



**COMMUNICATIONS COMMITTEE**

Thursday, October 11, 2018 - 4:00 P.M. ET

Teleconference: 800-503-2899 | 2591537; International Call Number: 303-248-0817

[Committee Web Page](#)

Chair: Alyce Roberts

Vice Chair: Frank Hardester

AGENDA

1. Welcome/Call to Order/Roll Call

Communications Chair Alyce Roberts called the meeting to order at 4:00 ET.

The following committee members were present:

Angie VanSchoick  
 Charleston Carter  
 Dawn Palermo  
 Janet Reid  
 Julie Dybas  
 Paul DeLosh  
 Tina Mattison  
 Theresa Ewing

Aurora Zamora  
 Constance White  
 Dorothy Howell  
 Jeffrey Tsunekawa  
 Kevin Lane  
 Randy Short  
 T.J. BeMent

Carlene Redmond  
 Danielle Rosete  
 Frank Hardester  
 Johnny Tse  
 Kristina Valdez  
 Roger Rand  
 Steve Thomas

2. The committee approved the September 13, 2018 meeting minutes as submitted.
3. Committee Member Spotlight – Matching Faces with Names and Voices. Alyce introduced a new feature for Communications Committee agendas. With the goal of putting a face to names and voices and learning more about co-committee members, Alyce will begin including photos with a brief introduction of two-three committee members on each agenda. Alyce thanked Aurora and Kevin for sharing their photos and a little about themselves with us.



**Aurora Zamora**

Court Services Consultant  
 Texas Office of Court Administration  
 (NACM’s Plain Language Guide Subcommittee Chair)

*In my role as court services consultant, I provide technical assistance and training to over 3,000 courts in Texas, focusing on trial courts. A ‘high’ moment for me is when my assistance helps remove the mystery in court management and allows a judge and/or court staff to consciously enhance the court’s performance and service to their customers.*

*I have been a NACM member since 2003. I was going through a burn out, ready to quit phase. Attending the NACM conference in D.C. was my last hope for professional renewal. It occurred when I attended a session where Frank Braccolina spoke on the calling of the profession of court administration. I recommitted to my professional calling and have never regretted the decision.*



**Kevin Lane**

Executive Officer  
California Court of Appeal Court  
(NACM's Social Media Coordinator)

*I've been with the California Court of Appeal for 14 years, 5 years as the Executive Officer. Prior to that I was in various court management positions at the Los Angeles Superior Court for 14 years where I was introduced to NACM. I've been involved with NACM since 2002 and its sister organization (NCACC) National Conference of Appellate Court Clerks since 2005. I focused a lot of effort toward the NCACC as the chair of their Communications and several other committees. I also was a member of their Executive Committee. With just a few years left in this profession, I am returning to NACM to meet up with former Fellows of the NCSC and contribute what I can to this great organization. In the meantime, I enjoy everything San Diego has to offer including our beaches, hiking with my dog and playing on our adult dodgeball team.*

#### 4. Publications Updates

- a. Court Manager. On behalf of Editor Tasha Ruth, Alyce reported that the article submission deadline for the spring edition of the *Court Manager* is January 11. Alyce made a somewhat desperate plea for article submission for the winter edition but noted that the articles should be submitted to [courtmanager@nacmnet.org](mailto:courtmanager@nacmnet.org) as soon as possible because Tasha is expected to submit them to Chuck at the National Center for State Courts by October 26. For those interested in submitting an article, please review the [author guidelines](#). Although the guidelines indicate a maximum word length of 7,500, Alyce shared that we have much more flexibility with article length now that the *Court Manager* is an electronic publication.
- b. Court Express. Editor Jeffrey Tsunekawa reported that the most recent edition of the *Court Express* was distributed a couple of weeks ago. Jeffrey noted that he has been highlighting committees in the publication and that he plans to highlight past *Court Manager* articles in future editions. The next edition of the *Court Express* is scheduled to be distributed during the week of Thanksgiving. Jeffrey would love to receive article submissions by November 1.

