



National Association for Court Management

Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING MINUTES

Thursday, June 18, 2020, 2PM ET

+1 (646) 749-3122 Access Code: 836-051-597

<https://global.gotomeeting.com/join/836051597>

Call to Order

Meeting was called to order.

Michelle Dunivan

Welcome and Roll Call

- Michelle Dunivan
- TJ BeMent
- Kelly Hutton
- Tina Mattison
- Rick Pierce
- Jeffrey Tsunekawa
- Angie VanSchoick
- Kent Pankey
- Harry Yedalyan
- Janet Reid

Michelle Dunivan

Subcommittees:

○ Early Career Professionals

Tina Mattison

Tina provided an update on the Early Career Professionals Subcommittee.

Awards: We have both an Award of Merit and an Enhancing Justice Award that will be announced at the Virtual Business Meeting on July 15th 3pm EST.

NACM Cares Charity: With going to the virtual conference (and not a physical location), the ECP subcommittee felt that the charity should be our own organization. Efforts of this group will go towards fundraising for membership/conference scholarships.

Mentors: We are still plugging along with mentors/mentees. Tina will be reaching out to the pairs to see how things are going.

Chairperson: We have a new chairperson for next year: Stacy Worby, Alaska Courts! Thank you Stacy for stepping up into this position!

○ State Associations

Tina Mattison

The State Association Committee met last week. Kathy Griffin indicated that there will be a Leadership Seminar that will be for the State Association members held in conjunction with the Virtual Conference. Rick Pierce indicated that PACM will be looking into Dual Membership.

- [International](#)
No report

Michele Oken

Membership Marketing

Michelle Dunivan

Virtual Conference: With the conference being offered with complimentary registration, Michelle opened up the discussion as to how best market NACM membership during this unique opportunity. We will have a larger audience, so we need to find ways to encourage grass roots support to promote the conference, as well as the benefits of membership. Both Michelle and Tina will be coordinating with their own courts to get as many individuals to attend the conference this year.

Is there a way to send out notices to our dual partner associations as well? We could also use the opportunity to reach out to AOCs and/or state associations who are not partnered with us to let them know about the conference and membership opportunity.

TJ BeMent liked the idea of finding ways to get as much notice out there, not only regarding the complimentary registration but about our multi-week format. If we could have membership script/information that is prepared, NACM could have them inserted into slide presentations. Tina asked if we will be using Attendify application. At this time, that has not been determined. We should know by the end of June after a vendor has been selected. Push announcements could be made once that has been determined...a “what’s coming next” for Virtual Business Meeting/Conference/etc.

Kent Pankey suggested targeting specific sessions with ads that tie into the topic “Wouldn’t it be nice to get this type of content on a regular basis?” He also suggested scripts that we can provide that can be incorporated into the podcasts that Pete Kiefer has been doing.

Suggested scripts included: This conference would have cost \$695 to attend: membership is a fraction of that price OR would you consider donating to fund...membership scholarship, future conference scholarship, etc.

Harry Yedalyan asked if we could do a banner with an updated background/digital frame for members. This could be done as a free form of advertising. He will provide a sample to Michelle and she will post to the Google Group.

Janet informed the group that currently NACM events will be pushed out through IContact to anyone who has attended a conference. We have over 6,000 emails at this time, but we may be reaching our limit.

Membership Discount: A discussion was held regarding reducing the cost of membership to first time members. At our mid-year conference raised money by offering an upgrade to membership for those individuals who registered for the conference as a non-member for \$20.00. With the virtual conference and the plan to reach out to multiple organizations/individuals who have not attended a NACM conference in the past, we thought offering a special deal will help get some new people into the organization. The committee members on the call voted for the cost to be less than 50% a regular membership and set the price at \$65.00. We also need to promote the value benefits of membership, how do we get it across that it is worth the investment. We have justification letters that can be mentioned, as well as testimonials previously done that can be added to the virtual conference at certain

times. Tina suggested using her testimony about how she has paid for her own membership in the past.

Harry had a couple of suggestions regarding sponsors for membership, as well as having a tiered membership. Both of these have been tried in a fashion, but the committee will review options in the future.

Tina asked that we have an updated state member number listing (as the one online is currently for 2019). However, we should also indicate the number of individuals by state who have registered for the conference to share during the experience.

New Business

We want to thank all committee members for their hard work! We appreciate each one of you!!!

Adjourn