# Course Description

The role of the school leader in developing positive and collaborative school and community relationships is critical to the success of any school. This course covers the relationship of verbal, nonverbal, and written communication skills to effective leadership. Social media, content creation for distribution, and effective and timely mass communication skills are critical to successful leadership in this contemporary age of media. Students will focus on mastering the skills and techniques to effectively communicate with a variety of stakeholders in multiple formats and mediums in a timely and efficient manner. This course is designed to support future school leaders in understanding school–community relations, employing successful communication techniques, managing crisis situations, and utilizing communication tools.

# University Learning Outcomes (ULO)

* **ULO1:** Knowledge of Human Cultures and the Physical and Natural World
* **ULO2:** Intellectual and Practical Skills
* **ULO3:** Personal and Social Responsibility
* **ULO4:** Integrative and Applied Learning
* **ULO5:** Immersed in the Critical Concerns of the Sisters of Mercy of the Americas

# Program Learning Outcomes (PLO)

* **PLO1:** Apply theoretical and practical knowledge in support of your professional practice. (ULO 2, 4)
* **PLO2:** Utilize educational research, and develop your own research interests and agenda. (ULO 2, 3)
* **PLO3:** Examine and critique the economic, political, cultural, historical, and social influences that impact education in the United States. (ULO 1, 3, 5)
* **PLO4:** Apply policies, statutes, and rules established by state and local agencies relating to judicious application of disciplinary methods and behavioral procedures. (ULO 3, 4)
* **PLO5:** Identify and use instructional methods and curricula that are appropriate and effective in meeting the needs of individual learners. (ULO 1, 2, 4, 5)

# Course Learning Outcomes (CLO)

* **CLO** **01:** Describe school communications and the role and practical use of public relations techniques and strategies.
* **CLO 02:** Evaluate and respond to stakeholders’ needs, expectations, and preferred mediums of communication.
* **CLO** **03:** Promote organizational brands and services through various mediums to a diverse set of stakeholders.
* **CLO 04:** Develop and analyze implementation processes regarding communication plans, crisis management strategies, and polices.

# Student Expectations

Students are expected to do the following:

* Ask probing and insightful questions related to course content.
* Make meaningful and relevant connections and application to their own learning process.
* Be productive and contributing members of class discussions.

# Required Course Materials

Moore, E. H., Bagin, D. H., & Gallagher, D. R. (2015). [*The school and community relations*](https://www.amazon.com/School-Community-Relations-11th/dp/0133905411) (11th ed.). Boston, MA: Pearson.

ISBN: 978-0133905410

# Suggested Point Values

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Point Value** | **Due** |
| **Week 1** |  |  |
| Discussion: Listening to Your Internal Community | 30 |  |
| Presentation: School–Community Relations | 30 |  |
| Paper: Holistic Roles of Staff Members | 25 |  |
| **Week 2** |  |  |
| Discussion: Identifying Internal Needs | 30 |  |
| Discussion: Internal Stakeholder Communication Video | 95 |  |
| Paper: Internal Relationships | 25 |  |
| **Week 3** |  |  |
| Discussion: External Stakeholder Communication | 30 |  |
| Discussion: Back-to-School Video | 65 |  |
| Paper: Relationships With Parents and Guardians | 25 |  |
| **Week 4** |  |  |
| Discussion: Community Stakeholder Communication | 30 |  |
| Discussion: Community Involvement Video | 95 |  |
| Paper: Your School Community | 25 |  |
| **Week 5** |  |  |
| Discussion: Communicating with the Press | 30 |  |
| Discussion: Published Materials Communication | 30 |  |
| Discussion: Social Media Communication | 95 |  |
| Paper: School or District Branding Video | 55 |  |
| **Week 6** |  |  |
| Discussion: Crisis Plan | 30 |  |
| Discussion: Crisis Communication Plan | 100 |  |
| Paper: Crisis Management Teams | 25 |  |
| **Week 7** |  |  |
| Discussion: Effective Communication | 30 |  |
| Discussion: Evaluating Communication Plans | 100 |  |
| **Total Points** | **1000** |  |

