

APPENDIX S COMMUNICATING ABOUT NACM

The purpose of this document is to provide NACM members with a coordinated, systematic, and strategic communication message. The primary uses of this document include:

- To help formulate a speech about NACM;
- To help write an article about NACM; or
- To formally or informally discuss NACM with other individuals or organizations

In order to ensure that NACM members communicate messages about the organization consistently, the following information should be consulted.

Mission Statement

The mission of the National Association for Court Management is to develop proficient Court Managers with leadership skills and a commitment to excellence, to support the independence and interdependence of the judiciary with other branches of government, to provide efficient and customer-oriented justice, and to promote partner-based research.

Vision Statement

The National Association for Court Management will continue to be a global leader in the achievement of an independent, interdependent, accessible and forward-looking Judicial Branch that is committed to excellence. NACM will provide outstanding service to its members through quality professional development, relevant publications, collegial fellowship and opportunities to participate in the organization. The core values of integrity, diversity, visionary leadership, innovation and collaboration will be reflected throughout NACM.

Primary Goals

Goal 1: Develop and improve leadership in all courts through professional development opportunities

Goal 2: Promote the interdependence of court executive teams to achieve independence and public accountability of courts.

Goal 3: Recognize the diversity of NACM's membership and encourage fellowship, networking, and a sense of unity through participation in the NACM board and other governance activities.

Goal 4: Increase public trust and confidence while enhancing access to courts through community education and interaction.

Goal 5: Enhance and improve NACM communications media and related activities.

Goal 6: Enhance NACM's organizational vitality through a continuing review process and a focus on the future of the courts.

Preparation for communicating

Whether communicating in a speech, article or informally, it is important to be prepared. The following suggestions may assist you in that preparation.

- A. Learn about the State and City you are addressing (written or oral), i.e. court structure, number of members, past history, leaders' names, theme of conference and local problems - a lot of this can be learned from attending their meetings prior to your speech. Refer to this information where relevant in your speech/article.
- B. Learn about history, geography, etc., of location.
- C. Jot down resources you think their group might need in the future, i.e. speakers, funding you can give through at their hospitalities and other events. Once they realize you want to help, they will ask for other resources they need. State Association members from universities are great for passing out NACM information.
- D. Remember to be accessible to everyone.
- E. If speaking, take plenty of NACM membership forms and brochures for them, their staff, and judges.
- F. If possible, read organizational bylaws first to see how the local association functions. Make it a point to introduce yourself to officers.
- G. Talk with organizers about what type of audience you will have, what the theme is, and the topic they want you to speak/write about.
- H. Take/reference appropriate NACM materials.
- I. Take/reference examples of the Court Manager and former or current annual meeting educational and social programs if available.
- J. Get to know as many people as possible. A closer relationship truly seems to assuage their fears of NACM as distant, aloof groups not interested in local issues.

Speech Outline for NACM Members to State Associations

If you are addressing a state association (either in writing or in a speech), the following tips may be helpful.

- I. Acknowledge local achievements you have witnessed while attending the conference. Weave the former speaker's remarks and local achievements, if appropriate, into NACM address.
- II. Briefly explain the history of NACM (see Outline of Standard NACM Speech below).
- III. Explain your own career briefly and especially how you got involved nationally. To many people it seems impossible to get on a National Board
- IV. Proceed with "speech ingredients" related to NACM.

Outline of Standard NACM Speech/Article

1. Thank you for the opportunity to talk to your group
2. NACM is non-profit association dedicated to improvement of court management at all levels of courts through the exchange of information and education.
3. NACM's purpose also includes the coordination of judicial research and the enhancement of judicial administration through use of scientific and technological methods
4. The largest organization of court management professionals in the world, NACM has over 2000 members from all court jurisdictions in the U.S., Canada and other nations.
5. In general, Court Management is necessary due to:
 - a) Increased complexity of litigation
 - b) Need for professional managers to oversee non-judicial matters
 - c) Court managers may perform: personnel management, fiscal management, caseflow management, automated office management, jury management, space and equipment management, public education and information management
6. History of NACM
 - a) Established August 1985. Consolidation of NATCA and NACA
 - b) Prior to merger, NACA formed in 1967 Chicago and NATCA was formed in 1965 in Los Angeles.
7. Benefits of Membership
 - a) Subscription to Court Manager, published quarterly, provides members with useful articles and research specifically covering issues relevant to court managers;
 - b) Subscription to *Court Express*, quarterly electronic publication, provides "nuts and bolts" information on court projects, while keeping members informed of changes in the profession.
 - c) Mini-guides released annually which provide detailed information on dealing with a topic affecting courts
 - Recent topics include: Disaster Recovery Planning, Court Security, Succession Planning, Going Green, Domestic Violence
 - d) Reduced conference fees for NACM's annual and mid-year (regional) conferences
 - Examples of recent annual conference topics include:
 - Balancing Justice and Efficiency in Hard Times
 - The Executive Leadership Team
 - Presenting Your Budget for Funding
 - Resolving Conflict
 - Planning Court Facilities
 - Courtrooms of the Future
 - The Base: Court Governance and Accountability
 - Public Perceptions: Community Collaboration and Funding of the Courts"
 - Partnering for Justice, Caseflow and Service Excellence

- e) Exchange of information with professionals
 - f) Scholarship to member for use in the Court Executive Development Program Phase II or Phase III.
 - g) Scholarships for use in attending the NACM Mid-Year or Annual Conference
8. Why you need NACM
- a. Education programs are on the cutting edge of all innovations in the field
 - b. Professionalism demands continuing education and the exchange of ideas on a continuing, national basis
 - c. NACM is a source of technical expertise—why re-invent the wheel
9. Model Code of Conduct for Court Professionals — our duty as professionals
10. Other benefits of association with NACM:
NACM serves on FACT, NCSC's Board and various ABA committees and serves as liaison with COSCA and other state associations
11. Membership Categories:
- a. Regular member - any person serving as clerk of court, court administrator or in any court management, court education, court research or court consulting capacity
 - b. Associate Member - any person interested in improvement of the administration of justice
 - c. Student - any person enrolled full time in a degree program in the field of court administration, business administration, public administration, law, criminal justice or other related fields and not presently employed full time in a court
 - d. Honorary Member - any person in the field of court administration whom the organization wishes to recognize for outstanding achievements
 - e. Retired Member - upon retirement from the judicial system, any regular member in good standing
 - f. Sustaining Member - any person, or persons, firm or corporation interested in furthering goals of NACM
12. Committees on which you can participate: Nominations, Planning, Conference Development, Membership, Publications, Website and Ethics Committees, as well as numerous special/ad hoc committees.
13. Special Programs
- a. Award of Merit - awarded annually to individual who has demonstrated leadership and excellence in the field
 - b. Justice Achievement Award – to publicly recognize courts and related organizations for meritorious projects and exemplary accomplishments that enhance the administration of justice.
14. NACM is financially solvent
15. Provide handouts about membership, The Court Manager, etc.
16. Thanks for opportunity of addressing your group