



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, January 10, 2019 - 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
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AGENDA

1. Welcome/Call to Order/Roll Call
2. Corrections (if necessary) and Approval of [December 13, 2018 Minutes](#)
3. Committee Member Spotlight – Matching Faces with Names and Voices



Carlene Redmond

Court Program Administrator
Juvenile Court of Cobb County, GA

As a passionate child advocate with a master's degree in public administration, one of the reasons I entered and remain in the juvenile justice arena is to empower children and families while also serving the court. I've worked in a juvenile court since 2003 and became a member of NACM in 2016. In addition to the Communications Committee, I also serve on the Conference Development Committee, attending my first NACM conference last summer. During the conference, I enjoyed learning about new innovations and meeting colleagues from various courts. I look forward to meeting all committee members in person at the next conference.



Johnny Tse

Court Administrator
Buckeye Municipal Court, AZ

Johnny Tse is the Court Administrator for the Buckeye Municipal Court (Buckeye, AZ). He has been working at the Buckeye Municipal Court since 2015. Johnny also serves on the NACM Communications Committee, the Arizona Supreme Court Judicial Staff Education Committee, and the Defensive Driving School Board. Prior to his current position, he worked at the Pinal County Superior Court (Florence, AZ), Mohave County Superior Court (Kingman, AZ), Flagstaff Municipal Court (Flagstaff, AZ), and the Maricopa County Justice Courts (Phoenix, AZ). He is a Fellow of the Institute for Court Management.

4. Publications Updates
 - a. Court Manager, Editor Tasha Ruth
 - b. Court Express, Editor Jeffrey Tsunekawa
5. Plain Language Guide Launch, Plain Language Guide Chair Aurora Zamora
6. Social Media Update, Social Media Coordinator Kevin Lane
7. Website Update, Website Coordinator Jeffrey Tsunekawa
8. Website Review Update, Alyce
9. Podcasts Update, Peter Kiefer and Charleston Carter
10. [Joint Technology Committee Resource Bulletin – Social Media Marketing for Courts](#), Jeffrey Tsunekawa
11. Reminder: NACM's Midyear Conference – Atlanta, GA, February 10 – 12
12. Next Meeting: February 14, 2019 at 4:00 ET



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MINUTES

13. Present:

Aurora Zamora	Carlene Redmond	Dawn Palermo
Dorothy Howell	Frank Hardester	Janet Reid
Jeffrey Tsunekawa	Joe Fazari	Johnny Tse
Kevin Lane	Maria Elena Arvizo-Knight	Paul DeLosh
Peter Kiefer	Phil Knox	Rick Pierce
Roger Rand	Steve Thomas	Tasha Ruth

14. Corrections (if necessary) and Approval of [Minutes](#)

15. 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.

16. Greatness in our midst!

Alyce shared that congratulations are in order for fellow committee member Theresa Ewing who received a national award.



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.](#)

17. Publications Updates

a. Court Manager, Editor Tasha Ruth

Tasha reported that she currently has four articles for the spring edition. The copy deadline for this edition is January 11; edition will post on March 29.

The copy deadline for the summer edition is March 22.

Alyce shared that the winter edition (also known as the conference edition) has not yet posted because of the conference-related content that NACM submitted to the publisher (Mellen Street). The publisher informed NACM that to publish this content, they would need to create a new template and the estimated cost for the work involved would be \$1,100. Fortunately, they later informed us that the cost would be less than \$500. The board approved funding for the work and we anticipate that this edition will post before Christmas.

Joe Fazari pointed out that NACM originally planned to publish three editions of the *Court Manager* electronically and the winter (conference) edition in print. This may be why the publisher was not prepared to publish conference-related content. Alyce confirmed that this indeed was the original plan (and a very good one) but that due to budget constraints, the board decided to publish all four editions electronically.

b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey reported that the original copy deadline for the February edition was February 8, with a distribution date of February 28 but that he is extending these dates in order to accommodate an announcement about the annual conference after the registration page for the same is available.

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

Aurora reported that the subcommittee made final edits to the guide and that the guide is ready to go. Aurora and Alyce will be meeting with Abhijeet Chavan (project designer and tech-savvy guru) to prepare the guide for submission to the publisher. Alyce reported that while the publisher is working on the final drafting of the guide, she, Abhijeet, and Aurora will develop the marketing strategy for the guide. The plan is to include social media posts that tease the content in order to encourage greater interest in the guide. Alyce added that Kevin will need to be involved with this effort and she invited any others who are interested in helping to let her know.

19. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that several committee members are working on updating NACM's social media policy. The subcommittee had one conference call where members shared their ideas about what the policy should include. Based on that call, Kevin prepared a first draft and circulated it to subcommittee members requesting comment by January 11. Kevin anticipates that it will take a few months to fine-tune the policy for review by others.

Kevin shared that a concern he has had about social media posting is how much posting is too much posting. After doing some research, he found [social media posting recommendations](#) that indicate that NACM is posting the right amount.

Roger pointed out that one of the things we do not address in the policy is what we, as individuals, are supposed to be following and when. Using himself as an example, he pointed out that he is a representative of NACM, a NACM member, a representative of his local court, and Roger Rand (himself). He questioned whether it is appropriate for us to like, retweet, etc. on private social media account about NACM. Should we be signing into our personal social media accounts? Roger pointed out that if responding from a personal social media account, other people can connect to your personal account.

