



Membership Committee
Wednesday, October 27, 2021
2:00 pm ET

Minutes

Attendance: Kelly Hutton, Cheryl Stone, Brandon Kimura, Kenneth Pankey, Stacey Fields, Christina Prieto, Stacy Worby, Rick Pierce, Jeff Chapple, Mark Weinberg, T. J. BeMent, Jeffrey Tsunekawa

1. Welcome Meeting called to order @2:05 pm. D. Howell welcomed the membership committee Officers, Board members and new meeting attendees.
2. September 22, 2021, meeting minutes reviewed
3. Subcommittee Reports
 - a. Early Career Professionals

ECP Member Benefits tabled until Dr. Dunivan is available.

 - S. Worby announced that the next ECP meeting is 11/17/21 @ 4pm rescheduled to avoid holiday. ECP members had a great discussion about racial justice. Subcommittee is continuing discussions about the special interest groups starting in January. S. Worby is requesting volunteers to facilitate topics. Anyone interested should contact Stacy Worby and Jeff Tsunekawa.
 - b. International report tabled in Michele Oken Stuart absence. However, D' Howell reported that the subcommittee is working on updates to the brochure.
 - c. State of Associations R. Pierce reported that the subcommittee is working on updating the landing page that will provide a resource to state associations and provide a repository of information about state associations. Rick conveyed challenges in gaining full participation with the responsibilities running their respective associations. Will use the dual membership partners.
4. Membership Engagement – D. Howell proposed a possible virtual event as an opportunity to meet the Board C. Stone suggested we look at the states that are underrepresented and reach out to get interest. Cheryl sent invitations to non-members that attended the conference as well as colleagues in Washington and Oregon.

Social Media Campaign – D. Howell reported the launch of the “I AM NACM” social media campaign an idea of M. Dunivan and J. Tsunekawa. The campaign will show the diverse makeup of NACM’s



membership. The goal is to post two videos per month beginning with R. Rand. D. Howell introduced the NACM Social Media Coordinator Christina Prieto. She gave an overview of the various social media platforms and is focusing on expanding the NACM brand. C. Prieto explained the importance of following NACM social media platforms and differentiated following, sharing and liking post. NACM will not follow anyone which protects the follower of any personal post being placed on NACM's social media platforms. She will focus on post for the upcoming conferences.

Jeffrey will act as the liaison for this campaign and will draft a scope of content. He will create a collage to show at the conferences. He also suggested using the court express to highlight the campaign. Volunteered to draft scope and to accept the videos. K. Pankey proposed creating a collage or video for preview at the conference. Other ideas included a selfie contest with a "I am NACM" back drop, hashtag post #IAMNACM, virtual backgrounds etc. Stacey Fields to provide

5. NACM Conferences – upcoming conferences

- a. Mid-year Conference Bellevue, Washington. February 20-22,2022
- b. Annual Conference Milwaukee, Wisconsin. July 10-14, 2022

6. No Old Business

7. New Business - Midyear registration opens tomorrow. K. Pankey announced the closing date for review of resolutions from the Governance committee.
He asked members to review the resolutions and provide any feedback.

Meeting adjourned 2:55pm

2021 Membership Meeting Schedule

December 22, 2021

January 26, 2022