



# National Association for Court Management

*Strengthening Court Professionals*

## Committee Progress Report Form – 2018-2019

Committee: Communications Committee

	Report	Due Date	Submission Date
	Fall Progress Report	October 18, 2018	
	Midyear Progress Report	January 15, 2019	
X	<b>Annual Progress Report</b>	<b>June 17, 2019</b>	June 17, 2019; amended June 18

Project or Topic	Project Status	Strategic Priority? (Yes/No)	Discussion Needed? (Yes/No)	Board Action Needed? (Yes/No)	If Yes to discussion or action, please describe what needed
<b>Podcasts</b>	1. Facebook Live “Podcast” from Vegas 2. Podcasts <ul style="list-style-type: none"> <li>June episode is a follow-up podcast about Artificial Intelligence. It will feature Abhijeet Chavan and IV Ashton</li> <li>July episode is tentatively planned to be about Ransomware.</li> </ul> (All episodes air the third Thursday of each month.)	<b>Yes<sup>1</sup></b>	<b>No</b>	<b>No</b>	
<b>2020 Guide</b>	NACM Media Guide Subcommittee, chaired by Communications Committee Member Dorothy Howell, is actively working on drafting the guide.	<b>Yes</b>	<b>No</b>	<b>No</b>	
<b>Webinars</b>	COSCA’s 2018 Policy Paper <a href="#">“Courts Need to Enhance Access to Justice in Rural America”</a> – June 27  Tentative plan is for the 3 <sup>rd</sup> quarter webinar to be about Non-lawyer Navigators in State Courts. Self-	<b>Yes</b>	<b>No</b>	<b>No</b>	

<sup>1</sup> SFA#1, Goal 1.3 Increase use of social media for outreach, distribution of materials, etc.

Project or Topic	Project Status	Strategic Priority? (Yes/No)	Discussion Needed? (Yes/No)	Board Action Needed? (Yes/No)	If Yes to discussion or action, please describe what needed
	<p>Represented Litigation Network Director Katherine Altender has offered to assist NACM with presenting a webinar on this topic.</p> <p>Suggest NACM consider hosting a future webinar on the importance of internal controls. See <a href="#">Norman Meyer's blog postings</a> on the same subject.</p>				
<b>Website</b>	<ol style="list-style-type: none"> <li>1. Resource Index Dawn Palermo is leading this effort with subcommittee members Roger Rand, Andra Motyka, Cherie Lusk. The group is making significant progress. T.J. and Jeffrey have also been involved in this endeavor.</li> <li>2. Topic-specific Website Landing Pages This project work is pending completion of the Resource Index project. With the full index in place, it will be easy to determine which topic-specific landing pages should be developed as content in the resource index is being categorized by topic.</li> <li>3. Audience-specific Landing Pages Rick Pierce is working with subcommittee members Dorothy Howell, Johnny Tse, and Trish Batley to develop audience-specific pages for academicians, funding authorities, and community leaders. After the subcommittee identifies the content to be included on these pages, Jeffrey and Janet will develop the pages.</li> <li>4. Website Statistics</li> </ol>	<b>Yes<sup>2</sup></b>	<b>No</b>	<b>No</b>	Jeffrey will review the statistics for board members

<sup>2</sup> SFA #2, Goal 2.1-Create a “database” of *Court Manager* and conference session materials by topics and authors; and 2.2 Develop website landing pages for key topics – SJI Priorities, webinars, etc.

Project or Topic	Project Status	Strategic Priority? (Yes/No)	Discussion Needed? (Yes/No)	Board Action Needed? (Yes/No)	If Yes to discussion or action, please describe what needed
<b>Social Media</b>	Kevin continues to post great content to NACM's social media platforms, including posts marketing NACM events and resources.	<b>Yes</b>	<b>No</b>	<b>No</b>	
<b>Court Manager</b>	Fall Edition: Copy deadline: June 28; magazine will post September 13.  Winter Edition: Copy deadline: September 27; magazine will post December 13.	<b>No</b>	<b>No</b>	<b>No</b>	
<b>Court Express</b>	September Edition: Copy deadline: September 6; distribution: September 26  November Edition: Copy deadline: November 8; distribution: November 22.	<b>No</b>	<b>No</b>	<b>No</b>	
<b>Records Management Policy</b>	During the last board call, the board decided that the Governance Committee should address this policy. Frank will work with Greg and the Governance Committee to prepare a final draft policy.	<b>No</b>	<b>No</b>	<b>No</b>	

**Time needed at meeting for Committee report:** Five minutes for Jeffrey.

**Submitted by:** Chair Alyce Roberts

**Date:** June 20, 2019

# NACMNET.ORG Annual Website Analytics

June 1, 2018—June 1, 2019

Over the past year we had...

