

# PROS

APRIL 2016

Contributors: Alabama Association of School Boards (AASB)  
Alabama School Public Relations Association (ALSPRA)  
National School Public Relations Association (NSPRA)



## Public Relations in Our Schools

### April is APR Month: Propel 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 \$250. 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 years. Only National School Public Relations Association (NSPRA) members can be elected as a State Chapter Officer.



[Cast your vote today.](#)



### 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
- 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.americavillage.org](http://www.americavillage.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

### 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 Tierney Tinnin, senior communications and community relations officer for Oklahoma 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 of 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.



### 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 runners-up will each receive \$1,000. The award-winning best practices and innovations will be those that impact student achievement, promote effective and efficient use of public resources and shine a bright light on the wonderful work that our school systems are doing.

Learn more [HERE](#).