**Grading Scale**

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| --- | --- |
| **Grade** | **Range** |
| A | 93–100 |
| A- | 90–92 |
| B+ | 87–89 |
| B | 83–86 |
| B- | 82–80 |
| C+ | 77–79 |
| C | 73–76 |
| C- | 70–72 |
| D+ | 67–69 |
| D | 63–66 |
| D- | 60–62 |
| F | 59 |

# Course Schedule

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| --- | --- | --- |
| **Week** | **Start** | **End** |
| One | <insert start date> | <insert end date> |
| Two |  |  |
| Three |  |  |
| Four |  |  |
| Five |  |  |
| Six |  |  |
| Seven |  |  |

# Weekly Learning Modules

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| --- | --- | --- | --- |
| **Week One: Connecting With Stakeholders Through communication** | | | |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Define role and impact of public relations in all aspects of school operations. | | CLO1 | |
| * 1. Identify and describe the key stakeholders in your community. | | CLO1 | |
| * 1. Evaluate the various perspectives of key stakeholders. | | CLO1 | |
| * 1. Connect and communicate with each stakeholder. | | CLO1 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings and Videos**  **Readings**   * Ch. 1 & 5 of *The School and Community Relations* * [“Communication Skills – Start Here”](https://www.mindtools.com/page8.html) from the Mind Tools website * [“How Good Are Your Communication Skills?”](https://www.mindtools.com/pages/article/newCS_99.htm) from the Mind Tools website * [“The 7 C’s of Communication”](http://www.mindtools.com/pages/article/newCS_85.htm) from the Mind Tools website * “A Principal’s Top 10 List for Successful Communications” taken from the National School Public Relations Association website   **Video**   * “[Introduction to Communications and Public Relations](https://gmercyu.ensemblevideo.com/Watch/f6A8Wra7)” * “[Communication: One Voice One Message One Vision](https://gmercyu.ensemblevideo.com/hapi/v1/contents/permalinks/g9S6PeXt/view)”   **Post** any questions or comments to the General Questions & Discussion forum. | | 1.1, 1.2, 1.3 | Lecture Activity = **1 hr.** |
| **Tutorials**  During this course, you will be asked to use and participate in various technologies to complete activities and assignments.  **Review** the tutorials available on Blackboard, as needed.  **Click** the **Student Resources** button from the menu on the left. | | N/A | N/A |
| **Weekly Participation and Discussion**  The purpose of the weekly discussions is to provide you with a way to synthesize the concepts presented in this course. Each week, you will respond to the discussion questions with a substantive post of 200 to 250 words that addresses all the prompts for the question by 11:59 p.m. EST of the listed due date. By the conclusion of each week, Sunday at 11:59 p.m. EST, you will make at least 1 substantive comment of 100 to 150 words to 3 of your classmates’ posts for each assigned discussion question. Your comments must further the discussion by following the RISE model for meaningful feedback. It is recommended that you check in periodically throughout the week to ensure that you are meeting the participation requirement.  **Review** the RISE Model for Peer Feedback, located on Blackboard. | |  |  |
| **Content Creation and Shareable Links**  In this course, you will be creating a set of communication resources and posting various components throughout the course. For each assignment, you will have to post the link to that component to a discussion.  **Create** a folder that you will use to store and manage your communication resources and tools for interacting with internal and external stakeholders (such as Dropbox, Google Drive, or OneDrive)  *Note:* Be prepared to create sharable link to your communication resources with your instructor and classmates by Week 2. | | VARIES | Lecture Activity = **1 hr.