

Paul Brubaker – Bio

Paul Brubaker comes to the South-Orange Maplewood School District as an award-winning public school communications executive who has created multimedia strategies for high-profile people and organizations. As a journalist for many of northern New Jersey's leading news outlets, Brubaker covered politics and many of the state's communities. He is also a certified high school social studies teacher with years of classroom experience in urban public school districts as well as districts in affluent suburbs.

Since 2018, Brubaker has been running the Communications Department for Paterson Public Schools, a dynamic public school district serving 27,000 students and their families. During his tenure, Brubaker significantly grew (by nearly 80 percent) the district's earned media stories – stories that would not have been covered by the media without the Communications Department's proactive efforts. In 2022, Brubaker was recognized by the New Jersey School Public Relations Association (NJSPRA) with a first-place award in media relations. He also increased the district's social media followers across all platforms, oversaw the district's website redesign, and implemented the district's live-streaming capabilities, delivered in multiple languages to serve the parents and guardians of Paterson's diverse community.

Clear, consistent communication with parents and guardians has always been a top priority for Brubaker and it became even more critical during the pandemic shutdown of school buildings. During the COVID crisis, Brubaker distilled the work of public school district communications into a three-pronged mission:

- To make sure the public understands what their school district is doing
- To promote the accomplishments and good works of the students and staff
- To provide excellent service to all stakeholders in the public school district community

This is the mission Brubaker intends to fulfill for the South-Orange Maplewood School District's staff, students, and families. He is excited to be joining the district's dynamic team under the leadership of Dr. Ronald Taylor, Superintendent of Schools.

Brubaker holds a bachelor's degree in history and journalism from Fordham University and a master's degree in curriculum and instruction from Caldwell University. He lives in Montclair with his wife, Lynette. They have three children who are students at Montclair High School.