EDAD 655
Executive Communications
Spring 2015

Course Syllabus

Instructor: Jackie Ray Thompson, Ed.D. (Known as Ray)
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COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings:


Course Description:

The goal of this course is for students to develop the knowledge and skills necessary for a communication plan that will effectively articulate the district’s vision, mission, and priorities to all educational stakeholders and the mass media. Additionally, this course expands one’s understanding how to effective communicate to a diverse community of learners, build consensus, mediate conflicts, and implement an internal and external communication plan. The course is practical in nature and is designed to introduce student to many aspects of communication.

Student Learning Outcomes:

The student will be able to:

1. Identify, understand and apply strategies that will improve gender communications and increase a productive working environment.
2. Identify, understand, and discuss the impact of social media alternatives for executive communications.
3. Identify important elements of crucial conversation and demonstrate an understanding of effective communication approaches to diffuse difficult situations.
4. Be able to detail the benefits of conversation in which the executive leader will be able to effectively talk to anyone in any situation.
5. Understand the principals of marketing a school in an effort to gain support and display educational achievements.
6. Identify the important aspects of storytelling and be able to demonstrate the power of tell the school’s story.
7. Be able to detail the benefits of listening and discuss strategies that achieve powerful listening.
8. Assess and evaluate case studies from the perspective of communication and collaboration.

COURSE REQUIREMENTS

Instructional Overview:

The student will access and follow all course instructions found in the weekly/modules content area of the eCollege course. The instructor will create a learning environment for students by providing focus and guidance to the content. Assignments are designed to be learning experiences for students. It is expected that students will actively participate in the class through the construction of their own learning. As a graduate level course, the instructor expects quality work from each student supported by adequate preparation and involvement. Learning will be achieved through book reading assignments, book reports, and class interaction in weekly discussions. This course is made up of a series of assignments and assessments to assist you in achieving the course learning objectives/outcomes.
Weekly assignments and discussions will be made available to students by each Monday and will close on the following Sunday. Evaluation will be based upon successful completion of each of the performance expectations. Each expectation has been assigned points toward the total upon which the final course grade will be assigned.

Assignments:

Each weekly/module lesson will include readings and activity segments. Assignments related to these activities will reflect the student’s understanding of the assigned book. These assignments will be due each week and submitted through the eCollege drop box or as directed each week.

Learning Outcomes - Numbers 1, 2, 3, 4, 5, 6, 7, 8
Assessments – 7 @ 10 Points each 70 Points

Discussion Board:

Each weekly/unit lesson will be made up of several learning activities that may include small & large group discussion, reflection activities, individual learning activities and written reports. In order for this class to beneficial, each student is expected to participate in online discussions, to ask relevant questions, and to share the results of their study and reflection. This means that each student should be conscious of the class schedule and prepared to share with classmates in conversation and activities. Students will be required to make entries of reflections in the eCollege journal.

Learning Outcomes- Numbers 1, 2, 3, 4, 5, 6, 7, 8
Discussions - 6 @ 5 points each 30 Points

The discussion topics are related to the assigned readings. Upon completion or near completion of the assigned readings and activities, you are expected to engage in an ongoing discussion/debate with your learning community peers. Your contributions to the discussion forums will be graded for quality not quantity, timeliness of your contributions, and a detailed analysis of linking together theory (readings) to application (activities). Important Note: Posts to the discussion board should be on 2 weekdays of each module. The instructor will monitor discussions daily.

Communications Paper:

Students will write a Communication Paper that will compare and contrast all the books read. Themes will be identified that will assist the executive administrator with communications.

Learning Outcomes- Numbers 1, 2, 3, 4, 5, 6, 7, 8
Communications Paper - 1 @ 20 points each 20 Points

TOTAL COURSE POINTS POSSIBLE: 120 Points
Grading:

FINAL GRADE:
A = 90 or more Points
B = 80-89 Points
C = 70-79 Points
D = 60-69 Points
F = 59 or less Points

TECHNOLOGY REQUIREMENTS

This is an online course and some obvious technological resources will be required, including: 1) access to a computer with high speed Internet access, 2) Microsoft Excel Spreadsheet software 3) computer speakers, and 4) Word processing software (Microsoft Word preferred)

Our campus is optimized to work in a Microsoft Windows environment. This means that our course works best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0 or 8.0). Your online courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the “myCourses” tab and then select the “Browser Test” link under Support Services.

