

CABE WEBSITE

NSPRA Award Submission: [CABE.org](https://www.cabe.org)


Key communications channel

Over the past two years, the Connecticut Association of Boards of Education (CABE) has made improved communication and public relations a top priority. Working closely with strategic communications consultant Chris Horan from Horan Communications, CABE has honed our messaging, strengthened our presence on social media, launched a full rebranding, and much more. In 2025, we focused on a critical piece of the puzzle that had not been addressed in many years: a [refresh of our website](#).

The adoption of new branding, logo, and color palette prompted the launch of an updated website in the summer of 2025. The CABE team embarked on a thorough review of the existing site and an extensive overhaul, guided by input from our members, board, and staff.

Increasing website traffic

We've adopted several practices to drive traffic to the website. Most of our social media posts now include a link to a story or page on the site, and our weekly email blasts feature links for additional information and event registration. We provided all staff with a new email signature template that includes icons for our social media platforms and the new website.

From 2024 to 2025, the number of site views **increased by 73%**, exceeding 71,000 last year. 


Team effort

The revamp of the CABE website was successful only because of the enthusiastic involvement of our entire team, particularly our support staff who are charged with updating and maintaining each department's content.


Key website improvements in 2025

- Updated the **"look and feel"** to reflect the new branding and color scheme.
- Redesigned the **home page** with more dynamic content, embedded social media feeds, recent news stories, and upcoming events.
- Replaced stock images with **original photos** of students from Connecticut public schools.
- Improved the site **architecture and navigation** to streamline the user experience.
- Emphasized **core messaging** about CABE and K-12 public education in Connecticut.
- Enhanced marketing of some of our **leading services**, such as [CABE Search Services](#).
- Improved pages about our **signature events**, particularly the annual [CABE/CAPSS Convention](#).
- Highlighted content designed to strengthen **member engagement**, especially involvement in the nine geographic regions known as [CABE Areas](#).
- Added pages to highlight **new and expanded programs**, including the ["Ready. Set. Govern!"](#) trainings for new school board members.

Redesigned home page: C.A.B.E.org

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What can we help you find? [SEARCH Q](#)

Our Mission
To assist local and regional boards of education in providing high-quality public education for all Connecticut children through effective leadership.

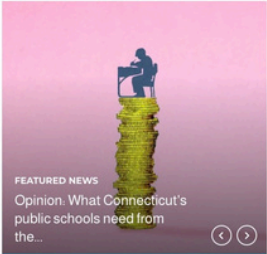
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Mar 19
C.A.B.E. Webinar: Best Practices for Financial Oversight
12:00 PM - 1:15 PM




Opinion. What Connecticut's public schools need from the 2026 legislature by Meg...
Feb 4 2026

C.A.B.E. Sets Legislative Priorities For Upcoming Session
Jan 28 2026


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One of the highlights of C.A.B.E.'s Day on the Hill is hearing directly from students. Students from several districts joined us today, sharing their perspectives, engaging with education leaders, and taking part in conversations about the future of Connecticut's public schools. Their voices, experiences, and ideas are an important part of shaping policies that impact classrooms every day. When students are empowered to speak up and advocate for themselves, it strengthens both our schools and our communities. #C.A.B.E.DayontheHill



Thank you to Senators Douglas McCrory and Eric Berthel, members of the Education Committee, for taking time out of a very busy day to join us at C.A.B.E.'s Day on the Hill and address today's participants. We appreciate their continued engagement and commitment to conversations that support Connecticut's students, schools, and communities. #C.A.B.E.DayontheHill




Education leaders from across Connecticut gathered this morning at The Bushnell for C.A.B.E.'s 2026 Day on the Hill, coming together to advocate for students, schools, and communities. #C.A.B.E.DayontheHill




C.A.B.E. 2026 Issues and Priorities
✔ **Sharing** Education Cost
✔ **Addressing** Excess Cost
✔ **Ensuring** Adequate Funding
✔ **Supporting** Educators
✔ **Ensuring** Quality of Education
✔ **Ensuring** Quality of Workforce
✔ **Ensuring** Quality of Health Care
Tomorrow, our members will convene at the State Capitol for A Day on the Hill, where they will speak with legislators about some of the most critical K-12 education issues in this legislative session. Our 2026 legislative agenda includes these high-priority recommendations that we are urging lawmakers to support.

[LOAD MORE](#)



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New and improved website pages