



COMMUNICATIONS COMMITTEE MINUTES

Thursday, October 8, 2020 - 4:00 p.m. ET

Chair: [Charleston Carter](#) Vice Chair: [Jeff Chapple](#)

Minutes: [Frank Hardester](#)
[Committee Page](#)

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- 1. Welcome/Call to Order** *Charleston Carter*
T.J. BeMent, Zenell Brown, Charleston Carter, Jeff Chapple, Janet Cornell, Brandon Henson, Dorothy Howell, Kevin Lane, Peter Kiefer, Richard Lynch, Amanda Marshall, Andra Motyka, Kent Pankey, Rick Pierce, Alyce Roberts, Steve Thomas, Jeffrey Tsunekawa, Stacy Worby, Charlene Watkins.
- 2. Approve Minutes of September 10, 2020 Meeting** *Charleston Carter*
- 3. Conference Development Update** *Kathy Griffin*
Kathy Griffin was not available for the call. T.J. BeMent gave a brief update. The Conference Development call for next week has been cancelled. The call for 2021 Midyear Conference proposals was extended to October 16. Proposals will be reviewed when Conference Development meets next month. The Board will be discussing member surveys for midyear conference along with in-person and virtual options.
- 4. (Virtual) Education 2020** *T. J. BeMent*
We are in the last two weeks of the 10 virtual education sessions. There has been a good turnout each week. Everyone is encouraged to participate in the last two sessions.
- 5. Electronic Membership Directory** *Dorothy Howell*
Dorothy Howell is working with her IT Department in New Jersey to develop a program to attach a link to each member listing so the pages of the directory can be turned. The project is taking a little longer than planned, but the final result should be pleasing.
- 6. Media Guide Update** *Amanda Marshall*
The Media Guide is ready for release. T.J. BeMent recruited Chuck Campbell, publication specialist with the National Center for State Courts, to review the 171-page guide. A few changes were made based on his recommendation. T.J. BeMent is drafting an email to publicize the guide and, after we hear from President of CCPIO Kathryn Dolan, marketing can begin. Amanda Marshall and Kent Pankey are encouraged to consider a webinar or presentation at midyear conference.



7. Membership and 2020 by 2020 Update

Tina Mattison

Tina Mattison was not available for the call. Jeff Chapple reported that between 13 and 14 new members have been added each month at the discounted rate for the last two months (July- 13 and August 14). Membership Committee is looking at new opportunities. It has been requested that scholarship money currently set aside for the annual meeting be redirected for a few scholarships. Mr. BeMent reported that a non-member may be chosen for a free membership (from a drawing) using the attendance list for the Virtual Education Series. Mr. BeMent also reported that Ms. Mattison has been working on customizing the emails that go out to dropped members who have not renewed. At least two former members responded that they will renew.

8. NACM Resource Index

Jeffrey Tsunekawa

Colleagues in Portland, who offered to help start linking the resources to their online presence, have now withdrawn due to pressing issues. Dawn Palermo has updated the resource index with everything since the index was produced. The current resources and some hyperlinks have been completed. The older hyperlinks are holding up progress, so Mr. Tsunekawa is considering publishing just the last year of resources. His goal is still to get the resource index out in October.

9. Podcasts

Peter Kiefer

The August 28 podcast was a two-part series: *Courts and Systemic Bias*. Part 1 got 151 views and Part 2 got 114 views. The September podcast was the first with a video and audio component. A survey showed that many individuals enjoy the immediacy of a video podcast. A significant number of individuals want to be able to take the podcast episode and listen to it if they are on their treadmill, or on their bicycle at the gym. Both video and audio podcasts are available (August got 136 video views and 136 audio). The October 16 podcast will be on *Diversity and Inclusion*. Mr. Kiefer will be joined by Alyce Roberts as co-host for the November 20 podcast: *Protests, Forest fires, and the Pandemic*.

10. Public Landing Pages Update

Rick Pierce

Public Landing Pages are now reported by Angie VanSchoick from the Governance Committee. Rick Pierce will be reporting for the Core Committee. The operations management curricula review is taking place that score the 13 competencies. It has been three to four years since curriculum has been reviewed, and it is hoped that a complete review will be done by early 2021. The Core Champion certificate program will be having a kickoff meeting. There may be some upcoming beneficial opportunities for members that we may want to publicize through the Communications and Membership Committees.

11. Publications Updates

a. Court Express

Jeffrey Tsunekawa

Court Express September 2020 Vol. 22.3 was released on September 23. The next issue is scheduled for November 25. Mr. Tsunekawa recommends releasing the issue in the first week of December, so it will be seen by more individuals after Thanksgiving. This will be the last distribution for 2020.



b. Court Manager

Charlene Watkins

Court Manager magazine Vol. 35.2 was released on September 14. The summer *Court Manager* got postponed, but they are back on track for the winter issue. Ms. Watkins is working with Janet Cornell on a call to action article for courts to engage to end racial injustice. They will try to find a way to include this previously submitted article due to the timely content. Analytics from the September issue are forthcoming. Discussion was held around when to release the next issue. Mr. Carter suggested staying the course with the schedule and confirming the plan with the president.

12. Social Media Update

Kevin Lane

Social media updates have been posted for virtual education sessions and 2020 membership opportunities. A donate button on the Instagram page was discussed. It is more complicated than hoped since the approval process for Instagram goes through Facebook. Mr. Lane is exploring safer and more secure options through our website. Volunteers to assist with social media were requested, and Zenell Brown volunteered. An email requesting additional volunteers will be sent to the Communications Committee.

13. Webinars Update

Charleston Carter

A NACM sponsored webinar presented by Professional Background Screening Association (PBSA) and Consumer Data Industry Association (CDIA): *Best Practices for Upgrading Court Records* is scheduled for November 5. A NACM sponsored webinar is proposed for the first week of December to be presented by Reconnect, Inc. on automating probation. Once the details are confirmed, the information will be sent to the president and Board for approval. Another NACM sponsored webinar is planned for the first full week of January 2021. Ankobia Group, LLC has submitted a proposal to present *Civil Legal System Robotic Process Automation (RPA) Pilot Project*. This will also be sent to the Board for approval. Two additional groups have reached out with interest in presenting sponsored webinars for the midyear and annual conferences.

14. Website Update

Jeffrey Tsunekawa

Due to backend technical issues with nacmconference.org, that website was closed at the end of September and redirected to nacmnet.org/conferences. There are problems with links and archived conference information, but the information has not been lost. It can be reconnected to the website. Once the Virtual Education program has ended, work will begin to develop a website for the 2021 Midyear Conference. Volunteers familiar with WordPress and interested in helping with the website are encouraged to contact Jeffrey Tsunekawa at jeffrey@nacnet.org.

No additional items were discussed. Meeting Adjourned.

Next Meeting: Thursday, November 12, 2020, at 4:00 p.m. ET