



BOARD CONFERENCE CALL

Tuesday, December 11, 2018 – 2:00 PM ET

[GoToMeeting](#) - (872) 240-3212, if needed

MINUTES

PRESENT: Paul DeLosh, Will Simmons, TJ BeMent, Vicky Carlson, Kathy Griffin, Charleston Carter, Michelle Dunivan, Frank Hardester, Greg Lambard, Tina Mattison, Rick Pierce, Alyce Roberts, Jeffrey Tsunekawa, Angie VanSchoick
NCSC Staff: Janet Reid, Patti Tobias

1. **Welcome – Paul DeLosh called the meeting to order. Paul noted this was the first time using GoToMeeting for the board call.**
 - a. Approval of November 13, 2018 Meeting Minutes (page 3). Paul asked for any changes to the minutes. There being none, the minutes were approved.
 - b. Open Board Position – Paul noted that there is a board position vacant due to Julie Dybas' retirement. Paul formally welcomed Jeffrey Tsunekawa back on the board.
 - i. Determination and process to fill (**Action item**) – Paul opened the floor for general discussion regarding filling the position, which would expire in July. This would leave 5 months for the term. Michelle asked if we could use applications previously submitted; it was determined that the full membership needs to be notified for transparency. Alyce agreed that need to post an opening if move forward, but that in consideration of the time remaining and the elimination of a position, that the board should not fill. Jeffrey concurred. After discussion, it was determined that the position would not be filled. Will made a motion to not fill the position, Kathy seconded the motion. All in favor, none opposed. The position will not be filled.
 1. Article V, Section 3. A vacancy in the position of Director may be filled by the affirmative vote of a majority of the remaining Officers and Directors at the next regularly scheduled Board meeting. Persons so appointed shall serve until the close of the annual meeting.
 - ii. 90-day period (**Action item**) (page 8) – The board reviewed the language around the 90-day period for eligibility draft for the Operations Manual. Jeffrey commented that consideration of limiting the extension to one time extension of time beyond the initial period. Kathy made a motion to approve the policy with amendment added specifying a one-time extension. Jeffrey seconded. Alyce motioned to adopt proposed language with modification of last sentence “one-time extension”. All in favor, none opposed. The policy was adopted.

2. President-Elect's Report

Will Simmons

Will reported that the Midyear planning is moving forward smoothly. He encouraged everyone to look at the app. A blast went out last week. Outreach to partners is occurring, particularly to Arkansas.

Annual Conference is on-time. 34 proposals were received and have been distributed to the review committee. The committee will meet next Friday. 4 of the members are from Las Vegas.

Michelle reported that 2 scholarships were awarded for the Midyear Conference: Edwin Bell and Maria Elena Arvizo-Knight.

Paul talked to the State Court Administrator from Arkansas will be registering 25 from his office and he believes they will get at least 100 from Arkansas.

Outreach taking place in Louisiana, Missouri and Tennessee.

3. Vice President's Report

T.J. BeMent

- a. Annual Priorities - Strategic Plan. TJ discussed the strategic plan documents that had been distributed.
- b. SFA#1, Goal 1 – will take top 3
- c. SFA#2, Goal 2 – top 3 are a given. Michelle stated she is moving forward with the demographic collection and would like to have support of strategic plan. They will add all 4.
- d. SFA#2, Goal 1 – Will take first 3
- e. SFA#2, Goal 2 – Will push for the top 3
- f. SFA#3, Goal 1 – Greg suggests accept all 4. Will merge number 3 and 4.
- g. SFA#4, Goal 1 – Suggest to accept 1, 2, 3 and 4
- h. TJ asked for any concerns or objections to the rankings as discussed. Hearing none, he will create a final of priorities for distribution to the board.
- i. Will made a motion to accept the revised list of annual strategic priorities for 2019. Angie seconded the motion. All in favor, none opposed. The motion carried.

