

EDAD 6954 - Community Engagement and Collaborative Partnerships

Summer 2026 Syllabus, Section A03, CRN 31178,

Credit hours: 3

Instructor

Dr. Monyka Spencer Price

Professional Qualifications:

EdD, Education Leadership, Youngstown State University

Superintendent Licensure, Cleveland State University

Master's, Education Administration and Principal Licensure (Kindergarten to Ninth Grade) Ursuline College

Master's, Early Childhood Education (Prekindergarten to Third Grade) Ursuline College

Bachelor's, General Studies and Sociology, Kent State University

Instructor

Email: msprice@ysu.edu

Office: Remote: By Appointment and Weekly Optional Sessions

Office Phone: N/A

Additional Contact Methods:

Phone Call, Text, and Blackboard Messages

Preferred Contact Method: Email and Blackboard Messages

Communication Expectations:

Regarding assignments, please notify me before the due date, to discuss extensions for extenuating circumstances only. Failure to do so, will result in points being removed, and possibly lowering your grade. Please see additional information below in the Late Work Submission Policy section of this syllabus.

How to Refer to me:

Dr. Price

Course Description

6954. Community Engagement and Collaborative Partnerships. Within this course, candidates will explore, study, examine, and practice skills, which illustrate the role strategic marketing can play in building community support for schools and their programs. Within this context, candidates enrolled in this course will develop leadership perspectives that support school community collaboration and partnerships. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	The School and Community Relations	Edward H. Moore Don Bagin Donald R. Gallagher	

Recommended Text/Resources

Banach, William J. (2001). The ABC Complete Book of School Marketing. Lanham, Maryland: The Scarecrow Press, Inc.

Carroll, S.R. & Carroll, D., (2000). Ed Marketing: How Smart Schools Get and Keep Community Support. Bloomington, IN: National Education Service.

Dwyer, K., Osher, D., & Warger, C. (1998). Early warning, timely response: A guide to safe schools. Washington, DC: U. S. Department of Education. (Available on Web from U.S. Department of Education)

Epstein, J.L. & others (2002). School, family, and community partnerships. Thousand Oaks, CA: Corwin Press, Inc.

Matthews, D. (1996). Is there a public for public schools? Dayton, OH: Kettering Foundation Press.



O'Toole, M.E. (2001). The school shooter. A threat assessment perspective. Quantico, VA: FBI Academy. (Available on-line through FBI, Department of Justice)

Association for Supervision and Curriculum Development, (1996). Building support for public schools. Alexandria, VA

Watson, R.S. & others (1990). Containing crisis: A guide to managing school emergencies, Bloomington, IN: National Education Service.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
6/29	Text Readings: Chapter 1: Pages 1-9 Chapter Module 1 2: Pages 10-18 Chapter 3: Pages 19-41 PPT: "Human Relations in Marketing" PPT: Sample Environmental Scan		July 5, 2026 Post Research Analysis to Blackboard Post to Discussions
7/6	Text readings: Chapter 4: Pages 42-54 Chapter 5: Pages 55-74 Review the supplemental material relating to the work of Anthony Fulginiti. PPT: "The Communication Process and Reducing Interference" PPT: "Change Forces and Their Implications"	Module 2	July 12, 2026 Post Research Analysis Post to Discussions
7/13	Text readings: Chapter 6: Pages 75-89 Chapter 7: Pages 90-113 Chapter 8: Pages 114-144 PPT: "Seven Forms of Bias" July 19, 2026 Post to Discussions Post Research Analysis	Module 3	July 19, 2026 Post to Discussions Post Research Analysis
7/20	Text readings: Chapter 9: Pages 145-161 Review School Safety Plan Guide Review 3313.536 of the Ohio Revised Code relating to school crisis management	Module 4	July 26, 2026 Post to Discussions Post Research Analysis
7/27	Text readings: Chapter 10: Pages 162-181	Module 5	August 2, 2026 Post to Discussions Post Research Analysis Post Environmental Scan
8/3	Text readings: Chapter 11: Pages 182-207 Chapter 12: Pages 208-243	Module 6	August 9, 2026 No posts this week
8/10	Text Readings: Chapter 14: Pages 266-282 Chapter 15: Pages 283-293 PPT: "Welcome to the World of Radical Change"	Module 7	August 14, 2026 Critical Task Assignment: Submit Marketing Plan to Blackboard and SL&L For SL&L technical and assessment related questions, please contact Monika Mehata mmehata@ysu.edu

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.