



Welcome Superintendent Sentance!

Alabama's new State Superintendent of Education is eager to begin working toward his goal of raising the level of achievement for Alabama's K-12 public school students.

Michael Sentance was officially welcomed recently by Alabama State Department of Education employees and representatives from education partner groups during his first week as the new State Schools Chief. Sentance, who said he plans to meet with local superintendents, teachers, and other education and community stakeholders in the coming weeks, said he is grateful for the opportunity to help guide and improve the educational landscape in Alabama.

"I want to thank the Board for their vote – I hope to be worthy of their confidence. I know there is a great deal of work that I have to do in the state in order to earn the trust and respect of educators. I intend to get to work on that as soon as I can," Sentance said.

"My goal here is to raise the level of achievement for students in Alabama. I want people to know Alabama's schools are good and improving."



As an education consultant, Sentance has worked with state, federal and local officials, and advocacy groups on strategies to improve public education. He has also served as the President of Education Reform Strategies for Tribal USA; as the New England Regional Representative for the U.S. Department of Education; and as the Senior Education Advisor to the Governor of Massachusetts. A graduate of Georgetown University, Sentance earned his Juris Doctor from Duquesne University of Law, and his Master of Laws from the Boston University School of Law.

Please join us in welcoming Superintendent Sentance!

Parent Night: A New Approach



Planning a Parent Night during Parental Involvement Month this October?

This is a great opportunity for face-to-face and relationship building meetings with parents. With a little

planning, they can be superb reputation builders for teachers and their schools. Edutopia offers a [fresh approach](#) that considers the social-emotional aspects of schooling and learning. Their resource offers a handy script to use and steps to follow on your back-to-school night.

Their approach:

- Considers our changing world and the challenges many parents experience as they go to back-to-school nights;
- Encourages using the night as a wake-up call and opportunity for parents to understand the importance of focusing on social-emotional support in school and their home climates;
- Suggests school staff initiate conversations about the values they consider most important, and the need for home and school to work together to support those values;
- And, calls for a commitment to on-going conversations and collaboration on programs that help and hear parents.

[Go here](#) for details on how to use this method to build parent relations at your school and better prepare them to support the school and their children.

Hoover City Schools PIO to Serve as Host for PR Power Hour



Jason Gaston, APR, coordinator, public/media relations, for Hoover City Schools and NSPRA Southeast Region vice president, will serve as the host for an upcoming NSPRA PR Power Hour.

The NSPRA Power Hours provide school communicators with an interactive forum for learning best practices from top experts in school communication. Gaston and Pat Mogge, director, community engagement & outreach, High School District 214, Arlington Heights, Ill., will discuss **Political Campaign Tactics to Influence Others to Action.**

Here is a description of the webinar: Prepping your superintendent for a last-minute media interview on a controversial issue and need to frame the message in five minutes? Meeting with an influential parent or community leader that you need to get on your district's side? In this webinar, you'll learn some basic concepts used in advocacy, organizing and political campaigns that can be applied in a variety of situations when addressing controversial issues. Learn how to use a message box to frame issues in oppositional situations and more.

Registration is \$50 for NSPRA members and \$80 for non-NSPRA members. [Click here to sign up.](#)

Nominations Open for LifeChanger of the Year Award

LifeChanger of the Year is an annual program that recognizes and rewards K-12 education professionals. LifeChangers must be K-12

educators, teachers, administrators or any member of a school's staff who makes a positive difference in lives of students.

Anyone – including administrators – can nominate up to three educators per academic year for LifeChanger of the

Year. Students also are welcome to submit nominations, but need to have support of an adult if under the age of 18. Nominations for 2016-17 close at midnight on January 1, 2017.

The National Grand Prize Winner will receive \$10,000 – a \$5,000 personal cash award, and a \$5,000 donation to their school. Monetary prizes will also be awarded to the National Grand Prize Finalists (4); LifeChanger Awards recipients (10); and the recipient of the LifeChanger Spirit Award, which recognizes the community who shows the most spirit for their LifeChanger and rallies behind them to recognize their positive influence and leadership.

In addition to the awards and donations, the top five winners will be flown to the National LifeChanger of the Year Awards Ceremony, which will be held in April 2017 in Naples, Florida.

[Click here to learn more.](#)



Resource:

Use Free Graphics to Dress Up Social Media Posts

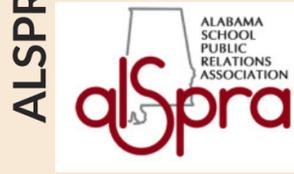


Are you using graphics in your social media posts? If not,

Evelyn McCormack, owner and president of Mack Digital Communications, White Plains, N.Y, suggest considering jumping on the bandwagon. The right graphics can give your posts variety and provide important information while telling your school district's story, said McCormack, NSPRA Vice President of Communication Technology & Innovation.

Creating cool graphic posts no longer requires you to be a graphic design expert. Dozens of easy-to-use, marketing tools and mobile apps can put the power of creating visuals right in your hands. [Learn more here.](#)

ALSPRA CORNER



The Alabama School Public Relations Society fall meeting is October 12 in Tuscaloosa!

Mark your calendar!

This is an exciting meeting – chock full of professional development to take back to your school and use! Join us in **Tuscaloosa!**

Check out the agenda and RSVP [here!](#)

The ALSPRA PLU is BACK!

In an age of increased scrutiny of public schools, educational professionals must do more to build the case for public education by communicating the strengths, challenges, and decision-making rationale to their respective communities.

Not all school systems in the state of Alabama have a dedicated public relations practitioner on staff to assist in this role. However, all school systems could benefit from an enhanced understanding of strategies and tactics to communicate with community and stakeholder groups.

That's why the Alabama School Public Relations Association is pleased to again offer an ACLD-approved PLU on Standard 5: Community and Stakeholder Relationships! The purpose of this professional study is to assist participants in creating a strategic communication plan.

Whether you're a school or district administrator or a teacher with administrative certifications, tailor a plan to your school or district initiative starting October 12!

Interested or know someone who may be?

Register [HERE](#) Search Title #**PLUACLD421**

October Happenings

- Parental Involvement Month
- Red Ribbon Awareness Month
- Walk/Bike to School Day (October 5)
- National Technology Student Association Week (October 5-9)



- National School Lunch Week (October 10-14)
- Alabama State Department of Education Board Meeting and Work Session (October 13)
- Joint Leadership Development Conference (October 17-18)
- Alabama Votes Student Mock Election (October 25)
- Alabama College Application Campaign Week (October 31-November 4)