

# Passing Your Budget

**Don't Miss NJSBA's Winter School Public Relations Forum!**

**Friday, January 29, 2010**

Passing a school district budget or bond issues can be especially challenging during difficult economic times. That's why it's more important than ever for districts to be prepared to mount effective budget campaigns. NJSBA's Winter School Public Relations Forum is designed to help.



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

## 2010 Program Topics:



### Successful School Budget Campaigns

NJSBA Field Service Representatives Gwen Thornton and Kathy Winecoff will focus on your role as a board member in the budget process, simple strategies to assist the board in passing the budget and involving your community in a meaningful way. Learn how and why community involvement is key to success.



### Using the "New" Media to Energize Get Out The Vote Efforts

Erik Endress, director of NJSBA's Association and Business Development Department, will show you innovative ways to disseminate your message via social networking and other media. Learn how to empower your key communicators, locate your voters and build on your base of supporters.



### Do's and Don'ts of Budget Campaigns

Michael Kaelber, director of NJSBA's Legal and Policy Services Department, will help you get acquainted with the legal restrictions pertaining to school budget elections. Learn about the impact of recent regulations on budget campaigns.

**Program Date:** Friday, Jan, 29, 2010

**Registration:** \$70 for members, \$140 for non-members

**Program:** 9 a.m. to 12 noon (registration 8 a.m.), Brookdale Community College, Lincroft; Warner Student Life Center, Navesink Rooms I & II

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

To register or for more information, contact the Call Center at (888) 886-5722, ext. 5260, or complete the coupon below and fax to (609) 278-5280.

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.

Please register me for NJSBA's **2010 School Public Relations Forum**, January 29, 2010, Brookdale Community College, Lincroft; Warner Student Life Center, Navesink Rooms I & II. Registration: 8 a.m., Program: 9 a.m. to 12 noon.

- Members: \$70 per person       Non-members: \$140 per person  
 Bill Board (Voucher enclosed)\*       Payment enclosed (Make check payable to NJSBA)

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) 278-5280  
\*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.