



National Association for Court Management

Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Thursday, September 19, 2019, 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

- Kelly Hutton
- Rick Pierce
- Paulina Pasquarelli
- Vicki Carlson
- Michelle Dunivan
- Janet Reid
- Michele Oken
- TJ Bement

Michelle Dunivan

- Shari Anderson
- Sharon Head
- Kevin Lane
- Kent Pankey
- Harry Yedalyan
- Paul DeLosh
- Kathy Griffin

Board Meeting recap

Michelle Dunivan discussed the recent board meeting and the various projects that are currently in progress.

Michelle Dunivan

Subcommittees:

○ [Early Career Professionals](#)

Michelle Dunivan provided an update on the Early Career Professionals Subcommittee. They are currently working on identifying the organization for NACM cares and should have an update at the next meeting. The group is continuing to develop the mentorship program and hope to identify more mentors soon.

Tina Mattison

○ [State Associations](#)

Kathy Griffin discussed what the State Association subcommittee is working on with various roundtable discussions and will work to add dual membership options.

Kathy Griffin

○ [International](#)

Michelle Oken met and discussed IACA and the NACM International Subcommittee assisting in the creation of new associations internationally. They are working on creating templates to assist in the creation of these new associations.

Michele Oken

LinkedIn campaign

Harry Yedalyan discussed his idea of connecting LinkedIn followers that are NACM members. There are two NACM accounts on LinkedIn one is as a business account and one is a group. There are two due to the varied functionality of each type of account. Harry would like to see

Harry Yedalyan

if we can monitor who is liking for following us and determine if they are NACM members or NACM eligible and use the information for recruitment. Discussion was held regarding how posts are going out at different times on each social media platform and why that was. Some posts could be grouped together as one post/blast and others require different formatting. Harry discussed our continued need to request members and prospective members to follow us on social media in our email blasts, posts, and publications. Michelle mentioned possibly a gift of membership to someone who is very active or follow all of our accounts. Harry mentioned that the first item to complete to continue recruitment through social media would be to identify and analyze our followers and determine members, non- members, those eligible to be NACM members. Then utilize this list to identify and reach out to eligible prospective members.

Social Media postings

Paulina Pasquarelli

Paulina Pasquarelli discussed social media and utilizing Instagram to feed into LinkedIn. However, she discussed how we have a low level of followers on Instagram and that we need to work to increase that following. Paulina is creating polls, questions, chats, and discussed the possibility live take overs by committees or by topic. Paulina discussed using Instagram stories as a go live option much like those that were completed at the annual conference. Kevin Lane further discussed growing our following on Instagram similar to how we did on Facebook and indicated that he would work on doing so. Paulina discussed some of the questions and polls that she is collecting and explained how Instagram stories work. (NOTE: If anybody has any more items they should send to them to Paulina.)

Give the Gift

Kelly Hutton

Kelly Hutton discussed the Give the Gift Campaign that will be presented to the board next month. It would allow members or non-members to donate/gift a membership or conference scholarship to someone they know, like a staff member, or to a stranger. Kelly further discussed that the challenge would be to maintain these memberships beyond the gift. This could be done by reaching out to donors or recipients and thanking them which could perhaps spark ongoing support or a continued “paying it forward” effort. The donors could also be recognized in the slideshow at the conference.

Membership 2020

Michelle Dunivan

Michelle briefly discussed the ongoing Membership 2020 Campaign. Michelle inquired how we should handle the scholarship opportunities going forward and what should be the criteria to receive the funds. (NOTE: If anyone has an idea for criteria please send them to Michelle)

New Business

TJ Bement discussed an additional networking opportunity with Callie for the Midyear Conference. During an extended networking break add topic tables to the tables in the main/plenary room. This would encourage people to select and sit with a group that has a similar interest/issue/topic. There would be questions on these tables to be conversations starters and allow people to discuss what is going on with their courts and possibly have some questions answered.

Michelle Dunivan encourage everyone to check out and utilize the new membership brochure that Shari Anderson created. It can be extremely useful when discussing the benefits of NACM.

Adjourn

Meeting Schedule

- October 17, 2019
- November 21, 2019
- December 19, 2019
- January 16, 2020
- February 20, 2020
- March 19, 2020
- April 16, 2020
- May 21, 2020
- June 18, 2020
- July 15, 2020 (at Annual Conference)