4. Secretary/Treasurer's Report

Kathy Griffin

- a. 2021 Site selection (**Action item**) – Kathy reviewed the visits for Midyear and Annual Conference.
- b. For 2021 Midyear, visited Jacksonville, Florida and liked hotel layout and flow. The only drawback was the exhibit hall ceiling height. Room rate was \$169++ if signed by the end of the year. Albuquerque, New Mexico was the second choice. Kathy did not like the hotel; it was old and did not feel it was a choice. Kathy's recommendation is to go with Jacksonville for Midyear 2021. Kathy made a motion to sign contract with Jacksonville, Florida for Midyear 2021. Frank Hardester seconded the motion. Rick mentioned that we needed to be aware that if we sign we will have been in the Southeast frequently. Paul mentioned that finding space is an ongoing challenge because they are looking so close in. All in favor, none opposed. The motion carried and the Midyear will be in Jacksonville.
- c. For 2021 Annual, Kathy visited Milwaukee and San Diego. In San Diego, NACM would have the whole facility. Milwaukee was using two hotels. The conference center was nice. Kathy reviewed pros and cons of both properties. Kathy proposes that use San Diego for 2021 and Milwaukee for 2022. Kathy made a motion to sign San Diego for 2021 and Milwaukee for Annual 2022. Greg seconded the motion. All in favor, none opposed. The motion carried.
- d. 2022 Site selection – Kathy has asked Experient to find 2022 Midyear locations.
- e. SJI Grant – the grant was accepted. We have not heard about the status of the grant as yet.

5. Membership Services

Michelle Dunivan

- a. Moving forward with data and outreach. Alyce has reached out regarding outreach opportunities. Michelle spoke with Communications Committee to have a subcommittee with members on both membership and communications. Leah Huff will represent Communications and Randall Soderquist will represent Membership
- b. Data – have been discussing on phone calls what will be helpful. Jeffrey and Michelle have been discussing open source data and compiling it. Will apply a scoring system to determine who they should target. Want to focus on return on investment.

6. Governance Committee

Greg Lambard

- a. Meeting next week.
- b. Angie VanSchoick will be taking over the operations subcommittee.
- c. Resolutions are officially approved and should be fully implemented.
- d. Greg is going to pull together the State of the Profession speech committee.

7. Communications Committee

Alyce Roberts

- a. Court Express is February 28, deadline of February 8. TJ indicated that he'd like to highlight the early bird rate for Annual. Will flex the date for when the website is up.
- b. Court Manager – winter edition. Are working to getting this edition out. Had to create a new template with a cost of less than \$500. Alyce recommends moving forward so will have the template to use. Alyce moved to approve the one-time expenditure of less than \$500 to accommodate Annual Conference content. TJ made a second. All in favor, none opposed. The motion carried.
- c. Spring edition scheduled for March 26 with a copy deadline of January 8. Looking for article topics and/or authors.
- d. Social media – Kevin Lane has been hosting social media guidelines committee
- e. Website – Uptick in website maintenance and changes. Some things having to send back to Howell. Have created accomplishments for past presidents and past board of directors page, and some changes to videos. Plan to invite members of the communications committee to search out content and identify challenges in finding materials and make recommendations as to how to improve.
- f. Plain Language guide had final meeting on December 6. Close to having a final version. December 17 will have final version for National Center to format.
- g. Podcasts – at meeting in Vegas, plan to have a Podcast Guidelines proposal for this meeting. Because haven't had a podcast as yet, recommendation to have a proposal to consider. Alyce displayed a podcast implementation proposal with costs and equipment/software requirements. First podcast will be "Continuity of Operations and Hurricane Michael". Includes tentative disclaimer. Proposal that after first podcast, Charleston Carter will develop policies and procedures. First podcast will be mid-late February. Hearing no objections, this plan will be put in place. Paul approves expenditure of \$207 + \$180 for the podcast. Question regarding this should be a member benefit or for broad exposure. Peter Kiefer believes should be used as marketing tool. After discussion, it was determined that Charleston will create two proposals for discussion.

8. NCSC Report

Janet Reid

- a. Janet mentioned that Michigan District Court Judge Elizabeth Hines received the 2018 William Rehnquist Award
- b. Five people were inducted into the Warren E. Burger Society: CA Superior Court Judge Stephen Baker, retired Exxon Mobil lawyer Jack Balagia, retired NY Chief Judge

9. Other/New Business

- a. Paul mentioned that Maureen O'Conner was inducted into the Burger Society and the award will be presented at the Annual Conference
- b. Paul met with John Meeks to discuss transition. All credit to Patti Tobias for laying out

transition plan.

