

Annual Strategic Projects 2017-2018

This Section presents NACM's annual strategic initiatives and/or priority projects. It will be updated annually when NACM establishes new strategic priorities.

Strategic Focus Area #1: Membership – Recruitment, Retention, and Engagement	
2017-2018 Strategic Projects	Lead Person/Committee
1. Develop strategy to enhance/increase membership recruitment.	Membership Committee
2. Increase member participation on committees.	Board and all chairs
3. Develop use for membership demographic information.	Membership Committee
4. Assess need for changes to off-boarding process: former board members, former committee members, etc.	Past President - lead & Committee Chairs
5. Develop process for leveraging dual membership agreements	Membership Committee

Strategic Focus Area #2: Education and Resources Provided by NACM	
2017-2018 Strategic Projects	Lead Person/Committee
1. Implement website improvements	Website Subcommittee
2. Formalize Conference Development Committee Guidelines	Conference Development Committee
3. Assess and evaluate additional educational opportunities: (i.e. podcasts, blogs, webinars, short video trainings, conference recordings, SJI projects mini summits/events, etc.)	Communications Committee

Strategic Focus Area #3: Advocacy for the Profession	
2017-2018 Strategic Projects	Lead Person/Committee
1. Develop, present and institutionalize a State of Court Management address	Governance Committee
2. Develop outreach on the importance of the profession	Governance Committee
3. Develop purpose for courts/leaders to utilize resolutions	Governance Committee

Strategic Focus Area #4: Association Governance and Sustainability	
2017-2018 Strategic Projects	Lead Person/Committee
1. Evaluate and recommend improvements to strategic planning process (i.e. timing, linkage to budget, etc.)	Officers
2. Assess committee structure	Board
3. Assess survey tool options and provide recommendation to board	Communications Committee
4. Redefine State Association Committee Charge	State Associations Subcommittee
5. Develop distribution plan for NACM products/services	Officers