



# OUTREACH AND ENGAGEMENT PLAN

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# EXECUTIVE SUMMARY

## OVERVIEW

The creation of this plan is a key objective of the 2022–2025 Strategic Action Plan to “Implement a sustainable outreach plan to engage and educate the public regarding the purposes and responsibilities of the court.”

The Outreach and Engagement Plan is a comprehensive guide that demonstrates the Administrative Office of the Court’s (AOC) commitment to positioning Nevada’s judiciary as a transparent, approachable, and trustworthy branch of government.

To strengthen public trust, the AOC must engage with communities and highlight the courts’ roles in justice, accountability, and local problem–solving. This plan includes specific strategies aimed at making court information more accessible and understandable. By increasing opportunities for education and engagement, the AOC hopes to connect with schools, community groups, and the broader public in meaningful ways.

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.



The AOC is committed to engaging in open dialogues, listening to feedback, and providing resources to the communities of Nevada. Through the efforts outlined in this plan, the AOC seeks to strengthen the bridge between the judicial branch and the public, ensuring that actions and innovations are both transparent and responsive to the needs of the residents of Nevada.

## 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.*

# SWOT ANALYSIS



To thoroughly understand the needs and desired outcomes of the Engagement and Outreach Plan, a SWOT Analysis was conducted.

## STRENGTHS

- Significant institutional authority
- Most trusted branch of government
- Wide range of educational resources and materials readily available
- Wide range of easily accessible legal resources
- Strong national association resources

## WEAKNESSES

- Public perceptions of the judiciary are often misunderstood
- Lack of streamlined communication with all courts and stakeholders
- Lack of general public understanding of the Supreme Court's role
- Limited English Proficiency population often underserved

# SWOT

## OPPORTUNITIES

- Strengthen community partnerships
- Streamline communication across courts, judicial officers, and stakeholders
- Increase internal training and education efforts
- Increase external education efforts
- Refocused approach to education
- Improve the collection and aggregation of statewide information

## THREATS

- Spread of biased or misleading information
- Inherited perception from federal judiciary
- Cybersecurity and disinformation
- Sustainability

# 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

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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
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"> <li>• General public</li> </ul>	As needed
Social Media	Provide information about resources, cases, rulings, court procedures, and civic education	<ul style="list-style-type: none"> <li>• General public</li> <li>• Legal community</li> <li>• Media</li> </ul>	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"> <li>• Judicial officers</li> <li>• Legal community</li> <li>• General public</li> </ul>	Twice per month
Public Event Participation	Share resources and information, directly interacting with Nevada residents	<ul style="list-style-type: none"> <li>• General public</li> <li>• Potential employees</li> </ul>	As needed
Livestream	Broadcast court proceedings	<ul style="list-style-type: none"> <li>• General public</li> <li>• Legal community</li> <li>• Media</li> </ul>	As needed
Self-Help Center Webpage	Inform the public about the availability of legal information and resources	<ul style="list-style-type: none"> <li>• General public</li> <li>• Legal community</li> </ul>	As needed



# 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
Internal Flyers	Distribute information containing educational content, cheat sheets, and updates	<ul style="list-style-type: none"><li>• Appellate court staff</li></ul>	As needed
External Flyers	Distribute information containing educational content, updates, and events	<ul style="list-style-type: none"><li>• Trial court staff</li><li>• Legal community</li><li>• Media</li></ul>	As needed
Guide Sheets	Provide quick reference information	<ul style="list-style-type: none"><li>• Judicial Officers</li></ul>	As needed
Press Releases	Inform the media about new resources, events, rulings, and general information	<ul style="list-style-type: none"><li>• Journalists</li><li>• Reporters</li></ul>	As needed
Media Advisories	Inform the media about new resources, events, rulings, and general information	<ul style="list-style-type: none"><li>• Journalists</li><li>• Reporters</li></ul>	As needed
Broadcast Media Interviews	Inform the media about new resources, events, rulings, and general information	<ul style="list-style-type: none"><li>• Journalists</li><li>• Reporters</li></ul>	As needed



# POTENTIAL COMMUNICATION CHANNELS

This section explores various potential channels that can enhance the way audiences connect with the courts.

