



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, April 11, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts Vice Chair: Frank Hardester

[Committee Page](#) [Committee Roster](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or
Dial in using your phone: Dial: +1 (312) 757-3121 | Access code: 430-760-661

AGENDA

1. Welcome/Call to Order/Roll Call
2. Corrections (if necessary) and Approval of [February 14, 2019 Meeting Minutes](#)
(The chair inadvertently skipped over this agenda item during the March 14 meeting.)
3. Corrections (if necessary) and Approval of [March 14, 2019 Meeting Minutes](#)
4. Committee Member Spotlight – Matching Faces with Names and Voices



Tammy Anton

Chief of Personnel Services
Fifteenth Judicial Circuit
West Palm Beach, FL

I am the Chief of Personnel Services for the Fifteenth Judicial Circuit located in Palm Beach County, Florida. I have been with Court Administration for a little over 4 years. My role is to develop and execute the human resources strategy, in support of the overall business plan and strategic direction of the courts. The specific areas I manage, are: talent management, change management, performance management, training and development, and compensation.

I have been a member of NACM for a couple of years.

My husband and I moved into a smaller home recently, so my favorite pastime is purging things we thought we needed, and things we have not used for several years. It is definitely very liberating.

I enjoy spending time with my husband, our three four-legged children, family and friends.



Tasha Ruth

Case Management Section Manager
Supreme Court of Ohio

Tasha Ruth is the manager of the Case Management Section with the Supreme Court of Ohio. The Case Management Section provides a wide range of integrated resources and support to help Ohio's judges and court staff enhance their ability to deliver high quality judicial services in a timely manner.

Prior to joining the Supreme Court of Ohio, Tasha served as a staff attorney with the Franklin County Public Defender's Office, which provides legal representation to indigent defendants in the criminal court system. While there, she was a strong advocate for clients suffering from mental illness and drug addiction and an active supporter of the specialty dockets.

She currently serves as the editor of the National Association for Court Management's quarterly magazine, Court Manager. Tasha is a member of the National Association for Court Management, the Ohio State Bar Association, Ohio Association for Court Administration, and the Ohio Jury Management Association.

Tasha is a graduate of the Ohio State University and Capital University Law School.

5. Publications Updates
 - a. *Court Manager*, Editor Tasha Ruth
 - b. *Court Express*, Editor Jeffrey Tsunekawa
6. NACM Resource Index, Committee Member Dawn Palermo
7. Social Media Update, Social Media Coordinator Kevin Lane
8. Website Update, Website Coordinator Jeffrey Tsunekawa
9. [NACM Store – NACM Guides](#) Update, Committee Member Theresa Ewing
10. Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter
11. NACM 2020 Guide Update, Media Guide Subcommittee Chair Dorothy Howell
12. NACM Webinars, Chair Alyce Roberts
13. Annual Summary of NACM Content, Vice President T.J. BeMent
14. Reminder: Board Candidacy
 - Self-Declaration of Candidacy is due by midnight, **May 1, 2019** ([Declaration Form](#))
 - Nominations for Candidates are due by midnight, **April 15, 2019** ([Nomination Form](#))
15. Next Meeting: May 9, 2019 at 4:00 ET



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February 14, 2019 Minutes for Review

- Welcome/Call to Order/Roll Call – The following committee members were present:

Alyce Roberts	Aurora Zamora	Carlene Redmond	Charleston Carter
Danny Davis	Dorothy Howell	Frank Hardester	Jeffrey Tsunekawa
Joe Fazari	Kevin Lane	Paul DeLosh	Peter Kiefer
Randy Short	Rick Pierce	Tina Mattison	T.J. BeMent
- Committee members approved of the January 10, 2019 Meeting Minutes as distributed.
- Committee Member Spotlight – Matching Faces with Names and Voices



Constance White
Court Administrator
The City of the Colony Municipal Court
Texas

Constance White, Court Administrator for The Colony Municipal Court (The Colony, TX). I have been in The Colony for almost two years, but have been in municipal government for almost 19 years. I have served on the Texas Court Clerks Association Board as a Director at Large, the Historian, Vendor Chair and have loved every minute of it. I have been a member of NACM since 2006 and this is the first year that I have jumped out of my comfort zone to become more active with NACM. I have worked for three other municipalities, in addition to teaching other clerks through the Texas Municipal Courts Education Center. I have enjoyed the conference call meetings and look forward to becoming more involved and meeting everyone. Thank you so much for inviting me and making me feel welcome. So excited to see what the future holds for me with the NACM organization.



