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Nota di contenuto	Cover; Title Page; Copyright Page; Acknowledgments; About the Author; Table of Contents; Preface; Goodwill Ambassadors for the Schools; Common Ideas to Put Your Plan in Action; Getting Your School Identified and Noticed; School Marquee; School Profile Brochure; Map of the School; Welcoming Students-Orientations; School Displays in Businesses; Assisted Living/Senior Homes; Evening Principal Office Hours; Community Projects; Real Estate Sales Meetings; Gold Passes for Seniors; Grandparents' Day; Volunteers/Mentors; Alumni Recognition-Wall of Fame; Showcases of Accomplishments Birthday/Anniversary/History of the SchoolVideos/CDs/DVDs of "A Year at" Your School; School Mascot; School Motto/Slogan; Other Yearly Events; Letters to the Editor; Hotlines; Web Sites/E-mail; Summary; Case Problem; 1 Uncommon Ideas for Uncommon Principals; 2 The Need for a School-Community Relations Plan; The Public Relations Function: Accountability; School-Community Relations; The Public School in the Modern Community; Getting to Know the Local

Community; Other Educational Settings; Principals Set the Tone for Accountability; A Closing Thought; Summary; Case Problem  
References and Suggested Readings3 Communicating With the School's Internal Publics; Family Meetings; Support Staff Personnel; Getting Input from Support Personnel; Getting to Know the Support Personnel; Improving Communication Techniques; Good Listening; Business Cards; Being Available and Visible; Getting to Know the Teachers; Meeting the Professional Needs of Family Members; Meeting the Personal Needs of Family Members; Recognition of Family Members; February Picker-Upper; Family Meeting Giveaways; Golden Garbage Can Award; Recognize Special Occasions; Beginning and Ending Year Gatherings  
Standardized Testing First Aid KitInternal Publications; New Staff Orientation Procedures; Communication Helpers; School Crisis Plans; Substitute Teachers; Other Ways to Recognize School Personnel; Be Enthusiastic; Communicating With Students; First Impressions-Lasting Impressions; Postcards; Spend Time Where the Students Are; Details...Details...Details; Getting to Know All Students; There May Be "Silver" on the Playground; Positive/Negative Consequences; Student Recognition; Birthdays; Be Enthusiastic and Positive; Summary; Case Problem; Reference and Suggested Reading  
4 Communicating With the School's External PublicsWhat Do the External Publics Want to Know?; Communicating With Parents; Key Communicators; Whom Do You Select to Be Key Communicators?; Getting Parents Actively Involved at School; Communicating With New Parents and Parents With Preschoolers; School Tours and Visits; Other Strategies; Communicating With People Without School-Age Children; How to Improve School-Community Relations With Minority Communities; Other Sources Report School Effectiveness; A Closing Thought; Summary; Case Problem; References and Suggested Readings  
5 Written Communications

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#### Sommario/riassunto

This large collection of handy ideas features easy-to-use tools, comprehensive checklists, and sets of "Do's and Don'ts" advisories. It provides guidelines on how to conduct effective parent conferences, suggestions on how to recruit and work with volunteers, and other useful tips to help bring your school and your community closer together.

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