

Public **Relations**

Theory and Practice



Editors:
**L FOURIE
& MC CANT**
3rd edition

Public Relations In Educational Organizations Practice In An Age Of Information And Reform

**Bowker Editorial Staff, R R Bowker
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Public Relations In Educational Organizations Practice In An Age Of Information And Reform:

Public Relations in Educational Organizations Theodore J. Kowalski,1996 This collection of readings addresses a demand being placed upon educational administrators using technology to create two way communications systems within their organizations and their communities It treats public relations as an indispensable element of leadership The book integrates theories and techniques taken from a variety of theorists and practitioners in both public relations and educational administration to provide an interdisciplinary contemporary foundation for practice In each chapter are case studies questions and suggested readings

The Assistant Principal L. David Weller,Sylvia J. Weller,2002 A unique guidebook training tool and reference work for new and experienced administrators The role of the assistant principal is one of the least researched and least discussed topics in educational leadership but the importance of the position in the day to day operation of the school site is growing every day This first of its kind work addresses the multiple needs of students instructors and practitioners alike helping new and experienced assistant principals develop the skills they need to move up the leadership ladder A specially designed questionnaire was administered to 100 assistant principals to assess their needs and knowledge The Assistant Principal unlike any other book of its kind is the result of those field based research findings Educators and administrators L David Weller and Sylvia J Weller have created a practical and useful work that can help on a variety of levels As a comprehensive examination of the role The Assistant Principal provides a fresh and valuable exploration of this increasingly important administrative position identifying its strengths and potential weaknesses through real life research based data and the first hand experience of 100 administrators As a professional development program this book will be invaluable to teachers preparing for the role of assistant principal and assistant principals preparing for the principalship or related positions Theory and field based research are combined into one volume complete with case studies exercises and examples As a reference guide for practicing assistant principals Weller and Weller give readers a wealth of best leadership practices and practical examples that work provided by practitioners in the field as well as samples of surveys evaluation instruments and more Designed for immediate application and easy use Weller and Weller address all the major issues that assistant principals face every day offering strategies tactics and exercises for improvement including Leadership knowledge and skills The transition from manager to leader Informal leaders and groups in the schools developing a power base Public relations and community power agents successful networking Effective communication and listening skills Leadership for instructional improvement Effective leadership through effective staff development As a reference guide a training tool and an examination of the profession this all in one volume is essential for every administrator

Measurement and Evaluation David A. Erlandson,James Mc Namara,Maryanne Mc Namara,2013-10-31 Written in a conversational style for principals who are not statisticians this book will help you use measurement and evaluation to propel your school towards educational excellence

Quality Middle School Leadership L. David Weller,2004 Arranged to provide readers with

theory and research first Quality Middle School Leadership also provides specific examples of how this research can be applied providing real meaning to the knowledge and skills that are presented It is designed to prepare those aspiring to become effective and quality oriented middle school principals and also to assist practitioners seeking to improve middle school education Jacket Quality Human Resources Leadership David L. Weller Jr., Sylvia Weller, 2000-03-22 Marrying theory and practice this volume will help principals to maximize human potential promote quality educational outcome and practice effective leadership skills This practical research based book provides case studies and addresses the more recent responsibilities and demands placed on principals in site based managed schools Placing many of the traditional practices of personnel administration into a new conceptual framework this book is a must read for principals at all levels **Preparing School Department Heads Using National Standards** L. David Weller, 2002 Subject Guide to Books in Print , 1997 **Operating an Independent School** Agnes Gilman Case, 2006 This book provides needed information for those involved in creating or administering an independent school by laying out the issues that must be addressed but may not be considered Resources in Education , 2001 **Subject Guide to Children's Books in Print 1997** Bowker Editorial Staff, R R Bowker Publishing, 1996-09

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