

GOVERNANCE & OPERATIONS

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COMMUNITY RELATIONS
GOALS AND OBJECTIVES

Public Relations

Public relations shall encompass communication with the NJSBA's membership, communication with external audiences (including government decision-makers, the news media, and the general public) and marketing of Association programs and services.

In all public relations activities, NJSBA shall continue to advocate the interests of school districts and the advancement of public education.

In working toward this goal, NJSBA shall:

- develop public understanding of the role of the local board of education
- build public knowledge of, and support for, the local board of education as the policy-making body for the public school system
- provide accurate information and statistics about New Jersey's public education program and school district operations, thereby promoting citizen support for the public schools.

Additionally, NJSBA shall communicate with local boards of education and the general public to promote an understanding of the Association's role as the state-level representative of all local school districts and as the major provider of training to local school board members.

Public relations activities shall consist of:

- A. Identifying the various segments of the public affected by NJSBA activities and the various individuals and groups that affect the NJSBA;
- B. Assessing the needs and opinions of these individuals and groups and developing strategies and goals that take these factors into account and which remain consistent with the NJSBA's mission.
- C. Identifying and implementing the most effective methods of communication (1) to convey to these individuals and groups the actions that have been taken by NJSBA and their impact and, (2) as appropriate, to engage these individuals and groups in the Association's mission and goals.

The NJSBA's public relations program shall be honest in intent and execution. It shall be continuous, positive in approach, based on the Association's Long Range Plan and, to the extent possible, sensitive to public perceptions and opinion.

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