

The Summer is slowly winding down, the newly seated Grand Jury is beginning their tour of duty, and as we move ahead as an Association, there are challenges and opportunities on the horizon that we all need to address.

First is the challenge of keeping all of our members connected with a communication platform that is easy to navigate. As technology continues to run faster than we can walk, it is important that the Association has a way to connect to all our members, be they active or inactive so that we all are aware of news releases, luncheon dates, and opportunities for service.

Mike Morris has been the Association webmaster for quite a few years and is now looking to hand the baton over to someone who can take this critical link and make it even better. I know that for some who are not all that tech savvy, this is way beyond our skill set. But my hope is that there is someone out there who, with some guidance from Mike in this transition, can take on a very important role for the Association. If this opportunity sounds appealing to you, please let me know so we can begin this process.

Also, there are challenges for re-energizing or refocusing committees that have gone dormant during the pandemic. Maybe this lull provides time to review our priorities and shape our committee structure to meet some reasonable goals and objectives. Having committees without any members or activity seems counterproductive.

Now, let's talk about opportunities. There are some changes in the Court that will provide members of the Association new ways to assist in promotion and recruitment. The Association has been asked to lead presentations in Petit Jury Assembly. The seated Recruitment and Orientation Committee will assist, and some may take on speaking assignments, but a designated team from the Association will be leading this activity. In addition, more emphasis will be placed on our Speakers Bureau this coming year as civic and service organizations will be contacted so that our team can provide some basic information regarding Grand Jury activities and reports. PowerPoint presentations will be tailored to fit specific time allocations and audiences. And, since social media has now become the primary tool to reach into the community, a stronger emphasis will be placed on building an updated base of contacts and using it during the recruitment period to inform the citizens of Orange County about an opportunity to serve. While the old method of advertising in the newspaper generated applicants in the past, declining numbers of subscribers and an increase in social media outreach have drastically changed how our world is informed. A data base of contacts was started back in 20-21; now other contacts could be added to this list. Having a wide reaching pool and sending out regular updates during the recruitment window has already been shown to be very effective. And there is the potential for restarting the docent program. So, stay tuned.

Challenges and opportunities, much to keep us busy not just doing business as usual, but taking on some new work to promote and support the Grand Jury in Orange County. I look forward to seeing how we as an Association rise to the occasion.