



Share what you learn from the CSBA Annual Education Conference

The CSBA Annual Education Conference is a great resource of information, ideas and strategies to improve your local school district or county office of education and provide the best possible education for your students. The conference also provides a terrific opportunity to share what you learn with your constituents and your local media.

The value of sharing what you learn

Proactively communicating about your participation at a conference gives you the ability to share what you learn and control your message. Now is an essential time to help your district/county understand why the Annual Education Conference is a valuable investment. Communicating about your conference participation will also help build a stronger working relationship between your district/county office, colleagues, constituents and the media.

Spread the word!

Your constituents, and especially the media, care about what you learn and do at a conference. Depending on the location and type of conference, constituents and local members of the media may not be able to attend. This may leave them feeling left in the dark. Therefore, the more you communicate the positive outcomes of your conference participation, the more involved and educated your constituents and the media will feel about your participation.

Control your message

Conferences provide a wealth of information and statistics through informative speakers, products, studies and more. Deciding what information you communicate about can be a tough decision, however the following would be appropriate:

- National/statewide trends that will impact your district/county office
- Key findings from new studies/reports that will impact your district/county office
- Information about key panels or discussions you participated in
- Best management practices or educational products that you plan to bring back to your district/county office

Keep in mind that your local media will report on local issues pertaining to your district/county office. Therefore, it is prudent to share information that directly impacts your schools and students.



SAMPLE PRESS RELEASE

For Immediate Release

Contact: NAME
PHONE NUMBER

DATE

[Name of District/COE] Board Members Collaborate with Fellow Education Officials at CSBA's Annual Education Conference

Trustees bring home tools and insight to help district face draconian budget cuts

(City), Calif. – [District or COE name] board members returned from CSBA's Annual Education Conference in San Diego this week and will report back to the board on [DATE]. This year's conference focused on providing districts and county offices of education with the insight, tools and knowledge needed to survive the state's \$12.5 billion in cuts to education. Board members will highlight the tools and information gathered at the event to help further student success during these dismal times.

"School board members are being faced with the most difficult fiscal decisions ever seen during our time on the board," said [NAME/TITLE]. "Having the chance to network with others from across the state, hear about what other schools are doing to survive this economic crisis and learn from experts in the education community is a priceless opportunity. We are not alone, we are not the only ones struggling and by collaborating and learning from others, we have a better chance of minimizing the impacts of these horrific cuts to education."

CSBA's three-day conference featured more than 200 sessions to guide governance teams through effective leadership during economic hardships. Workshops, clinics and critical issues sessions focused on topics such as; surviving the school fiscal crash of 2009-10; collaborating with community members, local business and neighboring districts; budget trimming 101; taking advantage of financing options under ARRA; generating revenue with innovative ideas; and communicating the state of your district through social media and Web 2.0. Approximately 2,500 school governance leaders attended the 2009 CSBA Annual Education Conference with the opportunity to participate in more than 200 sessions.

"I am eager to share what I learned at the education conference this year," said [NAME/TITLE]. "The conference is a great investment for our community because it allows our board to continue learning about nationwide and statewide trends, meet and learn from key policy officials and bring back new best management practices for our schools that will improve our students' education."



2009 CSBA

Annual Education Conference and Trade Show

[List ideas, information, materials and services that will be introduced or discussed during your district/COE board meeting]

For more information about the CSBA Annual Education Conference visit www.csba.org. Visit the district/COE Web site (insert link) to learn more about the date, time and agenda for the upcoming board meeting.

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