



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, December 13, 2018 - 4:00 P.M. ET

Chair: Alyce Roberts Vice Chair: Frank Hardester

[Committee Page](#)



Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or
Dial in using your phone: Dial: +1 (312) 757-3121 | Access code: 430-760-661

AGENDA

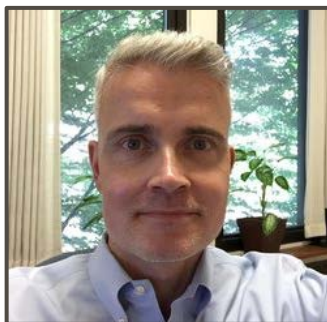
1. Welcome/Call to Order/Roll Call
2. Corrections (if necessary) and Approval of [Minutes](#)
3. Committee Member Spotlight – Matching Faces with Names and Voices



Dorothy A. Howell

Vicinage Chief Probation Officer
Essex, New Jersey

I've had the fond pleasure of working for the New Jersey Superior Courts for the last twenty-six years, of which, eighteen years as a Court Executive. My membership with the National Association for Court Management is another rewarding professional endeavor. Through NACM I have met like professionals throughout the country and a few abroad. I strongly encourage everyone to join a committee. NACM needs and appreciates your support. I hope to see you all at the Annual Conference in Las Vegas @ the Bellagio.



Roger Rand

Technology Manager
Mid Columbia Courts
Oregon Judicial Branch

My experience with the Justice System started in 1993 as a temporary employee in the Multnomah Circuit Court Indigent Defense office. Next, I worked in the court docketing department as a staff lead and developed an interest in court technology. I became one of the court's first technical trainers in 1999. My first degree is in English and I went to night school and earned a second degree in Computer Applications. I transferred to the technical support department as the Help Desk Lead in 2004. I became a technical supervisor in 2007 and attended my first NACM Conference in 2009! I was hooked on NACM after that conference. Due to budget cutbacks our court was unable to attend NACM conferences for several years. I rejoined NACM in 2015 and became the Multnomah Circuit Court IT Manager in 2016 over training, program development, data integrations, and technical support and infrastructure. I am also the chair of our court's Equity and Diversity in the Workplace committee.

My passion lies in building a successful, diverse, and cohesive technology team that knows how to communicate. I'm excited to be a part of the NACM communication team. I am also a NACM representative on the Joint Technology Committee (JTC). I look forward to any opportunity where I can contribute to furthering the outreach and educational efforts of NACM.

4. Greatness in our midst!



Fort Worth Court Director Theresa Ewing, Receives National Award. Earlier this year, the National Center for State Courts selected Ms. Ewing to receive its 2018 Distinguished Service Award. This award is presented annually to honor those who have made substantial contributions to the field of court administration and to the work of the National Center for State Courts. Congratulations, Theresa!

[Read more.](#)

5. Publications Updates

- a. Court Manager, Editor Tasha Ruth
- b. Court Express, Editor Jeffrey Tsunekawa

6. Plain Language Guide Update, Plain Language Guide Chair Aurora Zamora

7. Social Media Update, Social Media Coordinator Kevin Lane

[Social Media Posting Frequency](#)

8. Website Update, Website Coordinator Jeffrey Tsunekawa

9. Website Review, Alyce



10. Podcasts Update, Alyce

11. Next Meeting: January 10, 2019 at 4:00 ET



COMMUNICATIONS COMMITTEE

Thursday, November 8, 2018 - 4:00 P.M. ET

Teleconference: 800-503-2899 | 2591537; International Call Number: 303-248-0817

[Committee Web Page](#)

Chair: Alyce Roberts

Vice Chair: Frank Hardester

MINUTES

12. Welcome/Call to Order/Roll Call

Present:

