeles Superior Court in 1996 to help pay my way through college so I could get a “real job.” As life always seems to happen, it took me over 16 years to receive a Bachelor’s Degree in Organizational Leadership. Along the way, I learned four different areas of litigation, navigated through multiple case management systems, and was promoted six times. I developed lifelong friendships and established networks with people from various agencies. I soon realized that I had a “real job.” I am currently an Administrator II and in charge of a courthouse which specializes in Family Law matters. I really love what I do. I don’t think I would be commuting three hours and 15 minutes one way to work every morning if I didn’t. I feel a sense of pride and satisfaction in what I do and how I contribute to the overall goals and mission of the court.*

*I am a life-long learner and passionate about learning everything there is to know about the court. Recently accepted into the National Center for State Court’s ICM Fellows Program, I am excited to be a member and participant of the class of 2020. I have been a member of NACM since August 1, 2013 and have attended four conferences. I enjoy networking and developing connections with court employees throughout the country.*



**Kristina Valdez**

Court Operations Manager  
Fifth Judicial Circuit

Citrus, Hernando, Lake, Marion, and Sumter Counties, Florida

*My name is Kristina Valdez and I have been with the Fifth Judicial Circuit, Court Administration since 2004 and have been in my current role as the Court Operations Manager for Marion County since 2011. Prior to working for Court Administration, I worked for the misdemeanor probation department for 6 years. I'm responsible for budget management, purchasing, facility management, ADA Coordination, and emergency management. I attended my first NACM Conference in 2012 but let my membership lapse for a short time. I joined again in 2018 after attending the NACM Conference in Atlanta. I was inspired to become more active with a group of likeminded professionals and joined the Communications Committee to serve and stay connected.*

*In my free time, I enjoy serving my community through volunteer work. I volunteer with the Humane Society during adoption events and through fostering at-risk animals. I also participate in beach clean ups and promote awareness and action for environmental issues.*

Committee Member Spotlight, continued.



**Danny Davis**

Executive Director  
19<sup>th</sup> Judicial Court  
Lake County, IL

*Danny Davis has had the honor of gaining extensive experience in court operations under the employ of three different state systems. He now serves as Executive Director for the 19th Judicial Circuit in Lake County, Illinois. Prior to that he was District Administrator for two Judicial Districts in Colorado—the 4th in Colorado Springs and earlier, the 5th, which encompassed the mountain towns of Vail, Breckenridge, Leadville, and Georgetown. His career in the state courts began with the State of Florida's 2nd Judicial Circuit in Tallahassee, where he was Chief of Staff/Court Technology Officer. He holds degrees in law, computer engineering, and political science. He has been a member of NACM since May 2017.*

*Danny's favorite pastime is being beside his beautiful wife, Sandy, where they enjoy hiking, biking, kayaking, traveling and most importantly, watching their almost three-year old grandson learn about the world.*

#### 4. Talking Points for Community Outreach, Governance Committee Vice Chair Rick Pierce

Rick shared that the board members had a discussion at the February board meeting about what NACM could do to help its members educate funding bodies and various community groups about the court management profession. We were looking to create some type of guide that individuals could take to their funding bodies to explain to them what court administration is and how NACM can assist with that. Rick pointed out that NACM already has an excellent Court Administrator Guide available that we can use as a founding document to start with. Many courts have a "meet your judges' night." This would be a helpful tool for court administrators to go out to other organizations to explain what the profession of court management entails. Rick invited input about the idea from committee members.

Kristina said that it is a great idea and expressed appreciation for the effort. Johnny Tse also agreed that the idea was a great one and shared that his community has local leadership counseling that was put together for citizens and that courts can participate in. He said they highlight what the court does and sometimes perform mock trials. He said

they also do an orientation for newly elected members of their council so they are aware of the separation of powers between the branches of government.

Tasha said that it is a great idea but cautions of the need to be cognizant of the audience. If talking about funding authorities, materials should be short and sweet because they probably will not take a lot of time to comb through materials.

Rick invited committee members to participate in this effort noting that he is looking to the Communications Committee for ideas about what form this (or these) resource(s) should take (i.e., video, guide, etc.).

Danny Davis said he would like to volunteer but has too much going on right now. Dorothy Howell and Johnny Tse volunteered to work on this joint subcommittee of the Governance and Communications Committees.

## 5. Publications Updates

### a. Court Manager, Editor Tasha Ruth

Tasha shared that the copy deadline for the Summer issue of the *Court Manager* is Friday, March 22 and that she has one article so far. She noted that she's a little nervous but there are folks who have promised articles; issue will post on June 7.

### b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey shared that the *Court Express* went out about a week ago. There was a short delay in the distribution in order to include information about annual conference. He shared that the last couple of editions have been getting some good attention. There has been about a 33-35% open rate out of (1650) people, which is pretty good.

The copy deadline for the May issue of the *Court Express* is May 3; issue will be distributed on May 23.

## 6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin shared that he has been posting various things to NACM's social media accounts. One thing we are looking to do but must explore a little further is to come up with a single email account for all of our social media accounts. Different people have opened up social media accounts for the organization over the years but it is all kind of convoluted at the time. There are applications that make posting to multiple platforms much easier and a small group is working to see if NACM can take advantage of these applications.

## 7. How Instagram is Used in the Business Environment, Committee Member Dorothy Howell

Dorothy shared that Instagram is a visual platform and thus posts to Instagram should be eye-catching in order to draw an audience. NACM can use Instagram for member engagement. Posts could be about conferences, workshops, social events at conference. Such posts will keep people engaged and let them know what is going on.