Randall (Randy) Short
Disposition and Technology Manager
Kansas City Municipal Division
Kansas City, MO

My background is far from that of a traditional judicial employee. I have a degree in Construction Technology and Finance with 30 years of customer service experience in retail building materials. In 2001, I made a career change and began working as a research analyst for a personal injury/product liability plaintiff's law firm. My tenure with that firm gave me the opportunity to gain knowledge of the justice system from the gallery side of the bench. In 2011, I took a position in the prosecutor's office with the City of Kansas City, Missouri which gave me exposure to the adjudication of criminal cases. And in 2013, I started in my current position further extending my understanding of the criminal justice system from the administrative side of the bench. ¶ The broad-brush description of my job duties would be Project Manager. Those duties include managing a team of great folks who are tasked with all things quality control related regarding the maintenance of accurate electronic records for all of the nearly 200,000 cases filed with our court each year. We act as the liaisons between court staff and the City of Kansas City, Missouri Information Technology Department as well as provide training and troubleshooting to all end users, from cashiers to judges, for the numerous software applications we utilize. And, even after the court converted to an electronic case management system in 2011 we are still constantly looking for more efficient ways to move our court towards being entirely paperless. ¶ I became a member of NACM in 2015 after working with the NCSC and Janet Cornell on a very educational and successful project to update our courts' docket structure. I attended my first annual conference that same year in Louisville, Kentucky and became very impressed with values and goals of NACM. ¶ My primary passion is to work towards making the world a better place by being the best person that I can be and by taking every opportunity before me to help wherever I can.

4. Alyce shared the new format for the [Committee Roster](#), noting that she may ask more than two members to submit bios with a picture for future agendas in order to ensure all members' pictures are included in the roster prior to NACM's conference in July.

5. Publications Updates

a. Court Manager, Alyce on behalf of Editor Tasha Ruth

Alyce thanked all on the call who submitted articles for the Spring issue of the Court Manager. The Spring issue will be out in late March or early April.

Alyce shared that Tasha is in desperate need (her words) for new articles, noting the following suggested topics offered by Tasha:

- a. Anything pretrial or bail reform related
- b. If you have a session at the upcoming NACM conference, consider writing a teaser/preview and invite us to come see you in July
- c. Is your court using technology to work smarter, not faster? Tell us about it.
- d. Blockchain Technology – what is it and what could it mean for courts?
- e. Presentations to Funding Authorities – how should a court administrator prepare or help their judge prepare?

The copy deadline for the Summer issue is March 22; the magazine will post on June 7.

b. Court Express, Alyce on behalf of Editor Jeffrey Tsunekawa

Alyce shared that the copy deadline for the May issue of the *Court Express* is May 3; the issue will be distributed on May 23.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that he has finished incorporating committee members' comments on the draft update of NACM's Social Media Policy. Alyce explained that the draft policy will be presented to board members for consideration at their next meeting.

Regarding NACM's social media platforms, Dorothy Howell pointed out that Instagram appeals greatly to younger audiences noting that she understands from her children that they prefer to look at videos and pictures. Alyce inquired as to how NACM might best use Instagram, apart from posting conference photos, in a professional setting to advance NACM. Dorothy Howell agreed to demonstrate how Instagram works at our next meeting for committee members (like Alyce) who have had minimal exposure to Instagram.

Paul pointed out the importance of not losing sight of the various methods NACM uses to get messages out to the court community. As NACM expands its social media platforms, we need to ensure NACM's Communication Plan is updated to include icons for all social media platforms. NACM's Social Media Policy should also reference the Communications

Plan. Paul noted that he has been trying to standardize the “social media follow language” that appears at the bottom of NACM’s email blast messages.

