

PROGRAMS AND SERVICES
COMMUNICATIONS DEPARTMENT

Goals and Objectives

The Communications Department will maintain a continuous flow of information to and from school board members and NJSBA staff, as well as professional educators, and officials, regarding the mission of the New Jersey School Boards Association.

Within the framework of the Association mission statement and the annual and longrange goals of the NJSBA, the Communications Department will work towards accomplishing the following objectives:

- A. Communicate through its publications and email and/or the latest technology the achievements of public education
- B. Work with other organizations to promote interest, confidence and support for public schools
- C. Develop activities and communications efforts aimed at groups other than the NJSBA membership to enhance their understanding of the role and function of local school boards
- D. Ensure all Association publications are meeting the needs of the membership and assist in identifying publications and information for distribution to our members
- E. Assist other departments in the preparation and distribution of appropriate materials and articles.
- F. Promote advocacy, participation and general awareness of legislative activities from Trenton and Washington, D.C.

Authority: BD 1/82
BD 6/87
BD 9/94