Dorothy reported that Instagram provides the following data: number of views, likes, comments, saves, and shares. Instagram also provides the ability to obtain audience demographics and easily determine which posts are getting the most attention.

Dorothy said that everything she has researched says that we should be posting something twice a week. She said that in order to boost our activity, NACM could engage in content partnerships with other like organizations. For example, we could ask another organization to write an article, we could post a related picture to Instagram and hashtag it so their members can see it in order to drive their members to our website. They have something called social boosting. You can rely on Instagram to drive activity to your account. They will, through an algorithm, use your pop-up to audience who might be interested in what our brand is about. As far as Instagram, first thing came to mind is the podcast, attach a link, give dates ... can have live feed of the podcast.

Dorothy noted that an Instagram account requires a lot more work and attention than she thought in order to build a following. She said that there are only six followers to NACM's account right now.

Kevin said that it would be helpful if several of us on the Communications Committee could post to the account in order to build NACM's following. It's picture oriented so difficult for me to provide pictures that cover a broad range of happenings across the country.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that he and Janet have added a number of new items to the website, include the new [Career Opportunities](#) page and the [Midyear Conference Highlights Page](#). He also reported about changes made to NACM's Store, formerly known as the Book Store. He shared that he and Janet have also been developing the podcast-landing page.

Alyce thanked Jeffrey and Janet for the many new editions and improvements that they have been adding and making to the website. She also thanked Board Member Angie VanSchoick who agreed to maintain the Career Opportunities page.

9. [NACM Store – NACM Guides](#), Website Coordinator Jeffrey Tsunekawa

Jeffrey invited volunteers to help draft brief descriptions for each of the guides that are available on the Guide tab in the NACM Store. Theresa Ewing agreed to help with this effort.

Jeffrey also shared about the Raffle Ticket Tab that is in the NACM Store and provided information about the related scholarship fundraiser. NACM will be raffling off Cirque Du Soleil tickets for the annual conference. The tickets are valued at \$370. Conference attendees can purchase as many raffle tickets as they want.

10. Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter

Peter shared that much progress has been made on NACM's podcast endeavor, noting that Hurricane Florence has already been published to Anchor; the AI podcast is pretty much completed and is being reviewed right now; the editing phase for the Blockchain podcast has begun; and just yesterday, Alyce and Christine Johnson helped record the Alaska Earthquake podcast.

Peter shared that he just got an email back from a long time drug court judge who said she'd be very interested in doing a podcast on drug courts.

Peter shared that Charleston has begun working on the live podcast that we are organizing for the Bellagio and that Charleston has provide the names of two volunteers from North Carolina who are interested in being on the live video podcast.

Peter added that he agrees with Dorothy Howell that Instagram could be a very valuable platform and that NACM should pursue using it.

Alyce thanked Peter for the considerable amount of work he has been doing to make the *Court Leader's Advantage* podcasts a possibility.

11. NACM 2020 Guide Update, Chair Alyce Roberts on behalf of Vice Chair Frank Hardester

Alyce shared that CCPIO President Leah Gurowitz identified the CCPIO members who will serve on the guide committee. They are:

Craig Waters, Florida Supreme Court  
Tamara Kendig, New Jersey Judiciary  
Rhonda Stearley-Hebert, Connecticut Supreme Court

All of these folks have a lot of experience in a range of different public information officer roles.

- Craig is an expert on social media, court transparency and has dealt with a lot of natural disasters.
- Tammy works for a state court system that is active on social media and has a great website. Tammy chairs the CCPIO Website/Technology Committee.
- Rhonda handled the Skakel Trial, Sandy Hook shooting as well as another horrible yet highly public trial that I will not mention. Rhonda also developed a successful outreach effort to the English and Second Language population in her state.

Alyce asked for a volunteer to chair the guide subcommittee noting that Communications Committee Vice Chair Frank Hardester will work closely with the chair in this endeavor. Committee Member Dorothy Howell graciously agreed to take this task on. Alyce said she would review her notes and inform Dorothy of Communications Committee members who previously volunteered to work on this subcommittee.



12. Board Candidacy

Alyce invited committee members who are interested in serving on the board to contact her with any questions they have. She also encouraged committee members to consider board service or nominating someone who they think might serve well in this role.

- Self-Declaration of Candidacy is due by midnight, **May 1, 2019** ([Declaration Form](#))
- Nominations for Candidates are due by midnight, **April 15, 2019** ([Nomination Form](#))

13. Next Meeting: April 11, 2019 at 4:00 ET





# National Association for Court Management

## Strengthening Court Professionals

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### COMMUNICATIONS COMMITTEE

Thursday, April 11, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

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### Minutes

#### 1. Welcome/Call to Order/Roll Call

Alyce Roberts

Carlene Redmond

Dorothy Howell

Joe Fazari

Peter Kiefer

Roger Rand

Tammy Anton

Nitu Gill

Charleston Carter

Frank Hardester

Kevin Lane

Phil Knox

Tina Mattison

Theresa Ewing

Andra Motyka

Dawn Palermo

Janet Reid

Maria Elena Arvizo-Knight

Randy Short

T.J. BeMent

#### 2. The committee approved the [February 14, 2019 Meeting Minutes](#).

#### 3. The committee approved the [March 14, 2019 Meeting Minutes](#).

#### 4. Committee Member Spotlight – Matching Faces with Names and Voices



**Tammy Anton**

Chief of Personnel Services  
Fifteenth Judicial Circuit  
West Palm Beach, FL

*I am the Chief of Personnel Services for the Fifteenth Judicial Circuit located in Palm Beach County, Florida. I have been with Court Administration for a little over 4 years. My role is to develop and execute the human resources strategy, in support of the overall business plan and strategic direction of the courts. The specific areas I manage, are: talent management, change management, performance management, training and development, and compensation.*

