Public Relations in Our Schools, or PROS, aims to provide tips, resources, and best practices to aid school communicators in effectively communicating key information with students, parents, teachers, staff and other important internal and external stakeholders throughout the school year.

In an effort to meet your needs as a school public relations practitioner, we would like to know what elements of PROS are of most value to you, and how well we are providing such content. Therefore, we would appreciate your assistance in responding to this brief survey.

**Tips: 4 Education Marketing Trends to Keep an Eye on in 2017**

Content, Search Engine Optimization and email marketing are not going away but it’s important to stay ahead of the curve so you don’t fall behind. Here, [FactCheck.org](http://FactCheck.org) offers some of the 2017 education marketing trends that will help you to stay ahead of the curve.

**Resource: 2017 Regular Session Legislative Tracking Page**

Now that the Alabama Legislature has convened for the 2017 Regular Session, you can find information on education-related bills on the Legislative Services section of the Alabama State Department of Education website. On this [ALSDE Legislation site](http://ALSDE.Legislation.site), you will be able to follow the status of certain education-related bills that the Department will be tracking. The tracking information will be updated every Friday during the Legislative Session.

**Reminder: Submit Your Nominations Today for the Excellence in Communications Awards!**

Nominations are now being accepted for the Excellence in Communications Awards from the Alabama School Public Relations Association. Each year, this awards program seeks to acknowledge outstanding communicators and public relations initiatives that demonstrate a commitment to building support for public education in our communities.

Winners will be recognized at an awards luncheon at the 2017 ALSPRA Conference in Alabaster, Alabama. The deadline for nominations is February 17, 2017. You can find the nomination form [here](http://somewhere).