



# National Association for Court Management

*Strengthening Court Professionals*

## NACM MEMBERSHIP SERVICES COMMITTEE MEETING MINUTES

**Thursday, July 16, 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
- Tina Mattison
- Rick Pierce
- Angie VanSchoick
- Kent Pankey
- Ken Teleis
- Karl Theonnes
- Zenell Brown

**Michelle Dunivan**

### **Subcommittees:**

○ **Early Career Professionals**

**Tina Mattison**

Tina provided an update on the Early Career Professionals Subcommittee.

**Chairperson:** We have a new chairperson for next year: Stacy Worby, Alaska Courts!

○ **State Associations**

**Michelle Dunivan**

The State Association Committee will be chaired this year by Jeffrey Tsunekawa

○ **International**

**Michelle Dunivan**

Michele Oken will remain the chair of this subcommittee.

### **Board and Business Meeting recap**

**Michelle Dunivan**

**Board approved:** The Board approved offering first-time members a \$65 membership during the virtual experience. Michelle also informed the committee that there will be a push to bring California, Texas, New York and Florida members. Any first-time members from those states will receive a free t-shirt. Others will be able to buy a t-shirt for \$20.

Discussion: Zenell Brown suggested inviting members that we know of from those lower represented states to the Membership Committee meetings to ask how we can serve their states better, why they think the numbers are low, as well as asking them to be ambassadors. Three main points we want to get states represented 1) financial reasons as pointed out in our business meeting, our membership is low due to the pandemic; 2) we want to balance what member benefits we offer with the free resources we want court professionals to have; and 3)

we want a diverse base of members. Having states like NY, Texas can give us insight on how best to serve other courts in similar situations. Without their membership, we do have blind spots. If we were to get the four states represented in our membership per capita, we would have over 2,000 additional members. The business meeting conducted on Wednesday went very well and we now have a changing of the guards: Will Simmons becoming Immediate Past President and TJ Bement taking over as President. During the meeting, Michelle used her time as Chair of Membership Committee to explain the efforts being made by the committee, as well as the value/importance of membership and soliciting help and feedback.

**Merch by Amazon:** Michelle shared with the group that designs are in the works for t-shirts to be sold through Merch by Amazon. NACM has a webpage to sell t-shirts (but not much else) directly to our members, with a small amount coming back to the organization.

### **Conference Advertisements**

Michelle shared her idea for a 30-minute slide/video to be running prior to the beginning of each session. This presentation would have the same content information, but the order changed for the different sessions. The information will be focused on joining/renewing membership, testimonials from people who have paid for their own memberships, information about donations. She then showed the slides that have been drafted, which includes information regarding the number of members for each state, as well as the per capita numbers.

The slides could be targeted for specific audiences, as we have a wide variety of individuals who may be attending our conference for the first time.

Discussion was had about retaining members who have been in conference locations in the past by reaching out to those folks individually. Michelle acknowledged that the personal touch is a tried and true method, however we lack the manpower in our committee to make that happen.

### **New Business**

Michelle passed the Chair to Tina. The Membership Committee will now be meeting the first Wednesday of every month, beginning August 5<sup>th</sup> at 2pm ET.

### **Adjourn**