*I have been a member of NACM for a couple of years.*

*My husband and I moved into a smaller home recently, so my favorite pastime is purging things we thought we needed, and things we have not used for several years. It is definitely very liberating.*

*I enjoy spending time with my husband, our three four-legged children, family and friends.*



**Tasha Ruth**

Case Management Section Manager  
Supreme Court of Ohio

*Tasha Ruth is the manager of the Case Management Section with the Supreme Court of Ohio. The Case Management Section provides a wide range of integrated resources and support to help Ohio's judges and court staff enhance their ability to deliver high quality judicial services in a timely manner.*

*Prior to joining the Supreme Court of Ohio, Tasha served as a staff attorney with the Franklin County Public Defender's Office, which provides legal representation to indigent defendants in the criminal court system. While there, she was a strong advocate for clients suffering from mental illness and drug addiction and an active supporter of the specialty dockets.*

*She currently serves as the editor of the National Association for Court Management's quarterly magazine, Court Manager. Tasha is a member of the National Association for Court Management, the Ohio State Bar Association, Ohio Association for Court Administration, and the Ohio Jury Management Association.*

*Tasha is a graduate of the Ohio State University and Capital University Law School.*

## 5. Publications Updates

### a. *Court Manager*, Alyce on behalf of Editor Tasha Ruth

Alyce thanked all who contributed or asked people to contribute articles for the upcoming issue of the *Court Manager*. Alyce shared that Tasha reported that NACM has the largest number of articles on hand to date and they are great.

Alyce asked that members continue to solicit articles as the next copy deadline is June 28. All topics are welcome. If you want to show off something your court or state is doing, submitting an article provides a good opportunity to do so.

### b. *Court Express*, Alyce on behalf of Editor Jeffrey Tsunekawa

The next edition of the *Court Express* is scheduled to be sent out on May 23; copy is due to Jeffrey by May 3.

## 6. NACM Resource Index, Committee Member Dawn Palermo

Dawn shared that NACM is putting together a resource document that lists all of NACM's various resources categorized by subject, including *Court Manager* articles, CORE materials, webinars, podcasts, guides, etc. Dawn asked for volunteers to help look up authors' names and watch video recordings to identify the topic, presenters, and the recording date.

Dawn shared that the framework for collecting and entering this information is in place.

The ultimate goal is to create a single repository where members can search available resources on a topic of interest.

T.J. is working with Website Coordinator Jeffrey Tsunekawa to identify a search mechanism that will be available on NACM's website in the members' only section. Once a member finds a resource of interest, he or she will be able to click on a link to access the content.

Roger, Andra, and Phil volunteered to help. Phil noted that he may have a master list of all the articles with the authors in it.

T.J. said that he and Dawn will make it as easy as possible for folks to help out.

7. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reports that the board considered and approved the committee's proposed social media policy and guidelines.

Kevin also reported that NACM has created a generic email account (not person-specific) for use when posting to NACM's social media platforms. The creation of this generic account has made it possible to use Buffer, a social media management platform, to simultaneously post to multiple social media accounts at the same time. Kevin noted that the feature is working well and he and others are happy with it.

Frank pointed out that the free Buffer account limits the number of social media accounts to which one can post and asked if NACM should pursue a paid account since it has recently created an Instagram account.

Kevin said he isn't sure if a paid account is necessary because Twitter limits the number of characters allowed in a post and thus if he tries to post simultaneously to Twitter, Facebook, and LinkedIn, he often has to modify the post for Twitter. The same issue may also be true for Instagram since it is more picture-oriented than content-oriented.

Frank shared that his court works around the character limitation by overlaying desired text on the image to be posted and taking a picture (or screen shot) of that and posting the new image.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that the new Career Opportunities page is getting a lot of attention and asked that members please share this page with local HR departments and your state AOCs. Jeffrey also reported that NACM's podcast page is live.

9. [NACM Store – NACM Guides' Descriptions](#) Update, Committee Member Theresa Ewing

Theresa reported that she will have draft descriptions for each of the guides in NACM's store to Jeffrey next week.

10. Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter

Peter shared that a lot of work has been done on producing podcasts. He noted that the *Hurricane Florence* and *Artificial Intelligence* podcasts have been posted with 232 listeners to day. He reported that he just finished editing the Alaska Earthquake podcast which is due for release on next Thursday. A podcast on Blockchain is ready to go and will be available

in May and a second podcast about Artificial Intelligence with Abhijeet Chavan will be available in June. Peter shared that he is in the planning stage of working with Judge Kerry Hyatt to do a podcast on drug courts and he is working with a couple folks for potential podcasts on courts being hacked. Specifically, Jeffrey Hall in Deschutes and two courts in Georgia. He has also started working on a podcast on the Institute for the Advancement of the American Legal System's civil disaster recovery court orders. During the last Early Career Professional's meeting, Peter asked Angie VanSchoick to put out a request for ECP folks to do the audio on a 30-second outreach. In the middle of every podcast there is a 30-second outreach encouraging folks to become a NACM member, attend NACM conferences, etc. Peter is working with Alyce, Charleston, and Angie on a live video cast for the annual conference.

Andra asked about the process for recording the podcasts and who creates the questions.

Peter reported that it is an interactive process. The point is to bring as much information about the topic as possible. Peter drafts the questions and schedules an organizational meeting with the podcast guests who are then able to suggest additional questions or edits to the questions. The point is that this is not an ambush interview. We want the guests to be prepared for the types of questions that are going to be asked.

