



National Association for Court Management

Strengthening Court Professionals

NACM MEMBERSHIP SERVICES COMMITTEE MEETING

Wednesday July 25, 2018 @ 11 AM Eastern Time

1-800-503-2899 Access Code: 2591537

Call to Order

Welcome and Roll Call

- Charleston Carter
- Jeff Chapple
- Paul DeLosh
- Jeffrey Tsunekawa
- Vicky Carlson
- Kathy Griffin

Michelle Dunivan

Michelle Dunivan

- Aaron Williamson
- Tina Mattison
- Angie VanSchoick
- TJ BeMent
- Renee Danser

Board Meeting recap

- Membership Services items on the Board agenda were focused on transitioning into the role of Chair.

Michelle Dunivan

Update and review of State Assn. Memberships

- Jeff is working on updating and renewing expired Dual Membership agreements, including identifying contacts for each association.
- Will coordinate with TJ

Jeff Chappel

Scholarship and awards review

- Last year was the first year scholarships were available for the mid-year conference. There were some issues with scholarships throughout the year being awarded after awardees had already paid to attend the conference, which violates the terms of the application. A disclaimer on the newest application specifically states this.
- Scholarship decisions made after the Early Bird deadline also need a policy decision, so that applicants who will pay for themselves—not their courts paying-- will not miss the less expensive option.
- Award submission dates need to be consistent among awards for easier marketing.
- Award descriptions and requirements need to be reviewed for clarity and relevance, to support marketing efforts, and to garner more viable candidates.
- Prior to distributing submissions to committees, submissions should be vetted to remove disqualifying nominations.
- Jeff Chapple would like to form a subcommittee to review 6 awards. Aaron Williamson, Jeffrey Tsunekawa, and Tina Mattison volunteered to be part of the subcommittee. Jeff will distribute all materials by week's end (October 5).

Jeff Chappel

LinkedIn Social media promotion

Jeff Chappel

- Jeff had previously used his personal LinkedIn account to reach out to members, but is working on using NACM's company profile so messages come directly from NACM.
- Using the NACM company profile will help to target messages to specific populations.
- Jeff will be the primary administrator
- The NACM Board now has a Social Media coordinator, however the focus will be on Twitter and Facebook.
- Working with the Communication committee will help to send a unified message.

Membership appreciation

Jeffrey Tsunekawa

- The last Membership Appreciation week was in 2016. This week was dedicated to recognizing and engaging members. Examples included trivia, finding things on the website, and incentives for participation.
- Paul DeLosh liked the idea, and emphasized the importance of being creative with incentives and giveaways. Other ideas included searching different parts of the website, signing up for the conference app, and registering for the next webinar.
- Kathy Griffin agreed that it worked well last time.
- Other members suggested low-cost giveaways like NACM flags, stickers with the new logo, and conference t-shirts.
- Jeffrey Tsunekawa estimated that the timeline to do a membership appreciation week would require approximately one month of work to prepare activities, NACM Board approval, 2 months of advertising. Jeffrey agreed to come up with an agenda for this project.

Subcommittees:

○ [State Associations](#)

TJ BeMent

- This year's focus will be on meetings with association management, and building a discussion around the Leaders Teaching Leaders program.

○ International Committee

Michele Oken

- Michelle Dunivan gave the update for the International Committee.
- The International Committee is working on collaborating with IACA, and is preparing to distribute a member survey via the November Court Express to develop a database of those with experience or interest in doing international work in courts.

○ [ECP](#)

Angie VanSchoick

- The first ECP meeting this year will be tomorrow (Oct 3), and they will focus on new ideas for participation.

New Business

- Michelle Dunivan brought up improving and expanding the Mentorship program. Creating new ways to mentor may be more appealing than a long-term commitment of the traditional mentoring relationship.
- Aaron Williamson discussed his experience with a conference coach/buddy to lead first time attendees around, answer informal questions, sit together at events, and make new attendees feel welcomed.

Meeting Schedule

- **October 2, 2018**
- **November 6, 2018**
- **December 4, 2018**
- **January 8, 2019**
- **February 5, 2019**
- **March 12, 2019**
- **April 9, 2019**
- **May 7, 2019**
- **June 11, 2019**
- **July 18, 2019- At Annual Conference**

Adjourn