



National Association for Court Management

Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Tuesday, April 9, 2019, 11AM ET

+1 (872) 240-3412 Access Code: 922-550-533

<https://global.gotomeeting.com/join/922550533>

Call to Order

Michelle Dunivan

Welcome and Roll Call

Michelle Dunivan

- Michele Oken
- Kathy Griffin
- Angie VanSchoick
- Janet Reid
- Stacy Hoskins

- Julie Nelson
- Charleston Carter
- Randall Soderquist
- TJ BeMent
- Rick Pierce

Board Meeting Recap

Michelle Dunivan

- Justification letter was supported to move forward and provide on the website.

Subcommittees:

○ International

Michele Oken

- Moving forward with collaboration with IACA. The next subcommittee meeting is next week.

○ State Associations

TJ BeMent

- Working on a proposed topic for 4-hour leadership seminar on Sunday of the Annual Conference.

○ ECP

Angie VanSchoick

- April 3 meeting the group discussed podcasts, suggested a Facebook live event for the Annual Conference for a meet and greet, adding committee introductions in the podcasts or at the welcome receptions.
- Discussed a scavenger hunt using the app, and creating teams for ECP's and first time attendees. Teams can be developed through something simple at the ECP and first time attendees receptions

Strategic Planning Priorities

Jeffrey Tsunekawa

GOAL 1: NACM's membership will be more diverse and representative of the court profession.

1. Engage non-members at conferences, after webinars, non-renewals, etc. [Membership]
2. Create a working group to fully identify reasons why State Associations & partners should engage with NACM [Membership-State Associations]

- Discussed what we can do to give State Association members access to our offerings. Rick Pierce suggested taking the justification letter and adjusting it to be sent to State Association groups to market our offerings. This letter should be

a template that would be customizable to focus on areas of highest interest to the location.

- Suggested producing a similar write up describing the importance and value of Court Administration as a profession. This would be a resource to help explain to funders, community leaders, etc., the validity and necessity of qualified individuals in those roles, and supporting their professional development to meet the needs of their courts.

3. Increase use of social media for outreach, distribution of materials, etc.

[Communications-Social Media]

GOAL 2: NACM will increase opportunities for members to get involved and be active.

1. Create targeted outreach based on state structure, ECP, type of court, role, etc.

[Membership]

2. Develop promotional materials on benefits of membership and conferences with video clips, etc. [Membership]

- Discussed the development of many videos from the Communication committee, as well as promotional videos taken at the midyear conference.
- Discussion then centered around the utility of videos, and how many people actually watch them. Given the amount of time required to produce them, is it actually worth the effort?

3. Create/update a justification letter and campaigns to increase conference attendance

[Education-Conference Development]

4. Make better use of surveys, opportunities for membership data/demographics collection [Membership]

Recruitment and new member subcommittee

Randall Soderquist

- Randall and Leah have developed a framework with two levels of participation. First level support will collect, sort and distribute lists of people who are new, or non-members, to the second level of support. Second level support, ideally one person per state, in leadership position, or a past board member to reach out individually.
- In phone call, if voicemail is reached, will indicate a follow-up with email, perhaps using the justification letter as a model.
- Non-members attending webinars will be contacted by second level support within 2 weeks.
- Non-members attending conferences will be contacted **before** the conference to direct them to things to get engaged, and also meet up at the conference.
- Targeted outreach was also discussed, recognizing that it can be hard to find new members, so perhaps reaching out to state association membership lists, or AOC's.
- ~~New members report will be sent through first- and then second-level support to~~

reach out.

- Non-renewing members would be reached in the same manner with a unique script.
- Janet Reid suggested incorporating some NACM marketing as a separate webinar, or at the end of webinars. Separate webinars might be particularly helpful for non-members after a conference.
- Randall expects to have scripts to submit to the committee in May.

Membership Appreciation event

Jeffrey Tsunekawa

- Held March 18-22. Was a total success this year. Much more participation than expected. Big response on day one and trailed off, so another email was sent Thursday which stirred interest again. Winners will be announced next week.

Membership Benefits write up

Michelle Dunivan

- The write up was provided for review, and is expected to be posted to the website as a resource for prospective members this week.

[Awards](#)

Jeffrey Tsunekawa

- The Award of Merit, Perkins Award, ECP Award and Enhancing Justice Award all have deadlines of this Friday, April 12th. To date we've had no submissions. Please encourage colleagues to consider someone for an award. Will likely send something out through social media channels to encourage participation. NACM/CITOC Technology Award also closes on May 17, 2019.

Regional Coordinators

Michelle Dunivan

- Discussion began with whether this needed a full subcommittee, and it was tentatively decided to pilot the project and see what kind of work, support, and output comes from it before codifying this as a formal subcommittee.
- It was suggested that regional coordinators could work in conjunction with the State Associations group, and this could be a vehicle to get State Associations more involved. TJ offered to bring this to the next State Association meeting and see what they can do to support these efforts.
- Presentations at State Association conferences was also mentioned as a way to reach out and hear about NACM, as well as providing directly relevant resources.

Announcements

Michelle Dunivan

[Board Candidacy](#)

Scholarship Raffle

Career Fair

New Business

Adjourn

Meeting Schedule

- **May 7, 2019**
- **June 4, 2019**
- **July 24, 2019-** At Annual Conference

