ALABAMA STATE DEPARTMENT OF EDUCATION

PROS

Public Relations in Our Schools

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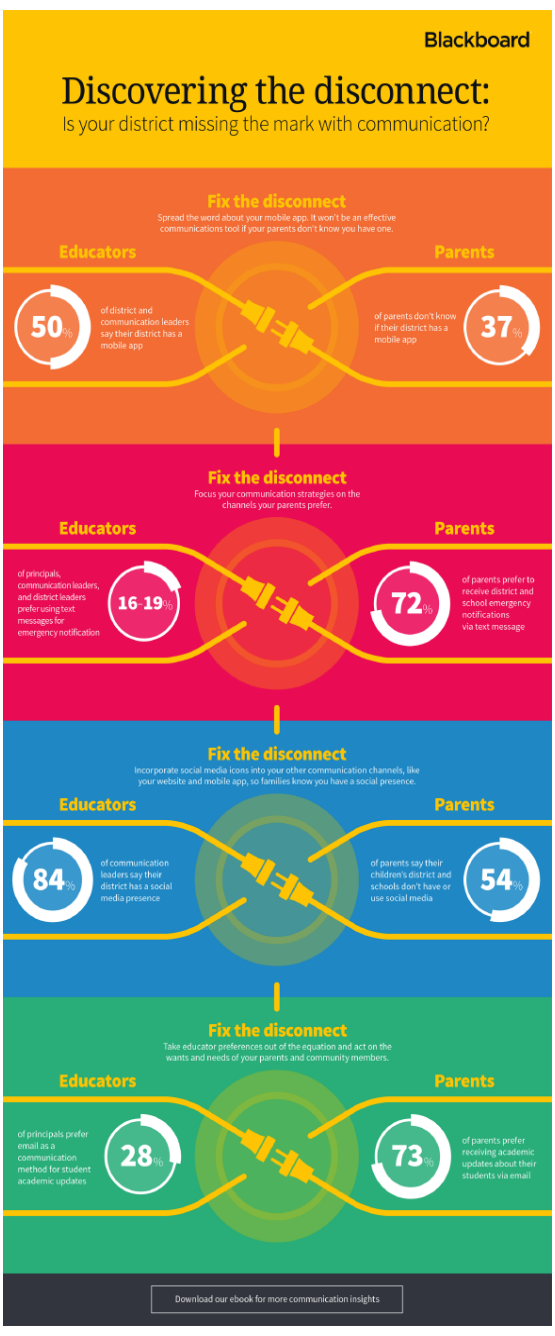
Resource: 10 Tips to Avoid Disconnect in School Communication

You hear it all the time. Effective school communication is at the heart of engaged families, involved communities, and student success. While this is true, according to Blackboard Blog, it can be hard to pinpoint how to optimize your communication strategy if you don't know the areas where you need improvement. You may be asking yourself:

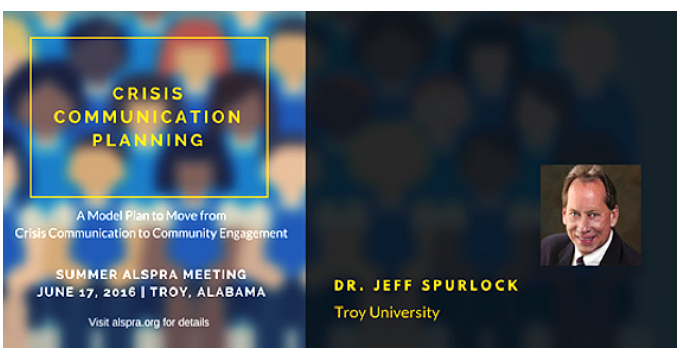


- Am I reaching the right people?
- What communication channels are relevant these days?
- Do my audiences know where to find information?
- How do I determine what information to share?

That's a lot of uncertainty. But don't worry, these are questions that don't just plague your schools – they are questions that are being asked in districts and schools all across the country. So, Blackboard Blog offers the top ten tips to avoid a disconnect in your K-12 school communication.

How does Blackboard Blog know these tips will help? The blog surveyed educators and parents, listened to school communicators, and consulted with research experts.

Professional Development: ALSPRA Summer Meeting Set for June 16



Join the Alabama School Public Relations Association for its June meeting, which will be hosted on the east side of the state beginning with an evening Meet and Greet!

Following is the itinerary:

Thursday, June 16, 6 p.m. to 7 p.m.
Opening Reception
'Meet and Greet' (Light hors d'oeuvres offered)
Conference Room
Hampton Inn Troy, 103 Troy Plaza Loop, Troy, AL 36081

There is a discount room rate ($104 plus tax) available to attendees who book by calling the hotel and mentioning the ALSPRA conference. The hotel's number is 334-807-5900.

Friday, June 17, 9 a.m. to 2 p.m.
Meeting
Conference Room
Hampton Inn Troy, 103 Troy Plaza Loop, Troy, AL 36081

Agenda

8:30 a.m.	Welcome
9 a.m.	Keynote Address: "Crisis Communication Planning" - Dr. Jeff Spurlock, Troy University
10 a.m.	Break
10:15 a.m.	"Safe Schools Initiative: A Model Plan to Move from Crisis Communication to Community Engagement" - Cindy Warner and Dr. Lewis Brooks, Shelby County Schools
11:15 a.m.	Lunch ALSPRA business
12:30 p.m.	"PR without PR" - Amy Bryan, Butler County Schools
1:30 p.m.	Closing Thoughts

Click here to RSVP.

Social Media Resources: The Tweet's the Limit – Sort Of...

Twitter Inc. is making a major shift in how it counts characters in Tweets, giving users more freedom to compose longer messages. According to Bloomberg Technology, the social media company will soon stop counting photos and links as part of its 140-character limit for messages, according to a person familiar with the matter. Links currently take up 23 characters, even after Twitter automatically shortens them.

Resource: Creating an E-Flyer Distribution System that Saves Time and Makes Money

School communicators are often bombarded with requests to distribute flyers. Many of them provide great opportunities for your students, but it can be a time consuming task. Here is what the Papillion-La Vista School District in Nebraska, implemented to make it easier, save time, and even make some money, courtesy of Kala Morrissey with the Omaha Public Schools.

Student Mock Election Convention at the American Village in Montevallo!

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

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

ICYMI: ALSPRA Members Recognized by NSPRA as Top School PR Practitioners

ALSPRA President Lesley Bruinton, APR, who is the public relations coordinator for the Tuscaloosa City School System, has been named an NSPRA Front-Runner.

NSPRA Front-Runners are members identified by the NSPRA Executive Board as emerging leaders who are doing outstanding work for their schools, their chapters and for NSPRA. They have demonstrated professional leadership at the state and national level and/or have been recognized for innovation and excellence through NSPRA award programs or presentations.

Lesley Bruinton

Amy Bryan

Sheila Phillips

In addition, Butler County Superintendent Amy Bryan and Vestavia Hills Superintendent Dr. Sheila Phillips have been named an NSPRA Superintendent to Watch. Thanks to a partnership with SchoolMessenger, NSPRA is recognizing up to 25 superintendents who have implemented successful communication technology programs to improve communication with their district's internal and external audiences. All the selected superintendents have been a superintendent for fewer than five years.