

NACM 2023-25 STRATEGIC PLAN

Mission

**NACM is an inclusive member organization dedicated to developing all court professionals as leaders, providing community, sharing information, and advocating on important court and justice system topics.**

Vision

NACM will be an inclusive community, a preferred source for education and innovative practices, and a leading voice for all court professionals.

DEI Mission

NACM is nondiscriminatory and provides equal opportunity for participation in all areas of the Association. NACM respects the values and perspectives that diversity of experiences brings to our Association, leadership, and board. NACM will increase public awareness of the importance of diversity; increase the pipeline of minorities toward leadership within court administration; utilize a broad selection criteria and procedures in leadership advancement; and include minorities in the leadership selection process.

DEI Vision

NACM is committed to a diverse, inclusive, and equitable environment where all board members, members, volunteers, and educators, regardless of race, color, sex, sexual orientation, national origin, disability, language, and social or economic status, are treated with dignity, feel respected and valued, and experience belonging.

DEI Values

Ethics Fostering

Respect Perspective

Empathy Cultivating

Listening Collaborating

Understanding Curiosity

Allyship All Inclusive

Service Partnering

Innovation Engagement

C-O-N-N-E-C-T-I-N-G

Action

IncLusive

CoLlaboration

DiVersity

InnOvative

EngagIng

Community

SErvice

EthicS

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| Strategic Focus Area #1:  Membership  NACM is a member organization serving court professionals and the court management profession. To remain a vibrant and leading organization, NACM must attract new members and retain and engage existing members. NACM is committed to strengthening these efforts in the future.  Goal 1: Actively recruit and strive for a diverse and representative membership  Goal 2: Increase opportunities for members to be active and renew membership | | | |
| 2023 Strategic Projects | Targeted Outcomes/  Measure of Success | Lead Committee Responsible |
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GOAL 1: Actively recruit and strive for a diverse and representative membership

Strategies:

* Promote membership through campaigns (such as: “Why am I a member of NACM?” and #IAMNACM)
* Review demographics and create outreach plan for underrepresented groups and areas of US
* Review feasibility of offering membership "gifts"
* Outreach to the newest State Court Administrators to assist with promotion of organization within their states
* Promote proprietary products of NACM
* Press releases prior to annual conference in the areas we are targeting- state we are coming, our purpose and the goals of our organization.  List information on registering or attending
* DEI guide

GOAL 2: Increase opportunities for members to be active and renew membership

Strategies:

* Membership Committee to provide direct phone calls to new members, welcoming them. Explain NACM’s committees and opportunities on how best to engage in the organization
* Publish new members in the electronic publications (Court Manager/Express)
* Partner with one state/regional association for education and training at their conference and at ours
* Innovate new ways to appreciate current membership and recognize milestones (5, 10, 15, etc. years)
* Enhance and make use of our Dual Membership Agreement benefits
* Provide better marketing of online virtual engagement opportunities/community
* Actively follow-up with webinar participants

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| Strategic Focus Area #2:  Education and Resources  NACM provides an array of educational programs and resources. NACM also produces informational and reference materials that advance the profession and educate others about courts. Examples include educational conferences, webinars, the Court Manager and Court Express, the Core® and related curriculum, the National Agenda, Court Leader’s Advantage Podcast, and other publications and guides on best practices.  Enhancing member benefits and increasing the overall value of belonging to the Association are high priorities for NACM. NACM is also committed to producing resources (e.g., guides, toolkits, Core® curricula, best practices, and trends in courts) that will strengthen court and justice system performance and serve the profession.  Goal 1: Increase involvement and participation in educational programming and resources.  Goal 2: Create educational opportunities and resources that reflect the needs of membership and the profession. | | |
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GOAL 1: Increase involvement and participation in educational programming and resources.

Strategies:

* Relaunch Mentor Program
  + *This would align with the NCSC's idea to create an executive leadership track; it would be an opportunity to partner.*
* Create a Limited Jurisdiction track at conferences
* Partner with NCSC to do 1-day regional/rural, state-focused educational sessions.
* Advertise conference sessions identifying those that are based on feedback received from membership and conference surveys
* Call for articles for Court Manager or Express to give people opportunities to share information

GOAL 2: Create educational opportunities and resources that reflect the needs of membership and the profession.

Strategies:

* Expand CORE Champion program
* Organized repository of best practices/ CORE materials
* Create webinars with issues court managers face daily. *(e.g., court security, high profile trials, recruiting/ retaining employees, creating presiding judge/ court manager policies, productive pairs)*
* Prioritize Website development and updating in Education and Resources
* Create videos about what we do, what is available, as well as a “how to” for our website, repository, guides, etc.

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| Strategic Focus Area #3:  Advocacy for the Profession  The court management profession plays a vital role in the administration of justice. Like other judicial and legal organizations committed to building trust and confidence in the judicial branch, NACM is in a singular and prominent position to be the voice for the court management profession and provide a unique perspective on court operations and innovative practices.  Goal 1: NACM will be an influential and respected voice on behalf of courts and the court profession. | | | |
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Goal 1: NACM will be an influential and respected voice on behalf of courts and the court profession.

Strategies:

* Communicate NACM’s proclamations and explain the importance of them, as well as the voice of the profession
* Interview court leaders on their journey (captured via articles, webinars etc.)
* Provide members with outreach/speaking materials for local schools/colleges to advocate for the profession
* Ensure that our voice is proactive versus reactive. "Premier organization"
* Identify a representative in each state to host a NACM virtual meeting to keep the Midyear and Annual momentum up and invite all NACM members in that state
* Enhance partnerships with other national organizations
* Restart the NACM/ CITOC Awards
* Create a state court information sharing platform (example: NCSC's Court Security email blast as to what is happening)
* Find a way to publicize our State of the Profession Address
  + Court Professionals Week

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| Strategic Focus Area #4:  Association Governance  The governance structure of NACM must be responsive and effective to enable the Board to lead and act on behalf of the Association, members, and the profession. The Board is committed to ensuring that NACM’s leadership:   * **Is representative and diverse** * **Is able to respond quickly to needs/demands** * **Is strategic and intentional in its actions** * **Is structured and organized to manage the daily business of the Association as well as achieve long-term goals and strategic priorities Clearly defines, shares, and balances the workload across committees and work groups** * **Is stable and consistent in its governance activities as individuals in positions of leadership rotate** * **Has adequate secretariat support services**   Goal 1: NACM’s governance will be representative, responsive, and effective. | | | |
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Goal 1: NACM’s governance will be representative, responsive, and effective.

Strategies:

• Conduct conference breakout session(s) on NACM’s strategic plan

• Communication with members to make certain we're aligned with their needs/wants – follow-up to membership surveys

• Create a fillable feedback form on the resolutions page for proposed resolutions

• Communicate board activities in Court Express