** |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Adobe Connect Live Discussion**  **Review** [Adobe Connect Resources](https://sites.gmercyu.edu/student-resources/adobe-connect-resources/).  **Participate** in the scheduled live session with the course instructor. This session will provide an overview of the course and discuss the major assignments in the course.  **Prepare** to ask questions concerning the content of the week and the course as a whole.  *Note:* A recorded lecture will be made available to those who are unable to attend the live session. | |  | Live Discussion: lecture and discussion = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Listening to Your Community**    **Respond** to the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.     * How do leaders understand their community? How do they connect with them? * How do leaders build connections? * How would you evaluate each issue and group perspective? * Who are the people you would listen to (secretaries, custodians, curriculum leaders, union representatives, department heads, and so on)?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 1.1, 1.2 | Discussion = **1 hr.** |
| **Presentation: School–Community Relations**  **Create** a 5- to 10-minute narrated video and/or presentation using Microsoft® PowerPoint® software or an online tool of your choice, such as [PowToon](https://www.powtoon.com/home/?), [Prezi](https://prezi.com/), or [Google Slides](https://www.google.com/slides/about/) to explain the importance of school–community relations.  **Include** the following in your presentation:   * Define the role and importance of public relations and communication in the educational organization. * Identify and describe the school’s stakeholders. * Evaluate the various perspectives of key stakeholders. * Discuss how these relationships impact the school and the community. * List steps school leaders can implement to foster positive relationships with these stakeholders. * *Note:* If you choose an online tool that limits the length of your presentation, you may split your work into multiple parts.   **Create** a link of your presentation through the online tool used, and **post** a link to your presentation by Friday at 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 1.1, 1.2, 1.3, 1.4 | Presentation = **1.5 hrs.** |
| **Paper: Holistic Roles of Staff Members**  **Review** the following resources:   * Ch. 5 of the textbook, which discusses the roles all staff members have in the communication process—from the superintendent all the way down to secretaries and custodians   **Consider** the roles and responsibility of these staff members, and **generate** a shared vision while describing how members of your school perform their respective roles and responsibility.  **Write** a 700- to 1,050-word paper in which you respond to the following questions:   * How do all school employees promote or market a positive image of the school? * What do these actions look like specifically? * How do the actions of all employees promote a one-voice/one-school culture? (As a leader, you need to define what this looks like, sounds like, and feels like within your building and then successfully communicate your expectations.) * Do all employees understand a communication plan and protocol? * Does everyone understand that the superintendent or the director of communication is the one voice when it comes to public relations matters? * How is the communication plan communicated? * How well does your school or district implement the strategies outlined in the text? What is your school or district doing well? What could be improved?   **Submit** this assignment by 11:59PM (EST) on Sunday. | | * 1.3 | Paper = **1 hr.** |
| **Total** |  |  | **6.5** |