150,460  
Pageviews



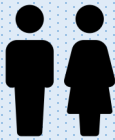
47,970  
Sessions

## WHO WERE THESE VISITORS?



- People came from 146 countries.
- 88.69% from the US and 1.16% from Canada.

- 22.5% visited from a mobile device. Of those, 61.06% were on the iOS platform, 26.49% Android and 12.41% Windows.



- 59.2% were female and 40.8% male.
- 5.71% ages 18-24
- 24.05% ages 25-34
- 24.59% ages 34-44
- 24.72% ages 45-54
- 15.73% ages 55-64

## WHERE DID THEY COME FROM?

- Average search terms: nacm, nacm conference, national association for court management / managers
- 44.7% came to the site directly; 39.4% from an organic search; 1.6% from social media.
- Re: Social Media—50.9% Facebook, 22.5% Twitter, 20.86% LinkedIn



## HOW DID PEOPLE SPEND THEIR TIME ON OUR SITE?

- Top Viewed Pages: Homepage, Conferences, Member Portal and Resources
- Podcasts page received 1,467 pageviews since launching.
- Careers page received 557 pageviews since launching.
- The average visitor spends about 1.15 seconds per page and views an average of 3.14 pages per session.



### HELPFUL DEFINITIONS

**Pageviews:** an instance of an Internet user visiting a particular page on a website.

**Sessions:** a group of interactions one user takes within a given time frame on your website.

**Bounce Rate:** percent of users that leave the site after viewing just a single page.

**Gender/Age:** each Google account has a lot of pre-set personal information, such as age and gender. Google can identify any users who are logged in while they are browsing a website which has Google Analytics running in the background.

# Jeffrey's NACM Website Dashboard

Jun 1, 2018 - Jun 1, 2019

**All Users**  
100.00% Sessions

## Pageviews

**150,460**

% of Total: 100.00% (150,460)



## Sessions

**47,970**

% of Total: 100.00% (47,970)



## Sessions by Traffic Type

Traffic Type	Sessions
organic	21,629
direct	19,297
referral	7,038
email	6

## Sessions by Keyword

Keyword	Sessions
(not set)	26,340
(not provided)	18,450
nacmnet.org	417
nacm	303
national association of court management	243
nacm conference 2019	214
national association for court management	212
NACM	99
amazon	76
national association of court managers	56

## Pageviews by Page

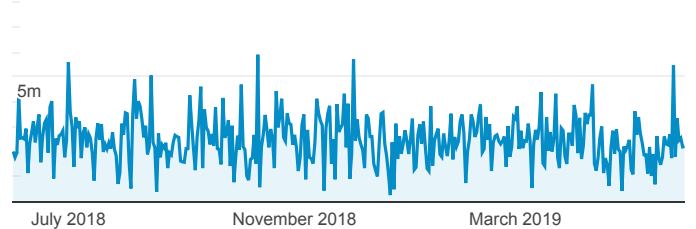
Page	Pageviews
/	32,234
/conferences/	14,003
/member-portal/	5,506
/member-login/?url=/member-portal/	5,341
/resources/	4,572
/event/2019-annual-conference/?instance_id=22	3,957
/join-us/	3,845
/calendar/cat_ids~17/	3,648

## Sessions and Avg. Session Duration by Country

Country	Sessions	Avg. Session Duration
United States	43,713	00:02:41
Canada	433	00:01:47
India	429	00:01:54
France	263	00:00:29
China	220	00:00:09
(not set)	218	00:02:14
Egypt	172	00:01:29
Singapore	140	00:04:32
Germany	132	00:00:18
Philippines	123	00:02:47

## Avg. Session Duration

● Avg. Session Duration

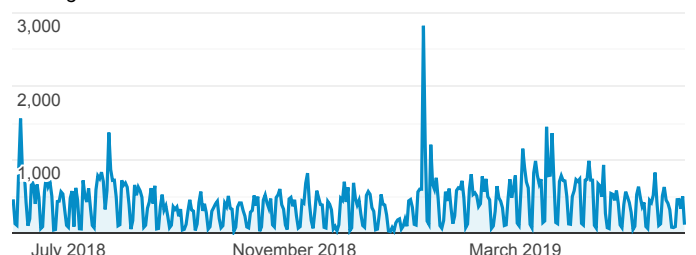


## Sessions and Pages / Session by Browser

Browser	Sessions	Pages / Session
Chrome	20,742	3.14
Internet Explorer	12,813	3.57
Safari	7,157	2.32
Edge	3,350	3.84
Firefox	2,739	2.93

