



**NACM Governance Committee  
Conference Call Meeting Minutes**

A conference call via telephone and online webinar of the NACM Governance Committee was held on Wednesday, October 18, 2017 at 2:00 PM (EST). The meeting was called to order at 2:05 PM (EST) by Greg Lambard, Chair. The meeting proceeded as follows:

**I. Roll Call and Introductions**

The following committee members and guests were present:

- |                 |                     |
|-----------------|---------------------|
| - TJ BeMent     | - Amy McDowell      |
| - Russell Brown | - Rick Pierce       |
| - Vicky Carlson | - Janet Reid (NCSC) |
| - Mark Dalton   | - Alyce Roberts     |
| - Paul DeLosh   | - Jeffrey Tsunekawa |
| - Julie Dybas   | - Ron Truss         |
| - Greg Lambard  | - Angela VanSchoick |
| - Jo Haynes     |                     |

**II. Review of Minutes**

The minutes from the September 20, 2017 meeting were reviewed and approved as submitted.

**III. Update on the Board's Strategic Planning Discussion**

Greg Lambard reviewed potential strategic planning projects that the Board discussed, which could be the responsibility of the Governance Committee. Those potential projects included:

- Engage State Association leaders (Assisting the State Association Committee)
- Assist in developing a membership survey
- Develop a State of the Profession Address
- Develop a communication strategy for advocacy efforts
- Develop "think tank" to give input on trending issues
- Create a toolkit for media engagement
- Create resolutions that reflect NACM's goals
- Create whitepapers
- Collaborate with Partners

- Outreach on importance of the profession
- Review and discuss strategic planning priorities at each annual conference

The Board, through the efforts of TJ BeMent is still working on finalizing the projects for the year.

#### **IV. Committee Workplan/Schedule**

Greg noted that as soon as the strategic projects for the Governance Committee are finalized he will develop a committee workplan/schedule. The workplan/schedule will map out the activities of the committee so that those assigned tasks will have an indication of when work will be due.

#### **V. The “Voice of the Profession” Continuing Discussion**

The discussion on the “Voice of the Profession” was continued. The compiled notes from previous discussions were reworked into a document and organized around several questions:

- What does it matter what NACM has to say?
- What would our members use our pronouncements for?
- What are the different ways we communicate?
- What would NACM say?
- Who are we talking to? and
- What is our plan to implement this?

The committee discussed the document and is in favor of moving forward with “exercising” NACM’s Voice. Russell Brown did offer a note of caution that in our field generally it is the judges who offer the official word on various subjects.

Preliminary action steps to implement the Voice were discussed:

- Finalize our statement on what the Voice is – Greg will work on this.
- Reinvigorate the National Agenda
- Create a State of Profession speech – A sub-committee has been designated for this.
- Listen, gather information
- Utilize partnerships to enhance our Voice
- Pick a topic and “exercise” our Voice
  - Prioritize topics?
  - How do we choose the topic?
  - Broadcast success or responsiveness to crisis
  - Use experience to guide future
- Develop resources for use by individual courts or members?
- Maybe highlight all available items on a particular topic?

**VI. New/Other Business**

No new business was brought forward.

**VII. Adjourn**

The meeting was adjourned at approximately 3:00 PM (EST). The next meeting of the committee will occur on November 15<sup>th</sup> at 2:00pm EST via telephone and web.

**Respectfully Submitted:**

Greg Lambard

Governance Committee Chair