CHANNEL	PURPOSE	AUDIENCE	FREQUENCY
Court Administrators Newsletter	Provide important updates, share new resources, send out reminders	<ul style="list-style-type: none"> <li>• Court administrators</li> </ul>	Tri-annually
Judicial Officers Announcements	Provide important updates, share new resources, judicial education opportunities, and reminders	<ul style="list-style-type: none"> <li>• Judicial officers</li> </ul>	Twice per month (synchronized with podcast release)
Educational Presentations and Exhibits	Provide education about the Nevada judiciary and how to access resources	<ul style="list-style-type: none"> <li>• General public</li> <li>• Legal community</li> <li>• Media</li> <li>• Students</li> </ul>	As needed
Infographics and Explainers	Provide education about the judicial process, resources, and general court information	<ul style="list-style-type: none"> <li>• General public</li> <li>• Legal community</li> <li>• Media</li> <li>• Students</li> </ul>	As needed
Educational Short Videos	Provide education about the judicial process, resources, and general court information	<ul style="list-style-type: none"> <li>• General public</li> <li>• Legal community</li> <li>• Media</li> </ul>	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 AND TOOLS

- **Approach 1.1:** Continuously improve the Supreme Court of Nevada website with mobile-responsiveness, user-friendly interface, and accurate and relevant information. Example(s):
  - Streamline and enhance the Court Improvement Program page to clearly define its purpose, separate family law from dependency issues, and highlight the benefits of available trainings.
  - Add links to individual court pages and specialty court information, including contact details.
- **Approach 1.2:** Regularly update social media channels with simplified explanations of court procedures and legal resources. Example(s):
  - Create a campaign featuring a series of infographics and short educational videos explaining common court processes and rights. Use the hashtag #AccessToJusticeNV to increase visibility.
- **Approach 1.3:** Increase visibility of online legal resources to the public. Example(s):
  - Place QR code stickers in public areas such as courthouses, libraries, and community centers. These codes should link directly to relevant sections of the Supreme Court of Nevada website.
- **Approach 1.4:** Evaluate existing channels for broader appeal, efficiency, and engagement. Example(s):
  - Enhance the “I’ll Allow it Nevada” podcast to broaden its audience and increase its promotional efforts.
- **Approach 1.5:** Expand on the use of high-quality photography and videography to complement educational efforts and enhance storytelling. Example(s):
  - Attend conferences and events to capture photo and video for social media and website usage.

# STRATEGIES AND APPROACHES



## 2 ENHANCE IN-PERSON ENGAGEMENT INITIATIVES

- **Approach 2.1:** Increase and expand on community partnerships. Example(s):
  - Identify organizations and nonprofits in Nevada that specialize in legal research, legal aid, legal assistance, and civics activity. Collaborate with these groups to participate in events through tabling or presentations.
  - Strategize how the AOC is involved in conferences to include tabling with informational handouts and resources.
- **Approach 2.2:** Increase and expand on school partnerships. Example(s):
  - Expand courthouse tours for elementary, middle, and high schools with interactive activities such as pop-quiz with prizes, mock trials, meeting a judge or justice, take-home materials, and scavenger hunts.
  - Coordinate with staff to determine and maximize capacity for increased courthouse visits from schools.
- **Approach 2.3:** Encourage involvement in civics education activities by appellate court staff, judges, and justices. Example(s):
  - Identify key civics education programs and events and encourage participation through guest speaking, presenting, and attendance.
  - Facilitate participation of judicial officers and court employees by creating a streamlined list of events and detailed ways to get involved.

## 3 EXPAND ON INTERNAL EDUCATION INITIATIVES

- **Approach 3.1:** Increase awareness of specialty courts. Example(s):
  - Encourage appellate court staff to attend specialty court graduations to understand the impact of the programs and storytelling opportunities.
- **Approach 3.2:** Address gaps in training. Example(s):
  - Create hands-on workshops and scenario-based learning related to specialty court case management and reporting.
- **Approach 3.3:** Ensure all court staff are familiar with Supreme Court of Nevada Rule 44 and legal information versus legal advice.
  - Develop an internal training course and reference sheets.

# STRATEGIES AND APPROACHES



## 4 EXPAND ON EXTERNAL EDUCATION INITIATIVES

- **Approach 4.1:** Develop educational materials for elementary school, middle school, and high school teachers aligned with Nevada Academic Content Standards. Example(s):
  - Offer presentations, reference sheets, and quizzes on topics such as court processes and the role of the judicial branch in Nevada.
- **Approach 4.2:** Develop educational materials for college professors in the political science, social work, criminal justice, or other related fields. Example(s):
  - Offer presentations, reference sheets, and quizzes on topics such as court processes and the role of the judicial branch in Nevada.
- **Approach 4.3:** Develop educational materials for digital use. Example(s):
  - Explain the role of the Supreme Court of Nevada relative to other courts in the state, how the Nevada judicial system functions, the workflow of committees and commissions, the roles and functions of judicial council and regional council, and specialty courts.

## 5 ENHANCE INTERNAL COMMUNICATIONS

- **Approach 5.1:** Expand on internal appellate court staff communications.
  - Keep all appellate court staff updated on new resources, initiatives, and important information. Example(s):
    - Update the distribution method to quarterly newsletters to capture analytics such as click-through-rates, open rates, and other relevant information to analyze and determine best engagement strategies.
- **Approach 5.2:** Expand on communication efforts with judicial officers. Example(s):
  - Distribute email announcements to all judicial officers with podcast episode announcements, reminders, resources, and important updates.
- **Approach 5.3:** Expand on efforts to communicate and engage with appellate court staff using the Appellate Court Staff Intranet. Example(s):
  - Include accomplishments, organizational changes, event highlights, practical tips related to work processes, volunteer opportunities, project highlights, activities such as word hunts and puzzles, and an internal services directory.

