



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, May 9, 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

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Minutes

1. Welcome/Call to Order/Roll Call

Alyce Roberts	Angie VanSchoick	Carlene Redmond	Charleston Carter
Cherie Lusk	Constance White	Dawn Palermo	Dorothy Howell
Frank Hardester	Greg Lambard	Janet Reid	Kevin Lane
Paul DeLosh	Peter Kiefer	Roger Rand	Tina Mattison
T.J. BeMent	Steve Thomas	Vicky Carlson	

2. Corrections (if necessary) and Approval of [April 11 Meeting Minutes](#)

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



Cherie Lusk

Court Manager

Kitsap County District Court, WA

Cherie Lusk is a court manager for the King County District Court in Washington State and has 27 years of court experience. She oversees the Issaquah courthouse where she facilitated a new case management pilot project. Prior to working for King County, she was project manager for the implementation of a juvenile mental health court and family dependency drug court in Kitsap County, WA. In addition, she managed the Kitsap County Adult Drug Court and authored a grant that was awarded to fund a Veteran's Court. During that time, Ms. Lusk also spearheaded a project for clean and sober housing for women in the community. She is a University of Washington graduate and ICM fellow.



Theresa Ewing

Court Director

Fort Worth Municipal Court, TX

I started my career in the courts in 1989 as a cashier with the City of North Las Vegas Municipal Court in North Las Vegas, Nevada (where I am a native from). I had the amazing opportunity to meet Dan Straub – NCSC, early in my career and credit him (and other amazing mentors along my path) for lighting the fire in me for this profession. Over the course of my 30-year career, I have had the privilege to work in most positions courts have, including front-line staff, courtroom clerk, TAC, IT Director, Court Administrator/Director in four different courts in three different states. I have also taught numerous judicial staff through the years in all three states on varying topics. This breadth of knowledge and experience gives me a unique view of how we are delivering justice in varying ways.

As an ICM Fellow (2012) and NACM member since 2007, I have found a tremendous amount of knowledge and passion exists in this group of people. My passion is developing people that have the love and desire to create a judicial system that is accessible and relevant. We must continually strive to create processes and procedures that allow for greater access to the judicial system and meet people where they are.



Melinda Brooks

Deputy Chief Probation Officer
Franklin County Municipal Court, OH

Melinda Brooks graduated from The Ohio State University in 1996 with a Bachelor of Arts in Criminology. During the final two years of her undergraduate studies, she volunteered as an intern with the Franklin County Municipal Court Department of Pretrial and Probation Services. Upon completing her degree, she was hired as a Probation Officer supervising a general caseload. Melinda also has experience with investigation, sex offender, domestic violence, substance abuse and mental health specialized docket caseloads. In 2005, Ms. Brooks was awarded the George Farmer Line Officer of the Year award by the Chief Probation Officer's Association for her exemplary work in the field of community corrections. Promoted to the position of Probation Officer Supervisor in 2007, she managed the Domestic Violence Unit, Victim Assistants, Sex Offender Program, ADAP Probation Officer and CATCH Program Probation Officer. Melinda earned her Master of Science in Criminal Justice with a specialization in Judicial Administration from Michigan State University in 2014. She is a Fellow of the Institute for Court Management, which she completed that same year. She was promoted to her current position of Deputy Chief Probation Officer in 2015. Melinda has been a member of the Ohio Association for Court Administration since 2008, and is a current member of the OACA Education Committee. She recently joined the Education and Communications Committees of the National Association of Court Management and looks forward to getting to know everyone! Melinda and her husband Travis will be celebrating their 25th wedding anniversary in September. They reside in their hometown of Johnstown, Ohio with their two daughters, age 14 and 17. They are active in their community, as Travis is the girls Varsity Soccer coach, and Melinda assists in a variety of booster's organizations to support the girls' activities. Their home seems more like a zoo (or technically a hobby farm) with a basement full of aquariums and with dogs, cats, chickens, goats, ducks and occasionally a few pigs roaming the property. This quiet rural community is a welcome backdrop to Melinda's career with the largest and busiest municipal court in Ohio.



Nitu Gill

Project Manager
Texas Office of Court Administration

Nitu Gill is a Project Manager with the Texas Office of Court Administration. She has been involved with NACM for two years. Nitu enjoys traveling and spending time with her family and friends.

4. Publications Updates

- a. *Court Manager*, Alyce Roberts for Editor Tasha Ruth

Alyce reported that NACM will post the Summer edition of the *Court Manager* on June 7; copy for the Fall edition of the *Court Manager* is due by June 28.

- b. *Court Express*, Alyce Roberts for Editor Jeffrey Tsunekawa

Alyce reported that the *Court Express* will be distributed as scheduled on May 23; copy for the September edition of the *Court Express* is due by September 6.

5. NACM Resource Index Update, Committee Member Dawn Palermo

Dawn reported that she, Roger, and Andra are making good progress on developing NACM's all-inclusive resource repository. She explained that the repository will include videos, guides, *Court Manager* articles, NACM resolutions, and other materials. Dawn thanked Roger Rand for creating a shared file that all could access and update simultaneously. She said that the group is organizing the resources by subject matter to make it easy for people to find a resource (topic) of interest. She noted that one of the things slowing their progress is the need to watch older videos to determine the date of the video, who is speaking in the video, and the topic. Dawn invited volunteers to help with the project, noting that all would be grateful for any assistance. Cherie Lusk volunteered to help. Dawn agreed to get in touch with Cherie and Roger asked Cherie to provide a Google email address to make the process for accessing the shared document easier.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that he and Janet have been posting a variety of different content to NACM's social media accounts with the most recent posting being about the Court Technology Conference in September. He shared that he has been using Buffer to post simultaneously to Facebook, Twitter, and LinkedIn and has been posting manually to Instagram. Because the free version of Buffer only permits simultaneous posting to three social media platforms, Kevin said he wanted to look into which social media platforms NACM members use most when accessing NACM information. If they access it more often via Instagram, Facebook and Twitter, it might be better to use Buffer to post to these three automatically and then post to LinkedIn manually.