Danny Davis asked about statistical information for NACM’s social media accounts. Kevin shared that this is something that some subcommittee members have been discussing over the past several months. He noted that it can be hard to determine the level of engagement with NACM’s social media accounts. He said that he can tell how many people follow NACM but there does not seem to be a lot of engagement in the posts themselves. Kevin noted that NACM’s Facebook account is at number 1 with 828 followers, followed by twitter.

Danny shared that in Illinois, his court posts press releases to twitter but the information is not really getting out to the general public because only attorneys follow the court’s account. Not too many people know or even care what we do. He pointed out that even if the reach of people is low the historical value is still there. Though someone might not read a post when made, they may find it useful to be able to look back at posts.

Regarding statistical information, Dorothy pointed out that we should be able to see how many people are looking at posts and comments. Kevin acknowledged that with Facebook and Twitter, we can see how many people like a post. However, in terms of knowing when someone has read a post or a tweet (but not liked it because they simply may not be inclined to do so), Facebook is the only platform that he knows of that provides this information.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey reported that now that midyear is over, there are a significant number of changes to be made to the website. He and Janet are working on getting awards and scholarship info out there in preparation for the annual conference. Information about declaration and nomination of board candidates has already been posted.

Jeffrey is currently trying to find a nice graphic to use for advertising the annual conference.

Jeffrey and Paul DeLosh are working together on a landing page for a wrap up of the midyear conference. The landing page will have every session from the midyear that was livestreamed and will include a brief summary and a link to the session on conference app for related materials and a link to the video. NACM will send a blast email out to the membership so we can reengage all of our members with this great conference.

8. Website Review Update, Jeffrey

Jeffery reminded committee members that Alyce reached out to a handful of individuals to do a scavenger hunt of NACM’s website to evaluate the ease with which members are able to find certain content. Several members submitted reports about their review of the website. Janet and Jeffrey will look at the information and see where tweaks can be made to the website.

Jeffrey noted that there are known areas that need improvement and that Janet and he are already considering improvements for those areas. He also said that he and Janet are always looking for suggestions on other website improvements.

Jeffrey was pleased to report that the company that designed NACM's new website, Howell Creative Group, received the "Best in Website Design" award from a national media company for NACM's website. He and Janet are very proud and pleased with the recognition of all their hard work.

9. Podcasts Update, Peter Kiefer and Charleston Carter

Peter reported that NACM's first podcast has been recorded and that editing took about ten hours. The podcast will be about Hurricane Florence's impact on North Carolina. Peter shared a few details about the podcast and offered to share the recording with any members wishing to preview the podcast. Dorothy Howell requested the podcast.

Peter shared that although the original plan was to use a podcast uploading service called Libsyn, a fee-based service, in the interest of economy, he opted to use another free service called Anchor.

Peter shared that NACM's second podcast, about artificial intelligence, will be co-hosted by Rick Pierce and will feature Alan Carlson. Recording for this podcast is scheduled for the week of February 18.

Several members discussed the marketing plan for the first podcast including a podcast-landing page on NACM's website; an email blast to members with link to the podcast-landing page; a posting in the news section on NACM's website; and promotional posts on NACM's social media platforms.

10. NACM 2020 Guide, President Paul DeLosh

Paul reported that he has been corresponding with the president of the Conference of Court Public Information Officers about collaborating to update NACM's "Managing the Message – the NACM Media Guide for Today's Courts" publication from 2010. The next step is to form a subcommittee that will work to review and update this guide. Alyce shared that Frank will serve as a chair or co-chair for this guide subcommittee. Paul and others expect that this guide will be a great resource for the court community.

Jeffrey asked if NACM would consider producing more than one guide considering the involvement of the CCPIO and efforts on the project being split. Alyce said that it could be possible for NACM to create a second guide for 2020 if there is a strong need for another guide but that she would recommend appointing a separate subcommittee to do the work as the effort involved in creating a guide from start to finish is significant.

11. Report from Little Rock: Board Meeting & Midyear Conference, Vice Chair Frank Hardester

Frank reported the following from the board meeting and conference in Little Rock AR:

NACM's 1st quarter webinar will be about the Conference of State Court Administrators' (COSCA) policy paper entitled "[Courts Need to Enhance Access to Justice in Rural America.](#)" Alyce will get in touch with COSCA representatives to identify presenters for the webinar.

