



OUTREACH AND ENGAGEMENT PLAN

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EXECUTIVE SUMMARY

OVERVIEW

The creation of the 2026 Outreach and Engagement Plan aligns with the 2026–2028 Strategic Action Campaign directive to continue implementation of a sustainable outreach campaign to educate the public on the role and responsibilities of the courts.

The Outreach and Engagement Plan serves as a guide for the Administrative Office of the Courts as it works to position the Nevada Judiciary as transparent, approachable, and accessible. The plan aims to increase public understanding and trust in the courts by enhancing the visibility of judicial resources, improving communication with key audiences, and promoting the work of judges and court staff.

Civics education alone cannot restore public trust in the courts, as there's a significant disconnect between how the courts perceive their services and how the public experiences them.



Public confidence in the judiciary depends on consistent, accurate, and accessible information about court processes and services. In this 2026 plan, the strategies have been refined to reflect updated priorities and focus on what is most effective. The plan places greater emphasis on multimedia tools, accessibility practices, collaboration with trial courts and legal partners, and sustaining successful community and public engagement activities.

The plan provides a foundation for ongoing improvement, supports the goals of the Strategic Action Campaign, and promotes a judiciary that is responsive, informed, and engaged with the communities it serves.

OUTREACH AND ENGAGEMENT PLAN VISION STATEMENT

To empower and connect our community by fostering a transparent, informed, and engaged judiciary so that Nevadans understand and trust the Supreme Court's role in delivering fair and efficient justice through innovative outreach and educational initiatives.

OBJECTIVES AND THEIR PURPOSE

Each objective has been developed to align with the AOC's commitment to transparency, public understanding, and community trust. By clearly defining these objectives and their purpose, the AOC strives to provide a roadmap for the strategies and tactics outlined in this document.

OBJECTIVE

Enhance public accessibility to court information and resources



Improve the sharing and delivery of information about the judiciary



Strengthen community relations and trust



Enhance education and training for judges, justices, and court staff



PURPOSE

Attainable information facilitates access to justice and helps citizens stay informed about their rights and resources.

Knowledge gaps about how the judicial system works can lead to misconceptions and mistrust. Education can help bridge these gaps and lead to an accurate understanding of the judiciary, preserving public trust, confidence, and understanding.

Strong community relations shows that the courts are approachable and responsive. They also enhance the courts' credibility and reputation.

Educated court professionals are the foundation of a thriving judiciary. With ongoing training opportunities, court professionals can stay on top of best practices and confidently promote civics education.

AUDIENCES

Understanding the AOC’s audiences is crucial for successfully implementing the strategies and tactics outlined in this plan. The table below defines each audience and highlights the key focus areas for engaging with them.

AUDIENCE	DESCRIPTION	KEY FOCUS AREAS
General Public	Citizens of Nevada	Understand court procedures, access resources easily, stay informed about court updates/announcements, understand the judicial branch
Media	Journalists, news outlets, and bloggers reporting on court activities	Transparency of the court, timely updates, access to accurate information
Legal Professionals	Lawyers, attorneys, and legal experts	Engage in professional development, stay informed about court updates/announcements
Legal Field Organizations and Associations	Organizations and associations in Nevada related to the legal field	Stay informed about resources, legal updates, and educational opportunities
Court Staff	Individuals employed by a court in the state of Nevada	Stay updated on legal changes, share best practices, understand available resources
Senior Citizens	Elderly residents of Nevada	Ensure accessible information, assistance navigating the court system
Supreme Court Program Participants	Court interpreters, guardians, JDMP mediators, etc.	Educate, inform, and recruit individuals who are involved or are prospects for Supreme Court of Nevada programs and services

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AUDIENCE	DESCRIPTION	KEY FOCUS AREAS
Internal Staff	Appellate court employees including administrative staff and clerks	Understand court procedures and available resources, stay informed about new initiatives, professional development
Judicial Officers	Judges and Justices of the courts	Stay informed on legal precedents, procedural changes, and professional development opportunities
Service Providers	Court interpreters, CASA volunteers, etc.	Understand the direct impact of court interpreters and volunteer opportunities within the judiciary
Limited English Proficiency Population	Residents of Nevada who have limited proficiency in English as a language	Have access to translated documents and court information, court interpreters, and multilingual resources
Prospective Employees	Individuals considering employment at the Supreme Court of Nevada	Understand career opportunities, requirements, and learn about the court’s mission and values

COMMUNICATION CHANNELS

The following channels are essential for distributing information, fostering dialogue, and building trust between the courts and the public.

