EAD846 Leadership for School Community Relations
Educational Leadership Department
Eastern Kentucky University, College of Education
(Master Syllabus Template)

A. DEPARTMENT & CREDITS: Educational Leadership: Three (3) Credits
   - Professor’s Information:
     - Name:
     - Email:
     - Office Phone:
     - Web:

B. COURSE DESCRIPTION: Study of issues and responsibilities relating to the establishment and administration of a school community relations program at the school district and school building levels.


D. COURSE OBJECTIVES & REQUIRED ACTIVITIES/TOPICS:
   - **Course Objectives:** Upon completion of this course, students will be able to:
     1. Design and implement a sound program for school-community relations.
     2. Demonstrate communication skills needed to convey the programs of the district or school to the public.
     3. Demonstrate interpersonal skills that would enable one to work effectively with employees in the system as well as citizens on the community.
     4. Devise effective strategies for consensus building on conflict resolution.
     5. Plan and conduct effective meetings.
     6. Building community support for the school or school system.
     7. Demonstrate effective strategies and skills for dealing with political forces that affect the schools.
     8. Develop marketing strategies for winning community support.
     9. Build strong support coalitions.
    10. Assess important internal and external community elements that affect school-community relations.

   - **Required Activities/Topics:** The following activities/topics are required to be addressed by all faculty teaching this course.
     1. Complete and present a paper on a school community relations selected topic. (Required ePortfolio entry)
     2. Compile a notebook of school PR sample activities. (Required ePortfolio entry)
     3. Review school safety plans.
     4. Review school crisis plans.
     5. Review issues management plans.
     6. Reflect upon how to improve time management.
     7. Update career and/or growth plan.
     8. Complete course reflection. (Required ePortfolio entry)

E. PROFESSIONAL EDUCATION PROGRAM MODEL:

| EKU Professional Education Model: Effective Educators as Effective People |

Eastern Kentucky University, College of Education
F. COURSE REQUIREMENTS & GRADING SCALE:

- Requirements:

- Grading Scale:
  - 90% - 100% = A
  - 80% - 89.9% = B
  - 70% - 79.9% = C
  - 60% - 69.9% = D
  - < 60% = F

G. ADDITIONAL REQUIREMENTS:

H. COURSE OUTLINE:

I. EVALUATION METHOD:

J. STUDENT PROGRESS:

K. ATTENDANCE POLICY:

L. DISABILITIES STATEMENT: If there is any student in this class who is in need of academic accommodations and who is registered with the Office of Services for Students with Disabilities, please make and individual appointment with the course instructor to discuss accommodations. Upon individual request, this syllabus can be made available in alternative forms. If any student who is not registered with the Office of Services for Students with Disabilities has need of academic accommodations, please contact the Office directly either in person on the first floor of Turley House or by telephone at 622-1500.

M. LAST DAY TO DROP: See course catalogue.

N. PROFESSIONAL STRANDS IN THE COLLEGE OF EDUCATION:

- Common Elements of All Professional Education Course Syllabi:
  - FIELD EXPERIENCES: When appropriate: Observation in public schools.
  - METACOGNITION SKILLS: Students will review and analyze research and summarize the thoughts of other researchers as well as analyze their research findings.
  - COMMUNICATION SKILLS: Communication skills will be displayed through
speaking, writing, and class experience.

- **RESEARCH SKILLS/INDEPENDENT LEARNING**: Students will be required to demonstrate research and independent learning skills specified by the instructor.

- **PLANNING SKILLS**: Time management skills are needed in order to participate effectively in Educational Research.

- **TECHNOLOGY**: All products/reports must be word processed and all presentation will be on-line. All tests will also be on-line. Students will be introduced to the Kentucky New Teacher Standards for using technology and relevant criteria including blackboard experiences.

- **PROFESSIONAL/SOCIAL SKILLS**: Students will interact with college instructors, peers, cooperating teachers, and schools.

- **TEAMING/COLLABORATION**: Teaming and collaboration will be encouraged. In the case of Educational Research this requirement will be met through e-Learning teams.

- **CONTINUOUS AUTHENTIC ASSESSMENT**: Students are provided continuous feedback on each requirement. They also have opportunities for self-assessment.

- **DIVERSITY**: Awareness of the diverse characteristics of students and the types of school climates will be an integral component of course and field experiences.

- **INCLUSION/EXCEPTIONALITIES**: Awareness of EXCEPTIONALITIES and inclusive classrooms will be a part of course.