

Establishing Community Relations

School Reform Module Seven

Course Description

Community partnerships and perspectives can make or break a school, and administrators need the tools to engage the community in the learning of their students. This professional development module will help participants understand how to work with community members and form lasting partnerships. This module is part of a 3-credit course in School Reform.

Competencies

Upon completion of this course, participants will be able to

- Recognize the value of community partnerships to student success.
- Understand how community impacts the success of school initiatives.
- Apply public relations strategies to events and issues in your school situation.

Materials

All materials are accessed via the [CaseNEX website](#) using the PIN provided and the user name/password you create.

All readings listed can be found by going to *Class Materials*→*Virtual Library*→*Readings (Search)*.

If you do not have the most recent versions of the following software, please download each from the given sites.

- [RealPlayer](#)
- [Adobe Reader](#)
- [QuickTime](#)

Cases Used

- Cultivating Community at the School of the Future

Course Schedule

Find session dates by selecting *Syllabus* on the top menu bar. For typical courses, final Discussions, Journals, and Workbooks are due by Saturday at midnight unless otherwise noted. Please see the News Flash for any alterations of the course schedule posted by your instructor.

Introductory Session

Exploring the CaseNEX Site

Complete these tasks prior to the beginning of Session 1.

Readings

Read the course requirements, paying special attention to the Case-Analysis and Workbook Assignment Rubrics. They will be used by your instructor throughout the course to evaluate assignments where appropriate.

Discussion

Post one entry introducing yourself to your classmates. You may choose to describe your experience with community partnerships or why you are taking this course. (100 words or fewer)

Journal

What do you find inspiring and challenging about getting your community involved in the education of their students? (100 words or fewer)

Note

Use CaseMail to send a note to your instructor stating that you will be taking this course. To do so, click on CaseMail on the top menu bar and then 'Click here to create a new message.' Use the marked link to look up an address. Continue linking down until you see the class list. Select the instructor's name and then compose your message and hit 'Post Message.'

Session 1

Fostering Community Engagement

Case

Cultivating Community at the School of the Future

Readings

- Empowering Communities to Improve Education
- Gaining Support for Education
- Talking to Taxpayers: Involving the Public in the Budget Process Can Build Support For Your District
- Toss Out the PR Playbook: Send in the Public-Engagement Team

Discussion

Describe the **actions** School of the Future has taken to improve communication with the West Fairmount community. What might be the intended or unintended **consequences** of these actions? Cite **knowledge** from the readings as you respond to your colleagues' suggestions.

Journal

Summarize the communication challenges and obstacles which are addressed in the reading "Toss Out the PR Playbook: Send in the Public-Engagement Team." Describe any similar communication **issues** you have witnessed or experienced first hand and explain how (if at all) this issue impacted community engagement in your school. Describe any **actions** that were taken to alleviate the problem and mend any relationships.

Session 2

Developing a Public Relations Program

Case

Cultivating Community at the School of the Future

Readings

- The Power of Public Relations in Schools
- National School Public Relations Association
- Raising the Bar for School PR

Discussion

Use **knowledge** from the reading “The Power of Public Relations in Schools” to discuss the importance of a public relations plan for a school or division. From the **perspective** of a school administrator, what additional **issues** surface when a negative public relations situation arises? Finally, using public relations as your lens, reflect on the building of the School of the Future and the community initiatives that are highlighted in this session’s case.

Journal

Respond to a critical **issue** in your school (past, present, or possible) with a press release for the local newspaper using **knowledge** gained from the readings. In your writing, anticipate and elaborate upon the possible **consequences** (intended and unintended) of the story being put on national newswires and shared with the world.