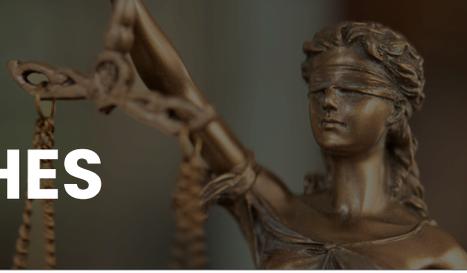
CHANNEL	PURPOSE	AUDIENCE	FREQUENCY
Supreme Court of Nevada Website	Official announcements and updates on rulings and events, legal resources	<ul style="list-style-type: none">• General public	As needed
Social Media	Provide information about resources, cases, rulings, court procedures, and civic education	<ul style="list-style-type: none">• General public• Legal community• Media	3-4 times per week
I'll Allow it, Nevada Podcast	Provide education about Nevada's judicial system and provide CLE credits	<ul style="list-style-type: none">• Judicial officers• Legal community• General public	Twice per month
Public Event Participation	Share resources and information, directly interacting with Nevada residents	<ul style="list-style-type: none">• General public• Potential employees	As needed
Livestream	Broadcast court proceedings	<ul style="list-style-type: none">• General public• Legal community• Media	As needed
Self-Help Center Webpage	Inform the public about the availability of legal information and resources	<ul style="list-style-type: none">• General public• Legal community	As needed

COMMUNICATION CHANNELS

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CHANNEL	PURPOSE	AUDIENCE	FREQUENCY
Flyers, Infographics, and Explainers	Distribute information containing educational content, cheat sheets, and updates	<ul style="list-style-type: none">• Appellate court staff• Trial court staff• Legal community• Media	As needed
Guide Sheets	Provide quick reference information	<ul style="list-style-type: none">• Judicial Officers	As needed
Press Releases and Media Engagement	Inform the media about new resources, events, rulings, and general information	<ul style="list-style-type: none">• Journalists• Reporters	As needed
Educational Presentations and Exhibits	Provide education about the judicial process, resources, and general judicial information	<ul style="list-style-type: none">• Trial court staff• Trial court judges• General public• Legal community• Media• Students	As needed
Short-Form Videos	Provide education about the judicial process, resources, and general judicial information	<ul style="list-style-type: none">• General public• Legal community• Media	As needed

STRATEGIES AND APPROACHES



The following strategies and approaches will be implemented to achieve each goal. Each approach is designed with consideration of three key questions:

- Are these approaches sustainable?
- Are these approaches user-focused?
- Are these approaches appropriate?

1

EXPAND DIGITAL RESOURCES & PUBLIC INFORMATION

- **Approach 1.1: Modernize and Improve the Supreme Court Website**
 - Continuously enhance the website for accuracy, mobile-responsiveness, and alignment with user preferences and accessibility standards.
 - Prioritize intuitive navigation, ADA compliance, and clear pathways to legal resources.
- **Approach 1.2: Strengthen Digital Education Through Social Media**
 - Regularly publish simplified, engaging content that explains court procedures, judicial roles, and public-facing resources.
 - Continue educational campaigns and use multimedia formats to communicate key messages.
- **Approach 1.3: Increase Visibility of Online Legal Tools and Self-Help Resources**
 - Promote new and existing tools offered through the Self-Help Center.
 - Use digital campaigns to reach broader audiences.
- **Approach 1.4: Expand Multimedia Storytelling**
 - Continue using high-quality photo and video content at events, trainings, and community activities to support outreach, education, and transparency.
 - Use multimedia to highlight impactful programs, services, and judiciary initiatives.
- **Approach 1.5: Utilize Short-Form Digital Content**
 - Develop short videos, infographics, and explainers that communicate judicial processes, public resources, and updates.
 - Strive for content that is accessible, visually engaging, and easy to share across platforms.

STRATEGIES AND APPROACHES



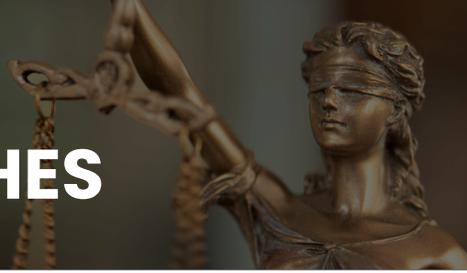
2 STRENGTHEN COMMUNITY & PUBLIC ENGAGEMENT

- **Approach 2.1: Foster and Maintain Community Partnerships**
 - Continue collaborating with legal industry organizations, nonprofits, and statewide partners to increase public awareness of judicial resources.
 - Provide multimedia support for AOC-sponsored and industry events to enhance visibility.
- **Approach 2.2: Highlight Judicial Officers' Community Involvement**
 - Showcase the work of judges and staff in the community through photography, videography, and written materials.
 - Share highlights on social media, newsletters, and other public-facing channels.
- **Approach 2.3: Support Public Events and Civic Activities**
 - Engage with Nevada residents through outreach activities when judicial officers participate in events across the state.
- **Approach 2.4: Monitor Public Sentiment to Guide Engagement Efforts**
 - Regularly track public perceptions through social media and news monitoring.
 - Use insights to refine outreach so the Court remains responsive and transparent.