# Faculty Notes

**Course Setup**

**General Questions and Discussion Forum:** This course includes a discussion forum for general questions, comments, and concerns. This forum is intended for any course-related commentary not found within a specific weekly discussion. This forum is not graded. Make sure to monitor this forum for student posts. You are encouraged to make an announcement advertising this forum and monitor and post regularly to build engagement.

**Adobe Connect:** Consider posting an announcement asking students to submit any questions or topics they would like addressed ahead of time. The instructor can then utilize those questions that come up in the first part of the week to tailor the live Adobe Connect class session that would be scheduled toward the later part of the week. That 1-hour synchronous session will allow students the opportunity to go over any questions they had with the homework and clarify any misconceptions they have about the course content. All Adobe Connect sessions should be recorded and a link to the recording be posted to the course page so any student who misses the session can review it later in the week.

*Note:* It is the instructor’s choice as to what day they will schedule the Adobe Connect Live Session, but it is recommended that they schedule this session for Wednesday of the week so students have plenty of time to review their homework prior to the deadline on Sunday.

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| Week Two: Connecting With Internal Communication | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the importance of fostering effective internal communication in a school setting. | | CLO1, CLO2 | |
| * 1. Determine how to effectively communicate with internal stakeholders. | | CLO1, CLO2 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings and Videos**  **Readings**   * Ch. 6 & 7 of *The School and Community Relations* * [“Top 3 Principles of Effective Internal Communication”](http://vingapp.com/top-3-principles-of-effective-internal-communication/) from the Ving website * [“Basics in Internal Organizational Communications”](https://managementhelp.org/organizationalcommunications/internal.htm) from the Free Management Library * “Internal Communication: It’s Not Rocket Science”   **Videos**   * “[Internal Stakeholders”](https://gmercyu.ensemblevideo.com/Watch/m8Q2KjDt) * [“Principals, Here’s How to Have Hard Conversations with Younger Teachers”](https://learningforward.org/publications/blog-landing/learning-forward-blog/2017/09/25/principals-here-s-how-to-have-hard-conversations-with-younger-teachers) video [1:47] from LearningForward.org   **Post** any questions or comments to the General Questions & Discussion forum. | | 2.1, 2.2 | Lecture Activity = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Identifying Internal Needs**  **Respond** to three of the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * How can a leader learn how to identify the needs of others and respond to their needs? * How do you identify and evaluate what is important to others (secretaries, custodians, curriculum leaders, union representatives, department heads, and so on)? * Who is your union representative? Who are the movers and shares in each content area? Who is the most influential voice? * What do you need to act upon? * Why is it important to foster effective communication with internal stakeholders? * How would you go about fostering effective communication with others? * Whichinternal groups within a school community are critical for principals and school administrators to maintain communication with? Why?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 2.1, 2.2 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Discussion: Internal Stakeholder Communication Video**  **Imagine** the school year is beginning at the school you currently work or would like to work. You want to welcome each of the various internal stakeholder groups.  **Create** a “Welcome Back-to-School” videofor faculty and staff e-mail communication.  *Note:* This communication is an e-mail sent out to the staff right before they report back to start the school year.  **Include** the following in the communication:   * Two to four goals and/or expectations you have for the new school year * Announcement of back-to-school night, professional development days, and other beginning-of-school-year events important for the faculty * Any other information you think would be critical to communicate to your staff at this point in the school year   **Post** a link of the welcome message to the discussion forum by Friday at 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 2.1, 2.2 | Discussion = **2 hrs.** |
| **Paper: Internal Relationships**  **Write** a 700- to 1,050-word journal entry in which you evaluate the following:   * Ch. 6 highlights the importance of relationships staff members have with administration, each other, and students. What are the dynamics of these relationships within your current school setting or a school of interest? * This week also discusses ways to encourage suggestions from staff, recognized accomplishments, and improvement circles, as well as information about giving students a voice in schools. How does your school or a school of interest perform in some of these areas? How well does this school or district implement the strategies outlined in the text? What is this school or district doing well? What could be improved?   **Submit** this assignment by 11:59PM (EST) on Sunday. | | 2.1, 2.2 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Total** |  |  | **6** |