Peter invited folks to submit additional questions anyone may have about the podcasts.

Alyce asked if Peter could use some help developing questions for future podcasts and Peter confirmed that he would welcome assistance from others. This is a great volunteer opportunity for folks who are well-familiar with a topic that might be of interest to our membership. Please contact Peter or Charleston with suggestions for future podcast topics and let one of them know if you are willing to assist with question development or are possibly interested in co-hosting a podcast.

11. NACM 2020 Guide Update, Media Guide Subcommittee Chair Dorothy Howell

Dorothy shared that the committee's first meeting is scheduled for tomorrow and that the committee has several members representing several states.

Frank noted that one of the greatest challenges was finding a date and time that worked for all committee members.

12. NACM Webinars, Chair Alyce Roberts

Alyce shared that NACM's first sponsored webinar is scheduled for Wednesday, May 15 at 2:00 ET. Alyce continues efforts to find COSCA representatives to present a webinar on COSCAs rural justice white paper. She also contacted Janet Cornell to see if Janet would be interested in doing a webinar on Process Improvement with a focus on technology-related projects.

13. Annual Summary of NACM Content, Vice President T.J. BeMent

T.J. shared that one of the projects that came out of the board's strategic planning sessions as NACM tries to add value to NACM membership was to create a list of all the things that NACM does in a given year. For example, NACM published x amount of *Court Manager* articles; y amount of webinars; recorded z videos from conferences, etc. Members and state associations can then use this document to share the value of NACM membership with their contacts. Noting that this builds off the concept that members put a lot of effort and brainpower in producing NACM resources and we need to ensure that others know about these resources.

14. Reminder: Board Candidacy

- Self-Declaration of Candidacy is due by midnight, **May 1, 2019** ([Declaration Form](#))
- Nominations for Candidates are due by midnight, **April 15, 2019** ([Nomination Form](#))

15. Next Meeting: May 9, 2019 at 4:00 ET



# National Association for Court Management

## Strengthening Court Professionals

### COMMUNICATIONS COMMITTEE

Thursday, May 9, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

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### Minutes

#### 1. Welcome/Call to Order/Roll Call

Alyce Roberts	Angie VanSchoick	Carlene Redmond	Charleston Carter
Cherie Lusk	Constance White	Dawn Palermo	Dorothy Howell
Frank Hardester	Greg Lambard	Janet Reid	Kevin Lane
Paul DeLosh	Peter Kiefer	Roger Rand	Tina Mattison
T.J. BeMent	Steve Thomas	Vicky Carlson	

#### 2. Corrections (if necessary) and Approval of [April 11 Meeting Minutes](#)

#### 3. Committee Member Spotlight – Matching Faces with Names and Voices



**Cherie Lusk**

Court Manager

Kitsap County District Court, WA

*Cherie Lusk is a court manager for the King County District Court in Washington State and has 27 years of court experience. She oversees the Issaquah courthouse where she facilitated a new case management pilot project. Prior to working for King County, she was project manager for the implementation of a juvenile mental health court and family dependency drug court in Kitsap County, WA. In addition, she managed the Kitsap County Adult Drug Court and authored a grant that was awarded to fund a Veteran's Court. During that time, Ms. Lusk also spearheaded a project for clean and sober housing for women in the community. She is a University of Washington graduate and ICM fellow.*



**Theresa Ewing**

Court Director

Fort Worth Municipal Court, TX

*I started my career in the courts in 1989 as a cashier with the City of North Las Vegas Municipal Court in North Las Vegas, Nevada (where I am a native from). I had the amazing opportunity to meet Dan Straub – NCSC, early in my career and credit him (and other amazing mentors along my path) for lighting the fire in me for this profession. Over the course of my 30-year career, I have had the privilege to work in most positions courts have, including front-line staff, courtroom clerk, TAC, IT Director, Court Administrator/Director in four different courts in three different states. I have also taught numerous judicial staff through the years in all three states on varying topics. This breadth of knowledge and experience gives me a unique view of how we are delivering justice in varying ways.*

*As an ICM Fellow (2012) and NACM member since 2007, I have found a tremendous amount of knowledge and passion exists in this group of people. My passion is developing people that have the love and desire to create a judicial system that is accessible and relevant. We must continually strive to create processes and procedures that allow for greater access to the judicial system and meet people where they are.*





**Melinda Brooks**

Deputy Chief Probation Officer  
Franklin County Municipal Court, OH

*Melinda Brooks graduated from The Ohio State University in 1996 with a Bachelor of Arts in Criminology. During the final two years of her undergraduate studies, she volunteered as an intern with the Franklin County Municipal Court Department of Pretrial and Probation Services. Upon completing her degree, she was hired as a Probation Officer supervising a general caseload. Melinda also has experience with investigation, sex offender, domestic violence, substance abuse and mental health specialized docket caseloads. In 2005, Ms. Brooks was awarded the George Farmer Line Officer of the Year award by the Chief Probation Officer's Association for her exemplary work in the field of community corrections. Promoted to the position of Probation Officer Supervisor in 2007, she managed the Domestic Violence Unit, Victim Assistants, Sex Offender Program, ADAP Probation Officer and CATCH Program Probation Officer. Melinda earned her Master of Science in Criminal Justice with a specialization in Judicial Administration from Michigan State University in 2014. She is a Fellow of the Institute for Court Management, which she completed that same year. She was promoted to her current position of Deputy Chief Probation Officer in 2015. Melinda has been a member of the Ohio Association for Court Administration since 2008, and is a current member of the OACA Education Committee. She recently joined the Education and Communications Committees of the National Association of Court Management and looks forward to getting to know everyone! Melinda and her husband Travis will be celebrating their 25<sup>th</sup> wedding anniversary in September. They reside in their hometown of Johnstown, Ohio with their two daughters, age 14 and 17. They are active in their community, as Travis is the girls Varsity Soccer coach, and Melinda assists in a variety of booster's organizations to support the girls' activities. Their home seems more like a zoo (or technically a hobby farm) with a basement full of aquariums and with dogs, cats, chickens, goats, ducks and occasionally a few pigs roaming the property. This quiet rural community is a welcome backdrop to Melinda's career with the largest and busiest municipal court in Ohio.*



