# 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. Students will focus on mastering the skills and techniques to effectively communicate with a variety of stakeholders in multiple formats 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)

* **CLO1**: Determine how to effectively communicate with internal and external stakeholders.
* **CLO2**: Determine how to effectively apply verbal and written communication strategies.
* **CLO3**: Determine how to effectively utilize public relations techniques and strategies.
* **CLO4**: Determine how to effectively apply crisis-management strategies.

# Student Expectations

Students are expected to:

* 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. (2012). *The school and community relations* (11th ed.). Boston, MA: Pearson.

ISBN: 978-0133905410

# Suggested Point Values

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| --- | --- | --- |
| **Assessment** | **Point Value** | **Due** |
| **Week 1** |  |  |
| Discussion: Communication Plan | 30 |  |
| Discussion: School–Community Relations | 30 |  |
| Reflective Journal: Holistic Roles of Staff Members | 25 |  |
| **Week 2** |  |  |
| Discussion: Effective Internal Communication | 30 |  |
| Website Discussion: Internal Stakeholder Communication | 95 |  |
| Reflective Journal: Internal Relationships | 25 |  |
| **Week 3** |  |  |
| Discussion: Parent and Guardian Communication | 30 |  |
| Website Discussion: External Stakeholder Communication | 95 |  |
| Reflective Journal: Relationships With Parents/Guardians | 25 |  |
| **Week 4** |  |  |
| Discussion: Community Stakeholder Communication | 30 |  |
| Website Discussion: Community Involvement | 95 |  |
| Reflective Journal: Your School Community | 25 |  |
| **Week 5** |  |  |
| Discussion: Media Communication | 30 |  |
| Discussion: Published Materials Communication | 30 |  |
| Website Discussion: Social Media Communication | 95 |  |
| Reflective Journal: School/District Branding | 25 |  |
| **Week 6** |  |  |
| Discussion: Crisis Plan | 30 |  |
| Website Discussion: Crisis Communication Plan | 100 |  |
| Reflective Journal: Crisis Management Teams | 25 |  |
| **Week 7** |  |  |
| Discussion: Effective Communication | 30 |  |
| Website 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: School Communication Overview** | | |
| ***Learning Objectives*** | ***Alignment*** | |
| * 1. Determine the roles of public relations and communication in the realm of education. | CLO1, CLO4 | |
| * 1. Explain the importance of school–community relations and why school leaders need to utilize a communication plan. | CLO1 | |
| * 1. Outline the roles various school members play in contributing to school-community relations success. | CLO1 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | ***Alignment*** | ***AIE*** |
| **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 one substantive comment of 100 to 150 words to three 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. |  |  |