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| Week Three: Effective Parent and Guardian Communication and Involvement | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the importance of fostering effective communication with parents and guardians. | | CLO1 | |
| * 1. Determine how to effectively communicate with parents and guardians. | | CLO1, CLO2 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings**   * Ch. 8 & 10 of *The School and Community Relations*. * [“Principal’s Map for Parent Involvement”](http://connectedprincipals.com/archives/4398) on the Connected Principals website * [“What Parents Want in School Communication”](https://www.edutopia.org/blog/parent-involvement-survey-anne-obrien) blog post on Edutopia   **Video**   * “[External Stakeholders](https://gmercyu.ensemblevideo.com/Watch/Ea2x8YGb)”   **Post** any questions or comments to the General Questions & Discussion forum. | | 3.1, 3.2 | Lecture Activity = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: External Stakeholder Communication**  **Respond** to three of the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * Why is it important to foster effective communication with parents and guardians? * How do you connect with parents and guardians? * How does the school leader connectwith external stakeholders? * How do you connect with business and community leaders? * How do you leverage these relationships to support your school? * From your current perspective, do you think it is important to communicate with parents and guardians at every school level? Why? * Evaluate how your school is currently connecting with external stakeholders and influences.   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 3.1, ULO5 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Discussion: Back-to-School Video For External Stakeholders**  **Imagine** the school year is beginning at the school you currently work at or would like to work. You want to welcome back the parents and guardians.  **Draft** a welcome back video communication for parents and guardians.  Make a video of no more than 3 minutes that communicates what you would share on Back to School Night and what documents would be distributed.  *Note:* This communication would be sent out to all parents and guardians right before the school year is set to begin.  **Include** the following in the communication:   * Two to four goals and/or expectations you have for the new school year * Announcement of Back-to-School night, professional development days, and other beginning-of-school-year events important for the parents and guardians * Any other information you think would be critical to communicate to your audience at this point in the school year   **Connect** your goals and vision for the upcoming year to community and business leaders.   * What is the mission and vision of your school? * What theme do you want to convey for the year? * What is the key goal for the year? * How can community members support your work and get involved?   **Post** a link of the communication on your website to the discussion forum by Friday at 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 3.1, 3.2 | Discussion = **2 hrs.** |
| **Paper: Relationships with Parents and Guardians**  **Write** a 700- to 1,050-word journal entry in which you evaluate the following:   * Ch. 8 highlights the importance of fostering relationships with parents and guardians. The chapter discusses strategies school leaders can implement to create a positive and collaborative rapport with families. Comment on how your school leader and the staff create relationships with parents and guardians. * Analyze what strategies your school implements to foster positive and collaborative relationships with families. How well does your school or district implement the strategies outlined in the text? What is your school or district doing well? What could be improved?   **Submit** this assignment by 11:59PM (EST) on Sunday. | | 3.1, 3.2, 3.3 | Paper = **1 hr.** |
| **Total** |  |  | **5** |

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| Week Four: Effective External Communication | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the importance of fostering effective communication with community stakeholders. | | CLO2, CLO3 | |
| * 1. Identify community stakeholders with whom principals must communicate. | | CLO2, CLO3 | |
| * 1. Recognize the characteristics of communities and how this impacts school–community relations. | | CLO2, CLO3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings and Videos**  **Readings**   * Ch. 2 & 3 of *The School and Community Relations* * [“Resources for Building Community Partnerships”](https://www.edutopia.org/article/community-business-partnerships-resources) on Edutopia   **Videos**   * “[Communicating and Connecting with Stakeholder Groups](https://gmercyu.ensemblevideo.com/Watch/x5E8Qmd3)” * [“Ten Ways to Build School-Community Partnerships”](https://www.youtube.com/watch?v=Lc_8Qjl2GPU) video [5:38] on YouTube   **Post** any questions or comments to the General Questions & Discussion forum. | | 4.1, 4.2, 4.3 | Lecture Activity = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Community Stakeholder Communication**  **Respond** to the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * How do you listen to and respond to your community? * Why do you think it is important to foster effective communication with community stakeholders? * What types of community stakeholders do principals need to communicate with? Why?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 4.1, 4.2, ULO5 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Discussion: Community Involvement Video**  **Imagine** the school district in which you currently work is looking to involve community stakeholders in a current school project. If you are not currently working in a school district, use the district you live in.  **Define** the project.  **Identify** two or three specific community stakeholders who could effectively contribute to the project.  **Write** a letter to each stakeholder explaining the project, how their organization could contribute, and the benefits to the organization.  **Create** a video of what you would share in a meeting with a community stakeholder. Who would you meet with? Why would you solicit their partnership with your school community? How would it benefit your school and students? Examples:   * Meet with local law enforcement: School Safety Resources/Safe2Say * Meet with a local car dealership: Donate a used car for perfect attendance. * Meet with the local energy provider: Home heating tips and resources for parents * Meet with local grocery stores, producers, or farmers: food drive resources for families * Meet with a local technology company: Provide technology resources and grants for resources.   **Add** your completed letters to the folder with the shareable links for this course.  **Post** a link to your video to the discussion forum by Friday at 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 4.1, 4.2, 4.3, 4.4 | Discussion = **2 hrs.** |
| **Paper: Your School Community**  **Write** a 700- to 1,050-word journal entry in which you evaluate the following:   * Ch. 3 highlights the importance of understanding the community to most effectively communicate. Using ideas from the chapter, like customs, traditions, or population characteristics, describe the community of the school system where you work. * Does your school or district utilize this information when communicating with the community? How well does your school or district implement the strategies outlined in the text? What is your school or district doing well? What could be improved?   **Submit** this assignment by 11:59PM (EST) on Sunday. | | 4.1, 4.2, 4.3, 4.4 | Paper = **1hr.** |
| **Total** |  |  | **6 hrs.** |