- c. Paul discussed frustration regarding database – long going exercise. Revamp of membership profile and what going to do with data. Challenge with conversion of new website. Shared concerns with Mary McQueen who mentioned to Jesse. Jesse and Paul met. Jesse pointed out best place to start is to determine what want to get out of data capture. Paul will reach out to Michelle regarding what are looking for, and what want to analyze. Greg will host a GoToMeeting to show reports with MAACM. System interfaces with conference site, membership and website.

10. Adjourn There being no further business, the meeting was concluded.



FALL BOARD MEETING
Tuesday, November 13, 2018
Las Vegas, NV

Bellagio, VanGogh 1&2
Board Book available on [Board Page](#)

Present: Paul DeLosh, Will Simmons, T.J. BeMent, Kathy Griffin, Vicky Carlson, Tina Mattison, Michelle Dunivan, Charleston Carter, Greg Lambard, Rick Pierce, Frank Hardester, Angie VanSchoick, Julie Dybas, Alyce Roberts, Janet Reid

AGENDA

11. President's Report (30 minutes; 8:30-9:00)

Paul DeLosh

- a. Overview of Agenda. Paul welcomed the board. Paul asked the board for feedback as to what would be more helpful to prepare for the meeting in advance. As always, we request reports in advance to be able to estimate time frames as well as to become aware of action items which require a board vote. 2021 Site Selection will not be an action item on the agenda as Kathy is still visiting sites. Paul gave an overview of the site selection process for new directors to understand. Tomorrow's meeting will focus on setting annual strategic priorities.
- b. Approval of September 11, 2018 Board Meeting. Paul asked for any changes to the minutes. Hearing none, the minutes were approved. Alyce requested that the minutes be sent out as close as possible after the meeting while information is fresh in everyone's mind.
- c. Partner Outreach efforts. Paul has been trying to engage with other associations to develop products
 - i. NASJE – Met with their board. We worked with them for the leadership seminar on the Sunday of the Annual Conference last year. Paul asked NASJE to partner with NACM to offer some type of skill building opportunity at conferences. They are willing to do this for no fee, only fee would be to provide overnight room for them. Tony Simones and Paul will put together some sort of agreement to document what is expected of both groups. This partnership provides exposure for both groups. Paul hopes to have an agreement together in next two months.
 - ii. CCPIO – Conference call with Leah Gurowitz, president of CCPIO this morning. Leah would like to partner together for Social Media Guide update. The potential is there not only for a guide but also a webinar. Paul met with Beth Riggert, who used to be president of CCPIO, to create a guide or training as to how to provide a role for courts that do not have public information officers. CCPIO saw the call for proposals and indicated that they will submit for the Annual Conference regarding Community Outreach. CCPIO does not want to have a dual membership at the moment as they just changed their dues structure.

- iii. NCJFCJ – we just entered into Dual Membership Agreement with this group. Spoke with Joey Hastings regarding partnerships; Jonathan Mattiello has said he would work with this partnership for funding if he could. Discussing a partnership with NCJFCJ and NAWJ for #metoo for a guide/webinar/bench cards to deal with issues. Joint grant to be submitted to SJI for funding to create product.
- iv. CITOC – Discussion with Casey Kennedy to seek assistance with Technology Awards. Previously JTC has been administering awards, but they no longer want to do so. Pool of entries can be business related (presented by NACM) or techie type award (presented by CITOC). Kevin Iwerson, liaison to CITOC, will be creating a proposal to look at. Also talked to JTC & CITOC about technology related programs. Kevin will participate on education committee to discuss tracks.
- d. Review of last Officer's call
- e. Review of Monday's Officer meeting. Spent most of the time talking about the budget, and this will be a large focus of the conversation today. Also discussed open board position and the two applications that were received and will be considered. Requested board members review submissions to become familiar with them prior to the end of the day.
- f. Education Consultant change – the change is a positive one for the court community in gaining Patti in her new role. Paul discussed Patti's efforts for NACM and thanked her for her energy and support, and encouragement of policy and structure for the board. The change will be a challenge for NACM. This is the third educational consultant for NACM in 5 years but understand there is a great need for Patti on mental health. With the retirement of Callie Dietz, former COSCA President, the opportunity was there for her to become educational consultant, reporting to John Meeks in ICM. John, Callie and Mary will be meeting this week to discuss transition. There will be a good six weeks of training before Midyear. They will both attend Midyear, so they can work together. Patti plans to man the *Doctor is In* booth for NCSC at Annual Conference so she will be at the NACM Conference to help. Will received note from Patti that she is 200-300% behind NACM. Patti wants to stay involved and help in any way she can moving forward. She is "not going anywhere."

