**April is APR Month: Propels Your Career Forward**

The APR (Accredited in Public Relations) is the internationally recognized credential that integrates timeless communication principles with contemporary strategies and tactics. Barb Nicol, APR, is the National School Public Relations Association (NSPRA) representative to the Universal Accreditation Board (UAB). Nicol says the process of earning your APR takes your skills to the next level by:

- Exposing you to today’s cutting-edge strategies and practices.
- Assessing your skills to identify strengths and opportunities for growth; and
- Demonstrating your personal and professional commitment to excellence.

Once you’ve applied for the APR, you have one year to:
- study, present a portfolio to a Readiness Review panel and take the computer-based Examination. Lots of helpful tips and resources are available [HERE].

The Alabama School Public Relations Association’s (ALSPRA) Mitch Edwards, APR Memorial Award reimburses any eligible and active member who passes the APR computer-based examination $270. The award is named for Mitch Edwards, APR, an accredited public relations practitioner, past member of the organization and regional leader in the field of public relations until his death in 2014. Edwards sought and championed continued education of practitioners.

Click here for additional information.

**Reminder: Cast Your Vote for 2016-2017 ALSPRA Officers**

Voting is now open for the selection of Alabama School Public Relations Association (ALSPRA) Officers for the 2016-2017 school year. Only National School Public Relations Association (NSPRA) members can be elected as a State Chapter Officer.

**Cast your vote today.**

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**ICYMI: Nez Calhoun Serves on PR Power Hour Panel**

Nez Calhoun, APR, director of public information for the Jefferson County School System, served as one of the panelists for NSPRA’s most recent PR Power Hour. Calhoun, along with Terrienn Tinnin, senior communications and community relations officer for Oakland City Public Schools, spoke on the topic: “So You Have a New Superintendent — Now What?”

Calhoun and Tinnin shared strategies for developing a transition plan designed to instill trust, rebuild morale, engage stakeholders, lay a foundation for leadership success, and cement the public information officer’s role as a strategic advisor. The panel was moderated by Frank Kwan, APR, director, communication, emergency preparedness and response, Los Angeles County Office of Education.

**Resource: Nine Simple Ways to Get People to Respond to Your Email**

Emails are so easy to send, but they’re also easy to ignore. With more than 120 messages landing in the average office worker’s inbox each day (NSPRA members likely receive more), making sure yours gets read and gets a response can be tricky. To increase your chances of getting a reply, Fast Company recommends:

1. Ask for a response in your subject line
2. Don’t skip the greeting (otherwise it looks like a mass mailing)
3. Use the language of a third grader
4. Stay in the sweet spot when it comes to length (50-125 words)

Check out the article to learn more about these and 5 other tips.

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**Student Mock Election Convention at the American Village in Montevallo**

Three dates to choose from: July 12, 13 or 14

Who can participate? Students in Grades 9, 10, 11 or 12 as of the Fall 2016 school year in public, private, faith-based, or home schools may participate. Students will be selected by their teachers or school administrators. There is NO FEE to participate, and lunch will be provided.

**Convention Itinerary**

11:00 a.m. - Welcome, Convention Kickoff and Keynote
11:30 a.m. - Patrick Henry: A Call to Liberty
12:00 p.m. - Campaign Rally and Lunch
e: 1:15 p.m. - Photos and Videos in the Oval Office
2:00 p.m. - Closing Session and Red, White & Blue Sendoff
2:45 p.m. - Depart the American Village

Students and teachers will leave with ideas and materials to carry back to their schools on how to hold a successful convention and mock election.

**Hurry! The Deadline to register for the Student Mock Election Convention is May 2, 2016.**

To register, go to the American Village website, www.americanvillage.org. Under the American Village Classroom tab, select Student Mock Election Convention. Fill out and submit the registration form. Participation is on a first-registered-first-served basis.

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**Awards: Enter Alabama’s Best Contest**

The Alabama Association of School Boards and LEAN Frog are sponsoring the third annual Alabama’s Best K-12 Practices Contest. The 2016 contest recognizes best practices and innovations in instructional and non-instructional departments of Alabama’s K-12 public schools. The winning entry will receive a $3,000 prize and two Frog are sponsoring the third annual Alabama’s Best K-12 Practices Contest. The 2016 contest recognizes best practices and innovations in instructional and non-instructional departments of Alabama’s K-12 public schools. The winning entry will receive a $3,000 prize and two

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