Although a few members reported that they do not use LinkedIn to keep current on NACM posts, Janet pointed out that there are over 500 NACM members on LinkedIn. Vicky also noted that the Membership Committee has a program for doing targeted membership campaigns in LinkedIn. Janet said that although the targeted campaigns have been stalled for a while, LinkedIn is a valuable resource and a professional networking tool. In case the campaign efforts continue, we do not want to negate LinkedIn altogether. Janet also noted that over 19 thousand LinkedIn account holders are associated with a court-related title.

Frank suggested that a better option would be to upgrade the Buffer account to a pro account that allows simultaneously posting to up to eight social media platforms. The annual fee is \$144. Alyce suggested to Frank that he and she include a proposal to do just that for the board's consideration at their meeting in July. Frank agreed.

7. Website Update, Janet Reid on behalf of Website Coordinator Jeffrey Tsunekawa

Janet reported that she and Jeffrey continue to make updates to the website and that Angie has continued to manage NACM's new Careers Page.

8. [NACM Store – NACM Guides](#) Descriptions Update, Committee Member Theresa Ewing

This item was tabled until the next meeting.

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

Peter reported that he is just putting finishing touches on the Blockchain podcasts scheduled to be released next Thursday. He said Di Graski and Paul Embley did a great job. With their approval to do so, Peter narrated their article on this topic so there will be a bonus podcast next week – the interview and the narrated article.

To date, Peter reported that there have been 362 views of the three podcasts that we have out – an exciting and good start.

Podcasts in the works right now: Peter and Charleston are working on a podcast for bail reform; Peter said that thanks to T.J., he contacted Steve Nevels from Georgia about doing a podcast on ransomware; he's talking to Craig Waters from Florida about doing a podcast on high profile trials; and he is still trying to put together a podcast on active shooter.

Peter asked for help with recording the 30-second NACM outreach segments that are included with each podcast. This is where we talk about some aspect of NACM and encourage NACM membership and involvement. It is best to have different people as it creates a lot of variety.

Peter also noted that Andra Motyka submitted a logistical question about the first podcast on Hurricane Florence. Peter spoke with the guests for that podcast and one of them agreed to respond to the question in a second recording that he will append to the podcast. Doing this encourages folks to write in about their questions because we can answer them in a later podcast.

Peter reported that efforts are underway for the live broadcasting from the annual conference. Peter, Angie, Charleston and Alyce drafted a live-broadcasting schedule and identified a number of questions to ask attendees and speakers. He said the video will air live via Facebook and will be recorded for later viewing. The next meeting for this workgroup is Tuesday morning when they will do a dry-run test using equipment and NACM's Facebook account. The test will not include airing to a public audience.

Kevin revisited the podcast update asking that Peter send him promotional materials this week so that he can preschedule the posting for next Thursday since he will be away from the office.

Peter added that he has been monitoring Google trends for the best keywords to include in podcast show notes to draw an increased listenership. Unfortunately, he has not yet figured out how to tie the word "Kardashian" into our podcast show notes. ☺

Alyce restated the call for volunteers to prepare the 30-second outreach ads. Constance White and Cheri Lusk volunteered.

10. NACM 2020 Guide Update, Media Guide Subcommittee Chair Dorothy Howell

Dorothy reported that the subcommittee has met twice to review the current media guide to determine topics relevant today's and to identify areas we want to clarify or expound upon. She said that she asked subject matter experts to gather information and data they think would be relevant to use in some of the subsections. At the next meeting, she is hoping to determine true assignments for the 2020 guide. She noted that the members are great but they are all so busy. Dorothy thanked Frank for helping her chair the committee. She said that the more she learns through this process, the more excited she is about the project. She also shared that she was in an ICM training that Paul DeLosh taught this week on public relations. After participating in the class, she is encouraged that the subcommittee will be able to bring a final draft to the board with which they will be impressed.

The next subcommittee meeting is June 7 at 11 a.m. EDT. Dorothy invited anyone interested in volunteering for this project to attend the meeting and anyone interested in adding content or making suggestions to send the information to her or Frank.

Frank shared that while he appreciate the kudos, the reality is that without Dorothy's efforts, the project would not be as far along as it is. He credits all to Dorothy.

Dorothy added that the subcommittee is comprised of great people, including Peter, Kevin, Craig, Rhonda, and Tamara. Alyce was pleased to inform Dorothy that although Randy Short and Nitu Gill could not attend the meeting today, they both offered to help out with any committee work that needs to be done. Upon Alyce's inquiry, both agreed to serve on the Media Guide Subcommittee.

11. NACM Webinars Update, Chair Alyce Roberts

Alyce reported that NACM's first vendor-sponsored webinar will be on May 15 at 2:00 EDT. She encouraged committee members to get the word out about the webinar in their respective communities.

Alyce is continuing her efforts to identify a date for the webinar on COSCA's white paper about the need to improve access to justice in rural areas.

12. NACM Public Landing Pages Update, Alyce Roberts for Governance Vice Chair Rick Pierce

Alyce reported that Johnny and Dorothy will join Trish Batley and Rick for a subcommittee meeting on Friday, May 17 at 3:30 EDT. The subcommittee will put together content for audience-specific landing pages for NACM's website. For example, one landing page might include information and resources that could be of interest to academicians and another page could include information and resources of interest to court funding bodies. Rick invites others to join this call if interested in helping out with this project.

13. Next Meeting: June 13, 2019 at 4:00 ET