12. President-Elect's Report (15 minutes; 9:00-9:15)

Will Simmons

- a. Conference Development Committee Update – Will noted that he would have fallen on his face without Patti. As far as Midyear, the call for proposals is out and sessions are being scheduled. The agenda is being filled out on conference app. Conference is set, just fine-tuning details. Working with Ben Barham. 2 associations in Arkansas, receiving promises of numbers. Need to follow marketing plan and push educational content. Requested help from the board to do this. Edwin Bell is working with Julie on the hosts. TJ and Alyce are working on the Special Interest Groups. Need to push the conference.
- b. Call for Proposal for Annual just went out. Looking at social by the pool. If interested in being on the review team for the call for proposals, let him know.
- c. 2019 Annual Conference Registration Rates (**Action item**). Will discussed history of conference regular rates. Proposed rates – super early bird of \$615 member "roll the dice fee" – a \$30 increase in regular rates- through April 12. Jackpot rate (regular) is \$715 through May, last minute is \$785 "Busted" for 6 weeks prior to late. There is such a negative impact on our budget because of Bellagio being such a huge increase in costs that we need to adjust the rates to offset. Michelle suggests group activities that people

- can do together to include family activities. Will will put together an activity committee. He wants to put out a promo video on our website.
- d. Will made a motion that the early bird rate for members is \$615, regular rate \$715 and late member rate \$785 for the 2019 annual conference. Nonmember rates will follow the normal spread. Rick seconded the motion. All in favor, none opposed, the rates were set.
 - e. TJ requested discussion on group rates. Group regular rate \$615, group late @\$715, nonmember rate \$140 additional. Nonmember \$755 regular, \$855 late.
 - i. Kathy made a motion that for the group early rate member is \$615 and late \$715. The nonmember group rate is \$140 additional. TJ seconded the motion. All in favor, none opposed, the motion carried.
 - f. ECP rates – ECP has been the same as the group rate. Kathy made a motion that the ECP rate follows the group rate pattern. TJ seconded. All in favor, the motion approved.
 - g. Daily rates – TJ moved that daily rate became \$275 member, \$300 nonmember. Greg seconded. All in favor, none opposed. Motion carried.

13. Vice President’s Report (10 minutes; 9:15-9:25)

T.J. BeMent

- a. Education Committee Update – Education call Thursday. Conversations about skills building.

14. Secretary/Treasurer’s Report (45 minutes; 9:25-10:10)

Kathy Griffin

- a. 2019 Budget (**Action item**) - Already discussed budget issues. Board book included proposed 2019 budget. 2018 budget started over -\$100,000; looks like it will end I the negative amount of \$37,000 for 2018. Board previously voted to use \$50,000 for website renewal. If we pull expenses will be at balanced budget for 2018. Factored in more attendees to this budget.
- b. Arkansas numbers are currently low. Need to push to get registration numbers higher.
- c. List of proposed cuts – Kathy explained the recommended officer cuts. After much discussion, the following cuts were voted in:
 - i. Reductions: Eliminate breakfast for board meetings and replace with per diem or concierge lounge service, reduce officer meeting to an afternoon session, reduce soda beverage service at conferences, reduce board gifts, eliminate a board member, if a by-law vote passes. Added in breakouts at annual and midyear, books at midyear, an ad for the website, \$3,500 from investment dividends and increased registration rates and member dues.
- d. Kathy made a motion to approve all of the highlighted cuts and add in additional expenses for Leaders Teaching Leaders, breakouts and books. Increase revenue dues and budget enhancements leading to a \$80,000 deficit. TJ seconded. All in favor, none opposed, the budget was passed.
- e. 2021 Site selection - Kathy is finishing site visits. Will start looking at 2022 shortly.
- f. SJI Grant - Grant submitted with an increase of \$20,000, will hear December 10 as to whether approved.

