

Navigating the Tough Financial Times Ahead

Don't Miss NJSBA's Annual School Public Relations Forum!

January 23, 2009

Get ready! The 2009-2010 school year will deliver unprecedented financial challenges. A collapsing economy, a poor state revenue picture and overburdened taxpayers add up to a perfect storm for local school officials—who must still ensure that schools meet state education requirements.

The 2009 Public Relations Forum will arm you with strategies to help chart a steady course through perilous economic waters.

2009 Program Topics:



Effective Year-Round Communications

A sound community-relations plan is essential. Learn how to tailor a plan to your district. The results will help you frame and deliver an accurate message to the community, encourage two-way communication, and build support for the schools.



Bond Issues: Strategies for Success

New Jersey will offer \$1 billion in grants to cover significant portions of school construction projects. But there's a catch: for a district to receive a state grant, its voters must first approve local financing of the remaining costs. Learn how one school district reversed a damaging trend of defeated finance questions and gained voter approval of a major construction bond.



Effective Education Foundations

Well over 100 school districts have formed education foundations—independent not-for-profit organizations, whose mission is to support the local education program. Learn about the nuts and bolts of forming such a foundation as well as innovative, successful strategies to increase financial support for the schools.

Program Date: Friday, January 23, 2009

Registration & Light Refreshments: 8:15 to 9:00 a.m.

Program: 9:00 a.m. to 12 noon, RWJ Hamilton Center for Health & Wellness, Mercerville, NJ

The School District Accountability Act places travel restrictions on school board members. Advance travel approval is required. For details, visit www.njsba.org/accountabilityact.

To register or for more information contact the Call Center at (888) 886-5722 ext. 5217, or complete the coupon below and fax to (609) 695-2934.



Credits: 1
Core Area for CBM: Relationships, School/Community Relations
Core Area for MBM: Relationships, School/Community Relations
Core Area for CBL: None

Please register me for NJSBA's **2009 School Public Relations Forum**, January 23, 2009, RWJ Hamilton Center for Health & Wellness, Mercerville, NJ. Registration & Light Refreshments: 8:15 to 9:00 a.m. Program: 9:00 a.m. to 12 noon.

- Members: \$75 per person Non-members: \$150 per person
 Bill Board (Voucher enclosed)* Payment enclosed (Make check payable to NJSBA)

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, Call Center, 413 W. State Street, P.O. Box 909, Trenton, New Jersey 08605-0909 or FAX: (609) 695-2934
*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.