

1. Record Nr.	UNINA9910797313903321
Autore	Schneider Joe
Titolo	The principal's guide to managing communication // E. Joseph Schneider, Lara L. Hollenczer ; indexer, Sylvia Coates ; cover designer, Rose Storey
Pubbl/distr/stampa	Thousand Oaks, California : , : Corwin Press, , 2006 ©2006
ISBN	1-4833-6144-6 1-4833-6361-9
Descrizione fisica	1 online resource (201 p.)
Collana	Leadership for Learning Series
Disciplina	371.2012
Soggetti	Communication in education Educational leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover""; ""Contents""; ""List of Tables and Figures""; ""Series Foreword""; ""Series Introduction""; ""Preface""; ""Acknowledgments""; ""Organization of the Book""; ""About the Authors""; ""Part I - Understanding Stakeholders and Publics""; ""Principalsa€? Roles Have Changed""; ""Chapter 1 - Who are the Stakeholders and Publics in Your School?""; ""It Takes Two to Communicate""; ""Stakeholders are People with Links to the Schools""; ""Identifying a€œPublicsa€? Among Stakeholders""; ""Summary""; ""Chapter 2 - Engaging Stakeholders in Meaningful Communications"" ""Using the Theory to Make Sense of Communication Management"" ""Sorting Out Likely Communication Behavior of Publics""; ""Summary""; ""Chapter 3 - Four Approaches to Communication Management""; ""Learning the Four Basic Communication Models""; ""Different Kinds of Companies, Different Communication Models""; ""Todaya€?s Situation Requires a Different Communication Model""; ""When a Principal Has to Placate Two Critical Publics""; ""How the Central Office Views the Principal""; ""Communication Skills Empower the Principal""; ""Summary"" ""Chapter 4 - Strengthening School-Family-Community Partnerships"" ""Understanding the Theory for Elementary Schools""; ""Connecting

Partnerships and Publics"; "Focusing on Middle and Secondary Schools"; "Creating Partnerships is a Lot of Work"; "Summary"; "Part II - The Strategic Management of Communication"; "Chapter 5 - Applying Communication Management in Different Settings"; "Communication Management Requires Good Planning and Execution"; "Putting it all Together: Using the Tools to Move a €œAware€? Parents to a€œActive€? Parents"; "Summary"; "Chapter 6 - Communicating under Pressure""IDEA Legislation Creates Active Public"; "The Federal Government Provides Funds and Mandates"; "Ambushing the NCLB Active Public"; "A Crisis May Never Occur, but What if it Does?"; "Technology and a Crisis"; "Generalizations about Active Publics"; "Summary"; "Chapter 7 - Thinking Strategically about Communication"; "Principals can Use Any of Several Communication Models"; "Leaders Cover for One Another"; "Principals Act as Boundary Spanners"; "Principals Should be Consultants to the Superintendent"; "Being a Boundary Spanner can Have a Downside""Principals Need to Read and Understand Data"; "Principals Need to be on Guard"; "Summary"; "Chapter 8 - Using Technology in Communication"; "Building a School Web Site"; "Making Effective Use of E-Mail"; "Technology Issues Principals Should be Aware of"; "Using Cell Phones and More Telephones"; "Keeping up with Technology"; "Summary"; "Chapter 9 - Implementing Effective Communication Practices"; "Principals Need a Communications Team"; "Principals Need to be Communicating Constantly"; "School Newsletter Articles Need to be Short"

Sommario/riassunto

Develop a successful communication strategy that reaches all members of the school community so that everything else has a chance to work as planned.