15. Immediate Past President’s Report (5 minutes; 10:10-10:15)

Vicky Carlson

- a. Past Presidents have met once. They are looking for ways to provide value, so send ideas to Vicky.
- b. Nominations issue – NACM will advertise that there is a by-law change vote at the annual meeting (to eliminate one board position.) The nomination form will be posted after midyear.

16. Governance Committee (30 minutes; 10:30-11:00)

Greg Lambard

- a. Model Code of Conduct for Court Professionals (**Action Item**) Peter and his group have made changes to the Model Code of Conduct. Greg was seeking approval by the board. Requests board to make a thorough read-through. Greg made a motion to approve the model code of conduct as presented. Alyce seconded. Paul discussed two versions – one with commentary which resides behind member wall. Without commentary is for anyone. All in favor, none opposed the motion carried.
- b. Resolutions (**Action Item**)
 - i. Rick stated that the 30-day window for comment had not expired, but would like the board to review and take vote on December 3 or take vote now and not be binding until December 3. Jeffrey will be putting in Court Express.
 - ii. All resolutions are supported, save 1. These are resolutions previously adopted by COSCA/CCJ and NACM has made determination to support.
 - iii. Original resolution regarding SJI funding. NACM added additional language regarding the cooperation SJI has given NACM. TJ suggests the resolution goes to SJI when comment period is over. Greg made a motion to adopt resolution 2 as presented. Alyce seconded. All in favor, none opposed. The resolution was passed.
 - iv. Governance committee reviewed COSCA/CCJ resolutions and determined to support 6 of them as written.
 - v. Greg made a motion to approve Supported Resolution 3; Kathy seconded. All in favor, none opposed, the resolution was approved.
 - vi. Supported Resolution 3 – Rick stated a change had been made. Asterisk to denote the twelve states that have adopted ICPC.
 - vii. Greg made a motion to approve all the remaining resolutions as presented. All in favor, none opposed.
- c. Operations Manual – consideration for online software programming to facilitate to upkeep via the website. May not be feasible this year with the budget. Long-term managing for the ops manual would be great to utilize. Alyce would like shared Windows experience. Could National Center host documents and provide login credentials with box. Frank will help test out.
- d. Governance to do annual review of strategic achievements for Midyear. Will hope to have done prior to the Fall Meeting next year.
- e. Voice of the Profession Survey – Greg reviewed the results of the survey. Goal to use this to create strategic planning for 2020-2023. Incorporated into an article for Court Manager. Capitalize on engagement – follow up to let members be aware that they were heard and what NACM plans to do with it. National Agenda and Priorities – how to make relate-able to the court community. Is it used?
- f. Educators & Students – landing page set. Target narrowly to find individuals that could be a champion for NACM – need to define objective. Paul mentioned the targeted approach to Mary McQueen, who currently is in talks with MaryMcQueen

re: an online court administration program with ASU. Would want participation from NACM.

17. Membership Services (15 minutes; 11:00-11:15)

Michelle Dunivan

Michelle highlighted a few items in her report:

- a. Angie has taken over ECP chair and working on multiple items to include a mentoring program and a conference buddy at conferences to make people feel more welcome. This will require support of seasoned NACM members.
- b. Michelle wants to focus on data analysis – and needs more information to do so. Would like to suggest changes to new member onboarding and conference registrants. Would like to determine where to start targeting.
- c. LinkedIn campaign has a long way to go and will continue.
- d. Membership appreciation and welcome emails – relying on Jeffrey Tsunekawa to pull together event between Midyear and Annual. They will use scavenger hunt to drive people to website.
- e. Onboarding emails for new members continue to go out.
- f. Frank suggests doing a better job at the state level to get information out. Michelle would like to know who the longest tenured NACM member is.

