



## **EDLE 5593 Leadership and Communication Processes EDLE 5713 Leading through Communication**

West College of Education  
EDLE 5593 Section X20  
EDLE 5713 Section X20  
Spring Semester 2025

### **Contact Information**

Instructor: Daniel L. Frazier, Ed.D.  
Office: Bridwell Hall, Room 222  
Office hours: Monday, 1:00 - 2:00 P.M., Tuesday and Thursday, 9:00 - 11:00 A.M., and by appointment.  
Office phone: (940) 397-4073  
Twitter (X): @DaniellFrazier  
eMail: [daniel.frazier@msutexas.edu](mailto:daniel.frazier@msutexas.edu)

---

### **Course Description: EDLE 5593 Leadership & Communication Processes**

This course is designed to help potential administrators develop skills necessary to build positive school culture through effective communication. Additionally, they will examine methods to deal with conflict through resolution, mediation, problem solving, decision-making, cognitive coaching, and mentoring.

### **Course Description: EDLE 5713 Leading through Communication**

This course is designed to help potential educational leaders develop skills necessary to build a positive institutional culture through effective communication. Additionally, they will examine methods to deal with conflict through resolution, mediation, problem solving, decision-making, cognitive coaching, and mentoring. Course may not be used for students seeking principal certification.

### **Textbook and Resource Materials**

Cloke, K. and Goldsmith, J. (2011). *Resolving Conflicts at Work: Ten Strategies for Everyone on the Job* (3<sup>rd</sup> ed.). San Francisco, CA: Jossey-Bass. ISBN: 9780470922248 (400 pages)

Scott, S. (0000). *Fierce Conversations* (revised & updated). New York, NY: Penguin Random House LLC. ISBN-13: 9780425193372. ISBN-10: 0425193373 (288 pages)

## Course Objectives/Learning Outcomes/Course Competencies

Students will be able to:

1. communicate components of the school vision in written and oral forms to diverse stakeholders.
2. incorporate technology/media in communicating the vision.
3. develop interpersonal communication skills for use in resolving conflict and building shared commitment to the vision.
4. learn and apply the “language” of conflict resolution, mediation, cognitive coaching, and mentoring.

## Instructor Communication

The best way to contact me is through email. I usually respond quickly. You can expect a response within 24 hours; however, it could be a little longer on weekends or holidays.

## Syllabus Changes or Updates

This syllabus is subject to change based on a variety of factors that may impact the hybrid course design.

Due to this course being held during the second term of the Spring 2025 semester, you may anticipate the Grading/Assessment information will very likely be revised prior to March 24, 2025.

## Grading/Assessment

Table 1: Points allocated to each assignment.

| <u>Assignments</u>  | <u>Points</u> | <u>Due</u>     |
|---|---------------|----------------|
| Blog Posts and Reflections  | 150           | 10 each (x 15) |
| Discussion Posts in Discussion Board  | 50            | 5 each (x 10)  |
| Video Exercises—Individual and with Partner                                   | 100           | 20 each (x 5)  |
| Technology Integration Multimedia School Message: share using media/tech      | 40            | 10 each (x 4)  |
| Press Releases  | 60            | 30 each (x 2)  |
| School Vision Speech Documentation: Speech to stakeholders on school’s vision | 100           | Week 14 (TK20) |
| Total Points  | 500           |                |

Table 2: Total points for final grade.

| <u>Grade</u> | <u>Points</u> |
|--------------|---------------|
| A            | 450           |
| B            | 400 to 449    |
| C            | 350 to 399    |
| D            | 300 to 349    |
| F            | Less than 300 |

## **Key Assessment: Speech to Stakeholders**

The *Speech to Stakeholders Assessment* is administered in EDLE 5593 Leadership and Communication Processes. The purpose of the assessment is to evaluate candidate ability to work collaboratively with diverse families, cultivate relationships with stakeholders, and effectively communicate with all stakeholders. This assessment must be submitted to both D2L and TK20.

## **Attendance and Participation**

Regular online participation is required. Please attend to discussions in a timely manner. Professional dialogue opportunities are part of this class; participation will be considered part of the grade.

