

**SYLLABUS**  
**Sul Ross State University – Rio Grande College**  
**EDUC 6307 – School Public Relations**  
**Summer, 2015 – 3 Semester Hours**

Instructor: Dorman W. Moore, Ph.D., Professor                      Office: A121 - Uvalde  
Phone: 830-279-3020 – office    email:dmoore@sulross.edu  
Office hours: Monday - Thursday – 9:00 – 11:00 am.; other times by appointment

**Course Description:**

A course designed to acquaint the school administrator and the teacher with the techniques of dealing with the public in such a way as to give it an intelligent understanding of the aims, the scope, the achievements and the problems of an educational program.

**Primary Text:**

Kowalski, Theodore J., *Public Relations in Schools*, (5<sup>th</sup> Edition), Pearson Merrill Prentice Hall, Upper Saddle River, NJ. ISBN # 0-13-707245-7.

**Course Objectives:**

Students will acquire a foundation and develop a philosophy of school public relations leadership upon which to build an ongoing knowledge of effective school administration. The course will be guided by the competencies listed that are correlated to the knowledge framework for the certification of principals in Texas.

**Student Objectives:**

Upon successful completion of this course, students will be able to understand, value and:

1. articulate the importance of education in a free democratic society. (SBEC b-5)\*
2. ensure that parents and other members of the community are an integral part of the campus culture. (SBEC c-2)\*
3. utilize emerging issues, trends, demographic data, knowledge of systems, campus climate inventories, student learning data and other information to develop a campus vision and plan to implement the vision. (SBEC c-5)\*
4. acknowledge, recognize and celebrate the contributions of students, staff, parents and community members toward the realization of the campus vision. (SBEC c-11)\*
5. demonstrate effective communication through oral, written, auditory and nonverbal expression (SBEC e-1)\*
6. implement effective strategies to systematically gather input from all campus stakeholders. (SBEC e-3)\*
7. develop and implement strategies for effective internal and external communications. (SBEC e-4)\*
8. develop and implement a comprehensive program of community relations which utilizes strategies that will effectively involve and inform multiple constituencies, including the media. (SBEC e-5)\*
9. provide varied and meaningful opportunities for parents to be engaged in the education of their children. (SBEC e-6)\*

10. establish partnerships with parents, businesses and other groups in the community to strengthen programs and support campus goals. (SBEC e-7)\*
11. respond to pertinent political, social and economic issues that exist in the internal and external environment. (SBEC e-8)\*

\*State Board of Educator Certification Standards for Principals

**Course Format**

The course will require students to do independent research work and complete outside assignments independently. Timelines for due assignments must be honored. Students will be responsible for submitting all assignments on time. It is imperative that all assignments be completed individually. Any evidence of collusion on assignments will be treated as cheating and plagiarism and will result in a significant grade penalty.

**Examinations**

There will be a mid-term exam that will assess your knowledge and understanding of principles and major concepts presented in the first half of the course.

There will be a comprehensive final exam that assesses student ability to synthesize course objectives and to analyze issues by applying philosophical, sociological and organizational learning to form strategies for solutions.

**GRADING:**

Final course grade will be determined through examinations and assignment products. Late work will be worth a maximum of half the points available for that particular assignment.

**Point System for Grading:**

Exams (Mid-Term - 20, Final - 25).....	=	45
Assignments: .....	=	<u>155</u>
		200 Total points
180+ points = A		
160 - 179 points = B		
140 - 159 points = C		
Below 140 points = D or F		

**Drop and Add:**

It is the student’s responsibility to make sure he/she is officially enrolled in this course. If, at any point, you decide to drop the class, it is *your* responsibility to officially drop. Any student who stops participating in the course and does not officially drop the course will be given an “F” as the semester grade.

“No person shall be excluded from participation in, denied the benefits of, or be subject to discrimination under any program or activity sponsored or conducted by Sul Ross State University on any basis prohibited by applicable law, including, but not limited to race, color, national origin, religion, sex, age, or disability.

## School Public Relations Class Schedule

### Class Meetings

### Activities

June 2, Thurs.	Class Introduction; Explanation & Discussion of Syllabus Set Class Schedule; Media Assessment Assignment; Communication Skill Handout; Chapter 6 Handout; Chapter 1 assignment sent
June 9, Thurs.	Chapter 2 assignment sent Chapter 3 assignment sent
June 14, Tues.	Chapter 1 assignment due no later than 1:00 pm Chapter 2 assignment due no later than 1:00 pm
June 16, Thurs.	Chapter 3 assignment due no later than 1:00 pm Chapter 4 assignment sent
June 21, Tues.	Chapter 4 assignment due no later than 1:00 pm Mid-Term Exam sent (covers Chapters 1, 2, 3, 4, and 6)
June 23, Thurs.	Mid-Term exam due no later than 1:00 pm Chapter 9 assignment sent
June 28, Tues.	Chapter 9 assignment due no later than 1:00 pm Chapter 10 assignment sent Chapter 13 assignment sent Case Study assignment sent
June 30, Thurs.	Chapter 10 assignment due no later than 1:00 pm Chapter 13 assignment due no later than 1:00 pm
July 5, Tues.	Case Study assignment due no later than 1:00 pm Final – Media Assessment Assignment due no later than 4:30 pm

Note: This schedule and the activities listed are subject to change at the discretion of the professor. It is only a preliminary guide.