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| **Readings**  **Read** Ch. 1 & 5 of *The School and Community Relations*.  **Read** the following:   * [“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   **Post** any questions or comments to the General Questions & Discussion forum. | | 1.1, 1.2, 1.3 | Lecture Activity = **1 hr.** |
| **Website Creation**  In this course, you will be creating a website and posting various pieces of information on each page. For each assignment, you will have to post the link to the homepage of your website.  **Create** a website using a tool such as [Weebly](http://www.weebly.com), [Google Sites](http://sites.google.com), or [Wix](https://www.wix.com/) that you could use to communicate with internal and external stakeholders.  **Create** a section for each of the following groups:   * Students * Parents and guardians * Faculty * Staff * Community   Be prepared to **share** your link 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 class 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: Communication Plan**    **Respond** to the following question by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.     * Why do school leaders need a communication plan? * Which stakeholders do school leaders need to address in a communication plan? Why?     **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 1.1, 1.2 | Discussion = **1 hr.** |
| **Discussion: School–Community Relations**  **Create** a 5- to 10-minute narrated video or presentation using Microsoft® PowerPoint® 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 the school’s stakeholders and how to maintain positive relationships. * 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 segments.  **Create** a link of your presentation through the online tool used and **post** a link to your presentation by **Friday** 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 1.1, 1.2, 1.3 | Presentation = **1.5 hrs.** |
| **Reflective Journal: Holistic Roles of Staff Members**  **Write** a 700- to 1,050-word journal entry in which you evaluate the following:     * Ch. 5 of the text discusses the roles all staff members have in the communication process—from the superintendent all the way down to secretaries and custodians. Review the roles of these staff members and describe how members of your school perform their role.      * How well does your school or district implement the strategies outlined in the text? What is your school or district doing well and what could be improved?   **Submit** your journal entry. | | 1.3 | Journal = **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: Internal Communication | |  |  |
| ***Learning Objectives*** | | ***Alignment*** | |
| * 1. Explain the importance of fostering effective internal communication in a school setting. | | CLO1 | |
| * 1. Determine how to effectively communicate with internal stakeholders. | | CLO1 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 6 & 7 of *The School and Community Relations*. | | 1.1, 1.2 |  |
| **Communicating With Teachers**  **Watch** the [“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.** |
| **Internal Communication Readings**  **Read** the following:   * [“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”   **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: Effective Internal Communication**  **Respond** to 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 internal stakeholders? * 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 three 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.** |
| **Website Discussion: Internal Stakeholder Communication**  **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.  **Draft** a Welcome Back communication for the following group: teachers/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:   * 2 to 4 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   **Include** the welcome message in the appropriate section of the website you created in **Week 1**.  **Post** a link of the welcome message on your website to the discussion forum by **Friday** 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 2.1, 2.2 | Website Discussion = **2 hrs.** |
| **Reflective Journal: 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 with students. What are the dynamics of these relationships within your current school setting? * This week also discusses ways to encourage suggestions from staff, recognized accomplishments, 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 your school or district implement the strategies outlined in the text? What is your school or district doing well and what could be improved?   **Submit** your journal entry. | | 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/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*** |
| **Read** Ch. 8 and 10 of *The School and Community Relations*. | | 3.1, 3.2 |  |
| **Parent and Guardian Communication**  **Read** the following:   * [“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   **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: Parent and Guardian Communication**  **Respond** to the following question 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? * From your current perspective, do you think it is important to communicate with parents and guardians at every school level? Why?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 3.1 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Website Discussion: External Stakeholder Communication**  **Imagine** the school year is beginning at the school you currently work at or would like to work at. You want to welcome back the parents/guardians.  **Draft** a Welcome Back communication for the following group: parents/guardians letter communication.  *Note:* This communication would be a letter sent out to all parents/guardians right before the school year is set to begin.  **Include** the following in the communication:   * 2 to 4 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 or guardians * Any other information you think would be critical to communicate to your audience at this point in the school year   **Add** the communication to the appropriate section of the website you created in **Week 1**.  **Post** a link of the communication on your website to the discussion forum by **Friday** 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 3.1, 3.2 | Website Discussion = **2 hrs.** |
| **Reflective Journal: Relationships With Parents/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/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/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 and what could be improved?   **Submit** your journal entry. | | 3.1, 3.2, 3.3 | Journal = **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. | | CLO1 | |
| * 1. Identify community stakeholders with whom principals must communicate. | | CLO1 | |
| * 1. Recognize the characteristics of communities and how this impacts school-community relations. | | CLO1, CLO2 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 2 and 3 of *The School and Community Relations*. | | 4.1, 4.2, 4.3 |  |