**Nitu Gill**

Project Manager  
Texas Office of Court Administration

*Nitu Gill is a Project Manager with the Texas Office of Court Administration. She has been involved with NACM for two years. Nitu enjoys traveling and spending time with her family and friends.*

#### 4. Publications Updates

- a. *Court Manager*, Alyce Roberts for Editor Tasha Ruth

Alyce reported that NACM will post the Summer edition of the *Court Manager* on June 7; copy for the Fall edition of the *Court Manager* is due by June 28.

- b. *Court Express*, Alyce Roberts for Editor Jeffrey Tsunekawa

Alyce reported that the *Court Express* will be distributed as scheduled on May 23; copy for the September edition of the *Court Express* is due by September 6.



5. NACM Resource Index Update, Committee Member Dawn Palermo

Dawn reported that she, Roger, and Andra are making good progress on developing NACM's all-inclusive resource repository. She explained that the repository will include videos, guides, *Court Manager* articles, NACM resolutions, and other materials. Dawn thanked Roger Rand for creating a shared file that all could access and update simultaneously. She said that the group is organizing the resources by subject matter to make it easy for people to find a resource (topic) of interest. She noted that one of the things slowing their progress is the need to watch older videos to determine the date of the video, who is speaking in the video, and the topic. Dawn invited volunteers to help with the project, noting that all would be grateful for any assistance. Cherie Lusk volunteered to help. Dawn agreed to get in touch with Cherie and Roger asked Cherie to provide a Google email address to make the process for accessing the shared document easier.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that he and Janet have been posting a variety of different content to NACM's social media accounts with the most recent posting being about the Court Technology Conference in September. He shared that he has been using Buffer to post simultaneously to Facebook, Twitter, and LinkedIn and has been posting manually to Instagram. Because the free version of Buffer only permits simultaneous posting to three social media platforms, Kevin said he wanted to look into which social media platforms NACM members use most when accessing NACM information. If they access it more often via Instagram, Facebook and Twitter, it might be better to use Buffer to post to these three automatically and then post to LinkedIn manually.

Although a few members reported that they do not use LinkedIn to keep current on NACM posts, Janet pointed out that there are over 500 NACM members on LinkedIn. Vicky also noted that the Membership Committee has a program for doing targeted membership campaigns in LinkedIn. Janet said that although the targeted campaigns have been stalled for a while, LinkedIn is a valuable resource and a professional networking tool. In case the campaign efforts continue, we do not want to negate LinkedIn altogether. Janet also noted that over 19 thousand LinkedIn account holders are associated with a court-related title.

Frank suggested that a better option would be to upgrade the Buffer account to a pro account that allows simultaneously posting to up to eight social media platforms. The annual fee is \$144. Alyce suggested to Frank that he and she include a proposal to do just that for the board's consideration at their meeting in July. Frank agreed.

7. Website Update, Janet Reid on behalf of Website Coordinator Jeffrey Tsunekawa

Janet reported that she and Jeffrey continue to make updates to the website and that Angie has continued to manage NACM's new Careers Page.

8. [NACM Store – NACM Guides](#) Descriptions Update, Committee Member Theresa Ewing

This item was tabled until the next meeting.

9. Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter

Peter reported that he is just putting finishing touches on the Blockchain podcasts scheduled to be released next Thursday. He said Di Graski and Paul Embley did a great job. With their approval to do so, Peter narrated their article on this topic so there will be a bonus podcast next week – the interview and the narrated article.

To date, Peter reported that there have been 362 views of the three podcasts that we have out – an exciting and good start.

Podcasts in the works right now: Peter and Charleston are working on a podcast for bail reform; Peter said that thanks to T.J., he contacted Steve Nevels from Georgia about doing a podcast on ransomware; he's talking to Craig Waters from Florida about doing a podcast on high profile trials; and he is still trying to put together a podcast on active shooter.

Peter asked for help with recording the 30-second NACM outreach segments that are included with each podcast. This is where we talk about some aspect of NACM and encourage NACM membership and involvement. It is best to have different people as it creates a lot of variety.

Peter also noted that Andra Motyka submitted a logistical question about the first podcast on Hurricane Florence. Peter spoke with the guests for that podcast and one of them agreed to respond to the question in a second recording that he will append to the podcast. Doing this encourages folks to write in about their questions because we can answer them in a later podcast.

Peter reported that efforts are underway for the live broadcasting from the annual conference. Peter, Angie, Charleston and Alyce drafted a live-broadcasting schedule and identified a number of questions to ask attendees and speakers. He said the video will air live via Facebook and will be recorded for later viewing. The next meeting for this workgroup is Tuesday morning when they will do a dry-run test using equipment and NACM's Facebook account. The test will not include airing to a public audience.

Kevin revisited the podcast update asking that Peter send him promotional materials this week so that he can preschedule the posting for next Thursday since he will be away from the office.

Peter added that he has been monitoring Google trends for the best keywords to include in podcast show notes to draw an increased listenership. Unfortunately, he has not yet figured out how to tie the word "Kardashian" into our podcast show notes. 😊

Alyce restated the call for volunteers to prepare the 30-second outreach ads. Constance White and Cheri Lusk volunteered.

