



**National Association
for Court Management**
Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Thursday, December 19, 2019, 2PM ET

+1 (646) 749-3122 Access Code: 836-051-597

<https://global.gotomeeting.com/join/836051597>

Call to Order

Welcome and Roll Call

- Kent Pankey
- Julie Nelson
- Jeffrey Tsunekawa
- Zenell Brown

Subcommittees:

- Early Career Professionals
- [State Associations](#)
- International

- Provided update on last call, including continuing efforts to make an association flow chart, and translate it to Spanish. Also, efforts to improve the NACM website page for the International Subcommittee are underway.

Membership 2020

- LinkedIn campaign results

- Results were shared in an attachment. While membership did not increase, engagement with the LinkedIn site, posts, and NACM website all increased during this time period. It was mentioned that success may not be able to be determined within the month of the campaign, and perhaps the visibility will play out in a long-term manner. In the next campaign, we should not only present new testimonial videos, but also allocate funds to follow-up with people who clicked on the site.

- Scholarship drive

- Proposals for collecting funds for Membership Scholarships, nominating and awarding Membership scholarships were shared in an attachment and discussed.
- Ideas for advertising included the non-member email going out 2 weeks before the conference, the What to Know Before You Go email, the next Court express, the Conference email blast (January 10), on the website main page ticker, and through Social Media.
- To support these activities, we discussed the need for a Membership Committee representative to be near Registration/Check-In. To avoid the need for volunteers to miss the conference to be at this table, the group discussed ways to make this more

Michelle Dunivan

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- Mark Weinberg
- Janet Reid
- TJ BeMent
- Vicky Carlson

Tina Mattison

Kathy Griffin

Michele Oken

Michelle Dunivan

available. Ideas included having designated people wearing buttons about the Membership Scholarship Drive, putting information in the announcements, and discussing it at the First Time Attendees reception, providing a QR code for the donation page, and having a link to the donation page on the Conference app.

- When we discussed ways to make collecting nominations paperless, and decided on a link in the app that connected to a form on the website. Also discussed announcing the recipients during the conference, as well as in the Court Express to garner more excitement for the Annual Conference.

Renewals and Exit Survey update

Michelle Dunivan

- The renewal letters are being implemented, and we will begin reviewing exit survey results at Membership Committee meetings once we start receiving them, expected in about 3 months.

New testimonial videos

Michelle Dunivan

- Received one volunteer for a testimonial video to be filmed at the Midyear conference, and will be seeking others closer to the conference date. We hope to find at least one North Carolina first-time attendee.

Dual Membership message

Michelle Dunivan

- We will be utilizing the dual membership agreement list in the Fall to advertise NACM membership. It was also suggested that we develop a script to provide to State Association presidents during their local conferences regarding the benefits of NACM membership. It was also decided that the State Association Chair, Kathy Griffin, should coordinate communication with the State Association Dual Members.

New Business

Adjourn

Meeting Schedule

- **January 16, 2020**
- **February 20, 2020**
- **March 19, 2020**
- **April 16, 2020**
- **May 21, 2020**
- **June 18, 2020**
- **July 15, 2020 (at Annual Conference)**