



National Association *for* Court Management

STRATEGIC PLAN

2023-24

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Mission

NACM is an inclusive member organization dedicated to developing all court professionals as leaders, providing community, sharing information, and advocating on important court and justice system topics.

Vision

NACM will be an inclusive community, a preferred source for education and innovative practices, and a leading voice for all court professionals.

DEI Mission

NACM is nondiscriminatory and provides equal opportunity for participation in all areas of the Association. NACM respects the values and perspectives that diversity of experiences brings to our Association, leadership, and board. NACM will increase public awareness of the importance of diversity; increase the pipeline of minorities toward leadership within court administration; utilize a broad selection criteria and procedures in leadership advancement; and include minorities in the leadership selection process.

DEI Vision

NACM is committed to a diverse, inclusive, and equitable environment where all board members, members, volunteers, and educators, regardless of race, color, sex, sexual orientation, national origin, disability, language, and social or economic status, are treated with dignity, feel respected and valued, and experience belonging.

DEI Values

Ethics	Fostering	Respect	Perspective
Empathy	Cultivating	Listening	Collaborating
Understanding	Curiosity	Allyship	All Inclusive
Service	Partnering	Innovation	Engagement

C-O-N-N-E-C-T-I-N-G

Action

Inc**L**usive

Co**L**laboration

Di**V**ersity

Inn**O**vative

Engag**I**ng

Community

Service

Ethic**S**

Strategic Focus Area #1: Membership

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

Goal 1: Actively recruit and strive for a diverse and representative membership

2023-24 Strategic Projects	Targeted Outcomes/ Measure of Success	Lead Committee Responsible
1. Promote membership benefits	1. Social media posts	Communications (Social Media)
2. Promote new membership	<ol style="list-style-type: none"> 1. Membership campaigns <ol style="list-style-type: none"> a. Membership promotion videos b. Group membership rates c. Social media posts d. Local/State meeting opportunities 2. Direct outreach 3. Creation of NACM cards to hand out with information on NACM and a QR code 4. Obtain endorsements from chief justices, state court administrators, and other notable persons 	Membership
3. Recruitment and outreach to underrepresented groups, jurisdictions, and states, as necessary	<ol style="list-style-type: none"> 1. Direct outreach 2. Tribal court work groups 3. Limited jurisdiction work groups 	Membership
4. Review the membership survey	1. Review for inclusivity	DEI
5. Utilizing dual membership benefits in recruitment efforts	<ol style="list-style-type: none"> 1. Promote membership 2. Promote conferences 	Membership

Goal 2: Increase opportunities for members to be active and renew membership

2023-24 Strategic Projects	Targeted Outcomes/ Measure of Success	Lead Committee Responsible
1. Focus on non-renewals	<ol style="list-style-type: none"> 1. Collect data on why non-renewal is occurring <ol style="list-style-type: none"> a. Exit survey 2. Direct contact with non-renewal list 	Membership
2. Focus on new members	<ol style="list-style-type: none"> 1. Direct outreach to new members 2. Onboarding program to explain: <ol style="list-style-type: none"> a. Email series b. Committees c. Member benefits d. Resources available e. Mentor program f. New Member call 	Membership
3. Website updates	<ol style="list-style-type: none"> 1. Committee page updated to make more user friendly and resource centric <ol style="list-style-type: none"> a. DEI Committee page to become more resource centric and include resources to 	Website (In consultation with all committees)

	<p>educated court professionals</p> <ol style="list-style-type: none"> 2. New/renewed maintenance provider <ol style="list-style-type: none"> a. Reduce plug ins b. Uniform editing and format across the site 3. Transition the CORE® website to the main website 4. Upcoming events spotlight 	
4. Increase Conference Communication and advertisement	<ol style="list-style-type: none"> 1. Create a know before you go for first time attendees 2. Communicate hosting opportunities 3. Create FAQ 4. Create a comparison of mid-year and annual conferences 5. Create a commercial advertisement for annual 	Conference Development
5. Increase member engagement	<ol style="list-style-type: none"> 1. Committees 2. New member calls 3. New committee member calls 	Membership (In consultation with all committees)
6. Highlight importance of membership and board health	<ol style="list-style-type: none"> 1. Explore wellness spaces at conferences 2. Discuss membership and board health at meetings 	All committees

Strategic Focus Area #2: Education and Resources

NACM provides an array of educational programs and resources. NACM also produces informational and reference materials that advance the profession and educate others about courts. Examples include educational conferences, webinars, the Court Manager and Court Express, the CORE® and related curriculum, the National Agenda, Court Leader’s Advantage Podcast, and other publications and guides on best practices.

