

# BOARD CONFERENCE CALL

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

[**GoToMeeting**](https://global.gotomeeting.com/join/547767933) **-** (872) 240-3212, if needed

# MINUTES

# PRESENT: Paul DeLosh, Will Simmons, T.J. 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. Alyce Roberts was acknowledged for leading the effort to establish this service for the NACM Board.
   1. Approval of November 13, 2018 Meeting Minutes. With no corrections or amendments, the minutes were approved as written.
   2. Open Board Position – Paul noted that there is a board position vacant due to Julie Dybas’ retirement. Jeffrey Tsunekawa was welcomed back on the board.
      1. Determination and process to fill - Paul opened the floor for general discussion regarding filling the position, which would expire at the end of Julie’s term in July. With notice to the membership and review of applications, the likelihood of selection would be in February leaving approximately 5 months to serve. In questioning if the same recent Director applicant pool could be used, the Board determined that previous notice only covered the previous vacancy. Therefore, for transparency, the current vacancy would need to be re-posted. Considering the move to reduce the number of board members to 14, as well as likely time remaining for an individual selected to serve, 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 motion carried.
      2. 90-day period – The board reviewed the proposed language regarding the 90-day period for eligibility as a draft for the Operations Manual (attached at the end of this document.) Jeffrey commented that consideration of limiting the extension to a one-time extension of time beyond the initial period. Kathy made a motion to approve the policy with an amendment that added language specifying a one-time extension. Jeffrey seconded. The language 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, as approved, follows -

*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 actively, in good faith, seeking to secure employment consistent with being a Regular Member of the association. Upon petition, a one-time 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.*

All in favor, none opposed. The motion carried.

1. **President-Elect’s Report** *Will Simmons*
   1. 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.
   2. Annual Conference planning is on schedule. 34 proposals were received and have been distributed to the review committee. The committee will meet next Friday. Four 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 Arkansas State Court Administrator, Marty Sullivan, who shared he plans to register around 25 from his office and he anticipates at least 100 from Arkansas.

Outreach through Will and others has been taking place in Louisiana, Missouri and Tennessee.

1. **Vice President’s Report** *T.J. BeMent*
   1. Annual Priorities - Strategic Plan.

In developing the 2019 annual priorities for year three of the NACM Strategic Plan, T.J. discussed the survey results based on feedback received at the Fall Board meeting. Note: Survey results shown during call start on page 7 of these minutes.

**SFA#1, Goal 1** – Add top 3

* Engage non-members at conferences, after webinars, non-renewals, etc.
* Create a working group to fully identify reasons why State Associations should engage with NACM
* Increase use of social media for outreach, distribution of materials, etc.

**SFA#1, Goal 2** – Add top 4. Michelle stated she is moving forward with the demographic collection and would like to have support from strategic plan.

* Create targeted outreach based on state structure, ECP, type of court, role, etc.
* Develop promo materials on benefits of membership and conferences with video clips, etc. to generate excitement
* Create a justification letter and campaigns to increase conference attendance
* Fully utilize dual membership agreement lists for outreach
* Better use of surveys, opportunities for membership data/demographics collection

**SFA#2, Goal 1** – Add top 3

* Establishing emerging leaders program
* Explore variations in education tracks – interactive, Core, credit for attendance, etc.
* Develop a court leadership skills assessment with career-stage learning rubrics

**SFA#2, Goal 2** – Add top 3

* Create a “database” of Court Manager and conference session materials by topic and authors
* Develop website landing pages for key topics – SJI Priorities, webinars, etc.
* Create an annual summary of information produced (webinars, guides, website docs, etc.)

**SFA#3, Goal 1** – Suggestion was made to accept all 4 with merging of number 3 and 4.

* Create a variety of talking points for members to use for community outreach
* Develop a response of the profession to issues of public trust
* Create opportunities to promote the profession in college programs (5)
* Develop a multi-audience strategy on the role of the profession to share with partners and funding bodies

**SFA#4, Goal 1** – Add top 4

* Generate “thank you” notes to committee members for their service and contribution
* Create a structure for forms, agendas, policies with possible numbers assigned to policies
* Generate “thank you” notes to employers noting committee members’ service and contribution
* Better tracking of strategic planning efforts and accomplishments

T.J. 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.

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.

1. **Secretary/Treasurer’s Report** *Kathy Griffin*
   1. 2021 Site selection - Kathy reviewed the visits for Midyear and Annual Conference.

Midyear:

Kathy and Valerie Gardner 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. The hotel 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 based on approved matrix to move conferences among the four Regions, it is an ongoing challenge because we are looking so close in. All in favor, none opposed. The motion carried.

Annual:

Kathy and Val visited Milwaukee and San Diego. In San Diego, NACM would have the whole facility. Milwaukee was using two hotels. The conference center was nice. While not in downtown San Diego, there is plenty to with options for easy transportation to downtown. As the prices in San Diego will surely go up after hotel’s planned renovation, Kathy proposes that NACM use San Diego for 2021 and Milwaukee for 2022. Kathy made a motion to sign with San Diego for Annual 2021 and Milwaukee for Annual 2022. Greg seconded the motion. All in favor, none opposed. The motion carried.

