



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, August 9, 2018 - 4:00 P.M. ET

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

[Committee Web Page](#)

Minutes

1. Welcome/Call to Order/Roll Call

Communications Committee Chair Alyce Roberts called the meeting to order at 4:02 ET.

The following committee members were present:

Andra Motyka	Aurora Zamora
Carlene Redmond	Charleston Carter
Danny Davis	Frank Hardester
Janet Reid	Jeff Chapple
Jeffrey Tsunekawa	Kevin Lane
Kristina Valdez	Leah Huff
Maria Elena Arvizo-Knight	Paul DeLosh
Peter Kiefer	Phil Knox
Randy Short	Tina Mattison
Steve Thomas	

2. Publications Updates

- a. Court Manager: Fall edition: posts October 9
Winter edition: posts December 17; articles due by September 28
- b. Court Express: September edition: posts September 26
November edition: posts November 28; articles due by November 8

3. 4th Quarter Webinar - Domestic Violence – November 8 at 2:00 p.m. EST

4. Plain Language Guide Update – Aurora Zamora and Alyce

Alyce and Aurora reported that the guide is on schedule for timely submission to the National Center for State Courts for final editing and posting.

5. Social Media Update

Alyce introduced NACM's new Social Media Coordinator Kevin Lane. Kevin Lane currently serves as the Clerk/Executive Officer of the Court of Appeal, Four Appellate District in San Diego, CA.

Alyce shared that NACM's social media presence is currently limited primarily to Facebook and Twitter but that NACM is considering expanding its social media presence to include other platforms. She invited members to share what they think are the most common platforms that would be of interest to NACM members. Kristina Valdez from Florida shared that her court maintains a social media presence on Facebook, Twitter, Instagram, and LinkedIn. Leah Huff from Texas shared that her court uses the Marco Polo video app to communicate with other team members. She shared that team members find the app to be very helpful to minimize miscommunications that can occur when one doesn't see another's body language to better know the tone in which the message is being given. [Check out this [message about the Marco Polo Video App.](#)]

6. Website Update

Janet Reid shared that she has been focusing on getting NACM's Conference page up and is hoping to go live by October 1. Jeffrey Tsunekawa shared that since the new website launched, NACM has received a lot of great feedback on the website. Both Janet and Jeffrey encourage all members to inform them of any website issues that need to be resolved.

Tina Mattison noted the webinar recordings posted on the website do not include a description. Tina agreed to draft abbreviated summaries for each of the webinars and send them to Janet for posting.

7. September 12, 2018 Board Meeting Update – Vice Chair Frank Hardester

Frank provided a brief summary of the board's September 12 meeting. Board members approved the webinar sponsorship policy, agreeing to a few minor edits.

Board members discussed having a press release policy for announcing new board members and templates were shared. Development and review continues.

Board members approved moving forward with next steps for NACM to host a regular podcast. More research must be done to determine equipment and software needs to support a podcast and the costs for the same. Some of the discussion centered around who will own the equipment and what the scope of the project will be.

Peter Kiefer shared that he thinks a high estimate of the costs would be under \$2000. Peter reported that the next steps include:

- determining the focus for podcasts series
- create a schedule and format
- determine hardware and software needs and get exact pricing

Peter further noted that those involved in initial discussions are considering holding thirty-minute podcasts on a regular basis. Matt Benefiel and Karen Levey, who presented a session about podcasts at the Atlanta conference, adamantly recommend a regular schedule for podcasts. Peter shared that he already has a list of topics to explore, many of which come directly from the annual conference. This includes the NACM National Agenda and the Voice of the Profession. Peter invites “intel” from folks on what topics might keep millennials and Gen Xers listening.

Leah Huff noted that her daughter might be a valuable resource as NACM considers this endeavor and she generously offered said daughter’s assistance. Thank you, Leah!

Peter also discussed the possibility of offering live podcasts at the annual conference

8. Education Committee Meeting – September 20, 2018
9. Next Meeting: October 11, 2018 at 4:00 EST