



The School and Community Relations, 10th Edition

By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

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The School and Community Relations, 10th Edition By Edward H. Moore, Don H. Bagin, Donald R. Gallagher

For prospective and current educational administrators learning about school and community relations.

A well-researched text that presents school officials with information on how to establish effective relationships in the school community.

This best-selling text provides school officials with a practice guide to successfully implementing effective communication with their staff and the community — while also providing readers with the research that explains how each strategy will improve school quality, community participation, and student learning. The School and Community Relations is organized in such a way that students learn how to establish a working community relations program in an easy-to-understand and step-by-step fashion. In addition, the text's authors are comprised of experienced practitioners and educators that have gained their knowledge and tested their strategies in school systems around the country.

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Editorial Review

From the Back Cover

The communication and relationship-building talents of school leaders are being tested in new ways daily: there is an increasing demand to hold all school efforts accountable for results, a new needs to manage around-the-clock news and commentary about schools and school programs, and building pressure to creatively engage key constituencies to build support for school efforts. The newest edition of *The School and Community Relations* recognizes the ever-evolving world of effective community relations and provides readers with the newest research, most current topics, and newest strategies for success.

With a team of experienced authors who have honed their administrative leadership skills first-hand in schools across North America, this text lends students a field-tested, step-by-step guide to establishing strong community communication in a variety of school environments. Focusing on both the “hows” and the “whys” of each approach and stratagem, the new tenth edition is fully revisited and revised, with new and updated material concerning communication campaigns, crisis communication, strategic planning, assessment and accountability, and working with the news media.

Users Review

From reader reviews:

Lola Paolucci:

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