ALABAMA STATE DEPARTMENT OF EDUCATION

PROS

NOVEMBER 2016

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Public Relations in Our Schools

We are Thankful for YOU!

As we reflect on the many things for which we are thankful, we want to take this opportunity to express our appreciation for YOU. We are thankful for your dedication and your willingness to go above and beyond to promote the great things happen in our schools. You do make a difference, and our students, teachers, school staff and the community benefit from your efforts! Click here to see a video produced by ALSDE to say Thank You!

Mark Your Calendar: ALSPRA Winter Meeting

The Alabama School Public Relations Association's winter meeting is scheduled for **Thursday, December 1, 2016**, in Auburn.

Topics include:

- One-Day Social Media Campaigns
- Graphic Design without a Graphic Designer
- A-F Report Card Update No. 2
- RPIE - Why Research Matters
- PLU Class 2 and Mentor Assistance

The meeting will take place from 9 a.m. to 3 p.m. on the campus of Auburn University at the VCOM Building (Edward Via College of Osteopathic Medicine), 910 South Donahue Drive, Auburn AL 36832.

RSVP here or visit www.alspra.org to learn more.

Coming Up: The Hour of Code

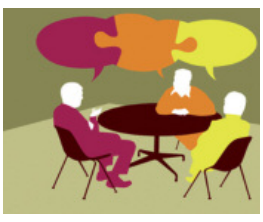
Teachers and school systems statewide are hosting Hour of Code (HoC) events next month to celebrate Computer Science Education Week in Alabama, December 5-9, 2016.

Nearly 500 local Alabama HoC-related events and counting have been planned (see full schedule of events here). Research indicates that computer-related careers are some of the most in-demand and fastest-growing areas in America. This year's Hour of Code celebration should energize Alabama's computer-savvy students and teach them about the many great opportunities that exist through the study of computer science.

Check the Alabama State Department of Education's website for updates about the state's 2016 Computer Science Education Week in Alabama celebration. Share your events by tagging @Alabamadeptofed on Facebook, Twitter and Instagram and using #HourofCode.

Working with PIOS from Other Agencies

Not my crisis, not my problem. That's what school communicators might like to say when an outside agency is facing a public relations nightmare that is indirectly linked to the schools. But the reality is, if a crisis even remotely relates to a school, it IS your crisis, according to Elise Shelton, Chief Communications Officer for the Clarksville-Montgomery County (Tenn.) School System.



A good working relationship with communication pros from local and state agencies and organizations can be mutually beneficial and a tremendous help in a crisis. The time to start talking with them is now. Learn more about Shelton's tips for establishing these relationships here

ICYMI: First Free Alabama-specific Scholarship Database Now Available to Students

The Alabama State Department of Education and the **Rotaract Club of Birmingham** have partnered to launch the first state-specific scholarship database, AchieveAlabama.org, offering students, educators and parents an effective scholarship search tool.

Achieve Alabama is an online scholarship resource providing students, educators and parents with an effective scholarship search tool and college preparation resource that has the capability to guide students through the entire college admission process.

The site is cost-free and is available to all high school students in the state. It houses thousands of university-specific and private scholarships. Achieve Alabama also focuses specifically on local scholarship dollars that are awarded each year by Alabama businesses and private foundations.

Registration for the site is free and voluntary, and all student data is secure and protected in accordance with applicable state and federal laws. No student information is ever provided to any third parties unless a student opts in to share information with colleges.

Resource: Social School PR Blog

It's back! NSPRA: Social School PR, the National School Public Relation Association's blog on social media advice, has returned from its hiatus. It is offered every Friday and written by NSPRA members who share their practical insight each week. NSPRA member Nicole Kirby, APR, is again coordinating the blog. Sign up for email notifications using the "Follow" button on the right of the page.