



COMMUNICATIONS COMMITTEE MINUTES

Thursday, December 9, 2021 - 4:00 p.m. ET

Chair: [Jeff Chapple](#) Vice Chair: [Greg Lambard](#)

Minutes: Greg Lambard

[Committee Page](#)

1. Welcome and Introductions

Jeff Chapple

In attendance today were TJ BeMent, Erin Carr, Jeff Chapple, Paul DeLosh, Joe Fazzari, Kathy Griffen, Kelly Hutton, Peter Kiefer, Phil Knox, Greg Lambard, Andra Motyka, Kent Pankey, Rick Pierce, Cristina Prieto, Roger Rand, Carlene Redmond, Alyce Roberts, and Charlene Watkins

2. Approval of October and November Minutes

Jeff Chapple

The committee approved the minutes from October 14, 2021 and November 18, 2021.

3. 2021 Recap, Celebrate Accomplishments, & 2022 Strategic Projects

Jeff Chapple

Resource index

Several webinars: post-pandemic; educational series; two sponsored webinars

Podcasts

Social media growth

Website development

2022 Strategic Projects

Jeff shared the NACM strategic plan for 2022, reviewing items on communications plate:

- Committee Corner in Court Express/Court Manager to highlight work and identify opportunities to become involved
- Expand Court Express with highlights of resources/events (perhaps focus on all social media under targeted outcomes)
- Interviews with court leaders on their journey
- Partner communications in publications with partner organizations
- Incorporate all NACM activities/meetings on a calendar on home page

4. Communication Updates

a. Website

Roger Rand

Roger Rand reported that they will meet with web developers to talk about how to get content easily from the staging website to the production website. Looking to see what to do with the conference website as it is largely redundant.

Maybe send out monthly committee meeting reminders? NCSC is sending out a great deal of communication, and Roger thinks it is great and perhaps we should model that. With perhaps an opt out choice. Alyce Roberts agreed with Roger's point on NCSC communication. Kathy Griffin agreed that increased communication would be good.

b. Podcasts

Peter Keifer



Peter Kiefer discussed the latest podcast on mental health. We had 206 view/listens on that since 11/16. Total of 15,400 folks who viewed/listened to podcasts since 2018. December podcast is coming on the Voice of the Profession on 12/21. Peter is editing a video conversation on court ethics. He tries to keep the podcasts to about 30 mins. He also tries to get five people on a podcast, but he has had some feedback on limiting it to three. He asked for feedback from others on the podcasts.

c. Publications

i. Ct Manager

Charlene Watkins

Charlene Watkins reported on the court manager. She is happy to have links in the court manager to items like the podcasts and videos. Or an author (or someone else) may offer their article in spoken form. She is very close to being done with the next Court Manager.

The deadline for the next edition would be 2/15.

ii. Ct Express

Janet Cornell

Jeff filled in for Janet. She sent out her first court express as the new editor, and it was very well done. Thanks to those who submitted content and thanks to Erin for helping to format and prepare it too! The next issue will be in March 2022, with content submittal deadline of 2/18/22 – so anyone with content or ideas is encouraged to let Janet know.

d. Social Media

Christine Prieto

Christine Prieto reported on social media. She was working on a throwback Thursday to repost some content. She also has posting on the mid-year and holiday posts. She has also been posting asking for donations to the association. Her posts have been a great addition to our efforts.

e. Guides

Paul DeLosh

Paul DeLosh reported on the guides. The Guardianship update is proceeding well. Have some great writers and experts involved so the effort might be a little more extensive than anticipated, but they should ok. The Behavioral Health guide workgroup has meet and will be targeting May for completion.

5. NACM Committee/Liaison Updates

a. Membership

No report

b. Core

No report

c. Education/Conference Development

Rick Pierce said the main item was the 2022 strategic plan. The mid-year sessions have been finalized. He noted COVID mandates from the State of Washington regarding vaccination and mask wearing. Conference proposals for mid-year will be accepted until 1/14/22.



d. Governance

No report

e. DEI

No report

Future Meeting dates

January 13, 2022

March 10, 2022

May 12, 2022

July TBD at Annual Conference

February 10, 2022

April 14, 2022

June 9, 2022