



COMMUNICATIONS OFFICE

IMPORTANT STATISTICS AS OF JUNE 30, 2018

New projects

New Judicial Branch websites

Ongoing work

Speakers Bureau program

368 volunteer speakers
152 speaking events and media interviews

Social media for the Judicial Branch

1,909 Facebook followers
3,048 LinkedIn followers
2,125 Twitter followers
131 YouTube subscribers

8+ high-profile events planned, promoted

2 branding systems developed

3 live streamed events

9 videos produced

22 web slider videos produced

17,000 Celebrate NC Courts website views

28.6 million webpage views

1,216 web updates

453 public inquiries

314 news articles

296 media inquiries

67 press releases

Launched NCcourts.gov website

Support services

Advertising, public service announcements

Brand and identity management

Broad communications

Digital solutions

Event planning and promotions

Graphic and information design

Marketing

Media relations, events, and coaching

Photography

Project management

Publications, reports, and newsletters

Public information and records requests

Social media

Strategic planning

Standards development and guidance

Video production

Website design, development, maintenance, and support

Writing and editing



The North Carolina Judicial Branch's Communications Office is organizationally located within the Administrative Office of the Courts (NCAOC). The Communications Office is adaptable and flexible to the growing demands and needs of the Judicial Branch. We have the skillsets and motivation to achieve our work. We value individual contributions as much as the synergy of teamwork — the individuality and diversity of each individual strengthens the group as a whole.

Each member of the Communications Office team has the knowledge, skills, and capabilities to accomplish our work; therefore, working cross functionally is encouraged and expected. We seek collaboration with other divisions and stakeholders when appropriate.

When taking on new communications-related projects, the Communications Office strives for the greatest reach so that our work benefits North Carolina's unified court system. We maximize all resources available to us and use them wisely. We also pursue partnerships and collaborative relationships around the state and beyond when appropriate. Our approach to our work includes the willingness and ability to respond positively, efficiently, and effectively.

We actively pursue professional development opportunities and information to stay at the forefront of the latest information, communications, technologies, and best practices. We passionately pursue tools and resources that make good sense for the Judicial Branch.

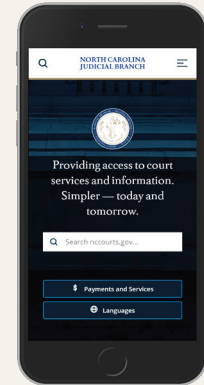
In defining our work, we follow the SMART protocol:

- Specific
- Measurable
- Achievable and actionable
- Realistic
- Time based

We insist on excellence and making things better and use practical project management principles and skills to deliver products and services on time with the resources available.



COMMUNICATIONS OFFICE LAUNCHES NEW PUBLIC WEBSITE: NCCOURTS.GOV



ABOUT THE COMMUNICATIONS OFFICE

Services	Brief Description
Communications support	<p>This centralized communications service is located at the North Carolina Judicial Center (NCJC) and oversees and assists communications needs for the entire Judicial Branch. Our responsibilities include:</p> <ul style="list-style-type: none"> • Newsletters, news releases, and news articles • Strategic and Continuity of Operations Plan (COOP) planning and execution • Brand and identity development and management • Writing and editing • Annual publications, such as fact sheets and statistical reports production • Public outreach
Media relations	<p>The Communications Office is the single point of contact for news and trade media organizations that are trying to reach the NCAOC and Judicial Branch. Our goal is to ensure that the public gets our best foot forward: a professional, consistent, and unified voice. If you work in a courthouse and need help with a media inquiry, don't hesitate to contact us. If you are a member of the media and need information, please contact us at NCCourts.gov/media. Our work includes:</p> <ul style="list-style-type: none"> • Media inquiries • News advisories and releases • News conferences, events and high-profile trials • Media coaching • Public records requests
Web and digital services	<p>This in-house operation provides basic services that meet the digital needs of the entire Judicial Branch. Types of digital services provided include:</p> <ul style="list-style-type: none"> • NCCourts.gov site development, maintenance, and support • Content strategy and user experience • Drupal development, an open-source web platform • Judicial websites, and applications • Social media • Graphics • Video production

BY THE NUMBERS

- 26 stakeholders interviewed
- 40+ subject matter experts (focus groups): judicial officials and court staff, law librarians, leadership of the North Carolina Administrative Office of the Courts, NCCALJ commissioners and staff, private attorneys
- 1,863 submissions of external (public) survey
- 600+ pages in a Compendium of results
- 7,000 webpages reduced to 900
- 20+ new Help Topics written and reviewed by 64 attorney experts
- 11 applications updated or interfaces built
- ~3 million visits per year
- 50.9% mobile usage
- 22 new videos produced to help explain court processes, programs, commissions, and routes of appeal
- 7 language translations provided for key content

