



STRENGTHENING RELATIONSHIPS

The Budget

Jane Kershner

Field Service Representative, NJSBA

November 15, 2006



Relationship Between Board of Education and Municipal Officials

- Communicate – BOE should initiate a schedule of conversations regarding the budget
- Extend invitation to attend BOE meetings or ask to attend theirs
- Clearly articulate current and future district needs
- Do not make assumptions concerning what they know about the budget
- Give Council enough information so that they can answer taxpayer questions

Jane Kershner, Field Service Representative, NJSBA
November 15, 2006



Relationship Between Board of Education and Municipal Officials

- Understand that their responsibilities are different than yours
- Focus on district achievements during the prior year
- Be open and honest and indicate you are willing to take the first step(s)
- Even if the BOE and Council history is not a positive one, approach them in a new way

Jane Kershner, Field Service Representative, NJSBA
November 15, 2006



Relationship Between Board and the Community



- Work on “YES” votes - understand that any impact comes from increasing the “yes” votes - study recent election results
- Be passionate about your budget - can only be done with a good working knowledge of your budget
- Be able to explain it in simple terms
- Live the belief that an informed voter is a “yes” voter
- Understand that changes in attitude need time to happen - always take the high road

Jane Kershner, Field Service Representative, NJSBA
November 15, 2006



Worse Case Scenario – Failed Budget

- The fewer the “no” votes, the fewer dollars the budget will be perceived as “needing” to be cut
- Know ahead of time the process requirements in accordance with 18A:22-37 and 18A:13-19
- What members of BOE participate
- Who is spokesperson/Who meets with Council
- How is Board position determined
- What is the role of administration
- What other professionals are involved

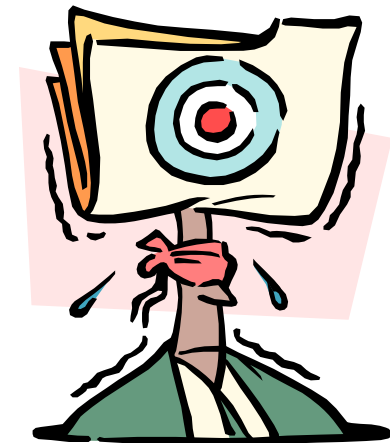


Jane Kershner, Field Service Representative, NJSBA
November 15, 2006



Everyone has an ego... NO ONE likes to look or be uninformed...

- Make sure all stakeholders have all pertinent information as soon as it is available
- Consider development of a FAQ Sheet (frequently asked questions)



Jane Kershner, Field Service Representative, NJSBA
November 15, 2006