The board approved the following proposals: Podcast Policy; List of Possible Podcast Topics; an Assignment of NACM Property Form for equipment necessary to support the NACM podcasts and other endeavors; and the purchase of three webcams to explore the possibility of podcasting live from the annual conference in Vegas.

Frank introduced to the board his idea for a new records management policy designed to improve organization and maintenance of NACM records. Board members supported this endeavor. Frank will draft a formal policy for the board's consideration at its next meeting.

Frank provided a conference recap noting that the conference was remarkable from beginning to end. The speakers and sessions were excellent. Frank shared that he tried to do a good job of representing what was happening at the conference on the conference app and via NACM's Facebook page. He encouraged those who were not able to attend the conference to download the conference app, noting that session materials are available via the app.

Because of the somewhat disorganized flow of this particular meeting, Alyce did not adequately acknowledge what a great job Frank did in capturing and sharing conference moments via the conference app and Facebook. As drafter of these minutes, she would be remiss if she did not correct this grave oversight and therefore she attempts to do so now. **Thank you so much, Frank**, for taking time out of each of the sessions you wished to attend in order to capture such high-quality conference photos, assemble them in well-designed collages, and post the same timely for all to see. Having participated in many of the same sessions as you, I can attest to your sacrifice of time and attention to each of those sessions. Thank you!

12. Next Meeting: March 14, 2019 at 4:00 ET



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March 14, 2019 Minutes for Review

1. Welcome/Call to Order/Roll Call

Aurora Zamora	Charleston Carter	Danny Davis
Dawn Palermo	Dorothy Howell	Janet Reid
Jeffrey Tsunekawa	Kevin Lane	Kristina Valdez
Maria Elena Arvizo-Knight	Paul DeLosh	Peter Kiefer
Phil Knox	Rick Pierce	Tasha Ruth
T.J. BeMent	Steve Thomas	Tasha Ruth
Theresa Ewing	Melinda Brooks	

2. Corrections (if necessary) and Approval of [February 14, 2019 Meeting Minutes](#)

The chair inadvertently skipped over this agenda item so it has been added to the April 11, 2019 meeting agenda.

3. Committee Member Spotlight – Matching Faces with Names and Voices



Maria Elena Arvizo-Knight
Administrator II
Los Angeles Superior Court
Los Angeles, CA

I began working at the Los Angeles Superior Court in 1996 to help pay my way through college so I could get a “real job.” As life always seems to happen, it took me over 16 years to receive a Bachelor’s Degree in Organizational Leadership. Along the way, I learned four different areas of litigation, navigated through multiple case management systems, and was promoted six times. I developed lifelong friendships and established networks with people from various agencies. I soon realized that I had a “real job.” I am currently an Administrator II and in charge of a courthouse which specializes in Family Law matters. I really love what I do. I don’t think I would be commuting three hours and 15 minutes one way to work every morning if I didn’t. I feel a sense of pride and satisfaction in what I do and how I contribute to the overall goals and mission of the court.

I am a life-long learner and passionate about learning everything there is to know about the court. Recently accepted into the National Center for State Court’s ICM Fellows Program, I am excited to be a member and participant of the class of 2020. I have been a member of NACM since August 1, 2013 and have attended four conferences. I enjoy networking and developing connections with court employees throughout the country.



Kristina Valdez

Court Operations Manager
Fifth Judicial Circuit

Citrus, Hernando, Lake, Marion, and Sumter Counties, Florida

My name is Kristina Valdez and I have been with the Fifth Judicial Circuit, Court Administration since 2004 and have been in my current role as the Court Operations Manager for Marion County since 2011. Prior to working for Court Administration, I worked for the misdemeanor probation department for 6 years. I'm responsible for budget management, purchasing, facility management, ADA Coordination, and emergency management. I attended my first NACM Conference in 2012 but let my membership lapse for a short time. I joined again in 2018 after attending the NACM Conference in Atlanta. I was inspired to become more active with a group of likeminded professionals and joined the Communications Committee to serve and stay connected.

