



## COMMUNICATIONS COMMITTEE MINUTES

Thursday, November 14, 2019 - 4:00 p.m. ET

Chair: [Charleston Carter](#) Vice Chair: [Frank Hardester](#)

[Committee Page](#) [Committee Attendance](#)

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1. **Welcome/Call to Order**

*Charleston Carter*

Melinda Brooks, Charleston Carter, Kathy Griffin, Dorothy Howell, Peter Kiefer, Rita Johnson, Kevin Lane, Amanda Marshall, Tina Mattison, Andra Motyka, Jamie Owens, Kent Pankey, Rick Pierce, Corey Poole, Janet Reid, Johnny Tse, Stacy Worby.

2. **Approve Minutes of October 10, 2019 Meeting**

*Charleston Carter*

No changes or recommendations were offered. Minutes were accepted.

3. **Conference Development Update**

*T.J. BeMent*

TJ BeMent was not available for the call, but Kathy Griffin shared that NACM 2020 Midyear Conference information is online. Proposals are in. Early bird registration is available before December 1. Conference scholarships are available and are being publicized. Tina Mattison commented on behalf of the Conference Development shared interest group. They are looking for ideas and encouraged the committee to share their thoughts and ideas.

4. **Electronic Directory Update**

*Dorothy Howell*

Dorothy Howell reported that of the 57 names on the Communications Committee list, only 17 have provided pictures and biographical information. All who want to be on the Communications Committee are encouraged to participate. Ms. Howell will send a friendly reminder email.

5. **Media Guide Update**

*Amanda Marshall*

Amanda Marshall reported that she is in contact with CCPIO President Leah Gurowitz. Ms. Marshall is pleased to report that a joint partnership has developed with NACM and CCPIO. They are pairing experts from CCPIO with our Media Guide subcommittee. Ms. Marshall and CCPIO representative Michael Sommermeyer are working on a projected completion date. Zenell Brown volunteered for the sub-committee in October, and others are encouraged to join.

6. **Membership and 2020 by 2020 Update**

*Michelle Dunivan*

Michelle Dunivan was not available for the call. Charleston Carter gave her report as follows: The new LinkedIn campaign is underway, and the success of the program will be shared at the Membership Committee meeting on November 21. She encourages everyone to join the meeting at 2:00 p.m. ET. Steps are listed below on how to boost NACM's LinkedIn presence during this campaign.



A flyer has been developed to use as the basis for a social media push in December to boost membership.

1. Go to the NACM group page: <https://www.linkedin.com/groups/788637/>
2. In the upper right-hand corner click on "Invite Members"
3. Send invitations to all your court, justice system, vendor and academic connections on LinkedIn, so they can have access to everything NACM has to offer.
4. Show your support for posts by liking, sharing, and commenting on posts to make sure they reach everyone in your LinkedIn network.
5. Follow our main page at <https://www.linkedin.com/company/15650563/admin/>

**7. NACM Resource**

*Dawn Palermo*

Dawn Palermo was not available for the call. No update.

**8. Podcasts**

*Peter Kiefer*

Peter Kiefer is sending show notes and images on Monday, 11/18, to Dorothy Howell to develop the teaser and to Janet Reid to post to the Podcast landing page on the website. The podcast *Social Media and the Courts* will be released on November 21, 2019. The podcasts for December and January will be recorded on Monday, 11/18. He reported that 1,700 plays have been recorded for all podcasts to date and 200 followers have subscribed to the podcasts. Help is needed in two areas: 1. **NACM Outreach** is a 30 second recording about the benefits of NACM membership. A script is available, and all that is required is short amount of your time to read the script and record the message. 2. **NACM Mailbag** is located at the end of each podcast. Volunteers are needed to listen to the podcast and answer questions submitted by listeners. Please contact Peter Kiefer to volunteer.

**9. Publications Updates**

**a. Court Manger**

*Tasha Ruth*

Tasha Ruth was not available for the call. Charleston Carter gave the report. The deadline for the spring issue of *Court Manager* is Friday, January 10. The deadline for the summer issue is Friday, March 20.

**b. Court Express**

*Jeffrey Tsunekawa*

Jeffrey Tsunekawa was not available for the call. Charleston Carter gave the report. The last edition of the year for *Court Express* will be sent between Thanksgiving and the first week of December. More submissions are requested so please send news and events from your court community to Jeffrey Tsunaekawa.

**10. Public Landing Pages Update**

*Rick Pierce*

Rick Pierce was present but had technical difficulties with the call. He submitted his report as: still waiting on the website for the development of the landing pages. He hopes to have the landing pages by the annual meeting.



**11. Social Media Update**

*Kevin Lane*

Kevin Lane reported that articles continue to get posted on social media. As the new LinkedIn presence gets established, traffic to the other social media outlets may increase.

**12. Webinars Update**

*Charleston Carter*

Charleston Carter reported that the Webinar *Nonlawyer Navigators in State Courts* aired on 10/21/19 at 2:00 p.m. ET and was well attended. If members have not had the opportunity to listen to the webinar, please consider this helpful resource. The next webinar scheduled for January 2020 will be: *Enhancing Caseflow Management to Ensure Effective Assistance of Counsel*. More details to come.

**13. Website Update**

*Jeffrey Tsunekawa*

Jeffrey Tsunekawa was not available for the call. Charleston Carter gave the report that regular weekly maintenance is occurring on the website.

**Next Meeting: Thursday, December 12, 2019 at 4:00 p.m. ET**

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