#### 5. 4<sup>th</sup> Quarter Webinar - Domestic Violence – November 8 at 2:00 p.m. ET

Julie Dybas shared that the presenters (two judges and an AOC manager who oversees domestic violence matters statewide) are really excited about doing the webinar and noted that the PowerPoint slide for the same is complete. Alyce shared that the presenters have decided to have a live camera feed of them at the beginning of the webinar during introductions and then at the end during the Q & A session. Alyce will reactive NACM's GoToWebinar account on Friday, October 12 and will begin drafting the registration page.

#### 6. Plain Language Guide Update

Plain Language Guide Chair Aurora Zamora reported that PDF and ePub versions of the guide have been created and that there is just one section needing completion. The subcommittee is on schedule to submit the guide to the publisher by November 15. Alyce shared that at the suggestion of subcommittee member Abhijeet Chavan and with the approval of NACM President Paul DeLosh, the guide will be published in January of 2019 instead of November 2018. Abhijeet pointed out that if the guide is published in late 2018, it very quickly

appears to be more dated (a year old) come January 2019. Abhijeet also made recommendations for marketing the guide. He suggested that posts and other announcements about the guide include snippets from the guide to encourage members and others to read the guide. Alyce will be talking with Social Media Kevin Lane more about this idea.

#### 7. Social Media Update

Social Media Coordinator Kevin Lane reported that he and Janet continue to post daily to Facebook and Twitter on Monday through Friday and that they have posts scheduled through October 29. Kevin shared that he would like to include more posts about things going on at the National Center for State Courts and in NACM with the goal of getting people to talk a little more about the posts.

#### 8. Website Update.

Website Coordinator Jeffrey Tsunekawa shared that he and Janet continue to receive feedback on NACM's new website. He shared that they are currently strategizing how best to organize the conference videos so that they are more easily searchable. The goal is to make it so that members who recall a session from a conference that they would like to see, will be able to search the session title to quickly find the video. Currently, members must scroll through all of the videos to find a video of interest.

Alyce thanked Tina Mattison for her suggestion (made during the September call) to add short summary descriptions to each of the webinars posted on NACM's site. Tina volunteered to draft the summaries and Janet posted them to the site. The summaries can be found in the "Member Only" webinar section.

#### 9. Education Committee Meeting Update

Vice President T.J. BeMent shared that the Education Committee will meet next on Thursday, October 18 at 2:00 ET. The focus of the meeting will be to consider possible education tracks for future conferences such as technology, early career professional, management, leadership, skills based, etc. The goal of the education committee view NACM's educational content (conference sessions, webinars, guides, The Core, etc.) to ensure that NACM is delivering the right educational content to its members.

#### 10. Update Re NACM's 2019 First-quarter Webinar

President Paul DeLosh shared that he noticed that the National Association of Women Judges (NAWJ) announced a "WeToo in the Legal Workplace" initiative at their meeting with the Congressional Caucus for Women's Issues in July. He shared that the #WeToo in the Legal Workplace movement, which is (co-sponsored by the Women's Bar Association of the District of Columbia and the law firms of McGuireWoods and Morgan Lewis), is intended to be the impetus for the creation of educational sessions, workshops, training programs, marketing and social media campaigns and defense funds to combat sexual harassment across the legal workplace. He noted that SJI has awarded funding to NAWJ to develop sexual harassment educational programming. Paul reached out to NAWJ President Justice Kennedy to suggest that this would be a great partnership opportunity to develop a NACM webinar. Paul pitched the idea to NAWJ's board at Justice Kennedy's suggestion and the board supports such a partnership and is

even interested in collaborating to develop a guide. Justice Kennedy suggested that NACM work with Judges Holland and Herring to get this project started. Paul introduced Alyce and T.J. to the judges and T.J. and Alyce are tentatively scheduled to connect with them in November.

11. Next Meeting: November 8, 2018 at 4:00 ET

The meeting adjourned at 4:30 ET.

Respectfully submitted,

Alyce Roberts  
Chair