10. NACM 2020 Guide Update, Media Guide Subcommittee Chair Dorothy Howell

Dorothy reported that the subcommittee has met twice to review the current media guide to determine topics relevant today's and to identify areas we want to clarify or expound upon. She said that she asked subject matter experts to gather information and data they think would be relevant to use in some of the subsections. At the next meeting, she is hoping to determine true assignments for the 2020 guide. She noted that the members are great but they are all so busy. Dorothy thanked Frank for helping her chair the committee. She said that the more she learns through this process, the more excited she is about the project. She also shared that she was in an ICM training that Paul DeLosh taught this week on public relations. After participating in the class, she is encouraged that the subcommittee will be able to bring a final draft to the board with which they will be impressed.

The next subcommittee meeting is June 7 at 11 a.m. EDT. Dorothy invited anyone interested in volunteering for this project to attend the meeting and anyone interested in adding content or making suggestions to send the information to her or Frank.

Frank shared that while he appreciate the kudos, the reality is that without Dorothy's efforts, the project would not be as far along as it is. He credits all to Dorothy.

Dorothy added that the subcommittee is comprised of great people, including Peter, Kevin, Craig, Rhonda, and Tamara. Alyce was pleased to inform Dorothy that although Randy Short and Nitu Gill could not attend the meeting today, they both offered to help out with any committee work that needs to be done. Upon Alyce's inquiry, both agreed to serve on the Media Guide Subcommittee.

11. NACM Webinars Update, Chair Alyce Roberts

Alyce reported that NACM's first vendor-sponsored webinar will be on May 15 at 2:00 EDT. She encouraged committee members to get the word out about the webinar in their respective communities.

Alyce is continuing her efforts to identify a date for the webinar on COSCA's white paper about the need to improve access to justice in rural areas.

12. NACM Public Landing Pages Update, Alyce Roberts for Governance Vice Chair Rick Pierce

Alyce reported that Johnny and Dorothy will join Trish Batley and Rick for a subcommittee meeting on Friday, May 17 at 3:30 EDT. The subcommittee will put together content for audience-specific landing pages for NACM's website. For example, one landing page might include information and resources that could be of interest to academicians and another page could include information and resources of interest to court funding bodies. Rick invites others to join this call if interested in helping out with this project.

13. Next Meeting: June 13, 2019 at 4:00 ET



# National Association for Court Management

## Strengthening Court Professionals

### COMMUNICATIONS COMMITTEE

Thursday, June 13, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

[Committee Page](#)

[Committee Roster](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or  
Dial in using your phone: Dial: +1 (312) 757-3121 | Access code: 430-760-661

1. Welcome/Call to Order/Roll Call

Alyce Roberts	Andra Motyka	Charleston Carter	Cherie Lusk	Danielle Rosete
Dorothy Howell	Frank Hardester	Janet Reid	Jeff Chapple	Jeffrey Tsunekawa
Joe, Fazari	Johnny Tse	Kathy Griffin	Kevin Lane	Maria Arvizo-Knight
Nitu Gill	Paul DeLosh	Peter Kiefer	Phil Knox	Randy Short
Rick Pierce	T.J. BeMent			

2. Corrections (if necessary) and Approval of [May 9, 2019 Minutes](#)

No objections to the minutes as submitted.

3. Committee Pioneers and Leaders Spotlight – Matching Faces with Names and Voices



**Andra Motyka**

Retired Court Administrator  
Pierce County, Tacoma, WA

*I've worked in various court systems over 33 years. I began in the US District Court for the Western District of Michigan which ignited my court career; considered law school but in the end decided to pursue a Masters in Judicial Administration. After receiving my Masters, I was hired as the District Court Administrator, Erie County Court of Common Pleas, Erie, Pennsylvania. The last 20 years have been spent as the Superior Court Administrator, Pierce County, Tacoma, Washington. In both Erie and Tacoma courts I was the executive manager working closely with the judges' executive committees in each court. I served on a wide variety of state and local committees, have taught various court related courses and was elected President of two different court associations.*

*NACM had been a big part of my work life, a member since 1990; attending almost every annual conference during that time; serving on multiple committees (my favorite is Communications), editor of The Court Manager for 9 years. In 2007, I was privileged to receive the Award of Merit. I have met so many talented court professionals from across the nation and beyond. Truly, the people I have met in NACM are so much more than colleagues, they have become friends for a lifetime! Since retiring, I have become an avid movie goer, remodeling my condo and enjoying all the Pacific Northwest has to offer with my small dog (although not as a hiker).*

*Giuseppe M. Fazari is a faculty member in the Criminal Justice Department at Seton Hall University where he also served as an Assistant Dean of Continuing Education and Professional Studies. Before returning to academia, he was a Trial Court Administrator (TCA) for the Superior Court of New Jersey where he had overall responsibility in the areas of financial management, human resources, information systems, caseload management, probation services, jury utilization, facilities, records management, and court services and projects. Prior to being appointed TCA, he served the New Jersey Judiciary in a variety of executive administrative capacities in the Criminal, Civil, and Operations Divisions. He has been a NACM member for more than 15 years and has been on the Communications (formerly Publications) Committee since commencing his membership. He enjoys spending time with his family, traveling, writing, and looks forward to Yankees Opening Day (and winning the World Series). His first book, Historical Dictionary of American Criminal Justice, was published by Rowman & Littlefield in February and earlier last year, the Films Media Group of New York began distributing his first documentary, Why They Kill, a film he wrote and directed based on the book by the Pulitzer Prize winning author, Richard Rhodes.*



