



## COMMUNICATIONS COMMITTEE MEETING MINUTES

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

Committee Web Page

1. Committee Chair Alyce Roberts convened the meeting at 4:00 ET.

Present:

Andra Motyka	Aurora Zamora
Dawn Palermo	Dorothy Howell
Frank Hardester	Janet Cornell
Janet Reid	Jeffrey Tsunekawa
Jenny Bunch	Johnny Tse
Kathy Griffin	Kristina Valdez
Nitu Gill	Paul DeLosh
Peter Kiefer	Phil Knox
Randy Short	Rick Pierce
Tasha Ruth	Steve Thomas
Theresa Ewing	

2. New Committee Members

Alyce expressed great appreciation for and extended a special welcome to the following new committee members: Dorothy Howell (New Jersey), Kristina Valdez (Florida), Nitu Gill (Texas), Randy Short (Missouri), and Theresa Ewing (Texas).

3. Publications Updates

- a. *Court Manager*

*Court Manager* Editor Tasha Ruth reported article and final copy submission deadlines: final copy for the fall edition is due to Chuck at the National Center for State Courts by Friday, August 17; the article submission deadline for the winter edition is September 28. The fall edition will post on October 19; winter edition on December 17.

Tasha invited members to contact her at [courtmanager@nacmnet.org](mailto:courtmanager@nacmnet.org) to share information about events or projects occurring in their respective courts. She noted that she would really like to be able to highlight in the *Court Manager* what is going on in the NACM membership. She noted that if you or your colleagues are not comfortable or do not have the time to devote to writing an article, you should still contact her to discuss alternatives to writing an article such as conducting a telephonic interview.

Tasha requested volunteers to write an article for the conference (winter) edition of the *Court Manager*, covering a topic listed below:

- i. General Conference Summary
- ii. Social Event
- iii. Awards
- iv. Vendor Exhibit

The following members responded to the call for help: Jeffrey Tsunekawa (General Conference Summary); Randy Short (Georgia Aquarium Social Event); and Dorothy Howell (Vendor Exhibit); and Alyce (Awards).

Andra Motyka inquired about why there were only two articles published in the last edition of the *Court Manager*. Tasha explained that she only received two articles and that there were no other articles in queue. She noted that it can be really difficult to get people to submit articles.

b. *Court Express*

*Court Express* Editor Jeffrey Tsunekawa reported that the article submission deadline for the third edition of the *Court Express* is September 10; the distribution date is September 26. Jeffrey shared a recent suggestion to profile board members in the *Court Express*, particularly new board members, so that association members could get to know the board members better. Jeffrey invited members to submit articles on any of the following: information about upcoming events, a short recap about the annual conference, committee call for volunteers, or other announcements or information that would be of interest to the membership.

4. Quarterly Webinars

a. 3<sup>rd</sup> Quarter Webinar - Debrief of Joint Technology Committee Projects Webinar

Alyce reported that 146 people registered for the JTC webinar, 68 of which were non-members. Sixty-nine people actually participated in the webinar. Alyce noted that because NACM suspends its webinar application account in between webinars to save money, she is unable to access and report on the webinar evaluation results until NACM reinstates the account.

Jeffrey Tsunekawa, moderator for the JTC webinar, reported that David Slayton and Kevin Bowling gave an in depth overview of the work of the Joint Technology Committee, including: the production of white papers covering a broad range of topics, the development or support of technology standards, and what is on the horizon for the JTC. Jeffrey shared that the presenters focused on promoting awareness of the committee and getting feedback on technology issues. There was much dialogue between the presenters and participants about ideas for the JTC and issues facing the courts. Kevin and David said that they would share details about the dialogue with other members of the JTC. Dawn noted that many participants were interested in tips on how to get judicial officers onboard with paperless court records.

b. 4<sup>th</sup> Quarter Webinar - Domestic Violence Guide – November 8 at 2:00 p.m. EST,

Alyce reported that according to Julie Dybas, preparations are well underway for the upcoming DV Webinar. Alyce asked for a volunteer to moderate this webinar. After hearing a brief description about the role of the moderator, Jenny Bunch graciously volunteered.

5. NACM Guide

Plain Language Guide Chair Aurora Zamora reported that the Plain Language Guide Subcommittee is on target to submit a draft to the National Center for State Courts on October 11. She shared that the guide is really looking great and expects that committee members will be very proud of the guide.

6. Social Media Update

Kathy Griffin reported that a link to all of the recorded annual conference sessions was posted to NACM's social media accounts. She also shared that there have been a lot of hits on conference photos posted on NACM's Facebook Page. Kathy invited members to submit articles that might be of interest to NACM members for posting on social media.

New Communications Committee Vice Chair Frank Hardester asked if NACM posts to social media platforms individually or if it uses a service to post to multiple platforms simultaneously. Kathy responded that although she does not use such a service, NACM only posts to Facebook and Twitter and she is able to achieve simultaneous posting to these accounts without a service. She noted that although NACM has a LinkedIn account, NACM only uses LinkedIn as a recruiting tool.

7. Website Update

Website Coordinator Jeffrey Tsunekawa reported that NACM's new website is still up and running and has not crashed yet. ☺ He reported that he and Janet Reid have been making a lot of changes post-conference including: updating the board and committee pages to add new board members, their photos, and biographies; updating committee pages to add new chairs and meeting dates; and post-conference related content like videos of recorded sessions. He noted that there are still many updates to make and that it takes time. Jeffrey invited input on the new website and asked members to submit suggestions for adding photos to the website.

Jeffrey reported that he and Janet are currently working with the company that redesigned NACM's website to integrate E-commerce. Members will soon be able to access publications and guides in NACM's bookstore.

