



**Sul Ross State University – Rio  
Grande College EDUC 6307 – School  
Public Relations  
Syllabus**

**Instructor Information:**

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Doctor of Philosophy in Educational Leadership, Texas A&M University

Master of Education in Educational Administration, University of Mary Hardin-Baylor

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**Office Hours**

Uvalde Campus: Office A125 Tuesday from 8:00 a.m. to 6:00 p.m.

I am available by e-mail or phone at any time. I will talk with you on my cell phone after 8:00 a.m. until 10:00 p.m. CST. I am also available via text anytime. Cell and email are preferred methods of contact. I am also happy to talk with you at other times if you make an appointment with me. I check my e-mail and phone messages daily during the weekdays and every 48 hours on the weekends.

**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 Learning 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

### **Marketable Skills**

Outcome: Master the Certification exam

The principal candidate will know and understand the Texas Standards for Principals along with the ability to utilize the T-TESS evaluation system.

The principal candidate will learn how to develop and monitor goals for the BOY, MOY, and EOY in a school setting.

The principal candidate will develop skills in gathering data, and evidence to help guide data driven decisions for attaining goals in various meeting formats.

The principal will develop skills in communication with all stakeholders and presenting assessment data to parents to improve parental understanding and involvement.

The principal candidate will learn how to participate in performance evaluation discussions with teachers and create targeted and specific improvements plans.

### **Course**

#### **Format**

The course will be a blended course of in class meetings and online work delivered through Blackboard. It will require students to do independent research work and complete outside assignments independently. We will meet in class approximately four time (may change) at the Uvalde site. These dates will be discussed at the first class meeting (via remote). 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.

#### **Exams**

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.

#### **Reflective points on Each Reading Assignment**

Students will write at least one paragraph reflection on each chapter and submit via link. Each reflection should be at least **200 words per chapter of reading**.

#### **Pillar Project**

Student will complete project on *Communication with Stakeholders*. The project will entail the student presenting a State of the Campus Report. The student will be provided with a template and list of student info that will be collected from the campus. This info will be used to create a report on the state of the campus and to create suggestions to improve student performance. Specifics and project criteria will be covered in the first class meeting.

#### **Research Paper**

*Research and analyze a current issue on the topic of school personnel.* Choose an issue, analyze it, and express an **informed** opinion (in other words, **you must support** your assertions with research and theory) in a **Three** page paper (page count does not include title page and reference page which should be APA style). Your essay will be evaluated based on the rubric attached to this syllabus. Topics will be discussed and chosen in class.

#### **Class Discussion Board and in Class Activities**

Students will participate in Class Discussion assignments that can be found on Blackboard under Class Discussions. Each student will post an answer to the question and then respond to at least two other classmates' posts. Due dates will be provided with each question. You will also have in class activities and case studies with discussion all students will be expected to participate.

#### **Attendance Policy**

Students are expected to attend all classes. If you need to miss a class session, it is your responsibility to inform the instructor prior to the class meeting.

#### **Make-Up Work Policy:**

Missing any part of this schedule may prevent completion of the course. If you foresee difficulty

of any type (i.e., an illness, employment change, etc.), which may prevent completion of this course, notify the instructor as soon as possible. Failure to do so will result in failure for an assignment and/or failure of the course. See "Attendance," above.

Late assignments **may be accepted at the discretion of the instructor**, but will have points deducted in fairness to students who turn their work in on time. If I have not heard from you **by the deadline dates for assignments, exams, or class discussion questions**, no make-up work will be allowed.

Requests for extensions must be made in advance and accompanied by appropriate written documentation if the excuse is acceptable to the instructor. **"Computer problems" is not an acceptable excuse. Excuses due to illness must be accompanied by physician confirmation on appropriate letterhead.** Please do not wait until the last minute to submit assignments to avoid unforeseen technology issues.

### **Method of Evaluation**

- |  |            |
|--|------------|
| • Chapter Reflections and discussion boards: | 30 points  |
| • Mid-term Exam:                             | 50 points  |
| • Final Exam:                                | 50 Points  |
| • Class Discussions and In Class Work:       | 20 points  |
| • Research Paper and Presentation:           | 50 points  |
| • Pillar Project:                            | 100 points |
| • Total Possible Points:                     | 300        |

### **Assignment of Grades**

All grades will be posted in the student grade book in Blackboard and will be assigned according to the following or similar scale:

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	60 – 69%
F	59% and below

### **Technical Requirements**

To participate in this course, you will need the following resources:

- High-speed Internet access with a standard up-to-date browser, either Mozilla Firefox or Chrome.
- Consistent and reliable access to their SRSU email and Blackboard, as these are the official methods of communication for this course. **Official university business will not take place via personal email accounts.**
- Virtual conferences are offered during the semester. We will meet using Collaborate which will require that your computer have audio and video (speaker and microphone) and a stable internet connection. Plan to utilize headphones, if possible, to avoid feedback.

### **Technical Expectations**

- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- Technical Issues: Students should expect that they could experience some technical difficulties at some point in the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues. SRSU OIT staff is available at each SRSU campus location as well as the HELP DESK in Alpine.

- Technical Etiquette: You are expected to use appropriate online etiquette at all times. This includes respect for all participants and careful wording of your responses. Your writing reflects your voice, so be mindful. Thoughtful, respectful and reflective comments are critical to participation. For additional information, visit <http://www.albion.com/netiquette/corerules.html>

### **Technology Assistance**

- Sandy Bogus is the Technology TA . She is available to help you 8:30 – 5:30, M – F at 432-837-8523. You may email her at [sbogus@sulross.edu](mailto:sbogus@sulross.edu)
- The SRSU Help Desk is available at 1-888-837-2882 (8888 if you're calling from campus).
- The SRSU tech tip website is <http://www.sulross.edu/techtips>

Late assignments will not be accepted after the due date. ALL Assignments are due at 11:55 p.m.

### **AMERICANS WITH DISABILITY ACT (ADA)**

Sul Ross State University supports Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which ensure that postsecondary students with disabilities have equal access to all academic programs, physical access to all buildings, facilities and events, and are not discriminated against on the basis of disability. Eligible students, with appropriate documentation, will be provided equal opportunity to demonstrate their academic skills and potential through the provision of academic adaptations and reasonable accommodations. Further information, including appropriate contact information, can be found at the following link:

### **HONESTY AND PLAGIARISM**

The awarding of a university degree attests that an individual has demonstrated mastery of a significant body of knowledge and skills of substantive value to society. Any type of dishonesty in securing those credentials therefore invites serious sanctions, up to and including suspension and expulsion (see Standard of Conduct in each TROY *Catalog*). Examples of dishonesty include actual or attempted cheating, plagiarism\*, or knowingly furnishing false information to any university employee.

The **College of Educations** defines plagiarism as:

- Three consecutive words that are not common professional language used from another source without quotation
- Rephrasing another author's words without appropriate citation
- Using another author's ideas or data without appropriate citation
- Submitting another author's or student's writing as one's own
- Directly quoting a source without using appropriate APA or MLA style (whichever is required by the instructor) citation to show that it is a direct quote.
- Intentionally taking information from a source and not giving appropriate credit

Students who commit plagiarism will be subject to disciplinary actions as outlined by university policy. The Standards of Conduct and Disciplinary Procedures define university procedures in these matters. Students have the right to request

consideration by the Student Services Conduct Board.

### **COURSE SCHEDULE**

**The schedule for the course is located in BlackBoard. Instructor may add or change content and assignments during the course as need**