| **Community Partnerships**  **Read** [“Resources for Building Community Partnerships”](https://www.edutopia.org/article/community-business-partnerships-resources) on Edutopia.  **Post** any questions or comments to the General Questions & Discussion forum. | | 4.1, 4.2, 4.3 | Lecture Activity = **1 hr.** |
| **Building Partnerships**  **Watch** the [“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.   * 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 three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 4.1, 4.2 | Discussion: one post and replies to three other posts = **1 hr.** |
| **Website Discussion: Community Involvement**  **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.  **Add** your completed letters to the appropriate section of your website.  **Post** a link to the letters on your website to the discussion forum by **Friday** 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 4.1, 4.2, 4.3, 4.4 | Website Discussion = **2 hrs.** |
| **Reflective Journal: 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 and what could be improved?   **Submit** your journal entry. | | 4.1, 4.2, 4.3, 4.4 | Journal = **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. | | CLO1, CLO2 | |
| * 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*** |
| **Read** Ch. 11, 12, 13, & 14 of *The School and Community Relations*. | | 5.1, 5.2, 5.3 |  |
| **Social Media Resources**  **Read** the following on the Edutopia website:   * [“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)   **Post** any questions or comments to the General Questions & Discussion forum. | | 5.1, 5.2, 5.3 | Lecture Activity = **1 hr.** |
| **Social Media Videos**  **Watch** the following videos on YouTube:   * [“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, 5.3 | Lecture Activity = **1 hr.** |
| ***Supplemental Resources and Activities***  *Explore these optional resources to deepen your understanding.* | | ***Alignment*** | ***AIE*** |
| **Supplemental Readings**  **Read** the following:   * “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: Media Communication**  **Respond** to the following question by Thursday 11:59 p.m. (EST). Provide specific examples to support your answers.   * What are some effective strategies for communicating with the media and the use of 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?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three 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 or websites, for communicating with internal stakeholders? 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 three 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.** |
| **Website 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, Google+, YouTube, LinkedIn, Pinterest, etc.  **Write** a 350- to 500-word post for the Faculty section of your website thatoutlines best practices for using these social-media tools effectively and professionally.  **Post** a link to the Faculty section on your website in the discussion forum by **Friday**.  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 5.1, 5.2, 5.3 | Website Review = **2 hrs.** |
| **Reflective Journal: School/District Branding**  **Write** a 700- to 1,050-word journal entry in which you evaluate the following:   * Ch. 12 and 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 online (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 and what could be improved?   **Submit** your journal entry. | | 5.1, 5.2, 5.3 | Journal = **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. | | CLO1, 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, CLO2, CLO3, CLO4 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 9 of *The School and Community Relations*. | | 6.1, 6.2, 6.3 |  |
| **School Crisis Guide**  **Review** the following:   * “School Crisis Guide: Help and Healing in a Time of 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)   **Post** any questions or comments to the General Questions & Discussion forum. | | 6.1, 6.2, 6.3 | Lecture Activity = **1 hr.** |
| **Crisis Communications Planning**  **Watch** the [“7 Easy Steps for Crisis Communications Planning”](https://www.youtube.com/watch?v=wy2ye9wsLmY) video [3:50] on YouTube  **Post** any questions or comments to the General Questions & Discussion forum. | | 6.1, 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 of the consequences for failing to develop a comprehensive plan?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three 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** |
| **Website 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.  **Include** your analysis to the appropriate section of your website.  **Post** a link of your plan from your website to the discussion forum by **Friday** 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 6.1, 6.2, 6.3 | Website Discussion = **2 hrs.** |
| **Reflective Journal: Crisis Management Teams**  **Reflect** on the guidelines for school leaders on how to form and effectively manage a crisis management team in emergency situations.  **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, and what could be improved?   **Submit** your journal entry. | | 6.1, 6.2 | Journal = **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. | | CLO1, CLO2, CLO3 | |
| * 1. Explain the importance of evaluating the effectiveness of communication plans and policies. | | CLO1, CLO2, CLO3 | |
| * 1. Determine how to keep a communication plan viable for future needs. | | CLO1, CLO2, CLO3 | |
| ***Resources, Activities, and Preparation***  *Utilize these resources and complete these activities in preparation for your graded assignments.* | | ***Alignment*** | ***AIE*** |
| **Read** Ch. 4, 15 & 17 of *The School and Community Relations*. | | 7.1, 7.2, 7.3 |  |
| **School Principals and Social Networking**  **Read** “School Principals and Social Networking in Education: Practices, Policies, and Realities in 2010.”  **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 class.  **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?   **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three 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.** |
| **Website 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.  **Draft** a 500- to 700-word message to communicate to parents about the importance of evaluating communication plans.  **Include** the following in your communication:   * A list of four to six 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   **Post** your completed communication to the Parents and Guardians section of your website.  **Post** the link to the Parents and Guardians section of your website to the discussion forum by **Friday** 11:59 p.m. (EST).  **Post** constructive criticism, clarification, additional questions, or your own relevant thoughts to three of your classmates' posts by Sunday 11:59 p.m. (EST) on Sunday. | | 7.1, 7.2 | Website 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 |  |
| **Week5** |  |
| 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 |