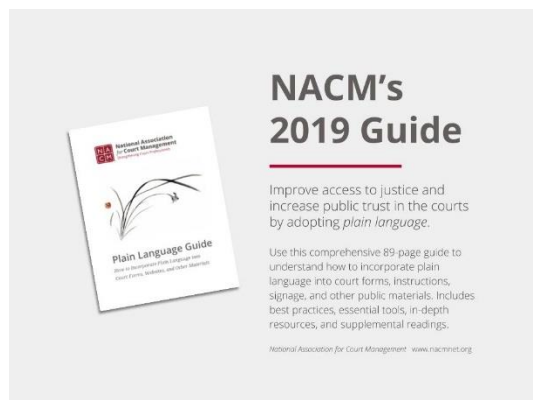


Paul DeLosh, NACM President 2018-19

NACM Marketing Plan

In 2018, NACM formally developed a strategic marketing plan. The goal of the Marketing Plan is to formalize the process for direct outreach and engagement that extends beyond regular membership communication to also include key partners and stakeholders to promote NACM products, events, services, and other offerings to bring awareness and request further outreach to their members and constituencies. Marketed products and events include, the State of the Profession Address, National Agenda, Core® and its curricula, Conferences, Call for Proposals, Live-streaming schedules, Webinars, Podcasts, Guides and other publications, Resolutions, Code of Conduct, Mentoring, and Early Career Professionals activity.

NACM 2019 Guide: Plain Language



January 2019 marked the release of the [2019 Plain Language Guide](#). The board felt that this guide will serve as an invaluable resource for improving access to justice in our nation's courts. As most guide will be available at no cost to NACM members, the NACM Board voted to develop a preview summary of each guide moving forward. A preview of the Plain Language Guide may be accessed [here](#). NACM members can download a free copy in the [NACM Store](#) and nonmembers may purchase for \$10.

Podcast: Court Leaders Advantage

In 2019, the National Association for Court Management (NACM) launched a new member benefit - the [Court Leader's Advantage Podcast](#). *Court Leader's Advantage* provides another avenue for NACM to inform court professionals about important innovations and trends of interest to the court community. *Court Leader's Advantage*, hosted by Peter Kiefer, also provides a forum for court professionals to share their experiences and lessons learned. Monthly episodes will cover a range of topics, including artificial intelligence, leadership, ethics, social media, access to justice, and many more. Episodes air the third Thursday of each month. A NACM promo is added to each podcast.



The inaugural CLA Podcast was entitled ***Hurricane Florence and the Courts***. In September 2018, Hurricane Florence devastated North Carolina's families, its

communities, and its courts. There had to be “contingency plans for contingency plans” to deal with a storm that upended lives and work. Court Administrators Ellen Hancox and Caitlin Emmons talk about how their courts and their families endured and how their continuity of operations plans held up in the face of flooded facilities and judges who had not yet fully recovered from the previous hurricane (Matthew). Ellen and Caitlin shared good advice for all of us from their experience.

Link to the podcasts at the following link: <https://anchor.fm/courtleaderpodcast>

Core® Competency Achievement Program “Core Champion” Program

In 2019, the NACM Board approved the Core® Achievement Program. Consistent with



the Core® Subcommittee’s responsibility for promoting the Core® and NACM’s larger purpose of strengthening court professionals, this proposal would establish a program to encourage greater exposure to the contents of the competencies while avoiding the logistical complexities of a true professional certification program. Education is critical to

professional development and, ultimately, better court performance, but many court managers are not aware of how many competencies one must develop to be an effective court leader. The Core® Competency Achievement Program is intended to encourage broader exposure to the Core’s 13 competencies and thereby to raise members’ interest in pursuing more in-depth learning. The Program recognizes the specific levels of achievement according based on program requirements.

NACM Court Community Job Opportunities site



Requests for NACM to share court career opportunities with our membership has increased dramatically over the last several years. In 2019, the NACM Board approved the creation of a [Court Community Job Opportunities](#) page on its website. In order to have a job(s) posted with NACM, requestors are asked to send an email to jobs@nacmnet.org with the following information:

- Link to Job Announcement page or attach a PDF of the announcement
- Job Title, Organization Name, Location (City and State) and Closing Date.

Job listings will remain posted until the closing date or otherwise requested to remove.

Visit the Court Community Job Opportunities at the following site -

<https://nacmnet.org/resources/careers/>

NACM Career Fair



Annual conference attendees were invited to the inaugural NACM Career Fair where representatives from several states shared details of career opportunities within their court system. Career Fair attendees were also invited to learn more of NACM's Mentor Program.

NACM Scholarships

Each year, NACM provides conference scholarships to members who otherwise would not be able to attend our conferences in person. To do this, we raise funds through various fundraisers though out the year. At the 2019 annual conference, NACM held a raffle for a pair of tickets to Bellagio hosted performance of Cirque du Soleil's O. The raffle raised over \$1,700 for the scholarship fund.



PARTNERSHIPS:

National Association for Court Management (NACM)- American University's Justice Programs Office

In 2018, NACM partnered with American University's Justice Programs Office to explore data and challenge the conventional understanding of caseload efficiency, focusing on its intersection with the timely appointment of counsel. Working under a State Justice Institute Technical Assistance Grant along with the American University's Justice Programs Office, the National Association for Presiding Judges and Court Executive Officers, and other key court organizations, NACM assisted in the development of solutions to ensure cases flow efficiently surrounding the appointment of counsel.



National Association for Court Management (NACM)- National Association of State Judicial Educators (NASJE)



In 2019, created a partnership with NASJE to further the mission and vision of both organizations through ongoing education with emphasis on court management professional skill-building. The focus of such skill-building is through the advanced development of professional and personal qualities, the mastery of new ways of solving professional problems, new methods of professional thinking, and managing the ever-changing motivational and operational sphere of professional activity.