Andra Motyka

Charleston Carter

Frank Hardester

Johnny Tse

Michelle Dunivan

Tasha Ruth

Theresa Ewing

Aurora Zamora

Danielle Rosete

Janet Reid

Leah Huff

Paul DeLosh

Tina Mattison

Vicky Carlson

Carlene Redmond

Dorothy Howell

Jeffrey Tsunekawa

Maria Elena Arvizo-Knight

Peter Kiefer

Steve Thomas

13. Members approved the October 11, 2018 meeting minutes.



October 11, 2018
Communications Comr

14. Committee Member Spotlight – Matching Faces with Names and Voices



October marked my 5-year anniversary as the Clerk of Court for the Superior Court of Guam, but I have been with the Judiciary for 15 years in other court management positions. As the Clerk of Court, I oversee the clerk's office, jury operations, language access office, and court reporter unit. Being a NACM member since 2015 has been a great experience and has tremendously helped me in my current position. Court leadership can be rewarding and challenging, but I am passionate about the work of the court and believe that NACM's Core curriculum is a valuable resource. I truly enjoy being part of a great organization and meeting other court leaders, even if it means I have to travel far distances to make new connections.

Danielle T. Rosete, Esq.

Clerk of Court, Superior Court of Guam
Guam Judicial Center



Steve Thomas

District Court Administrator
Caldwell, Comal, and Hays Counties, Texas

My name is Steve Thomas and I am the District Court Administrator for Caldwell, Comal and Hays Counties in Texas. I have been the Administrator for approximately 8 years and I simply love it. I oversee all non-judicial functions of the courts, which includes supervision of employees, budgets and all administrative matters. I have a background in law enforcement and was in the military. I love the law and the legal institution as a whole. I am passionate about football but the love of my life is my wife, Anya and my son, Bohdey. Everything I do is for them!!

I have been a member of NACM since 2015. I enjoy being a member because I get to learn how other courts work and function in addition to the ideas and issues that face courts across the nation.

15. Publications Updates

a. *Court Manager*, Editor Tasha Ruth

Tasha expressed appreciation and thanks for the following committee members who submitted an article for the winter edition of the *Court Manager*:

- Jeffrey Tsunekawa – Conference Summary
- Dorothy Howell – Exhibit Show
- Randy Short – Social Event
- Barbara Marcille – Procedural Fairness and Roger Rand for responding to our desperate call for articles by asking Barbara to submit an article in short order.

The winter edition of the *Court Manager* will post on December 17; the article submission deadline for the spring edition is Friday, January 11. Tasha invited members to submit articles. Tasha also let members know that if they do not have time to submit an article, they should still notify her of any newsworthy events that might be of interest to the membership so she can assist with the drafting of an article about said events.

Paul shared that Georgia passed a constitutional amendment to expand business courts throughout the state and suggested that Tasha consider this as a possible article topic. Paul agreed to send Tasha related contact information.

b. *Court Express*, Editor Jeffrey Tsunekawa

Jeffrey reported that the next edition of the *Court Express* will be sent out on November 28. The copy deadline for this issue is TODAY but because he is light on content for this edition, he invited members to submit content within the next couple of days.

The copy deadline for the February edition is February 8; distribution is scheduled for February 28.

16. Domestic Violence Guide Webinar Recap – November 8 at 2:00 p.m. ET, Alyce

Alyce shared that although there were technical difficulties associated with the DV Guide Webinar, there was much interest in the webinar and the presenters and moderator did a great job presenting the content. Because a number of registrants were unable to participate in the live webinar due to an issue with NACM's GoToWebinar account, NACM is making a recording of the webinar available to members and non-members free of charge. Evaluation results for the webinar will be shared at the December 13 meeting.

17. Plain Language Guide Update, Plain Language Guide Chair Aurora Zamora

Aurora shared that December 6 is the next and final meeting for the Plain Language Guide Subcommittee. All sections are complete and the final review is in progress. We are ready to go.

