Realizing the importance of education data to parents, business and industry representatives, educators and communications professionals, the Alabama State Department of Education has completed the first phase of a new Data Center on the department’s website, www.alsde.edu.

Phase one consists of the following changes:

1. Report Portal – All reports have been moved to various places on the website and in the Data Center global navigation.
2. Accountability Reporting has been moved to Assessment Reports => Statewide Reports.
3. Public Data Reports have been moved to Enrollment Reports.
4. Accountability and Assessment Reporting (previously accessed under the “big blue button”) has been moved to Assessment Reports => School Level Reports.

Additional phases of the Data Center will be released as the ALSDE moves into a new reporting system. The 2013-2014 graduation rates by district, school and subgroups, as well as ACT Aspire results are now available in the Data Center.

Tip Sheet: Schools Faced “Snowmageddon” with Safety First Stance

Though nowhere near the same scale, the blizzard that recently pummeled the Northeastern U.S. might bring back memories of the snow storm that struck Alabama in 2014, forcing thousands of schoolchildren and teachers to spend the night in Birmingham-area schools because roads are too icy for travel.

In weather emergencies, the only thing that matters is keeping our students safe. The National School Public Relations Association (NSPRA) newsletter highlights insight from ALSPRA members Nez Calhoun, APR, director of public information, Jefferson County Schools; Jason Gaston, APR, district coordinator and public/media relations, Hoover City Schools; and Cindy Warner, PR supervisor, Shelby County Schools, on how their school systems dealt with a Southern snow emergency in this tip sheet.

Please join us!

Please pass this along to anyone who may perform Communication duties at your school or system. This is a conference for all types of communication professionals! Click here for more information.

You may register via mail with a check or online.

Continuing education credits will be offered for attendance.

CRUCIAL CONVERSATIONS

Featuring acclaimed National School Public Relations Association speaker Dr. John Draper, author of Crucial Conversations about America’s Schools

Friday, March 6 • 9:00 a.m. – 3:15 p.m.
Wynfrey Hotel and Conference Center • (205) 705-1234
1000 Riverchase Galleria, Birmingham, AL 35244
The ultimate success or failure of a press release depends on factors that are many and varied, according to Ragan Public Relations. There’s time of day, day of the week, email distribution lists, customization and a number of other factors that public relations professionals must consider before sending out a press release.

With that in mind, PR.co asked the question, “What can we learn from 50,000 press releases?” The site took a look at the press releases it has published over the last few years and found some helpful statistics—all gathered in highly consumable infographic form. View the full graphic [here](#).

Also from NSPRA—We all do our best to advance education through our communication efforts, but sometimes we need to say “no” for any number of reasons. Martin Zwilling, a contributor to Entrepreneur.com, understands this struggle and has [written an article](#) to help us say no without hurting anyone’s feelings or limiting future requests to work together. Strategies include trusting our instincts and asking for time to check our calendars for competing priorities.

### Raise Your Voice for Educational Excellence at NSPRA 2015 National Seminar

**It’s not too early** to begin making plans to attend the National School Public Relations Association (NSPRA) 2015 National Seminar in Nashville, Tennessee, from July 12-15, 2015!

The NSPRA National Seminar is the largest gathering of school communication professionals in North America, bringing together outstanding experts and practitioners in communication and leadership for four days of collaboration and learning. This year’s theme is “Raising Our Voices for Educational Excellence.”

At the Seminar you’ll connect with others who are using effective communication to build bridges that ensure education success for all students. You’ll learn innovative and strategic ways to deliver key messages about your schools, foster open and honest dialogue with stakeholders and develop dynamic internal and external communication programs.

[Click here](#) to learn more about the NSPRA 2015 National Seminar.

### Resource: 10 Ways to Say ‘No’ That Won’t Damage Business or Relationships

**1. It’s OK to say no!**