

- I. Education 553: Administration of School Relations and Finance
- II. 3 Credit Hours
- III. Course Description:
Principles of planning and administering a school public relations program.
Capital funding. Long range financing and building programs.
- IV. Place of the Course in the Curriculum:
This course is required for the Master of Education-Administration degree.
- V. Goals and Objectives:
Students who complete the course should:
 - 1. Develop understanding of administrative processes, its functions and purpose. (LR7)
 - 2. Demonstrate self-confidence, enthusiasm, optimism and initiative in expressing personal values and beliefs in class discussions. (LR2, LR8)
 - 3. Become aware of the various forces, components, and factors in decision making. (LD1)
 - 4. Analyze individual and group dynamics. (LD5, LD8, LD9, LR7)
 - 5. Review current leadership theory. (LR7)
 - 6. Understand the administration of special services. (LR7)
 - 7. Have the opportunity to increase one's ability and competence in school leadership. (LR2, LR5)
 - 8. Demonstrate appropriate competence in verbal and written communication. (LD2)
 - 9. Articulate a personal vision for schools. (LD6)
 - 10. Demonstrate sensitivity in human relations. (LD8)
 - 11. Demonstrate personal motivation for leadership. (LR2, LR5)
- VI. Content:
 - Communication Plan (LD2, LD8, LR7)
 - 1. Communicating Internally
 - 2. Communicating Externally
 - 3. Communication and Persuasion
 - 4. Elements of Persuasion
 - 5. Working with the Press
 - School policy and education (LD6)
 - 1. Policies goals and strategies
 - Relationship of public relations and school administration (LD2, LD5)
 - Mechanics of the Nebraska Public School Budgeting Process (LD1, LR7)

VII. Methodology: (LD2, LD5, LD8)

Included but not limited to readings, discussion board postings, guided whole class and small group discussion, including class project and case studies, peer responses, and reflective response exercises.

VIII. Student Roles: (LD2, LD5, LD8, LR2, LR7)

1. Read and master the textbook material and other readings.
2. Demonstrate the ability to communicate effectively regarding issues and class discussions.
3. Attend and actively participate in all class sessions.
4. Case studies.
5. Complete one class project.
6. Provide questions for guests and practitioners.
7. Write reflective essays (one page maximum) of your thoughts on the topic presented by guest presenters.

IX. Evaluation: (T1, T3, T9, LD1, LD2, LD4, LD5, LD8, LD9, LR2, LR4, LR6)

1. Class Participation and leadership rating
2. Reflective essays and Reading reactions
3. Case Studies

Course Workload

In the face-to-face, online, and hybrid classrooms at Concordia University, Nebraska, course workload occurs through student-to-instructor interaction, student-to-student interaction, Blackboard activities, contact with course-specific content, assignments, research, assigned readings, and other activities. Students can expect to devote a minimum of 45 hours of work for each 1-credit hour, as mandated by the U.S.

Department of Education.

Course Participation

Federal Financial Aid regulations, which Concordia observes for all students, require that students regularly participate in courses in which they are enrolled. All students must log into the course management system (Blackboard) or participate in a face-to-face session weekly in order to avoid being tagged as a non-participant. Students must use the Concordia Blackboard and e-mail messaging systems to contact instructors and advisors. Students who are unable to participate regularly in their course for any reason should contact their instructor and their advisor. Students who intend to withdraw from a course or a program should notify their instructor and advisor.

Academic Integrity

At Concordia University Nebraska, we are guided in all of our work by the values of academic integrity: honesty, trust, fairness, responsibility, and respect. As a student, you are required to demonstrate these values in all of the work you do. Participating in a behavior that violates academic integrity (e.g., plagiarism, unauthorized collaboration, multiple submissions, cheating on examinations, or fabricating information) will result in

your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment or examination, receiving a failing grade for the course, and/or being suspended from the university.

ADA

Students with a documented disability, who need reasonable accommodations, should contact ADA & Academic Support located in Link Library to arrange an appointment to discuss their individual needs. Students are also encouraged to notify their instructors immediately about any disability-related academic needs they may have. To contact the ADA & Academic Support Director, Angel Hoppe, please call 402-643-7365 or 800-535-5494 ext. 7365 or e-mail angel.hoppe@cune.edu.

Emergency Information

In inclement weather, check your e-mail, Blackboard, and the Concordia website (www.cune.edu) for information. Your instructor may utilize Blackboard to make-up course time, so please check Blackboard if a class is cancelled. In the event of an emergency while you are in a face-to-face class, follow the instructions of your instructor, ensure you are in a safe location, and, after you are in a safe location, check in with your instructor before leaving so that he or she can account for all students. Also, if you have not already done so, please update emergency contact information in “Banner Self-Service” on the connectCUNE portal (<http://connect.cune.edu>).

X. Bibliography:

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- King, Richard A., Austin D. Swanson, and Scott R. Sweetland. School Finance: Achieving High Standards with Equity and Efficiency. Allyn and Bacon, 2002.
- Kowalski, Theodore J. Public Relations in Schools. Prentice Hall, 2003.
- Olsen, Glenn W. and Mary Lou Fuller. Home-School Relations: Working Successfully with Parents and Families. Allyn and Bacon, 2002.
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