



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, March 14, 2019 - 4:00 P.M. ET

Chair: Alyce Roberts

Vice Chair: Frank Hardester

[Committee Page](#)

[Committee Roster](#)

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

Minutes

1. Welcome/Call to Order/Roll Call

| | | |
|---------------------------|-------------------|-----------------|
| Aurora Zamora | Charleston Carter | Danny Davis |
| Dawn Palermo | Dorothy Howell | Janet Reid |
| Jeffrey Tsunekawa | Kevin Lane | Kristina Valdez |
| Maria Elena Arvizo-Knight | Paul DeLosh | Peter Kiefer |
| Phil Knox | Rick Pierce | Tasha Ruth |
| T.J. BeMent | Steve Thomas | Tasha Ruth |
| Theresa Ewing | Melinda Brooks | |

2. Corrections (if necessary) and Approval of [February 14, 2019 Meeting Minutes](#)

The chair inadvertently skipped over this agenda item so it has been added to the April 11, 2019 meeting agenda.

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



Maria Elena Arvizo-Knight
Administrator II
Los Angeles Superior Court
Los Angeles, CA

I began working at the Los Angeles Superior Court in 1996 to help pay my way through college so I could get a “real job.” As life always seems to happen, it took me over 16 years to receive a Bachelor’s Degree in Organizational Leadership. Along the way, I learned four different areas of litigation, navigated through multiple case management systems, and was promoted six times. I developed lifelong friendships and established networks with people from various agencies. I soon realized that I had a “real job.” I am currently an Administrator II and in charge of a courthouse which specializes in Family Law matters. I really love what I do. I don’t think I would be commuting three hours and 15 minutes one way to work every morning if I didn’t. I feel a sense of pride and satisfaction in what I do and how I contribute to the overall goals and mission of the court.

I am a life-long learner and passionate about learning everything there is to know about the court. Recently accepted into the National Center for State Court’s ICM Fellows Program, I am excited to be a member and participant of the class of 2020. I have been a member of NACM since August 1, 2013 and have attended four conferences. I enjoy networking and developing connections with court employees throughout the country.



Kristina Valdez

Court Operations Manager
Fifth Judicial Circuit

Citrus, Hernando, Lake, Marion, and Sumter Counties, Florida

My name is Kristina Valdez and I have been with the Fifth Judicial Circuit, Court Administration since 2004 and have been in my current role as the Court Operations Manager for Marion County since 2011. Prior to working for Court Administration, I worked for the misdemeanor probation department for 6 years. I'm responsible for budget management, purchasing, facility management, ADA Coordination, and emergency lapse management. I attended my first NACM Conference in 2012 but let my membership lapse for a short time. I joined again in 2018 after attending the NACM Conference in Atlanta. I was inspired to become more active with a group of likeminded professionals and joined the Communications Committee to serve and stay connected.

In my free time, I enjoy serving my community through volunteer work. I volunteer with the Humane Society during adoption events and through fostering at-risk animals. I also participate in beach clean ups and promote awareness and action for environmental issues.

Committee Member Spotlight, continued.



Danny Davis

Executive Director
19th Judicial Court
Lake County, IL

Danny Davis has had the honor of gaining extensive experience in court operations under the employ of three different state systems. He now serves as Executive Director for the 19th Judicial Circuit in Lake County, Illinois. Prior to that he was District Administrator for two Judicial Districts in Colorado—the 4th in Colorado Springs and earlier, the 5th, which encompassed the mountain towns of Vail, Breckenridge, Leadville, and Georgetown. His career in the state courts began with the State of Florida's 2nd Judicial Circuit in Tallahassee, where he was Chief of Staff/Court Technology Officer. He holds degrees in law, computer engineering, and political science. He has been a member of NACM since May 2017.

Danny's favorite pastime is being beside his beautiful wife, Sandy, where they enjoy hiking, biking, kayaking, traveling and most importantly, watching their almost three-year old grandson learn about the world.

4. Talking Points for Community Outreach, Governance Committee Vice Chair Rick Pierce

Rick shared that the board members had a discussion at the February board meeting about what NACM could do to help its members educate funding bodies and various community groups about the court management profession. We were looking to create some type of guide that individuals could take to their funding bodies to explain to them what court administration is and how NACM can assist with that. Rick pointed out that NACM already has an excellent Court Administrator Guide available that we can use as a founding document to start with. Many courts have a "meet your judges' night." This would be a helpful tool for court administrators to go out to other organizations to explain what the profession of court management entails. Rick invited input about the idea from committee members.

Kristina said that it is a great idea and expressed appreciation for the effort. Johnny Tse also agreed that the idea was a great one and shared that his community has local leadership counseling that was put together for citizens and that courts can participate in. He said they highlight what the court does and sometimes perform mock trials. He said they also do an orientation for newly elected members of their council so they are aware of the separation of powers between the branches of government.

Tasha said that it is a great idea but cautions of the need to be cognizant of the audience. If talking about funding authorities, materials should be short and sweet because they probably will not take a lot of time to comb through materials.

Rick invited committee members to participate in this effort noting that he is looking to the Communications Committee for ideas about what form this (or these) resource(s) should take (i.e., video, guide, etc.).

Danny Davis said he would like to volunteer but has too much going on right now. Dorothy Howell and Johnny Tse volunteered to work on this joint subcommittee of the Governance and Communications Committees.