## Pageviews

● Pageviews



/event/2019-annual-conference/

3,525

/who-we-are/

3,074

### Bounce Rate

**49.46%**

Avg for View: 49.46% (0.00%)



### Pageviews and Sessions by Mobile Device Branding

Mobile Device Branding	Pageviews	Sessions
Apple	13,998	6,412
Microsoft	6,821	1,814
Samsung	3,919	1,444
LG	448	195
Motorola	356	134

# Jeffrey's NACM Website Dashboard

Jun 1, 2017 - Jun 1, 2018

All Users  
100.00% Sessions

## Pageviews

**146,078**

% of Total: 100.00% (146,078)



## Sessions

**53,959**

% of Total: 100.00% (53,959)



## Sessions by Traffic Type

Traffic Type	Sessions
organic	32,029
direct	14,943
referral	6,976
email	8
https://tinyurl.com/i82ucha847na	1
www.JSMiningStatistics.com [4516776]	1
www.tinyurl.com/eo1j0j5i94w	1

## Sessions by Keyword

Keyword	Sessions
(not provided)	30,914
(not set)	21,924
nacm	140
national association of court management	66
national association for court management	39
national association of court managers	39
NACM	26
nacmnet.org	13
case flow management	11
amazon	10

## Pageviews by Page

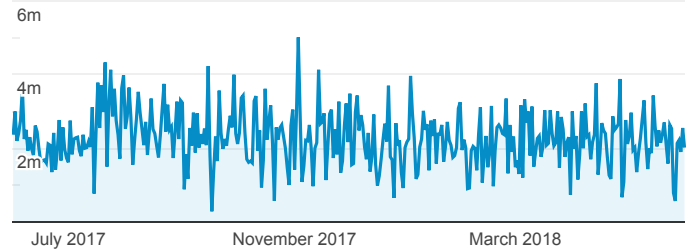
Page	Pageviews
/	31,140
/conferences/index.html	19,226
/CCCG/cccg_1_corecompetency_purposes_cgsmmary.html	6,671
/resources/index.html	4,617

## Sessions and Avg. Session Duration by Country

Country	Sessions	Avg. Session Duration
United States	45,372	00:02:29
India	931	00:01:28
Canada	667	00:01:46
South Africa	626	00:01:35
Philippines	467	00:01:25
Australia	447	00:01:19
United Kingdom	378	00:01:06
Nigeria	329	00:02:09
Kenya	293	00:01:38
Pakistan	248	00:01:34

## Avg. Session Duration

● Avg. Session Duration

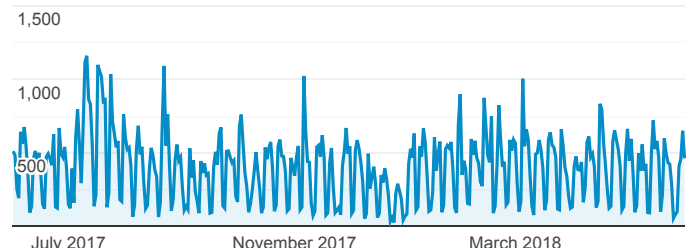


## Sessions and Pages / Session by Browser

Browser	Sessions	Pages / Session
Chrome	23,720	2.59
Internet Explorer	13,777	3.35
Safari	8,676	1.86
Firefox	3,296	3.10
Edge	2,867	3.39

## Pageviews

● Pageviews



/membersonly/index.html	3,655
/home	3,123
/membership/index.html	2,940
/membership/membership-opportunities.html	2,908
/leadership/index.html	2,675
/CCCG/cccg_1_corecompetency_purposes.html	2,660

### Pageviews and Sessions by Mobile Device Branding

Mobile Device Branding	Pageviews	Sessions
Apple	12,131	7,004
Microsoft	5,581	1,620
Samsung	4,322	2,208
(not set)	1,147	673
LG	618	346

### Bounce Rate

**55.13%**

Avg for View: 55.13% (0.00%)