* 1. 2022 Site selection – Kathy will continue to work with Val and Experient to find locations for the 2022 Midyear.
  2. SJI Grant – the grant was accepted. We have not heard about the status of the grant yet.

1. **Membership Services** *Michelle Dunivan*
   1. 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
   2. 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.
2. **Governance Committee** *Greg Lambard*
   1. Meeting is scheduled for next week.
   2. Angie VanSchoick will be taking over the operations subcommittee.
   3. Resolutions are officially approved and should be fully implemented.
   4. Greg is going to pull together the State of the Profession speech committee.
3. **Communications Committee** *Alyce Roberts*
   1. Court Express is scheduled for release on February 28 with a copy deadline of February 8. The approved early registration rates for Annual will be included and Jeffrey will hold off distributing newsletter until after annual conference site is launched so people who read the notice and want to take advantage of the rate can register.
   2. Court Manager – Winter edition. All working to getting this edition out. The need to create a new template to accommodate the content of the conference edition was needed. The new template has a one-time cost of less than $500. Alyce recommends moving forward so we will have the template to use now and into the future. Alyce moved to approve the one-time expenditure of less than $500 to accommodate Annual Conference content. T.J. made a second. All in favor, none opposed. The motion carried.

Spring edition scheduled for March 26 with a copy deadline of January 8. Looking for article topics and/or authors.

* 1. Social media – Kevin Lane has been hosting social media guidelines committee
  2. Website – Report made there has been an uptick in website maintenance and changes. While the new website offers flexibility for NACM to make changes, some items need to be sent to Howell. Latest updates include loading past president accomplishments and past board of director’s page, and some significant changes to the conference videos. In the past, videos were loaded in a hodgepodge fashion creating an unfriendly and frustrating experience for NACM’s membership. Jeffrey was thanked for the significant work to date and his continuing efforts to make improvements. A plan is in place to invite members of the communications committee to search out content and identify challenges in finding materials and offer recommendations as to how to improve.
  3. Plain Language guide committee had final meeting on December 6. They are close to having a final version. The plan is to have the final version to the National Center by December 17 to format.
  4. Podcasts – At Fall Board meeting the board discussed the need to develop Podcast Guidelines. Charleston Carter was asked to lead this effort. As NACM has yet to conduct a podcast, the recommendation was made to develop the guidelines once more is learned. In the interim, Alyce developed a Podcast implementation proposal that includes costs and equipment/software requirements and disclaimer. Note: Podcast implementation proposal shown during call start on page 9 of these minutes.

The first podcast will be “Continuity of Operations and Hurricane Michael”. 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.

1. **NCSC Report** *Janet Reid*
   1. Janet mentioned that Michigan District Court Judge Elizabeth Hines received the 2018 William Rehnquist Award
   2. 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.
2. **Other/New Business**
   1. Paul shared that Maureen Conner has been named the recipient of the next Warren Burger Award which will be presented to her by Mary McQueen and Marcus Reinkensmeyer at the Annual Conference in Las Vegas.
   2. Paul met with John Meeks, Patti Tobias, and NACM’s incoming Education Consultant, Callie Dietz to discuss the transition of this position. Patti Tobias was credited and thanked for laying out transition plan that includes an in-depth onboarding process in shadowing Patti.
   3. As decided at the Fall Board meeting, Paul discussed the long-standing challenges with using the Center’s membership databases, ACGI. One recent challenge was with the conversion to NACM’s new website. Another was an effort several years ago to update the membership profile to capture and store more relevant data that was not static to better analyze the makeup of NACM’s membership. Paul shared concerns with Mary McQueen who mentioned to Jesse. Jesse and Paul met. Jesse pointed out best place to start is to determine what NACM would like to get out of data. Paul will reach out to Michelle to discuss further. Greg offered to will host a GoToMeeting to show reports with MAACM’s newly purchased membership database to provide ideas of what data they capture and how it will be used. It was shared that purchase of any new database would impact system interfaces with conference site, membership and website so getting ideas from how other databases work would be a good start.
3. **Adjourn** There being no further business, the meeting was adjourned at 3:59 PM ET.

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**2019 Strategic Planning Priorities – SURVEY RESULTS**

**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
   * Expand to include educational representative and other SA officers
   * Add SA committee chairs to NACM committees
   * 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](https://nacmnet.org/resources/style-guide/))\* | $40 |
| Microphone | $34 |
| Microphone Interface | $108 |
| Total  \*Must be approved by Paul DeLosh | $207 |

1. Approve a [Libsyn](https://www.libsyn.com/) 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*

1. NACM will use its GoToMeeting subscription at no additional cost to host its podcasts.
2. Approve the first podcast topic: *Continuity of Operations and Hurricane Michael*
3. 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.

1. 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