The following discussion about this question ensued:

Alyce acknowledged the same, noting that some people prefer to keep their professional and personal lives separate.

Frank pointed out the need for NACM to identify the goal of using social media. If NACM wants engagement, must allow people to reply, respond, etc. to posts.

Janet shared that she thinks a great thing about posting on social media is brand awareness. Just reminding people that NACM exists and is out there. NACM has 800 followers on Facebook. We do not know how many are not members but this exposure is an important part of social media.

Alyce shared that the goal is broad. NACM wants exposure to non-members, wants connectivity with members, and to the extent members are interested, wants to provide a forum for engagement.

In response to Frank's inquiry, Kevin shared that Frank asked him if he would go to other sites from the NACM Facebook account and like other state courts' pages that are out there. Kevin shared that as he started to do this, he noted that many of the pages include comments that might be controversial. He noted that the comments were from those who visited the pages, not the courts themselves. Dorothy pointed out that we can't control the comments and that the comments added do not represent the viewpoint of NACM.

Frank pointed out that NACM needs to pin a static disclaimer at the top of its page.

Peter shared that following this discussion and one of the things that Roger said early on intrigued him. Some court professionals may have strong opinions about a variety of topics that may be political in nature. In this regard, court professionals try to keep a clear distinction between professional and personal lives.

Roger suggested that NACM should consider writing a paper on how court professional can best to participate in social media. Alyce asked if anyone is interested in working on this to let her know. Paul informed attendees that he reached out to the president of the Conference of Court Public Information Officers (CCPIO) and she said the CCPIO is interested in partnering with NACM on a project to update its social media guide. The issue raised here is something that the guide could address.

Moving onto another topic, Kevin shared that as a part of the review of NACM's social media policy, subcommittee members considered other social media platforms noting that Instagram was not one of our platforms. Kevin asked attendees if they think NACM should consider creating an Instagram account.

Dorothy said yes, noting that Instagram caters to millennials and NACM can post conference pictures there. If NACM is trying to recruit and get interest of younger population, need to be on a platform that they use. At this point, especially if going to try to generate enough hits in our platforms for revenue possibilities, NACM should have as many as possible.

Kevin asked about who should be posting to the LinkedIn account. Alyce confirmed that if a post is membership-related, Michelle Dunivan, Jeffrey Tsunekawa or their designee should manage the post. Kevin should manage all other posts.

Janet further clarified that there is a corporate LinkedIn page and a group page. Michelle and Janet have co-ownership of the corporate page. When campaigning for membership, LinkedIn (corporate) has a feature that enables specific outreach to a targeted group of folks such as any individual who lists a job title related to the justice system. The group page is for posting content. Janet also noted that the reason everything NACM posts on Facebook is not also posted on LinkedIn is because, some of Facebook content is whimsical or anecdotal. After some discussion, all agreed that

although it makes sense to post similar content across all social media platforms, certain content may not be appropriate for all platforms and that all posts should appropriately complement said platforms.

20. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey reported that he has uploaded the PDF documents recording past president accomplishments. He noted that he and Janet have been working to take care of many requests for the website in the last couple of months and have been working to address a few technical issues.

Jeffrey reported that he and Janet have made many improvements to the conference recordings page and that recordings are much easier to identify and search. Paul thanked Jeffrey and Janet for their extensive work on the website.

21. Website Review, Alyce

Alyce invited volunteers to help review NACM's website to ensure content is easily discoverable for NACM members and non-members. Many thanks to the following members who volunteered: Dorothy Howell, Johnny Tse, Dawn Palermo, Darlene Redmond, and Randall Short. Vicky shared that she would also seek volunteers during her next past-presidents call.



Dorothy Howell
Johnny Tse
Dawn Palermo
Carlene Redmond
Randall Short
Theresa Ewing

22. Podcasts Update, Alyce

Alyce shared that the board approved an implementation plan for proceeding with NACM's first podcast, which will be about Continuity of Operations. Peter anticipates that the first podcast will be ready to go mid to late February. Peter shared that the initial plan is to broadcast one podcast a month. As those involved get more comfortable with routine, NACM could possibly increase the frequency.

Alyce pointed out that one of the issues that must be addressed is whether podcasts should be available publicly or kept behind the member wall. She shared a suggestion that Rick Pierce offered which would be to make live podcasts available publicly and to place recorded podcasts behind the member wall. Then, NACM could possibly offer an

A/V membership option where those with such a membership could access unlimited recordings.

Dorothy noted that NACM could also use podcasts as sponsorship and advertising opportunities.

Post-meeting note: Upon learning of the A/V membership (subscription) idea, Janet and Jeffrey raised concerns about whether offering the same is feasible without incurring additional website costs. That resulted in further discussion among many folks after the meeting. Rick Pierce offered another suggestion that all those involved in the discussion favored. In order to increase the potential for building an audience for NACM's podcast, NACM will make all podcasts publicly available. After one year, NACM will re-evaluate whether podcasts should continue to be available publicly or whether they should be moved behind the member wall.

23. Announcements

Alyce reminded all of the following:

- Midyear conference registration is open.
- NACM has conference scholarships available for those with funding issues, noting that NACM has already awarded scholarships for the midyear conference. Alyce encouraged anyone interested in attending a conference to apply for the scholarship.
- Alyce encouraged board membership for those interested, recognizing the many contributions made by members of this committee.

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

Respectfully submitted,

Alyce Roberts
Chair