18. Communications Committee (45 minutes; 11:15-12:00)

Alyce Roberts

- a. Website – Individual pictures on Committee pages -Alyce would like to put leadership roles in committees on the page. She would like to propose to establish a policy that subcommittee chair be highlighted on committee page.
- b. Press Release Policies - Opportunities to get information out regarding activities in the organization. Policy addresses new board members, as well as work that should be released out. Frank reviewed the policy. Concern over full board release announcing all names to national press outlets. After discussion, it was determined they would focus press releases on items that they are doing vs. people. Policy will be changed for the full group release. TJ recommends a media page for press releases. Option B is approved and will be sent to Julie to include in ops manual. Alyce made a motion to adopt Option B, Greg seconded. All in favor, none opposed.
- c. SurveyMonkey Account – licensing structure changed.
- d. Podcasts – Pete Kiefer interested in podcasts and software. Looking at webx as a vehicle for podcasts. Subscription is \$20/month (10 people at a time). 2 microphones @\$150, USB interface, \$100. Total is less than \$500. Want to proceed with podcasts with a written understanding of those involved of topics and oversight. Charleston will make sure branding is adhered to. Peter will be asked for a list of equipment and approval of the policy for approval at the next board call.

19. NCSC Report (15 minutes; 1:00-1:15)

Janet Reid

eCourts is sold out. The National Center is working with ASU to develop courses. Shay Robertson has joined the team and will be in Little Rock.

20. Other Business (30 minutes; 1:15-1:45)

All

- a. Open Board Position – Paul gave overview of applicants and opened for discussion. Two decisions: one to fill or not to fill, and whom to fill with. Greg moved to move forward to fill the position. Alyce seconded the motion. All in favor, none opposed. Position will be filled.

- b. Discussion of the two candidates. Jeffrey has fulfilled and continues to fulfill the work of the organization. Alyce motioned to fill the vacancy to fill the vacancy with Jeffrey Tsunekawa. Michelle seconded. All in favor, none opposed. Jeffrey Tsunekawa was appointed to the position effective immediately.
 - i. 90-day period - this policy will be tabled until the next meeting.

21. Overview of Wednesday meeting (15 minutes; 1:45-2:00)

T.J. BeMent

TJ gave a brief overview of how Wednesday's strategic planning session would be run.

22. Executive Session

Board

There being no further business, the meeting adjourned, and the board moved to executive session.



Proposal to revise section 4.3, Board, Duties, of the Operations Manual (pp. 15-16) by adding section 9 to document the 90-day provision and possible extension of service due to a Board member change in employment that makes them ineligible to serve.

9. Pursuant to Section 3(b) of Article IV and Section 3(b) of Article V of the NACM Bylaws, the Board is responsible for filling a vacancy should an officer, other than the President, or board member resign from their position or otherwise become ineligible to serve. If a Board member is unable to serve on the Board due to a change in employment, the member must notify the President in writing noting the date of his/her last date of employment. Upon such notice, a grace period of up to ninety (90) days to remain on the board may be granted upon approval of the remaining board members while the former Board member is actively, in good faith, seeking to secure employment consistent with being a Regular Member of the association. Upon petition, an extension of time beyond the initial extension period may be granted upon approval of the board but may be no later than the start of the next annual conference.



2019 Strategic Planning Priorities

SFA #1: Membership – Recruitment, Retention, and Engagement

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.
2. Create a working group to fully identify reasons why State Associations should engage with NACM
 - o Expand to include educational representative and other SA officers
 - o Add SA committee chairs to NACM committees
 - o Assess opportunity for "chapter" designation of SAs
3. Increase use of social media for outreach, distribution of materials, etc.
4. Increase networking at conferences
5. Enhanced use of conference app and its features
6. Increase scholarship fundraising

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.
2. Develop promo materials on benefits of membership and conferences with video clips, etc. to generate excitement
3. Create a justification letter and campaigns to increase conference attendance
4. Better use of surveys, opportunities for membership data/demographics collection
5. Outreach to retiring members to pass along their membership or identify successor
6. Create database of non-members, SA lists, etc. to include in mass e-mail blasts
7. Establish conference buddy program
8. Enhance peer and mentorship program
9. Assess opportunities for post-conference networking
10. Utilize Past Presidents as mentors
11. Fully utilize dual membership agreement lists for outreach

SFA #2: Education and Resources Provided by NACM

GOAL 1: NACM will increase attendance at, and participation in, its educational activities.