18. Social Media Update, Alyce for Social Media Coordinator Kevin Lane

Alyce shared that Social Media Coordinator Kevin Lane and Janet Reid have been posting content to NACM's Facebook and Twitter accounts every weekday during the past month and they have several planned for the upcoming week or two. Kevin is concerned regarding the amount of posts and thus wants to conduct some research in the coming month. "Is there such a thing as Facebook inundation?" Kevin has read some related articles and it may be something for people to think about until next time. On Kevin's behalf, Alyce sought volunteers to form a subcommittee that will work on drafting proposed social media guidelines. Roger Rand, Dorothy Howell, and Danielle Rosete agreed to serve on this subcommittee. Many thanks to all of you!

Alyce asked members to make a point to visit NACM's social media pages between this meeting and the next to review the posts, consider the quantity of posts, and the topics covered so that all can be prepared for discussion on this topic. Also, please consider liking, retweeting, or commenting on the content to encourage engagement from other members.

19. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey said that there were no updates to offer. Theresa Ewing thanked Jeffrey and others involved in the website redesign for their great work noting that it is much easier to find content on the website now.

20. Volunteer Opportunity – Membership Committee Chair Michelle Dunivan

Membership Committee Chair Michelle Dunivan informed committee members of a new volunteer opportunity. Michelle shared that in addition to NACM's efforts to communicate with new NACM members via a series of emails prepared by Jeffrey Tsunekawa, NACM would like to expand its outreach efforts to include personal contact

by telephone. Michelle noted that there are many opportunities to talk to new members and recruit new members post-webinar and post-conference. She also noted that NACM wants to reach out to those who do not renew their membership to learn the reasons why. Because there are hundreds of contacts that NACM will need to make, Michelle said that the plan is to divvy up the contact list to a number of volunteers. In order to do this, a script must be developed and protocol established for these contacts. To that end, Michelle asked for a volunteer from the Communications Committee to serve as a co-chair from the Membership Committee to get this project underway. Leah Huff volunteered to serve as a co-chair. Thank you, Leah!

21. Next Meeting: December 13, 2018

The meeting adjourned at 4:30 ET.

Respectfully submitted,

Alyce Roberts
Chair

Facebook

The infographic for Facebook shows a scale from 1 (Low) to 2 (High) posts per day. A central box highlights '1 POST PER DAY' as the 'Recommended' frequency. A callout box explains that posting more than once a day is considered spammy. A 'WHEN?' section specifies 'POST 1' at '1:00pm - 4:00pm'. A separate box advises to 'Curate or reshare a post every other day'.

1
Low

1
POST PER DAY
Recommended

2
High

Analogy suggests that posting to Facebook no more than once a day is best or you'll start to feel spammy.

WHEN?

POST 1 1:00pm - 4:00pm

Curate or reshare a post every other day

LinkedIn

The infographic for LinkedIn shows a scale from 0 (Low) to 1 (High) posts per day. A central box highlights '1 POSTS PER DAY' as the 'Recommended' frequency. A callout box states that once a day should be the maximum. A 'WHEN?' section specifies 'POST 1' at '10:00am-11:00am'. A separate box advises to 'Curate or reshare a post every other day'.

0
Low

1
POSTS PER DAY
Recommended

1
High

LocalVox says that once a day should be the most you share to LinkedIn.

WHEN?

POST 1 10:00am-11:00am

Curate or reshare a post every other day

Twitter

1
Low

15
TWEETS PER DAY
Recommended

51
High

Quick Sprout found that the most retweets happen within an hour after tweeting, so a higher daily frequency is best.

WHEN?

TWEET 1	2:00am	TWEET 6	10:00am	TWEET 11	3:00pm
TWEET 2	3:00am	TWEET 7	11:00am	TWEET 12	5:00pm
TWEET 3	6:00am	TWEET 8	12:00pm	TWEET 13	6:00pm
TWEET 4	7:00am	TWEET 9	1:00pm	TWEET 14	9:00pm
TWEET 5	9:00am	TWEET 10	2:00pm	TWEET 15	10:00pm

Retweet or curate about seven tweets a day

Instagram

1
Low

1-2
POSTS PER DAY
Recommended

3
High

Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.

WHEN?

POST 1	8:00am-9:00am
POST 2	2:00am

Curate posts only when necessary and beneficial to your audience.