5. Publications Updates

a. Court Manager, Editor Tasha Ruth

Tasha shared that the copy deadline for the Summer issue of the *Court Manager* is Friday, March 22 and that she has one article so far. She noted that she's a little nervous but there are folks who have promised article; issue will post on June 7.

b. Court Express, Editor Jeffrey Tsunekawa

Jeffrey shared that the *Court Express* went out about a week ago. There was a short delay in the distribution in order to include information about annual conference. He shared that the last couple of editions have been getting some good attention. There has been about a 33-35% open rate out of (1650) people, which is pretty good.

The copy deadline for the May issue of the *Court Express* is May 3; issue will be distributed on May 23.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin shared that he has been posting various things to NACM's social media accounts. One thing we are looking to do but must explore a little further is to come up with a single email account for all of our social media accounts. Different people have opened up social media accounts for the organization over the years but it is all kind of convoluted at the time. There are applications that make posting to multiple platforms much easier and a small group is working to see if NACM can take advantage of these applications.

7. How Instagram is Used in the Business Environment, Committee Member Dorothy Howell

Dorothy shared that Instagram is a visual platform and thus posts to Instagram should be eye-catching in order to draw an audience. NACM can use Instagram for member engagement. Posts could be about conferences, workshops, social events at conference. Such posts will keep people engaged and let them know what is going on.

Dorothy reported that Instagram provides the following data: number of views, likes, comments, saves, and shares. Instagram also provides the ability to obtain audience demographics and easily determine which posts are getting the most attention.

Dorothy said that everything she has researched says that we should be posting something twice a week. She said that in order to boost our activity, NACM could engage in content partnerships with other like organizations. For example, we could ask another organization to write an article, we could post a related picture to Instagram and hashtag it so their members can see it in order to drive their members to our website. They have something called social boosting. You can rely on Instagram to drive activity to your account. They will, through an algorithm, use your pop-up to audience who might be interested in what our brand is about. As far as Instagram, first thing came to mind is the podcast, attach a link, give dates ... can have live feed of the podcast.

Dorothy noted that an Instagram account requires a lot more work and attention than she thought in order to build a following. She said that there are only six followers to NACM's account right now.

Kevin said that it would be helpful if several of us on the Communications Committee could post to the account in order to build NACM's following. It's picture oriented so difficult for me to provide pictures that cover a broad range of happenings across the country.

8. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey shared that he and Janet have added a number of new items to the website, include the new [Career Opportunities](#) page and the [Midyear Conference Highlights Page](#). He also reported about changes made to NACM's Store, formerly known as the Book Store. He shared that he and Janet have also been developing the podcast-landing page.

Alyce thanked Jeffrey and Janet for the many new editions and improvements that they have been adding and making to the website. She also thanked Board Member Angie VanSchoick who agreed to maintain the Career Opportunities page.

9. [NACM Store – NACM Guides](#), Website Coordinator Jeffrey Tsunekawa

Jeffrey invited volunteers to help draft brief descriptions for each of the guides that are available on the Guide tab in the NACM Store. Theresa Ewing agreed to help with this effort.

Jeffrey also shared about the Raffle Ticket Tab that is in the NACM Store and provided information about the related scholarship fundraiser. NACM will be raffling off Cirque Du Soleil tickets for the annual conference. The tickets are valued at \$370. Conference attendees can purchase as many raffle tickets as they want.

10. Podcasts Update, Podcast Host Peter Kiefer and Board Member Charleston Carter

Peter shared that much progress has been made on NACM's podcast endeavor, noting that Hurricane Florence has already been published to Anchor; the AI podcast is pretty much completed and is being reviewed right now; the editing phase for the Blockchain podcast has begun; and just yesterday, Alyce and Christine Johnson helped record the Alaska Earthquake podcast.

Peter shared that he just got an email back from a long time drug court judge who said she'd be very interested in doing a podcast on drug courts.

Peter shared that Charleston has begun working on the live podcast that we are organizing for the Bellagio and that Charleston has provide the names of two volunteers from North Carolina who are interested in being on the live video podcast.

Peter added that he agrees with Dorothy Howell that Instagram could be a very valuable platform and that NACM should pursue using it.

Alyce thanked Peter for the considerable amount of work he has been doing to make the *Court Leader's Advantage* podcasts a possibility.

11. NACM 2020 Guide Update, Chair Alyce Roberts on behalf of Vice Chair Frank Hardester

Alyce shared that CCPIO President Leah Gurowitz identified the CCPIO members who will serve on the guide committee. They are:

Craig Waters, Florida Supreme Court
Tamara Kendig, New Jersey Judiciary
Rhonda Stearley-Hebert, Connecticut Supreme Court

All of these folks have a lot of experience in a range of different public information officer roles.

- Craig is an expert on social media, court transparency and has dealt with a lot of natural disasters.
- Tammy works for a state court system that is active on social media and has a great website. Tammy chairs the CCPIO Website/Technology Committee.
- Rhonda handled the Skakel Trial, Sandy Hook shooting as well as another horrible yet highly public trial that I will not mention. Rhonda also developed a successful outreach effort to the English and Second Language population in her state.

Alyce asked for a volunteer to chair the guide subcommittee noting that Communications Committee Vice Chair Frank Hardester will work closely with the chair in this endeavor. Committee Member Dorothy Howell graciously agreed to take this task on. Alyce said she would review her notes and inform Dorothy of Communications Committee members who previously volunteered to work on this subcommittee.

12. Board Candidacy

Alyce invited committee members who are interested in serving on the board to contact her with any questions they have. She also encouraged committee members to consider board service or nominating someone who they think might serve well in this role.

- Self-Declaration of Candidacy is due by midnight, **May 1, 2019** ([Declaration Form](#))
- Nominations for Candidates are due by midnight, **April 15, 2019** ([Nomination Form](#))

13. Next Meeting: April 11, 2019 at 4:00 ET