DELIVERY: NASJE-developed educational programs will be delivered at NACM's annual conferences. The length of such program shall be at least four (4) hours and, based on agreement of both organizations, will be held on one of the five (5) days (Sunday through Thursday) of the NACM annual conference.

National Association for Court Management (NACM)- Court Information Technology Officers Consortium – Technology Awards



NACM and CITOC have a long history of promoting, recognizing and celebrating innovative court technology solutions which were implemented by NACM and CITOC members. For several years, the Top 10 Websites were recognized by NACM, and more recently followed by the Top 10 Court Technology Solutions managed for NACM by the Joint Technology Committee (JTC). Similarly, CITOC instituted an awards program focused primarily on technology innovation. These historical awards programs resulted in the sharing of many national and international technology solutions among NACM and CITOC members.



Immense value to our courts often comes directly through the alignment of efforts between court management professionals and court technology professionals.

In 2019, NACM and CITOC joined in a partnership to develop one technology solutions award. The NACM/CITOC Technology Awards program recognizes the vitality of these partnerships, working together for those we serve. These awards recognize innovation and excellence in the use of information technology for both NACM and CITOC members.

Categories of Nomination: Seven categories of nomination are available.

Court Management: The following award categories are focused primarily on the innovative delivery and impact of business projects related to court management and operations through the use of technology. These awards will be presented at the NACM Annual Conference.

- **Court Process Innovations:** Projects recognized in this category optimize the way people, processes and technology work together to transform courts.
- **Cross-Boundary Partnerships:** Projects recognized in this category demonstrate results when jurisdictions, agencies, and other entities work together to solve a

problem, address a need, or pursue a new opportunity that positively impacts courts and those we serve.

- **Data Management, Analytics, and Visualization:** Projects recognized in this category highlight the transformational capabilities of leveraging data for decision making, understanding, and insights.
- **Digital Courts - Courts to Citizens:** Projects recognized in this category foster improved interaction between courts and citizens, encourage citizen engagement, and/or provide innovative access to data and information for citizen use.

Court Technology: The following award categories are focused primarily on technology initiatives that improve the effectiveness, security, and technical capabilities of courts. These awards will be presented at the CITOC Annual Conference.

- **Cybersecurity:** Projects recognized in this category demonstrate the importance of security and risk management and demonstrate the criticality of cybersecurity being a top priority of our courts.
- **Emerging Technologies:** Projects recognized in this category utilize technologies on the cutting edge that deliver value to our courts and those we serve.
- **Enterprise IT Management Initiatives:** Projects recognized in this category highlight efforts that required extensive technical planning, organization, and execution of enterprise-wide technology initiatives that transformed the operations and services of their courts, regardless of the size of jurisdiction.

The Court Management awards will be presented at the NACM Annual conference and the Court Technology awards will be presented at the CITOC annual conference.

National Association for Court Management (NACM)-National Council of Juvenile and Family Court Judges (NCJFCJ) and the National Association of Women Judges (NAWJ) partnership

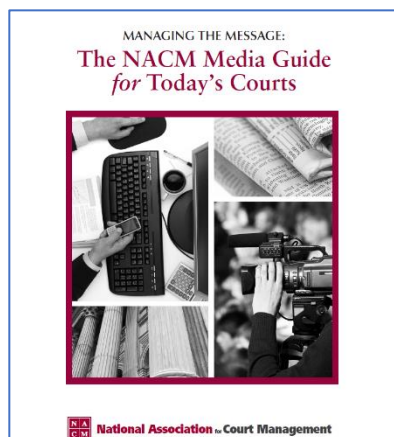
Staying true to our duty to strengthen a culture of accountability and professionalism, we all strive work to make courts a safe place to work. In 2019, the National Association for Court Management (NACM) partnered with the National Council of Juvenile and Family Court Judges (NCJFCJ) and the National Association of Women Judges (NAWJ) to craft a plan to develop resources and training opportunities to aid courts in identifying and addressing sexual harassment and LGBTQ issues in the workplace.



National Association for Court Management (NACM)- Conference of Court Public Information Officers (CCPIO) partnership



In 2019, the National Association for Court Management (NACM) and the Conference of Court Public Information Officers (CCPIO) created a partnership to 1) Update NACM's 2010 Media Guide; and 2) Lead the Core® Public Relations session at NACM's annual conference.



NACM Media Guide

The courts need to provide information to their intended audiences as part of their ongoing public relations program. Understanding the scope and reach of each type of media will help courts tailor messages accordingly.

Media respond to the public's need for information. The news the public receives through the media is an important influence on the public's understanding of the legal system. The objective of news media is telling a story and represents the public's interest. It's in the public's interest to be informed and media reporting holds courts

accountable. The court's objective is to protect the constitutional rights of stakeholders. How does the court ensure both openness and due process? The Media Guide will provide court professionals a resource to manage the message in the ever-changing work of the courts.

Core® Public Relations

The CCPIO president, Leah Gurowitz, and representatives from this association, led the Public Relations Core® session at the annual conference. Focus of the session detailed elements of this competency to include -

1. Discussion of the tension between the court's ability to discharge its constitutional mandate to uphold the rule of Law and the public's interest in and right to information;
2. Identifying the limitations of public access to court records and proceedings, including alternatives the court may offer;
3. Preparing and critiquing press releases using standard criteria;
4. Designing media strategies for hypothetical situations using new tools and criteria; and



5. Creating a publicity campaign demonstrating knowledge of methods of communicating through news media, social media, and public outreach methods.