Janet requested that members let her and Jeffrey know if something looks amiss on the website.

Paul encouraged committee members to be sure to share the link to NACM's recorded sessions with colleagues. The State Justice Institute (SJI) funds the initiative to make NACM conference sessions available to a broader audience and they look at the number of hits that NACM gets on recorded sessions when considering continued funding. Thus, it is important to ensure folks know the videos exist.

## 8. July 21, 2018 Board Meeting Update

Alyce provided a brief update about NACM's recent board meeting, noting board approval of the following:

### a. Revised Structure for Communications Committee



Operations Manual -  
Communications Comr

### b. Webinar Access Policy



Webinar Access  
Policy - Approved by t

### c. Webinar Sponsorship Policy



Webinar Sponsorship  
Policy - 8-7-18 Draft.d

### d. Proofreading Checklist for NACM Communications



Proofreading  
Checklist - Approved t

### e. Communications Plan



NACM  
Communications Plan

### f. Guide Fee Policy



NACM Guide Fee  
Policy - Approved by B

Regarding the Guide Fee Policy (f. above), during discussion about the policy, President Paul DeLosh clarified, that although members can access electronic guides free of charge, members must pay \$5.00 to purchase printed guides. This fee offsets the associated printing costs. Currently, the only guide that NACM maintains in printed form

is the Court Administrator Guide. All other guides are only available in e-format. Alyce will update and recirculate a revised Guide Fee Policy accordingly.

g. [2019 Advertisement Rates](#)

9. New Business

a. Education Committee

Vice President T.J. BeMent shared information about NACM's newly established Education Committee. T.J. noted that over the last couple of years, NACM has embarked on a strategic planning process. As a part of NACM's last strategic plan, board members identified the need to do more with NACM's education materials. Members noted that although NACM does a wonderful job with its conferences, guides, webinars, and website, NACM needs to take a look at all of its education materials from a higher level. The new Education Committee will be responsible for pulling together all of NACM's resources and will consist of the following subcommittees: Conference Development (CDC) – which will do largely what it does now; the CORE – which will continue to manage the CORE curricula and encourage development through the state associations; and a new Resources subcommittee. The Resources Subcommittee will focus on categorizing and inventorying all of NACM's existing resources, ensuring that the resources are made available to all members. This committee will also develop speaker lists and determine topics for NACM's guide and webinars. The Communications Committee will continue to be responsible for executing development of the guide and production of the webinars. T.J. shared that NACM will be reaching out for volunteers to serve on this committee and noted that those interested in this volunteer opportunity should contact T.J. at [tj@nacmnet.org](mailto:tj@nacmnet.org) or Alyce at [alyce@nacmnet.org](mailto:alyce@nacmnet.org).

b. Communications Committee Vice Chair

Alyce announced the appointment of new Communications Committee Vice Chair Frank Hardester. Frank was elected as a director on the NACM board at the annual conference.

c. Social Media Coordinator

Alyce congratulated Kathy Griffin (former Vice Chair of Social Media) for being elected to the officer slate of the NACM Board. Anticipating that Kathy will be very busy in her new role, NACM is seeking a new Social Media Coordinator. Alyce invited those who are interested in serving in this role to contact her at [alyce@nacmnet.org](mailto:alyce@nacmnet.org).

d. 2019 Webinars

Alyce invited members to submit suggestions for NACM's 2019 webinars to T.J. at [tj@nacmnet.org](mailto:tj@nacmnet.org).

e. 2019 NACM Guide

Alyce invited members to submit suggestions for NACM's 2019 guide to T.J. at [tj@nacmnet.org](mailto:tj@nacmnet.org).

f. Shared Interest Groups – Continuing the Conversation beyond the Conference

President Paul DeLosh shared that NACM is considering ways to engage NACM members in continued conversation about the great discussions that often occur during the Shared Interest Group (SIGS) sessions held at NACM's annual conference. SIG session facilitators collected the names and contact information of participants who are interested in continuing a discussion held during a SIG session. Over 80 participants provided their contact information.

Paul asked how NACM can get people engaged in further conversation in between conferences.

Members discussed at great length the possibility, challenges, and benefits of using podcasts as a vehicle for engaging members in further conversation. Many on the call supported the idea of NACM hosting a regular podcast.

Peter Kiefer commented that he thinks podcasts are an excellent idea that NACM should pursue.

Dorothy Howell shared her experience participating in podcasts, noting that one of the features she likes is that participants are able to post questions and get feedback from the facilitators in real time. She agreed that podcasts would be a good way to keep people engaged if NACM can provide a regular schedule and listing of topics to encourage members to follow the podcast. Paul noted that this would provide a means to engage members in a two-way conversation.

Rick Pierce commented that podcasts are a great form of communication but that because a podcast is a service offered routinely, NACM would need to have many topics ready to go.

In response to Alyce's inquiry about participants submitting questions during a podcast, Dorothy said she has seen podcasters use a number of different software applications that enable this. She said that participants can type and submit questions to the facilitator, and the facilitator usually starts his or her response with "Welcome, Dorothy..."

Janet commented that when she first heard the idea about engaging members in continued conversation, it was presented more as creating mastermind groups, as opposed to just listening to someone talk (podcast). It was intended more to continue the conversation. With regard to having a sufficient number of topics to cover through podcasts, Janet commented that some topics might require multiple

podcasts in order to adequately work through the topic while others might only require a single podcast. NACM could live out the course of a topic and then move onto the next. Janet reiterated that the idea is to continue these conversations and in some way create a support group of NACM members who are struggling with similar issues.

Alyce thanked committee members for their input on this topic and adjourned the meeting at 4:58.

10. Next Meeting: September 13, 2018 at 4:00 EST