**Giuseppe (Joe) M. Fazari**

Professor  
Criminal Justice Department  
Seton Hall University





*Hello! I am a retired court administrator, after 35+ years in the Arizona Courts in general and limited jurisdiction courts, and in the United States District Court for the District of Arizona. I retired from “formal” court work in 2013, and my current role is that of a consultant, teacher and author of articles, many for the Court Manager. I have been a NACM member since 1987, and I joined the NACM Board at the 1992 Annual Conference in New Orleans in 1992. In 1997-1998 I had the great honor of being the NACM President. I have served on the NACM Communications Committee (at one point called the publications committee) as far back as I can remember. It has been an absolute joy to meet and know the many NACM members – the highlight of my court career. My latest volunteer adventure has been that of serving as a volunteer Navigator (information helper) at the Phoenix Sky Harbor International Airport in Phoenix, Arizona, where I work every week. Other interests include travel to Hawaii and driving racecars (Indy car, NASCAR, formula open wheel, and dragster).*

**Janet Cornell**, Retired Court Administrator, Consultant, Teacher, and Author of Many Articles, Arizona



**Phillip Knox**  
Principal Consultant  
KSA Consulting Solutions, LLC

*Phillip Knox first joined NACM in 1998. He served on the NACM board as a director from 2010-2013 and was the chairperson of the Communications Committee and later editor of the Court Manager (2014-2017). Phil has presented at numerous NACM conferences, authored a number of articles and served as faculty for the National Center for State Courts. He is a Fellow of the NCSC, Institute for Court Management (CEDP) and recipient of the Director’s Award of Merit for Applied Research (2000). Along with a number of other awards received during his career, he was presented with the Arizona Family Support Council’s Administrator of the Year Award.*

*Mr. Knox worked in courts a large part of his career. He retired from Maricopa County Superior Court (Arizona) in late 2016 after more than 20 years. His responsibilities included court operations, caseload management and strategic planning. Administratively he had oversight of nearly every area and department of the court including: civil, criminal, family, juvenile, mental health, probate, court reporters, interpreters and security. Earlier in his career he worked for twelve years in pretrial services.*

*After leaving the courts, Phil made best use of his experience and expertise by forming a consulting firm. As principal consultant of KSA Consulting Solutions, LLC he provides supporting services for courts, government and private business. In the past year he began another enterprise, MK Litigation Solutions INC. As executive director he is responsible for client acquisition and resource management and application in a business that offers technology and document management for law firms and government agencies.*

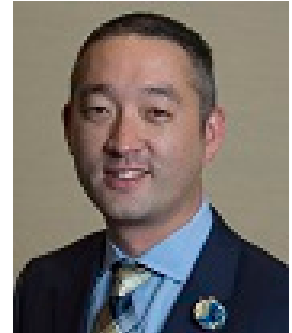


**Dawn Palermo**

Judicial Administrator  
Jefferson Parish Juvenile Court, LA

*I am the Judicial Administrator for Jefferson Parish Juvenile Court. I have been in my position since August 2004 when I took over from Scott Griffith. Prior to that, I was the Deputy Judicial Administrator for our court. I began my employment with the court in May 1997.*

*I have been a member of NACM for over 15 years (honestly don't know when I joined). Favorite pastime for me is Saints football and LSU football.*



**Jeffrey Tsunekawa**

Director of Research and Court Services  
Texas Office of Court Administration

*Jeffrey Tsunekawa is the Director of Research and Court Services with the Texas Office of Court Administration. He directs a team that provides technical and administrative support to the nearly 3,200 judges across 254 counties in the State of Texas. He has spent almost 20 years working for the judiciary, with most of that in Seattle, Washington. He has been a NACM member since 2007, and is currently serving his third year of a three year term as a Director on the Board. Mr. Tsunekawa enjoys throwing on a pair of New Balance running shoes and hitting the trail for an hour or two.*



**Peter C. Kiefer**

Career Court Veteran  
Arizona

*Peter C. Kiefer is a career court veteran with over 40 years experience working with trial courts in Oregon, Arizona, and California. He has been an administrator in general jurisdiction and limited jurisdiction trial courts; he has also worked for state court administrative offices in both Oregon and California. He has consulted with the judicial systems in Liberia, Moldova, and Beirut, Lebanon, as well as being a member of a NACM delegation to visit the People's Republic of China. Peter graduated from Santa Clara University with his bachelor's degree in Political Science, received his Master's of Public Administration with a specialty in Court Administration from the University of Southern California. In 2016 he became a Fellow of the Institute for Court Management. In 2015 Peter was given the NACM Award of Merit.*

*Janet has been working in nonprofit management, community relations, event planning and fundraising for over 20 years. Before coming to the National Center for State Courts to be NACM's Association Manager, she was the deputy director of Hospice House, a non-medical hospice in Williamsburg. Janet loves working with NACM's board and volunteers on a national scale to bring education, outreach and programming to court professionals in the United States and beyond.*



**Janet Reid**

NACM Association Manager  
National Center for State Courts, VA

#### 4. Publications Updates

- a. *Court Manager*, Editor Tasha Ruth (not able to attend)

Janet noted waiting for one correction and the summer issue will be sent out.

Volunteers for the next article (due 9/27/19 – published 12/13/19)

- General Conference Summary – Jeff Tsunekawa
- Social Event – Jeff Chapple
- Awards – Alyce Roberts (Post-meeting note: Cherie Lusk volunteered to write the awards article.)
- Vendor Exhibit Show – Alyce will ask Edwin Bell if he is willing to do this.

b. *Court Express*, Editor Jeffrey Tsunekawa

Last version went out a week ago. Next version is not due until 9/26. Looking to get contributions from other states. Next edition will feature a person who participated in the member appreciation week. Jeffrey would like to have more contributions from other states to include local highlights.