1. Establish emerging leaders program
2. Explore variations in education tracks – interactive, Core, credit for attendance, etc.
3. Develop a court leadership skills assessment with career-stage learning rubrics
4. Create training materials for use by State Associations
5. Develop short 10-15 minute educational programs and/or 1-2 pagers on key topics, CORE, etc.
6. Promote networked learning – sessions, blogs, webinars, podcasts, etc.
7. Assess need and develop a "certification" program for the CORE
8. Host regional one-time special interest offerings or summits (with partners?)

GOAL 2: NACM’s informational resources and materials will be easily accessible, useful and reflective of emerging issues.

1. Create a “database” of *Court Manager* and conference session materials by topic and authors
2. Develop website landing pages for key topics – SJI Priorities, webinars, etc.
3. Create an annual summary of information produced (webinars, guides, website docs, etc.)
4. Conduct survey or data gathering on why members renew, attend conference, etc.

SFA #3: Advocacy for the Profession

GOAL 1: NACM will be an influential and respected voice on behalf of courts and the court management profession.

1. Create a variety of talking points for members to use for community outreach
2. Develop a response of the profession to issues of public trust
3. Create opportunities to promote the profession in college programs
4. Develop a multi-audience strategy on the role of the profession to share with partners and funding bodies

SFA #4: Association Governance

GOAL 1: NACM’s governance is representative, responsive, and effective.

1. Generate “thank you” notes to committee members for their service and contribution
2. Create a structure for forms, agendas, policies with possible numbers assigned to policies
3. Generate “thank you” notes to employers noting committee members’ service and contribution
4. Better tracking of strategic planning efforts and accomplishments
5. Develop a better branding policy for use of logo, font, content, etc.



Podcast Implementation Proposal
 December 11, 2018

1. Approve the following one-time costs:

Intro Music Royalty*	\$25
Logo (using NACM's Style Guide)*	\$40
Microphone	\$34
Microphone Interface	\$108
Total	\$207
*Must be approved by Paul DeLosh	

2. Approve a [Libsyn](#) podcast upload service subscription for up to one year: \$15/mo (\$180 for one year)

If after nine months following NACM's first podcast, NACM is still using the Libsyn podcast upload service, Peter Kiefer will submit a recommendation to the Board as to whether further use of this podcast upload service is necessary beyond the one-year subscription period.

"We should start out by using an upload service like Libsyn, however, Matt Benefiel said, in their Atlanta presentation, that eventually, we should be able to upload ourselves. The cost is about \$15 a month. Libsyn sends us the link which we then post to the NACM website in addition to being able to find the podcast through a topic search on other platforms." Peter Kiefer

3. NACM will use its GoToMeeting subscription at no additional cost to host its podcasts.
4. Approve the first podcast topic: *Continuity of Operations and Hurricane Michael*
5. At the beginning of each podcast, the host will state the following disclaimer:

The views, information, and opinions expressed during this podcast are solely those of the individual presenters and do not necessarily represent the position of the National Association for Court Management.

6. After execution and learning from the first podcast, Charleston Carter will draft Podcast Guidelines and Procedures for the board's consideration at its February 2019 meeting. This document will include:
 - procedures for hosting a podcast using GoToMeeting;
 - a script for podcasts that includes:
 - "viewpoints" disclaimer language
 - announcements that must be included after each podcasts (about NACM membership, future NACM events, where recorded podcasts can be accessed);
 - where recorded podcasts can be found
 - whether podcasts will be limited to the membership or open to the public; if the latter, where NACM podcasts will be stored (NACM website; iTunes, Stitcher, etc.)
 - marketing methods;
 - whether NACM podcasts will be audio, video, or a combination of both; and
 - if podcasts will include a video component, template visual slides for announcements using NACM's Style Guide
 - Topics for consideration