3 SUPPORT INTERNAL EDUCATION, TRAINING & COMMUNICATIONS

- **Approach 3.1: Support Internal Training and Development Programs**
 - Collaborate with the Court Education and Development team and Continuous Learning Program to provide multimedia, messaging, and marketing support for trainings and workshops.
- **Approach 3.2: Improve Internal Communication Channels**
 - Maintain consistent communication with appellate court staff through newsletters, intranet content, and other internal platforms.
 - Include organizational updates, accomplishments, resources, and engagement-focused content.
- **Approach 3.3: Provide Ongoing Accessibility Training and Support**
 - Train appropriate staff on ADA standards and digital accessibility best practices so that internal workflows support statewide access to justice goals.

STRATEGIES AND APPROACHES



4 STRENGTHEN TRIAL COURT, LEGAL COMMUNITY & STAKEHOLDER COMMUNICATIONS

- **Approach 4.1: Strengthen Communications with Trial Court Judges and Staff**
 - Provide timely updates and resources to trial court personnel using established tools such as the I'll Allow It Nevada podcast, email announcements, conferences, events, and meetings.
- **Approach 4.2: Maintain and Expand Partnerships with Legal Organizations and Nonprofits**
 - Continue collaborating with legal associations, access-to-justice partners, and statewide nonprofits.
 - Share resources, judicial updates, and public tools to improve consistency of information statewide.
- **Approach 4.3: Enhance Media Engagement and Transparency**
 - Publish press releases and media advisories to the public-facing website as needed.
 - Collaborate with Ferraro Group to offer media guidance or training when appropriate.
- **Approach 4.4: Utilize Reports and Campaigns as Public Transparency Tools**
 - Leverage the Annual Report and Strategic Action Campaign as public-facing hubs for information.
 - Use these reports to support presentations, external communications, and organization-wide messaging consistency.

5 EXPAND CIVICS & EDUCATIONAL OUTREACH

- **Approach 5.1: Provide K–12 Educational Resources Aligned with State Standards**
 - Develop classroom-ready materials, presentations, and multimedia assets that help students understand the judicial branch, court processes, and civic participation.

STRATEGIES AND TACTICS



6 IMPROVE ACCESSIBILITY & INCLUSION

- **Approach 6.1: Expand Multilingual Support**
 - Continue updating public-facing materials and online content to serve Nevada’s diverse population.
 - Explore options such as a Spanish-language plugin for the public-facing website to enhance accessibility for LEP populations.
- **Approach 6.2: Promote the Court Interpreter Program**
 - Develop outreach efforts to attract qualified interpreter candidates and strengthen statewide language-access capacity.
- **Approach 6.3: Advance Accessibility Standards Across Public-Facing Content**
 - Ensure all digital, print, and multimedia materials meet accessibility requirements.
 - Provide ongoing training and support to staff responsible for creating public-facing content.

“The judiciary runs on the trust and confidence of our citizens. It is incumbent on judicial leaders to employ best practices to enhance judicial ethics enforcement, training, and education.” — David J. Sachar, Director, Center for Judicial Ethics at NCSC



SUCCESS MEASUREMENT METRICS

The following metrics are used to measure the effectiveness of each tactic.

1 EXPAND DIGITAL RESOURCES AND PUBLIC INFORMATION

- Website analytics including mobile-friendly scores, page views, and session duration
- Engagement metrics for social media content including reach, interactions, and follower growth
- Traffic to promote the Self-Help Center

2 STRENGTHEN COMMUNITY AND PUBLIC ENGAGEMENT

- Number of community events supported or documented through multimedia
- Public sentiment trends measured through social media monitoring
- Qualitative feedback from community organizations and event organizers

3 ENHANCE INTERNAL EDUCATION, TRAINING, AND COMMUNICATIONS

- Internal newsletter open and click-through rates
- Intranet analytics including page visits and time on page
- Participation in internal training sessions

4 STRENGTHEN LEGAL COMMUNITY, TRIAL COURT, AND NONPROFIT COMMUNICATIONS

- Feedback from trial courts, bar associations, and nonprofit partners
- Use of Annual Report and Strategic Action Campaign materials in presentations and stakeholder outreach

5 EXPAND CIVICS AND EDUCATIONAL OUTREACH

- Number of schools, teachers, or classrooms utilizing materials
- Feedback from educators on clarity, accuracy, and usefulness of materials

6 IMPROVE ACCESSIBILITY AND INCLUSION

- Number of staff trained on accessibility practices
- Availability and usage of multilingual tools and translated materials
- Number of inquiries and candidates generated for the Court Interpreter Program



OUTREACH AND ENGAGEMENT PLAN 2026