In my free time, I enjoy serving my community through volunteer work. I volunteer with the Humane Society during adoption events and through fostering at-risk animals. I also participate in beach clean ups and promote awareness and action for environmental issues.

Committee Member Spotlight, continued.



Danny Davis

Executive Director
19th Judicial Court
Lake County, IL

Danny Davis has had the honor of gaining extensive experience in court operations under the employ of three different state systems. He now serves as Executive Director for the 19th Judicial Circuit in Lake County, Illinois. Prior to that he was District Administrator for two Judicial Districts in Colorado—the 4th in Colorado Springs and earlier, the 5th, which encompassed the mountain towns of Vail, Breckenridge, Leadville, and Georgetown. His career in the state courts began with the State of Florida's 2nd Judicial Circuit in Tallahassee, where he was Chief of Staff/Court Technology Officer. He holds degrees in law, computer engineering, and political science. He has been a member of NACM since May 2017.

Danny's favorite pastime is being beside his beautiful wife, Sandy, where they enjoy hiking, biking, kayaking, traveling and most importantly, watching their almost three-year old grandson learn about the world.

4. Talking Points for Community Outreach, Governance Committee Vice Chair Rick Pierce

Rick shared that the board members had a discussion at the February board meeting about what NACM could do to help its members educate funding bodies and various community groups about the court management profession. We were looking to create some type of guide that individuals could take to their funding bodies to explain to them what court administration is and how NACM can assist with that. Rick pointed out that NACM already has an excellent Court Administrator Guide available that we can use as a founding document to start with. Many courts have a "meet your judges' night." This would be a helpful tool for court administrators to go out to other organizations to explain what the profession of court management entails. Rick invited input about the idea from committee members.

Kristina said that it is a great idea and expressed appreciation for the effort. Johnny Tse also agreed that the idea was a great one and shared that his community has local leadership counseling that was put together for citizens and that courts can participate in. He said they highlight what the court does and sometimes perform mock trials. He said they also do an orientation for newly elected members of their council so they are aware of the separation of powers between the branches of government.

Tasha said that it is a great idea but cautions of the need to be cognizant of the audience. If talking about funding authorities, materials should be short and sweet because they probably will not take a lot of time to comb through materials.

Rick invited committee members to participate in this effort noting that he is looking to the Communications Committee for ideas about what form this (or these) resource(s) should take (i.e., video, guide, etc.).

Danny Davis said he would like to volunteer but has too much going on right now. Dorothy Howell and Johnny Tse volunteered to work on this joint subcommittee of the Governance and Communications Committees.

5. Publications Updates

a. Court Manager, Editor Tasha Ruth

Tasha shared that the copy deadline for the Summer issue of the *Court Manager* is Friday, March 22 and that she has one article so far. She noted that she's a little nervous but there are folks who have promised article; issue will post on June 7.

b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey shared that the *Court Express* went out about a week ago. There was a short delay in the distribution in order to include information about annual conference. He shared that the last couple of editions have been getting some good attention. There has been about a 33-35% open rate out of (1650) people, which is pretty good.

The copy deadline for the May issue of the *Court Express* is May 3; issue will be distributed on May 23.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin shared that he has been posting various things to NACM's social media accounts. One thing we are looking to do but must explore a little further is to come up with a single email account for all of our social media accounts. Different people have opened up social media accounts for the organization over the years but it is all kind of convoluted at the time. There are applications that make posting to multiple platforms much easier and a small group is working to see if NACM can take advantage of these applications.

7. How Instagram is Used in the Business Environment, Committee Member Dorothy Howell

Dorothy shared that Instagram is a visual platform and thus posts to Instagram should be eye-catching in order to draw an audience. NACM can use Instagram for member engagement. Posts could be about conferences, workshops, social events at conference. Such posts will keep people engaged and let them know what is going on.

Dorothy reported that Instagram provides the following data: number of views, likes, comments, saves, and shares. Instagram also provides the ability to obtain audience demographics and easily determine which posts are getting the most attention.