Enhancing member benefits and increasing the overall value of belonging to the Association are high priorities for NACM. NACM is also committed to producing resources (e.g., guides, toolkits, CORE® curricula, best practices, and trends in courts) that will strengthen court and justice system performance and serve the profession.

Goal 1: Increase involvement and participation in educational programming and resources.

2023-24 Strategic Projects	Targeted Outcomes/ Measure of Success	Lead Committee Responsible
1. Expand CORE® presenter participation and involvement	<ol style="list-style-type: none"> 1. Recruit and Train CORE® presenters and trainers 2. Create webinar and FAQ 	CORE®
2. Increase involvement in the CORE® Champion Program	<ol style="list-style-type: none"> 1. One Day Trainings 2. Webinars 3. CORE® Courses with tiered structure 4. State Association trainings 5. CORE® News 6. Court Manager/Express Articles 	CORE®
3. Create additional webinars	<ol style="list-style-type: none"> 1. DEI Webinar 2. CORE® Webinar 3. Sponsored Webinars 4. Rural/Limited Jurisdiction/Tribal Court Webinars 	Communications (with DEI, Membership, & CORE®)
4. Promote educational programming and resources	<ol style="list-style-type: none"> 1. Social media posts 	Communications (Social Media)
5. Create additional educational resources	<ol style="list-style-type: none"> 1. Create/Revise two guides 2. Publish four editions of the Court Manager 3. Publish four editions of the Court Express 	Communications
6. Expand DEI presenter participation and involvement	<ol style="list-style-type: none"> 1. Create a workgroup interested in presenting at NACM conferences or for webinars 	DEI

Goal 2: Create educational opportunities & resources that reflect the needs of membership & the profession.

2023-24 Strategic Projects	Targeted Outcomes/ Measure of Success	Lead Committee Responsible
1. Expand the CORE® Champion Program	<ol style="list-style-type: none"> 1. One Day Trainings 2. Webinars 3. CORE® Courses with tiered structure 	CORE®
2. Create additional CORE® curriculum tools and resources	<ol style="list-style-type: none"> 1. Self-Assessment exercises for each curriculum 2. Executive summaries for each curriculum 3. CORE® PowerPoint template for each curriculum 4. Review CORE® resource repository and organize 	CORE®
3. Continue Curriculum Review	<ol style="list-style-type: none"> 1. Review two CORE® curricula 	CORE®
4. Create a template webinar regarding DEI	<ol style="list-style-type: none"> 1. Create a webinar that could be used in any court entitled “Promoting inclusion in the workplace to improve employee engagement” 	DEI

Strategic Focus Area #3: Advocacy for the Profession

The court management profession plays a vital role in the administration of justice. Like other judicial and legal organizations committed to building trust and confidence in the judicial branch, NACM is in a singular and prominent position to be the voice for the court management profession and provide a unique perspective on court operations and innovative practices.

Goal 1: NACM will be an influential and respected voice on behalf of courts and the court profession.

2023-24 Strategic Projects	Targeted Outcomes/ Measure of Success	Lead Committee Responsible
1. Continue to network, advocate, and assist state associations	<ol style="list-style-type: none"> 1. Quarterly leadership topics in lieu of meetings 2. Expand dual membership agreements 	Membership (State Association)
2. Actively Advocate	<ol style="list-style-type: none"> 1. Regional/state delegates <ol style="list-style-type: none"> a. Disseminate information to their region/state b. Act as an ambassador for NACM 2. Strategize and plan establishment of Court Professionals Week 	Membership Governance
3. Obtain Endorsement	<ol style="list-style-type: none"> 1. Celebrities 2. Organizations 3. Chief Justices 4. State Court Administrators 	NACM Officers

Strategic Focus Area #4: Association Governance

The governance structure of NACM must be responsive and effective to enable the Board to lead and act on behalf of the Association, members, and the profession. The Board is committed to ensuring that NACM's leadership:

- Is representative and diverse
- Is able to respond quickly to needs/demands
- Is strategic and intentional in its actions
- Is structured and organized to manage the daily business of the Association as well as achieve long-term goals and strategic priorities Clearly defines, shares, and balances the workload across committees and work groups
- Is stable and consistent in its governance activities as individuals in positions of leadership rotate
- Has adequate secretariat support services

Goal 1: NACM's governance will be representative, responsive, and effective.

2023-24 Strategic Projects	Targeted Outcomes/ Measure of Success	Lead Committee Responsible
1. Review governance resources and publications	<ol style="list-style-type: none"> 1. Review and update the NACM Model Code of Conduct for Court Professionals 2. Review the operations manual <ol style="list-style-type: none"> a. General review b. Clarify language regarding nominations from the floor and the voting process 3. Review and edit the bylaws 	Governance
2. Draft and propose original resolutions	<ol style="list-style-type: none"> 1. Draft and propose original resolutions 	Governance