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| Week Five: Effectively Using Communication Tools | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Identify best practices for using the media and publications to effectively communicate with internal and external stakeholders. | | CLO3 | |
| * 1. Discuss the importance of managing online tools with internal stakeholders. | | CLO3 | |
| * 1. Explain the use of online tools and tactics to effectively communicate with stakeholders. | | CLO2, CLO3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings and Videos**  **Readings**   * Ch. 11–14 of *The School and Community Relations* * [“Engaging Your School Community Through Social Media”](http://www.edutopia.org/blog/engaging-school-community-social-media-howard-stribbell) * [“12 Reasons to Get Your School District Tweeting This Summer”](http://www.edutopia.org/blog/12-reasons-school-district-tweeting-joe-mazza) * [“How to Create Social Media Guidelines for Your School”](http://www.edutopia.org/how-to-create-social-media-guidelines-school) * [“Using Google Hangouts for Teacher Development”](https://www.edutopia.org/blog/google-hangouts-teacher-development-ben-johnson)   **Videos**   * “[Utilizing Communication Tools](https://gmercyu.ensemblevideo.com/Watch/Np4o3RDt)” * [“Engaging School Community through Social Media | @PrincipalCast #20”](https://www.youtube.com/watch?v=04_9Ha28-Dg) [59:46] * [“Twitter for Educators”](https://www.youtube.com/watch?v=QQv1PR2BKk8) [7:43]   **Post** any questions or comments to the General Questions & Discussion forum. | | 5.1, 5.2, 5.3 | Lecture Activity = **1 hr.** |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Supplemental Readings**   * “School communications 2.0: A social media strategy for K–12 principals and superintendents" * [“Social Media Savvy? Four Tips to Help You Get Started”](https://www.edutopia.org/blog/social-media-savvy-4-tips-lisa-dabbs) on Edutopia   **Post** any questions or comments to the General Questions & Discussion forum. | | 5.3 | Lecture Activity = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Communicating with the Press**  **Respond** to the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * What are some effective strategies for communicating with the press and using publications? Does your school or district utilize the media to highlight activities, events, and programs? Does your school or district use publications to communicate with stakeholders? * What tools can you utilize as a leader to connect with others? How would you leverage these resources?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 5.1, 5.2, 5.3 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Discussion: Published Materials Communication**  **Respond** to the following question by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * What are some best practices for using published materials, such as newsletters, websites, or social media for communicating with internal stakeholders, as well as for external stakeholders? Support your responses with examples from your own professional experience.   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 5.1, 5.2, 5.3 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Discussion: Social Media Communication**  **Review** the “Social Media Communication” section in Part 3 of *The School and Community Relations*.  **Imagine** you have been tasked with educating teachers and other school personnel on effectively using various communication tools to communicate with internal and external stakeholders.  **Identify** three social media platforms that faculty and staff commonly use, such as personal blogs, Twitter, Facebook, YouTube, LinkedIn, Pinterest, and so on.  **Write** a 350- to 500-word post thatoutlines best practices for using these social-media tools effectively and professionally.   * How would you utilize these social mediums? * What would an appropriate post look like? * How does posting on a medium such as LinkedIn help promote your expertise and the school or district you represent?   **Post** a link of your Social Media Communication to the discussion forum by Friday.  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 5.1, 5.2, 5.3 | Review = **2 hrs.** |
| **Paper: School or District Branding Video**  **Write** a 700- to 1,050-word paper in which you evaluate the following:   * Ch. 12 & 13 highlight the use of both publications and online tactics to communicate with stakeholders. These various methods of communication can create a brand for a school or district to tell a story and influence the perception of the school. Comment on the branding of your school or district.      * Think about the use of publications (newsletters or letters) as well as website and social media (Facebook, Instagram, or Twitter). How well does your school or district implement the strategies outlined in the text? What is your school or district doing well? What could be improved?   **Make** a video promoting your brand/district/school. This could be as simple as promoting the artwork of your students on social media.  **Include** a link to your video on the first page of your paper.  **Submit** this assignment by 11:59PM (EST) on Sunday. | | 5.1, 5.2, 5.3 | Paper = **1 hr.** |
| **Total** |  |  | **8 hrs.** |