As a student enrolled at Texas A&M University-Commerce, you have access to an email account via MyLeo; all class emails from your instructors will be sent from eCollege (and all other university emails) will go to this account, so please be sure to check it regularly. Conversely, you are to email us via the eCollege email system or your MyLeo email as our spam filters will catch yahoo, hotmail, etc. and we will not check for your email in spam.

ACCESS AND NAVIGATION

This course will be facilitated using eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to https://leo.tamu-commerce.edu/login.aspx. You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamu-commerce.edu.

Course Organization
This course is organized by weekly units based upon resource issues regarding public schools. The course is organized for a seven week sub-term session. Some projects occur across multiple weeks. Unit opening and closing dates are posted in eCollege. All assignments due the assigned timeframe must be submitted by the posted due date.
What to Do First
Download syllabus, then open and read the Introduction module. Post autobiographical information in the Student Lounge in eCollege as directed.

How to Proceed with Class Activities Each Week
1. Access and follow all course instructions found in the unit content area of the eCollege course (left navigation bar).

2. Read the assigned readings, links, and other resources provided in the syllabus and in the eCollege units. Links to documents are provided in the course units.

3. Respond to posted discussion board questions using the eCollege discussion tool. Links to the discussion boards are found under each unit content of the course on the left navigation bar of eCollege.

4. Complete and submit assignments electronically using the eCollege drop box tool/tab located in the toolbar at the top of the eCollege course window. Required assignment instructions, due dates, and submission information will be provided by the instructor via eCollege units.

5. Complete the course assignments according to the instructions provided in this syllabus and the eCollege unit content.

eCollege Technical Concerns
Chat Support: Click on 'Live Support' on the tool bar within your course to chat with an eCollege Representative.

Phone: 1-866-656-5511 (Toll Free) to speak with an eCollege technical support representative.

Email: helpdesk@online.tamuc.org to initiate a support request with an eCollege technical support representative.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement:
E-mail is the best method to contact me. TAMU-commerce eCollege provides an efficient system of email for communication for class work and individual communication. I will check my e-mail several times each day. Please post questions appropriate for the entire class to my eCollege Virtual Office; otherwise you may email me directly. Please reserve the use of cell phone calls for emergencies. Please do not text me. If you would like to meet, please email me for an appointment. I will be happy to provide any reasonable support to help you succeed.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures:

Examination Policy
Exams are open book and resource. Questions will require analysis and synthesis requiring the student to formulate answers demonstrating their ability to apply knowledge.

**Assignment Policy**
Assignment due dates are posted in the assignment section of eCollege along with instructions for each assignment. All projects should be submitted in the eCollege dropbox and saved as a .doc or .docx file unless specified otherwise.

**Late Work**
Late work will not be accepted.

**Incompletes**
An incomplete will not be available for this course.

**Graduate Online Course Attendance Policy**
A major component of this course is online interaction with peers and the instructor. Each class member is expected to participate fully in online discussions, projects, journaling etc. each week of the course. Expectations for attendance on-line will be posted with each assignment. Learning will be segmented into weeks or units. Materials and assignments will be available to students and then close on established dates. It is important to stay on schedule with the class agenda.

**University Specific Procedures:**

**Academic Honesty Policy**
Please see the TAMU-C Graduate Catalog at http://catalog.tamuc.acalog.com/index.php?catoid=9 and the Publication Manual of the American Psychological Association for the discussion of academic honesty. Academic honesty is especially important when it comes to citing/quoting sources in research papers and assignments. Students are responsible for reading this material and becoming familiar with the conventions for acknowledging sources of information “Academic dishonesty” includes, but is not limited to, plagiarism (the appropriation or stealing of ideas or works of another and passing them off as one’s own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments) and abuse (destruction, defacing, or removal) of resource material. (Texas A&M University-Commerce, Graduate Catalog, 2009-2010)

**Drop a Course**
“A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page.” Drops should be completed according to University procedure to avoid the posting of a failing grade.

**ADA Statement**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that
provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Code of Student Conduct from Student Guide Handbook).

COURSE OUTLINE / CALENDAR

The course is divided into 10 weekly units that will open and close on specified dates. Successful completion will require participation and submission of assignments each week. Dates for each of the eight modules are stated in the course tree. Any changes in the course outline and due dates will also be posted under the announcements.