



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

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Thursday, November 21, 2019, 2PM ET

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

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

Call to Order

Michelle Dunivan

Welcome and Roll Call

Michelle Dunivan

Subcommittees:

○ Early Career Professionals

Tina Mattison

- The mentorship program is continuing to make connections between mentors and mentees
- Reminded the committee we need ECP articles for the Court Manager, or at least article topics.
- The ECP subcommittee is working on Mid-Year Conference NACM Cares. Our charity will The Relatives and we need volunteers to help youth in a center on Monday night. More details to follow.

○ State Associations

Kathy Griffin

- The meetings are going well. There is a topic of discussion at each meeting and there is a lot of interaction. Members are encouraged to get their State Association representatives to join the calls.

○ International

Michele Oken

- The International meeting is held immediately following the Membership call, and will provide a full update next month.

Membership 2020

Michelle Dunivan

○ LinkedIn campaign

- Metrics for the campaign so far were shared, including the performance for the overall campaign and each of the 4 advertisements. One membership was recruited directly from the LinkedIn campaign. We expect that others will add later, but be introduced to NACM, or reminded of NACM through the campaign. At the end of the month we can compare memberships from this month to previous Novembers and determine the success of the campaign.

○ Social Media

- Next month we will focus on a Give the Gift social media campaign.
- There was a proposal to advertise upcoming committee meetings. Kathy indicated that she posted committee meeting information on Facebook

when she was responsible for social media.

- The committee discussed the need to be a NACM member to be on a committee. Since committee meetings details are available on the public website, and Committee chairs are not expected to audit their lists to ensure NACM membership for committee participation. However, those who are heavily involved in a committee are strongly encouraged to be a NACM member.
- Michelle offered to reach out to the Communication Committee to inquire about making those postings.
- Scholarship drive
 - Reminded the committee of the proposal to conduct a scholarship drive, soliciting donations, and giving a one-year membership to as many non-members as are available based on funds raised.
 - Feedback from the committee indicated that this was a worthwhile initiative to pursue.
 - The committee discussed how to select recipients, especially in comparison to how conference scholarship recipients are chosen. It was decided to ask for nominations, to include a reason for why the nominated person would benefit from a membership, and doing a raffle.
 - For purposes of generating excitement, and inspiring more giving, it would be beneficial to do a raffle live at the conference(s).
 - Renee cautioned the committee to be thoughtful about how funds would be expended, and being transparent when collecting donations. Also, what our plan is if we don't receive enough donations for one scholarship, or we don't receive enough nominations to cover the amount of donations we receive.
 - Janet let us know that the online donation button is ready.
 - Will asked if we could include this information in the upcoming conference email or "What you should know" message that goes out immediately before the conference.
- Renewals and Exit Survey
 - The committee reviewed the proposed letters and discussed the schedule on which they should be distributed. There were no suggestions for changes.
 - Will recalled a successful campaign to reach out individually by phone to purged members, resulting in 10-15 additional memberships. Michelle suggested that the first effort is through an email to all purged members, and then consider the program for those that still did not renew.

New Business
Adjourn

Meeting Schedule

- **December 19, 2019**
- **January 16, 2020**
- **February 20, 2020**
- **March 19, 2020**
- **April 16, 2020**
- **May 21, 2020**
- **June 18, 2020**
- **July 15, 2020** (at Annual Conference)