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| Week Six: Effective Crisis and Conflict Communication | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the importance of developing a crisis plan. | | CLO4 | |
| * 1. Determine how to form and manage a crisis management team. | | CLO4 | |
| * 1. Determine how to effectively communicate with internal and external stakeholders during a crisis. | | CLO1-4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings and Videos**  **Readings**   * Ch. 9 of *The School and Community Relations* * [“School Crisis Guide: Help and Healing in a Time of Crisis”](http://crisisresponse.promoteprevent.org/resources/school-crisis-guide-helping-and-healing-time-crisis) * [”All Hazards School Planning Toolkit” from the Pennsylvania Emergency Management Agency website](https://www.pema.pa.gov/planningandpreparedness/communityandstateplanning/Pages/All-Hazards-School-Safety-Planning-Toolkit.aspx)   **Videos**   * [“7 Easy Steps for Crisis Communications Planning”](https://www.youtube.com/watch?v=wy2ye9wsLmY) video [3:50] on YouTube * “[Leading in A Critical Moment](https://gmercyu.ensemblevideo.com/Watch/x4B9SyNd)”   **Post** any questions or comments to the General Questions & Discussion forum. | | 6.1, 6.2, 6.3 | Lecture Activity = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Crisis Plan**  **Respond** to the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * Why do you think it is important to develop a crisis plan? * What are some consequences for failing to develop a comprehensive plan? * How should you seize an opportunity to lead in a critical moment?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 6.1 | Discussion: one post and replies to three other posts = **1 hour** |
| **Discussion: Crisis Communication Plan**  **Review** your school or district’s crisis plan for lockdowns/active shooters.  **Evaluate** the plan, including the procedures for staff and students, initial communication in a crisis, working with the media, and handling the aftermath. Focus mainly on the communication plan before, during, and after the crisis.  **Create** an analysis of the current plan and recommendations for improvement. Focus on the communication to both internal and external stakeholders highlighted within the plan.  **Post** a link of your plan to the discussion forum by Friday at 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 6.1, 6.2, 6.3 | Discussion = **2 hrs.** |
| **Paper: Crisis Management Teams**  **Reflect** on the guidelines for school leaders on how to form and effectively manage a crisis management team in emergency situations.  **Create** a 5- to 7-minute video and presentation of what your recommendations for strategic changes to the crisis management plan to the school board would look like. What strategies would you implement? Why?  **Write** a 700- to 1,050-word journal entry in which you respond to the following:   * Evaluatehow well your school or district is implementing the strategies outlined in the text. What is your school or district doing well? What could be improved?   **Submit** this assignment by 11:59PM (EST) on Sunday. | | 6.1, 6.2 | Paper = **1 hr.** |
| **Total** |  |  | **6 hrs.** |

