



COMMUNICATIONS COMMITTEE

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

Chair: Alyce Roberts Vice Chair: Frank Hardester

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

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April Minutes for Review / Approval

1. Welcome/Call to Order/Roll Call

Alyce Roberts	Nitu Gill	Andra Motyka
Carlene Redmond	Charleston Carter	Dawn Palermo
Dorothy Howell	Frank Hardester	Janet Reid
Joe Fazari	Kevin Lane	Maria Elena Arvizo-Knight
Peter Kiefer	Phil Knox	Randy Short
Roger Rand	Tina Mattison	T.J. BeMent
Tammy Anton	Theresa Ewing	

2. The committee approved the February 14, 2019 Meeting Minutes.

3. The committee approved the 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*, Alyce on behalf of Editor Tasha Ruth

Alyce thanked all who contributed or asked people to contribute articles for the upcoming issue of the *Court Manager*. Alyce shared that Tasha reported that NACM has the largest number of articles on hand to date and they are great.

Alyce asked that members continue to solicit articles as the next copy deadline is June 28. All topics are welcome. If you want to show off something your court or state is doing, submitting an article provides a good opportunity to do so.

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

The next edition of the *Court Express* is scheduled to be sent out on May 23; copy is due to Jeffrey by May 3.

6. NACM Resource Index, Committee Member Dawn Palermo

Dawn shared that NACM is putting together a resource document that lists all of NACM's various resources categorized by subject, including *Court Manager* articles, CORE materials, webinars, podcasts, guides, etc. Dawn asked for volunteers to help look up authors' names and watch video recordings to identify the topic, presenters, and the recording date.

Dawn shared that the framework for collecting and entering this information is in place.

The ultimate goal is to create a single repository where members can search available resources on a topic of interest.

T.J. is working with Website Coordinator Jeffrey Tsunekawa to identify a search mechanism that will be available on NACM's website in the members' only section. Once a member finds a resource of interest, he or she will be able to click on a link to access the content.

Roger, Andra, and Phil volunteered to help. Phil noted that he might have a master list of all the articles with the authors in it.

T.J. said that he and Dawn would make it as easy as possible for folks to help.

7. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reports that the board considered and approved the committee's proposed social media policy and guidelines.

Kevin also reported that NACM has created a generic email account (not person-specific) for use when posting to NACM's social media platforms. The creation of this generic account has made it possible to use Buffer, a social media management platform, to simultaneously post to multiple social media accounts at the same time. Kevin noted that the feature is working well and he and others are happy with it.

Frank pointed out that the free Buffer account limits the number of social media accounts to which one can post and asked if NACM should pursue a paid account since it has recently created an Instagram account.

Kevin said he is not sure if a paid account is necessary because Twitter limits the number of characters allowed in a post and thus if he tries to post simultaneously to Twitter, Facebook, and LinkedIn, he often has to modify the post for Twitter. The same issue may also be true for Instagram since it is more picture-oriented than content-oriented.

Frank shared that his court works around the character limitation by overlaying desired text on the image to be posted and taking a picture (or screen shot) of that and posting the new image.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that the new Career Opportunities page is getting a lot of attention and asked that members please share this page with local HR departments and your state AOCs. Jeffrey also reported that NACM's podcast page is live.

9. [NACM Store – NACM Guides' Descriptions](#) Update, Committee Member Theresa Ewing

Theresa reported that she would have draft descriptions for each of the guides in NACM's store to Jeffrey next week.

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

Peter shared that a lot of work has been done on producing podcasts. He noted that the *Hurricane Florence* and *Artificial Intelligence* podcasts have been posted with 232 listeners to day. He reported that he just finished editing the Alaska Earthquake podcast that is due for release on next Thursday. A podcast on Blockchain is ready to go and will be available in May and a second podcast about Artificial Intelligence with Abhijeet Chavan will be available in June. Peter shared that he is in the planning stage of working with

Judge Kerry Hyatt to do a podcast on drug courts and he is working with a couple folks for potential podcasts on courts being hacked. Specifically, Jeffrey Hall in Deschutes and two courts in Georgia. He has also started working on a podcast on the Institute for the Advancement of the American Legal System's civil disaster recovery court orders. During the last Early Career Professional's meeting, Peter asked Angie VanSchoick to put out a request for ECP folks to do the audio on a 30-second outreach. In the middle of every podcast there is a 30-second outreach encouraging folks to become a NACM member, attend NACM conferences, etc. Peter is working with Alyce, Charleston, and Angie on a live video cast for the annual conference.

Andra asked about the process for recording the podcasts and who creates the questions.

Peter reported that it is an interactive process. The point is to bring as much information about the topic as possible. Peter drafts the questions and schedules and organizational meeting with the podcast guests who are then able to suggest additional questions or edits to the questions. The point is that this is not an ambush interview. We want the guests to be prepared for the types of questions that are going to be asked.

Peter invited folks to submit additional questions anyone may have about the podcasts.

Alyce asked if Peter could use some help developing questions for future podcasts and Peter confirmed that he would welcome assistance from others. This is a great volunteer opportunity for folks who are well familiar with a topic that might be of interest to our membership. Please contact Peter or Charleston with suggestions for future podcast topics and let one of them know if you are willing to assist with question development or are possibly interested in co-hosting a podcast.

11. NACM 2020 Guide Update, Media Guide Subcommittee Chair Dorothy Howell

Dorothy shared that the committee's first meeting is scheduled for tomorrow and that the committee has several members representing several states.

Frank noted that one of the greatest challenges was finding a date and time that worked for all committee members.

12. NACM Webinars, Chair Alyce Roberts

Alyce shared that NACM's first sponsored webinar is scheduled for Wednesday, May 15 at 2:00 ET. Alyce continues efforts to find COSCA representatives to present a webinar on COSCA's rural justice white paper. She also contacted Janet Cornell to see if Janet would be interested in doing a webinar on Process Improvement with a focus on technology-related projects.

13. Annual Summary of NACM Content, Vice President T.J. BeMent

T.J. shared that one of the projects that came out of the board's strategic planning sessions as NACM tries to add value to NACM membership was to create a list of all the things that NACM does in a given year. For example, NACM published x amount of *Court*

Manager articles; y amount of webinars; recorded z videos from conferences, etc.

Members and state associations can then use this document to share the value of NACM membership with their contacts. Noting that this builds off the concept that members put a lot of effort and brainpower in producing NACM resources and we need to ensure that others know about these resources.

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