This work fulfills recommendations from the North Carolina Commission of the Administration of Law and Justice (NCCALJ) final report. NCCALJ.org





COMMUNICATIONS OFFICE

IMPORTANT STATISTICS AS OF JUNE 30, 2017

New projects

Celebrate NC Courts initiative
Speakers Bureau program:
341 volunteer speakers
101 speaking events and media interviews
Judicial Branch branding system
Social media for Judicial Branch
Juror Appreciation Month

Ongoing work

28,336,973 webpage views
1,800 web updates
604 public inquiries
300 news articles
200+ media inquiries
75 press releases
7 press events
38 surveys

Support services

Advertising
Brand and identity management
Broad communications
Digital solutions
Graphic and information design
Marketing
Media relations, events, and coaching
Photography
Project management
Publications, reports, and newsletters
Public information
Public records requests
Social media
Strategic planning
Standards development and guidance
Video production
Website design, development, maintenance, and support
Writing and editing

WHO WE ASSIST

All employees of the
North Carolina Judicial Branch



The North Carolina Administrative Office of the Courts (NCAOC) Communications Office is located at the North Carolina Judicial Center in Raleigh. Our main goal is communication — to deliver information, tools, and strategies to the NCAOC and the North Carolina Judicial Branch for communicating to its many and varied internal and external stakeholders.

The Communications Office is adaptable and flexible to the growing demands and needs of the Judicial Branch. We have the skill sets and motivation to achieve our work. We value individual contributions as much as the synergy of teamwork — the individuality and diversity of each individual strengthens the group as a whole.

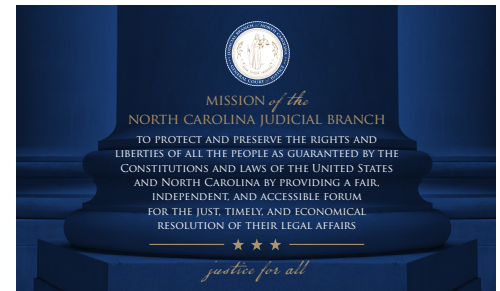
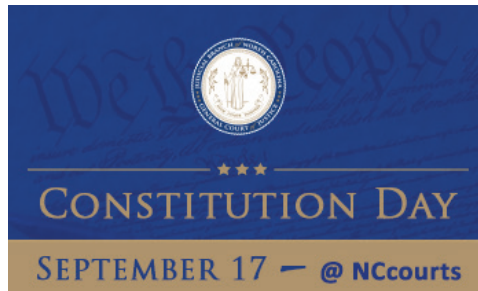
Each member of the Communications Office team has knowledge, skills, and capabilities to benefit all of our work; therefore, working cross functionally is encouraged and expected. We seek collaboration with other divisions and stakeholders when appropriate.

We actively pursue professional development opportunities and information to stay at the forefront of the latest information, technologies, and developments. We passionately pursue tools and resources that make good sense for the Judicial Branch.

In defining our work, we follow the SMART protocol:

- Specific [clear and detailed]
- Measurable [use quantitative language outlining milestones]
- Achievable and actionable [given no dependencies]
- Realistic [given project or organization constraints]
- Time based [deadlines or durations]

When taking on new communications-related projects, the Communications Office looks for the greatest reach so that our work benefits the unified court system. We maximize all resources available to us and use them wisely. We also pursue partnerships and collaborative relationships around the state and beyond when appropriate. We strive to do the right thing in the right way, efficiently, and effectively.



ABOUT THE COMMUNICATIONS OFFICE

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Communications support	<p>This centralized communications service is located at the NCJC and oversees and assists communications work for the entire Judicial Branch. Our responsibilities include:</p> <ul style="list-style-type: none">• Newsletters, news releases, and news articles• eCourts communications• Brand and identity• Writing and editing• Annual publications, fact sheets, and reports• Court anniversaries• Speakers Bureau
Digital services	<p>This in-house operation provides basic services that meet the digital needs of the entire Judicial Branch. Types of digital material produced include:</p> <ul style="list-style-type: none">• NCcourts web requests• NCcourts redesign• Content strategy and user experience• Drupal development• Juno and judicial websites• Social media• Photography• Digital media and graphics for video projects
Media relations	<p>The Communications Office is the single point of contact for news and trade media trying to reach the NCAOC and Judicial Branch. Our goal is to ensure the public gets our best foot forward: a professional, consistent, and unified voice. If you work in a courthouse and need help with a media inquiry, don't hesitate to contact us. Our assignments include:</p> <ul style="list-style-type: none">• Media inquiries• Media advisories• Press events• News conferences• Media coaching