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| Week Seven: Evaluation of Communication Plans and Policies | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Discuss the policies, goals, and strategies that guide and influence school–community relations programming. | | CLO4 | |
| * 1. Explain the importance of evaluating the effectiveness of communication plans and policies. | | CLO4 | |
| * 1. Determine how to keep a communication plan viable for future needs. | | CLO4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Readings and Videos**  **Readings**   * Ch. 4, 15, & 17 of The School and Community Relations. * [“School Principals and Social Networking in Education: Practices, Policies, and Realities in 2010”](https://learn-us-east-1-prod-fleet01-xythos.s3.us-east-1.amazonaws.com/5b3a900e1925c/1309492?response-content-disposition=inline%3B%20filename%2A%3DUTF-8%27%27PrincipalsandSocialNetworkingReport.pdf&response-content-type=application%2Fpdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20190611T201539Z&X-Amz-SignedHeaders=host&X-Amz-Expires=21600&X-Amz-Credential=AKIAIBGJ7RCS23L3LEJQ%2F20190611%2Fus-east-1%2Fs3%2Faws4_request&X-Amz-Signature=f3be3a2fa955c5141beea6c7a49ee4e57895542f82ec1efc4eef894ecd6ea9ec)   **Video**   * “[Communication Policies and Plans](https://gmercyu.ensemblevideo.com/Watch/Nz76BxWi)”   **Post** your insights or questions from the reading in the Week Seven Questions discussion forum. | | 7.1, 7.3 | Lecture Activity = **1 hr.** |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Adobe Connect Live Discussion**  **Participate** in the scheduled live session with the course instructor. This session will provide wrap-up of the course.  **Prepare** to ask questions concerning the content of the course and provide constructive feedback.  *Note:* A recorded lecture will be made available to those who are unable to attend the live session. | | COURSE | Live Discussion: lecture and discussion = **1 hr.** |
| ***Graded Assignments***  *Complete these graded assessments by the end of the week unless specified otherwise.* | | ***Alignment*** | ***AIE*** |
| **Discussion: Effective Communication**  **Respond** to the following questions by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * Why do you think it is important to consider possible future needs of your school when drafting a communication plan? * What are some guidelines and strategies you would recommend for assessing and modifying a communication plan to ensure that it remains relevant and viable? * How do you communicate that you personally care about the needs of others in your community?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 7.1, 7.2, 7.3 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Discussion: Evaluating Communication Plans**  **Imagine** your school is about to undertake an evaluation of its communication plan and policies; however, a group of parents is concerned about the use of school funds and resources to complete this evaluation.  **Write** a 500- to 700-word message to communicate to parents about the importance of evaluating communication plans.  **Plan to share** your message with a group of school stakeholders, which may include administrators, board members, teachers, parents, students, and community members.  **Include** the following in your communication:   * A list of 4 to 6 reasons why the audit is a good investment for the school * How the audit helps strengthen the school’s communication policies * The critical outcomes that better communications could deliver * Do the policies or plan convey empathy and care for your community? If so, how? If not, how could empathy and care be conveyed through plans and policies?   **Post** the link to your document to the discussion forum by Friday at 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to 3 of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 7.1, 7.2 | Discussion = **2 hrs.** |
| **Total** |  |  | **5 hrs.** |

# Breakdown of Academic Instructional Equivalencies

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|  | **AIE Hours** |
| **Week 1** |  |
| Required | 5.5 |
| Supplemental | 1 |
| **Week 2** |  |
| Required | 6 |
| Supplemental |  |
| **Week 3** |  |
| Required | 5 |
| Supplemental |  |
| **Week 4** |  |
| Required | 6 |
| Supplemental |  |
| **Week 5** |  |
| Required | 7 |
| Supplemental | 1 |
| **Week 6** |  |
| Required | 6 |
| Supplemental |  |
| **Week 7** |  |
| Required | 4 |
| Supplemental | 1 |
|  |  |
| **Total Required Hours** | 39.5 |
| **Total Supplemental Hours** | 3 |
| **Total Hours** | 42.5 |