

Workshop Appetizers

Served Tuesday, October 24

Start your week of learning the day before Workshop begins and take away skills that will last long after it's done.

Attend Certificated Board Leader courses:
Engaging the Public *or*
Communicating Effectively

Engaging the Public *New!*

The time to educate and connect with the public is now—not just during times of crisis or selling the annual budget. Learn how to inform the community of your district's goals and plans, and encourage public participation and involvement. In this highly interactive session, you will:

- Examine your district's information sharing tools
- Develop public engagement initiatives
- Identify and activate the opinion leaders in your community, to help open a two-way flow of information

NEW COURSE
for the Certified
Board Leader (CBL)
designation.

The public is a powerful ally in promoting your district's efforts. Invite them to the table so they will not only understand your district's needs, but will stand by you in good times and bad.

Communicating Effectively

Every board has been there. Something is said, but how it is said and how it is received can drastically change its meaning, intent and impact. Learn how to avoid communication pitfalls and enhance skills to enable you to connect with your fellow board members, administrators and others.

As part of the new Certified Board Leader (CBL) curriculum, this interactive, hands-on training program is designed to help you:

- Learn active listening techniques
- Recognize one-way vs. two-way communication
- Give and receive feedback
- Avoid emotional triggers
- Create an non-threatening environment to confront the brutal facts

Remember: You can take CBL courses now and bank them for the future.

To register or for more information, call NJSBA's Inservice Education Department at 1-888-886-5722, extension 5232, or complete the coupon below and fax to 609-695-0413.



Credits: 1
Core Area for CBM: None
Core Area for MBM: None
Core Area for CBL: Elective

Please register me for (select one): **Engaging the Public** **Communicating Effectively**
October 24, Atlantic City Convention Center, Atlantic City, 1:00 p.m.—4:30.

- Bill Board (Voucher enclosed)* Payment enclosed (Make check payable to NJSBA)
- Member \$50 per person Non-member \$100 per person

Cancellation Policy: A fee of \$25 will be charged for cancellations made within 10 working days of the program. Cancellations made within 72 hours and no-shows will be charged the full fee. For possible program cancellations due to inclement weather, call 609-392-2000.

NAME: _____ TITLE: _____

DISTRICT: _____ COUNTY: _____

ADDRESS: _____

PHONE: (h) _____ (b) _____

FAX: _____ E-MAIL: _____

Return to: New Jersey School Boards Association, Inservice Department, 413 W. State Street, P.O. Box 909, Trenton, NJ 08605-0909 or FAX: 609-695-0413

*If you wish to be billed and a voucher is required for your records, please send it with your registration to avoid duplication. Travel directions will be provided when your registration is confirmed.