# STRATEGIES AND TACTICS



## 6 ENHANCE EXTERNAL COMMUNICATIONS

- **Approach 6.1:** Expand on communications with the legal community. Example(s):
  - Identify organizations and associations in Nevada specializing in legal research, legal aid, and legal assistance.
  - Provide them with regular updates on a quarterly or monthly basis, depending on the urgency of the information.
- **Approach 6.2:** Expand on communications with all court staff. Example(s):
  - Coordinate with all Nevada courts to include key information on their websites including the Nevada Self-Help webpage and Legal Information versus Legal Advice.
- **Approach 6.3:** Streamline communication methods. Example(s):
  - Leverage existing listservs to communicate with different judicial and court-related audiences effectively.
- **Approach 6.4:** Increase the visibility of key messages in opportunity areas. Example(s):
  - Increase the visibility of contact information and resources for self-help resources in public libraries and community spaces.
- **Approach 6.5:** Enhance communication between the judiciary and the media. Example(s):
  - Explore offering a media workshop, webinar, or asynchronistic training to teach reporters and journalists about court processes in order to enhance the accuracy of stories about the state's judicial system.
    - Common terminology, court processes, and appellate processes and decisions.
- **Approach 6.6:** Plan the Annual Report in Advance by Utilizing Quarterly Questionnaires. Example(s):
  - Send out a short quarterly questionnaire to all involved departments and stakeholders.
  - Focus on collecting key updates, metrics, and details about initiatives and activities while they are fresh in participants' minds.
  - Use this information to pre-plan the annual report.

# STRATEGIES AND APPROACHES



## 7 FOSTER COMMUNITY ENGAGEMENT

- **Approach 7.1:** Invite the public to learn about the judiciary. Example(s):
  - Coordinate supplemental engagement activities when court is held in locations other than the Supreme Court courthouses.
- **Approach 7.2:** Highlight judicial officers and their involvement in the local communities.
  - Partner with local media outlets for features or segments.
  - Share recaps on social media and in newsletters.
  - Utilize video to capture how the courts are serving their communities.
  - Make media training available for all parties involved.
- **Approach 7.3:** Continuously assess public perceptions to improve court services. Example(s):
  - Implement systems for ongoing public feedback, such as surveys or suggestion boxes at community events and online platforms.
  - Make survey templates available for trial courts to collect feedback from their communities.

## 8 IMPROVE ACCESSIBILITY AND INCLUSION INITIATIVES

- **Approach 8.1:** Expand on multilingual support. Example(s):
  - Regularly update the Supreme Court's website and in outreach materials to cater to Nevada's diverse population.
  - Develop a campaign to promote the Court Interpreter Program to attract qualified candidates.
- **Approach 8.2:** Continuously expand on accessibility practices.
  - Ensure that all public-facing materials meet accessibility standards.

"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 TOOLS

- Google Mobile-Friendly test score, bounce rate reduction, average session duration, reduction in exit rates, changes in page views
- Social media engagement rates, follower growth, increase in reach
- Total traffic generated from QR-linked pages
- Growth in podcast listens

## 2 ENHANCE IN-PERSON ENGAGEMENT INITIATIVES

- Number of events attended and presentations made, improve practices based on feedback from event organizers
- Qualitative assessment of educational value from teachers and students via feedback surveys

## 3 EXPAND ON INTERNAL EDUCATION INITIATIVES

- Feedback from training modules
- Number of completed training modules

## 4 EXPAND ON EXTERNAL EDUCATION INITIATIVES

- Number of classes using materials, survey feedback from students and educators
- Number of educational materials distributed
- Web traffic data for educational materials

## 5 ENHANCE INTERNAL COMMUNICATIONS

- Newsletter open rates or link clicks
- Intranet analytics

## 6 ENHANCE EXTERNAL COMMUNICATIONS

- Evaluation of responses and feedback received from individuals
- Web traffic data for Supreme Court of Nevada information provided to legal community



# SUCCESS MEASUREMENT METRICS

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

## 7 FOSTER COMMUNITY ENGAGEMENT

- Survey results
- Number of media placements

## 8 IMPROVE ACCESSIBILITY AND INCLUSION INITIATIVES

- Leverage automated web accessibility evaluation tools to inform targeted remediation
- Total number of staff members that complete accessibility trainings
- Increase in qualified certified court interpreter prospects



## OUTREACH AND ENGAGEMENT PLAN

