



National Association for Court Management

Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Thursday, August 15, 2019, 2PM ET

+1 (646) 749-3122 Access Code: 836-051-597

<https://global.gotomeeting.com/join/836051597>

Call to Order

Meeting called to order.

Welcome and Roll Call

Everyone was welcomed and Roll Call was taken:

- Michelle Dunivan
- Kelly Hutton
- Jeff Chapple
- Kathy Griffin
- Paulina Pasquarelli
- Randall Soderquist
- Raul Calvillo
- Janet Reid
- Renee Danser
- Michelle Oken
- Tina Mattison
- Harry Yedalyln
- Shari Andersen
- Sharon Head
- Maite Soler
- TJ Bement

Michelle Dunivan

Michelle Dunivan

Subcommittees:

o **Early Career Professionals**

Tina Mattison

Discussion was held regarding the ECP Meetings which are held on the first Monday of each month at 12:00 pm EST. The group is correctly working on a mentorship program for new members. The next meeting is September 4, 2019

o **State Associations**

Kathy Griffin

Discussion was held regarding the State Association meeting. Currently the membership is made up of the state association's presidents. The group is looking at expanding this to ensure that states are not left out when a turn over occurs. Further discussion was held regarding the leadership seminar that is on the Sunday the week of the Annual Conference. The meetings are on the first Wednesday of every other Month. The next meeting is Wednesday September 4, at 3:00 pm EST.

o **International**

Michele Oken

Discussion was held regarding the International Committee meetings. If you would like to see some of the items that the committee is working on check out

<https://nacmnet.org/committees/standing-committees/membership-committee/international-subcommittee/> . Further discussion was held regarding establishing an International

Membership. The next meeting is August 22, 2019 at 3:00 pm EST.

LinkedIn recruitment**Michelle Dunivan**

Discussion was held regarding a LinkedIn Campaign to increase the membership numbers of NACM. We currently have averaged about 1,700 members. LinkedIn lists that over 18,000 people list the court system as their industry. This is not a cheap endeavor. It has been determined that the committee would first target the areas of the country that will be hosting our next couple of conferences. NACM is charged per click but the more clicks the cheaper the cost. If there are not any other ads in our target market then the user could see up to four unique promotions from NACM. There have been four testimonial videos recorded and captions created. Discussion was held regarding encouraging current members to join LinkedIn and "Like and share" the promotion to increase the amount of people reached. Further discussion was held regarding that these would count and be considered "clicks". It would be better to click on the organic posts not the sponsored to save money as it is \$10/click. Links to the videos as well as the captions will be sent out to the committee for comment. Additional Discussion was held to also post the information/videos on Instagram asking people to follow NACM in LinkedIn.

Social Media postings**Michelle Dunivan**

Discussion was held regarding our Instagram, Facebook, Twitter, and LinkedIn accounts including most posts regarding NACM itself and asking people to join. There was further discussion on how often these posts should be made as you don't want to fatigue people either. Discussion was held regarding completing polls in Instagram and Facebook and follow up with people who indicate that they are not a member. Additional discussion was held regarding social media take over days where a chair of each committee takes a turn posting about their committee and what they are up to. Discussion was held regarding requesting to posting information in each courts newsletter with links to the membership materials and discussing the no cost items available on our website. Michelle will work with the communication committee on these items.

Membership 2020**Frank Hardester/Charleston Carter**

Discussion was held regarding the Membership 2020 Campaign. The goal is to obtain 2020 members by 2020. The logistics are currently in the works with the Communication Committee. There are justification letters available on the website that describe the benefits of being a NACM member. The LinkedIn videos will provide testimonials to actual members but perhaps we could also use the polls in social media to obtain reviews, reactions, or written testimonials. Further discussion was held regarding ensuring that non-members who attend the conference are approached with the benefits of NACM

New Business

None

Adjourn

Meeting Schedule

- September 19, 2019
- 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)