

Bulletin Board Pointers

Neglected bulletin boards not only fail to communicate; they create a negative impression of the Association's ability to act as a strong employee advocate.

On the other hand, a well-designed, eye-catching, up-to-date bulletin board promotes a positive image of the Association as a dynamic efficient organization.

Here are some bulletin board pointers:

- One person must accept the responsibility for maintaining an effective bulletin board.
- The local should provide attention-getting relevant materials.
- Keep the Cupertino Education Association identification logo (symbol) prominently displayed.
- Remove stale materials.
- Make good use of color and art work (photos, cartoons, appropriate cut-outs).
- Never assume that all of the members have been informed by another source. Reinforce important messages by posting them.
- Follow the CEA's strategy and develop supportive themes for the bulletin board.
- Keep in mind those services that the Association delivers. There's no better place to advertise the Association's track record for grievances; salary increases; legal wins; leave policies; state and federal legislation; local, state, and federal legislation; local, state, and federal political action; teachers' rights, policies, and other Association wins. "Localize" your message.
- Change materials often. Under the CEA's identification, display such materials as posters, flyers, sample brochures, leaflets, letters from community leaders, notices of Association's speakers, political information, economic and special services, annotated copies of district policies which the local bargained, newspaper clippings, copies of Association news releases, etc.
- Take pride in a bulletin board that communicates effectively. Take time to renovate one that is faded, dull, cluttered, or sloppy.
- The "communication battle" is waged in the news media, in letters, by telephone, person-to-person, on billboards, and on your bulletin boards.