EDA 6215

COMMUNICATION IN EDUCATIONAL LEADERSHIP

Spring Semester, 2014
Web-Based

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Overview

Communications in Educational Leadership provides the necessary background for students to be able to learn, understand and apply communications theory, research and practical tools to the improvement of schools and community relations, develop educational materials for use as school/community relations documents, improve personal and professional communications skills and prepare for the communications portion of the Florida Educational Leadership Examination (FELE).

As a totally online course, federal law requires the publishing of the following link to UF’s student complaints page. The link is http://www.distance.ufl.edu/student-complaints.

Texts and Other Course Resources and Materials

Required Resources


My Communication Lab. This resource goes with the DeVito text and is provided by Pearson. An access code is required for this resource which can be purchased with a hard copy of the text at a bookstore or along with the e-text from Pearson.

Supplemental Resources

Readings, videos and podcasts are listed in each module of the course.

Course Objectives

1. Students will describe the importance of having a school public relations and overall communications plan.

2. Students will discuss the public character of schools and specific models of public relations.

3. Students will explain the meaning of “the community” by studying formal and informal power structures and the impact on public opinion.
4. Students will recognize the importance and use of written policies, goals and strategies in educational communication management.

5. Students will practice proper methods of interpersonal communications, interpersonal messages and interpersonal relationships.

6. Students will examine the theory and stages of communication, conflict and conflict management.

7. Students will describe processes for communicating with internal and external publics.

8. Students will employ processes for crisis communications, including how to work with the news media.

9. Students will demonstrate skill in foundations of interpersonal communication and dealing with culture in interpersonal communications.

10. Students will develop the communication competencies and skills relevant to the Florida Educational Leadership Examination and Educator Assessment System (EAS).

**Course Expectations**

1. Students are expected to **read and listen to all required resources** as assigned and complete all web assignments as indicated on the course web site.

2. Students will regularly **monitor and post responses to Discussion Forums** for questions identified in each of the modules. Students are required to read every other student’s post and respond to the posts as required in the Discussion Forum rubric.

3. Students will prepare and post a **PowerPoint presentation** for a Professional Development Workshop on communication leadership in a school. Requirements for completion of this assignment as indicated on the course website.

4. Students will complete a **Final Exam** at the end of the course.

**Evaluation and Assessment**

1. Discussion Forums, Replies and Peer Responses 50%
2. Professional Development Project 30%

3. Final Exam 20%

Total 100%

Final grades are computed by compiling total percentage points awarded for each of the above categories. Percentage breakdowns for grades are as follows:

- A 95 % and above
- A- 90 to 94 %
- B+ 87 to 89 %
- B 82 to 86 %
- B- 79 to 81 %
- C+ 76 to 78 %
- C 73 to 76 %
- C- 70 to 72 %  Per UF guidelines, a grade of C- is not considered a passing grade.

When issuing grades, the instructor will consider whether 1) the written work is concise and accurate, 2) there is evidence of personal reflection and application to a current or future administrative position, 3) grammar, spelling, style and syntax are correct, and 4) APA format is accurate.

Assignments

Assignments are due on the date indicated. Late assignments will be accepted only in extreme cases and after consultation with the teacher.

Attendance

This course is conducted through asynchronous web-based instruction. There are no requirements to be “on-line” at certain times. It is the student’s responsibility to regularly monitor the course web-site for instructions, assignments and updates. Each student is expected to contribute to the total learning environment through forum discussions of assigned materials, replies to other student’s posts, contributing personal and professional experiences and research and critique of fellow student posts and presentations.

Incompletes

Incompletes will not be given in this course except for extreme cases and only after individual consultation with the instructor.
APA Citation

The Educational Administration and Leadership Program Area requires students to exhibit graduate-level writing skills and to comply with the requirements of the APA Manual for all written work unless notified otherwise by the instructor.

Included in the format is
- Double spacing using 12 point font
- Numbered pages and make your name and title of the work visible
- Check your work for grammar and spelling

For further information, please consult the following:


Writing Resources

University of Florida’s Online Writing lab http://web.cwoc.ufl.edu/owl/index.html

Reading and Writing Center http://at.ufl.edu/rwcenter/

ACADEMIC HONESTY

The Academic Honesty Guidelines at the University of Florida are designed to develop and engender a community of honor, trust and respect. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students within the system receive the benefits of the academic pursuit of knowledge, free from the obstacles of lying, cheating and stealing. In return, the Academic Honesty Guidelines demand that students act with integrity in all of their endeavors. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to also act with integrity. Every student who approaches their studies with honesty and forthrightness suffers when another student attains an unfair advantage by cheating.

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an
academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations.

Note: The full version of the Honor Code and Academic Honesty Guidelines can be found at the website [http://www.dso.ufl.edu/judicial/procedures/academicguide.php](http://www.dso.ufl.edu/judicial/procedures/academicguide.php) or at the Dean of Students Office, Room 203 Old Main.

**ADA STATEMENT**

Students with disabilities, who need reasonable modifications to complete assignments successfully and otherwise satisfy course criteria, are encouraged to meet with the instructor as early in the course as possible to identify and plan specific accommodations. Students WILL be asked to supply a letter from the [Office for Students with Disabilities](http://www.dso.ufl.edu/judicial/procedures/academicguide.php) to assist in planning accommodations.

**COURSE TIMELINE**

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<td>1/6 - 1/19</td>
<td><strong>Preliminaries to Interpersonal Communication</strong>&lt;br&gt;Foundations of Interpersonal Communication&lt;br&gt;Culture and Interpersonal Communication&lt;br&gt;Perception of Self and Others and Listening</td>
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<td>2</td>
<td>1/20 - 2/2</td>
<td><strong>Interpersonal Messages</strong>&lt;br&gt;Verbal and Nonverbal Messages&lt;br&gt;Emotional and Conversational Messages</td>
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<td>2/3 - 2/16</td>
<td><strong>Interpersonal Relationships</strong>&lt;br&gt;Interpersonal Relationship Stages and Theory&lt;br&gt;Interpersonal Relationship Types</td>
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<td>Week</td>
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<td>4</td>
<td>2/17 – 2/28</td>
<td><strong>More Interpersonal Relationships</strong></td>
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<td>Interpersonal Conflict and Conflict Management</td>
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<td>Interpersonal Power and Influence</td>
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<td>3/10 – 3/23</td>
<td><strong>Essential Communication Considerations</strong></td>
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<td>Importance of Public Relations</td>
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<td>Understanding the Community</td>
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<td>Crisis Communication</td>
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<td>Communicating School Events</td>
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<td>4/7 - 4/23</td>
<td><strong>Communication Tools</strong></td>
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<td>Media: Press, Radio and TV</td>
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<td>Preparing for Special Communication Issues</td>
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