

PROGRAMS AND SERVICES
PROMOTION OF TRAINING PROGRAMS

Promotion of Training Activities

Each training activity shall be promoted to the greatest extent possible within time and budgetary constraints. A promotion strategy and schedule shall be developed for each planned program by the Marketing Manager together with the project director having responsibility for the program. Promotion planning shall consider the target audience (audiences for whom the program is planned), and the information audience (groups who should be informed about the program).

Promotion for each program will state the program title, training objectives, audience for whom designed, date(s), location(s), starting and ending times, cost, topics, format, and the number of CEUs and/or academy credits to be awarded, if any.

Promotion shall include but not be limited to some combination of the following:

- A. Advertisements and/or articles in School Leader
- B. Advertisements and/or articles in School Board Notes
- C. Listing in the Course Guide
- D. Listing in the Board Member Reminder
- E. Press and/or radio coverage, and
- F. Information memoranda to staff, especially Field Service Representatives

If direct mailing is desired, permission must be received from the Executive Office. Mailing pieces shall conform to postal regulations.

Notice of any program cancellation shall be carried in School Board Notes in one or more issues.

Issued: November 1, 1980

Revised: July 6, 1994
May 2007
November 2009

See Also: GO/6603.8R