

**PRAIRIE VIEW A&M UNIVERSITY**  
**Whitlowe R. Green College of Education**  
***Graduate Studies ~ Educational Administration***

**Course:** Admin #5133 ~ School and Community Relations

**Class Sessions:** Saturday 2:00p.m.- 4:50 p.m.

Delco Hall Rm. # TBA

**Instructor:** Carol D. McCree, Ed.D.

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**Office Hours:** 12 pm-5:30 pm / 8:30 pm – 9pm

Monday and Tuesday

Northwest Campus / Room TBA

11am – 2pm Saturday / Main Campus

**COURSE DESCRIPTION**

The course is intended to create awareness and eliminate any misunderstanding of public relations. The basis of the course is to develop an understanding of the various publics with which schools have relationships and to bring about an understanding of effective communication with the various publics. Further, the course will present both the theory of public relations and the practical application of successful methods in the field. The course will examine and critically evaluate up-to-date materials and research in the field of public relations.

**Overview of Course:** The course itself centers on the transformation of relationships as they relate to the urban public schools. Our goal is to devise effective, creative ways to engage parents and community supporters as partners with public schools. The affect of community partnerships on student achievement is one of many targets. Other targets include, but are not limited to: testing, enhance student self-esteem, parent involvement, resources, funding, school board policy, empowerment, etc.

**STUDENT OUTCOMES & DISPOSITIONS:**

\*The student will:

1. Develop strategies and techniques that will make for better relations between school, parents and community.
2. Demonstrate an understanding of the school community, population characteristics, and organizational structure.
3. Demonstrate an understanding of expectations and perceptions of varying groups within the community.
4. Analyze issues in urban settings and there impact on schools and achievement levels of specific student groups.
5. Effect the understanding of proper, effective communications techniques and the ability to use them in dealing with the publics.
6. Discribe the changing nature of the relationships between the schools and the community and to bring about an understanding of trends and current thinking in the field.

**REQUIRED TEXTBOOK:**

*The School and Community Relations, 10th ed.*, Don Bagin, Donald R. Gallagher, Edward H. Moore; Boston: Allyn and Bacon, (c) 2012. ISBN-10: 0-13-707251-1 ; ISBN 13:978-0-13-707251-4

**iRead Textbook:**        “*The Present*” by Spencer Johnson ISBN # 978-0-307-71954-6

**LEARNING RESOURCES**

PVAMU Library: (936) 261-1500; <http://www.tamu.edu/pvamu/library/>

University Bookstore: (936) 261-1990; <https://www.bkstr.com/Home/10001-10734-1?demoKey=d>

## TARGETED STANDARDS FOR THE PRINCIPAL CERTIFICATE

The Principal Standard Certificate issued by the State Board for Educator Certification requires a master's degree, a valid Texas Teacher Certificate, two years of teaching experience, completion of required graduate course work and a passing score on the TExES Examination #68.

**Learner-Centered Communications and Community Relations.** A principal is an educational leader who promotes the success of all students by collaborating with families and community members, responding to diverse community interests and needs, and mobilizing community resources. At the campus level, a principal understands, values, and is able to:

- (1) utilize effective **conflict management** and group **consensus building** skills.
- (2) implement effective strategies to systematically **gather input** from all campus stakeholders.
- (3) develop and implement strategies for effective internal and external **communications**.
- (4) develop and implement a comprehensive program of community relations which utilizes strategies that will effectively involve and inform **multiple constituencies**, including the **media**.
- (5) provide varied and meaningful opportunities for **parents** to be **engaged** in the education of their children.
- (6) establish **partnerships** with parents, businesses, and other groups in the community to strengthen programs and support campus goals.
- (7) respond to pertinent **political, social, and economic issues** that exist in the internal and external environment.

## **COURSE REQUIREMENTS & GRADING POLICY:**

Survey	50 points	
iRead Activity	25 points	320 – 350 = A
Discussion Leader	25 points	285 – 319 = B
School Newsletter	100 points	240 - 284 = C
Advertising Campaign	50 points	200 – 239 = D
FINAL EXAM	<u>100 points</u>	0 - 199 = F
	350 points = total	

**NOTICE: The above assignments CAN NOT be made up. Please arrange to attend and participate in all class activities.**

*\* Students are responsible for the material in each chapter of the textbook no matter the quality of the discussions or the lack of a discussion.*

## **FIELD EXPERIENCES**

- If you are not a member of your school Strategic Planning Team / Site-based Decision Making Committee, arrange to sit in on these meetings. Keep a log of the meetings attended and the agendas for each meeting.
- The preparation of your parental involvement newsletter/brochure, the promotional campaigns and the opinion survey will require that you interact with all your school's stakeholders and therefore serve as field experience activities.

## **ANTICIPATED DECORUM OF STUDENTS:**

- Regular and punctual attendance at all sessions is expected.
- As is appropriate for a professional graduate class, all work is expected to be typed, or word-processed. (No larger than 12 font.) Work must be formatted, and referenced in accordance with A.P.A. publishing rules.
- Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the instructor as soon as possible.
- Deadlines are to be strictly adhered to. A deduction will be taken on all late assignments.