5. NACM Resource Repository Update, Committee Member Roger Rand for Dawn Palermo

Jeffrey T. covering for Roger and Dawn: Dawn is working extremely hard to create a resource index for all the publications, podcasts, etc. The process involves documenting the authors, years of publication, etc. The information goes all the way back to 1999. Phil Knox is assisting as well. A lot of effort with the intent to create an online repository. Will allow any member to do a key-word (or topic) search of the repository of all NACM resources. Links will be created through our website. Next step is to get the blessing of the Communications Committee and the Education Committee to move forward. Roger Rand and his staff have been assisting with the process. Looking for a nod from this committee. No objections from the group. Alyce acknowledged Dawn, Andra, Cherie, and Phil for their assistance with this project. TJ also thanked all who have helped with this project. Very excited and the project is progressing quickly.

6. Social Media Update, Social Media Coordinator Kevin Lane:

Kevin would like to post as much information as he can related to the conference and is trying to find as much information as he can. Feel free to share any ideas or other content. Posts continue...gearing up for the conference. If anyone has any conference related information, Kevin would like to offer conference teasers, etc. Dorothy is also willing to help with social media via Instagram, etc. while at the conference. Frank and Kevin will also make numerous posts. Kevin noted the Buffer connection to one of the social media accounts was broken. Frank advised to simply put the existing password back in and the link to Buffer will be re-established.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey updated the group on the website work and various updates.

8. [NACM Store – NACM Guides](#) Descriptions Update, Committee Member Theresa Ewing

Theresa will not able to this work. Need another volunteer to do this work. Jeffrey T agreed to pick this up.

9. 2020 Guide Update, Media Guide Subcommittee Chair Dorothy Howell



Dorothy updated group on subcommittee status. Had a meeting last week on Friday. Established an August deadline to review first draft of some of the sections that are being worked on. Joe Fazari offered to assist as he was the principal author on the original guide.

10. Webinars Update, Chair Alyce Roberts

The next webinar is June 27, 2019 and is about the Conference of State Court Administrators 2018 Policy Paper entitled "Courts Need to Enhance Access to Justice in Rural America." NACM will send an announcement about the webinar soon.

11. CLA Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter

Peter noted we are moving along with podcast series. Will release June podcast next week re AI. Next podcast will be in July re ransom ware. Couple of options for August – active shooter; High Profile Trials; Another option later in the year may be Bail Reform and Civil Emergency Orders which will take us to the end of the calendar year. Want to encourage people to write in with questions about a podcast, and we will update the cast with the answers.

12. CLA Inaugural Facebook Live from Vegas, Podcast Host Peter Kiefer

Peter noted everything is shaping up well. Noted the different dates/times. Need more volunteers for the ECP; End of Day and Start of the Day sections. Alyce will send an invite to Charleston and Peter to create a list/agenda for the live events. The schedule is noted below:

Tentative Streaming Schedule (all times shown are Pacific Daylight Time):

Sunday, July 20:      Early Career Professional's Reception – 4:30  
                                 First-Time Attendee Reception – 5:30

Monday, July 21:      5:30 p.m. "End of the Day Interviews"

Tuesday, July 22:      8:00 a.m. "Start of the Day Interviews"  
                                 2:00 p.m. – Keynote Speaker Mark Lanterman

Wednesday, July 23: 1:45 – 2:30 – Committee Chairs and Members  
                                 2:40 – Raffle

Thursday, July 24:      9:30 a.m. – Award Recipients – Award of Merit and Perkins Award

13. Public Landing Pages Update, Governance Vice Chair Rick Pierce

Rick reported that he and Dorothy met. Looking to put together a series of topics for the public. Academic Field / Students; Funding Authority / Community Leaders; Court Management Profession or Stakeholder. Will attempt to answer the questions, "What is the court management profession," "What is NACM?". Dorothy, noted we need to have

topics that will draw those that have an interest. May need to include short video collage, etc. The goal of the pages is sell the organization and sell the profession.

14. NCSC's Connected Community is Going Away – Should NACM Consider Providing a Community Forum for Members?

Discussion held on the elimination of connected community as of 7/31/19. Several people are concerned about this forum is going away. Question whether we can offer another option. Jonny Tse suggested a private page on Facebook as a good interim stop gap option. Discussion held whether this should be open to anyone or members only. Several noted that we have gained information from non-members. Volunteers sought for solutions to this topic. Nitu agreed to look into ways to fill this gap. Will keep this on the agenda for Nitu to report on options in August.

15. Annual Business Meeting – Tune-in for the Communications Committee Report

Alyce encouraged everyone to attend the business meeting that will be held during the lunch hour on the first day of the annual conference. Alyce will report on the work of the Communications Committee and acknowledge the great work of committee members during the meeting. For those not attending the conference, please mark your calendars and tune into the livestream of the meeting.

16. It's Been Fun and You've Been Awesome!!!

Alyce announced that her term of service on the board ends on the last day of the annual conference and that this is the last teleconference that she will chair. She expressed what a great pleasure it has been to work with such awesome committee members and she encouraged members to keep up the great work.

17. Next Meeting: In-person in Vegas – Wednesday, July 24, 2019 at 10:30 **Pacific** DT

*(Note: There is no formal agenda for the in-person meeting. We will miss those who will not be at the conference and therefore unable to attend the meeting.)*

Minutes prepared by Vice Chair Frank Hardester