Dorothy said that everything she has researched says that we should be posting something twice a week. She said that in order to boost our activity, NACM could engage in content partnerships with other like organizations. For example, we could ask another organization to write an article, we could post a related picture to Instagram and hashtag it so their members can see it in order to drive their members to our website. They have something called social boosting. You can rely on Instagram to drive activity to your account. They will, through an algorithm, use your pop-up to audience who might be interested in what our brand is about. As far as Instagram, first thing came to mind is the podcast, attach a link, give dates ... can have live feed of the podcast.

Dorothy noted that an Instagram account requires a lot more work and attention than she thought in order to build a following. She said that there are only six followers to NACM's account right now.

Kevin said that it would be helpful if several of us on the Communications Committee could post to the account in order to build NACM's following. It's picture oriented so difficult for me to provide pictures that cover a broad range of happenings across the country.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that he and Janet have added a number of new items to the website, include the new [Career Opportunities](#) page and the [Midyear Conference Highlights Page](#). He also reported about changes made to NACM's Store, formerly known as the Book Store. He shared that he and Janet have also been developing the podcast-landing page.

Alyce thanked Jeffrey and Janet for the many new editions and improvements that they have been adding and making to the website. She also thanked Board Member Angie VanSchoick who agreed to maintain the Career Opportunities page.

9. [NACM Store – NACM Guides](#), Website Coordinator Jeffrey Tsunekawa

Jeffrey invited volunteers to help draft brief descriptions for each of the guides that are available on the Guide tab in the NACM Store. Theresa Ewing agreed to help with this effort.

Jeffrey also shared about the Raffle Ticket Tab that is in the NACM Store and provided information about the related scholarship fundraiser. NACM will be raffling off Cirque Du Soleil tickets for the annual conference. The tickets are valued at \$370. Conference attendees can purchase as many raffle tickets as they want.

10. Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter

Peter shared that much progress has been made on NACM's podcast endeavor, noting that Hurricane Florence has already been published to Anchor; the AI podcast is pretty much completed and is being reviewed right now; the editing phase for the Blockchain podcast has begun; and just yesterday, Alyce and Christine Johnson helped record the Alaska Earthquake podcast.

Peter shared that he just got an email back from a long time drug court judge who said she'd be very interested in doing a podcast on drug courts.

Peter shared that Charleston has begun working on the live podcast that we are organizing for the Bellagio and that Charleston has provide the names of two volunteers from North Carolina who are interested in being on the live video podcast.

Peter added that he agrees with Dorothy Howell that Instagram could be a very valuable platform and that NACM should pursue using it.

Alyce thanked Peter for the considerable amount of work he has been doing to make the *Court Leader's Advantage* podcasts a possibility.

11. NACM 2020 Guide Update, Chair Alyce Roberts on behalf of Vice Chair Frank Hardester

Alyce shared that CCPIO President Leah Gurowitz identified the CCPIO members who will serve on the guide committee. They are:

Craig Waters, Florida Supreme Court
Tamara Kendig, New Jersey Judiciary
Rhonda Stearley-Hebert, Connecticut Supreme Court

All of these folks have a lot of experience in a range of different public information officer roles.

- Craig is an expert on social media, court transparency and has dealt with a lot of natural disasters.
- Tammy works for a state court system that is active on social media and has a great website. Tammy chairs the CCPIO Website/Technology Committee.
- Rhonda handled the Skakel Trial, Sandy Hook shooting as well as another horrible yet highly public trial that I will not mention. Rhonda also developed a successful outreach effort to the English and Second Language population in her state.

Alyce asked for a volunteer to chair the guide subcommittee noting that Communications Committee Vice Chair Frank Hardester will work closely with the chair in this endeavor. Committee Member Dorothy Howell graciously agreed to take this task on. Alyce said she would review her notes and inform Dorothy of Communications Committee members who previously volunteered to work on this subcommittee.

12. Board Candidacy

Alyce invited committee members who are interested in serving on the board to contact her with any questions they have. She also encouraged committee members to consider board service or nominating someone who they think might serve well in this role.

- Self-Declaration of Candidacy is due by midnight, **May 1, 2019** ([Declaration Form](#))
- Nominations for Candidates are due by midnight, **April 15, 2019** ([Nomination Form](#))

13. Next Meeting: April 11, 2019 at 4:00 ET