



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

**NACM MEMBERSHIP SERVICES COMMITTEE MEETING**

**Thursday, May 21, 2020, 2PM ET**

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

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

Call to Order

Welcome and Roll Call

Attendees:

- Amanda Leazer
- Raul Calvillo
- Kent Pankey
- Mark Weinberg

Subcommittees:

- No subcommittee updates

Membership stats

Michelle Dunivan

- In the previous month 76 members did not renew their membership; this is a typical amount to lose from those who joined for the previous Annual Conference discount. Typically, we pick up the same amount for the next Annual conference, but we may not be able to given the impact of COVID-19, budget reductions, travel restrictions, and a new format.
- Raul applauded the work done with the podcast and webinar platforms, and suggested we capitalize on those to recruit more members.
- A podcast devoted to the value of membership may be worthwhile. This should include what NACM has achieved, the important/relevant investments NACM has made in our court community, and the coordinated effort to share our offerings. A concern was raised that we may be only reaching current members, and should think about how this may affect this marketing strategy.
- Another suggestion was to call people to individually who had not renewed to encourage them to renew.
- Mark suggested placing membership ads through the podcast, in hopes to make the best use of placement to attract the most members.

Merch by Amazon update

Michelle Dunivan

- The print shop has suspended work during the COVID-19 response, but we are submitting drafts so that they are ready once printing resumes.

Membership benefits – possible discounts

Michelle Dunivan

- The need for additional benefits that were more tangible and accessible were discussed.
- Kent mentioned that these benefits would potentially incentivize members to

pay for their own memberships given reduced court budgets that may not allow for NACM memberships paid for by courts.

- Discount codes could mirror the #IamNACM efforts we are making in conjunction with the Membership 2020 efforts.
- One suggestion was to provide Starbucks gift cards.
- A discount for non-members with a CCM, CCE or Fellowship would be the best way to get devoted court professionals to be part of our organization.
- Another suggestion was made to encourage participation by Federal and Tribal courts, as they are typically underrepresented in NACM.

Conference advertisements

Michelle Dunivan

<https://www.youtube.com/channel/UC5p6IRtXNdlQJnQSA-r8lmw>

New Business

Adjourn

Meeting Schedule

- **June 18, 2020**
- **July 15, 2020** (at Annual Conference)