## **Quality Requirements**

"Turning in" all assignments is not enough to ensure an "A" in the course. Quality of work turned in on time is the most important criterion for receiving an "A."

## **Expectations for Written Work**

- Correct grammar, punctuation, and spelling are expected on all written assignments (although web discussions are not held to the high standard of a research project or other written assignment).
- Written assignments should be done in Microsoft Word and turned in as an attachment in dropbox on D2L.
- Discussions should be completed within the D2L discussion space and *NOT* uploaded as an attachment.
- Due dates should be honored in order to receive the highest grade.
- When referring to the ideas of others, works should be cited using the APA format.

## **Adhering to Professional Ethics**

When using professional sources in your writing, please cite sources you have used or ideas you have adapted when completing assignments. Use of copyrighted materials must adhere to legal and ethical guidelines. If part of an assignment is submitted for credit in more than one course, both professors must pre-approve this dual credit and the dual use should be referenced clearly on both assignments.

## **Online Posts and Mutual Respect**

Remember that there are other human beings reading your postings, so treat everyone with respect. Don't post anything you wouldn't be willing to communicate face to face. Distance conveys a degree of anonymity. It is for this reason that we must be cognizant of our postings online. You are provided with Netiquette guidelines and Rules for Discussion Posts. Please observe them.

## **Student Handbook**

Refer to: [Student Handbook](#)

### **Academic Misconduct Policy & Procedures**

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct. [Office of Student Conduct](#)

### **Artificial Intelligence**

Advances in Artificial Intelligence (AI) have now provided generative and creative applications such as Chat GPT, Google Bard, Guru, Microsoft Copilot, and others. Certainly, these tools can be quite useful in the learning process; however, the content they generate does not represent the effort and learning of the student. Submitting AI generated work in place of the original and genuine work of the student will be considered a form of academic misconduct.

### **Important Dates**

Last day for term schedule changes: Check date on [Academic Calendar](#).  
Deadline to file for graduation: Check date on [Academic Calendar](#).  
Last Day to drop with a grade of "W:" Check date on [Academic Calendar](#).  
Refer to: [Drops, Withdrawals & Void](#)

### **Desire-to-Learn (D2L)**

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

### **Refund and Repayment Policy**

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

### **Services for Students with Disabilities**

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified

persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

## **College Policies**

### **Campus Carry Rules/Policies**

Refer to: [Campus Carry Rules and Policies](#)

### **Smoking/Tobacco Policy**

College policy strictly prohibits the use of tobacco products in any building owned or operated by MSU TEXAS. Adult students may smoke only in the outside designated-smoking areas at each location.

### **Alcohol and Drug Policy**

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

### **Campus Carry**

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

### **Active Shooter**

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [Safety / Emergency Procedures](#). Students are encouraged to watch the video entitled "Run. Hide. Fight." which may be electronically accessed via the University police department's webpage: ["Run. Hide. Fight."](#)

## **Obligation to Report Sex Discrimination under State and Federal Law**

Midwestern State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. State and federal law require University employees to report sex discrimination and sexual misconduct to the University's Office of Title IX. As a faculty member, I am required to report to the Title IX Coordinator any allegations, personally observed behavior, or other direct or indirect knowledge of conduct that reasonably may constitute sex discrimination or sexual misconduct, which includes sexual assault, sexual harassment, dating violence, or stalking, involving a student or employee. After a report is made, the office of Title IX will reach out to the affected student or employee in an effort to connect such person(s) with resources and options in addressing the allegations made in the report. You are also encouraged to report any incidents to the office of Title IX. You may do so by contacting:

Laura Hetrick  
Title IX Coordinator  
Sunwatcher Village Clubhouse  
940-397-4213  
[laura.hetrick@msutexas.edu](mailto:laura.hetrick@msutexas.edu)

You may also file an online report 24/7 at  
[https://cm.maxient.com/reportingform.php?MSUTexas&layout\\_id=6](https://cm.maxient.com/reportingform.php?MSUTexas&layout_id=6)

Should you wish to visit with someone about your experience in confidence, you may contact the MSU Counseling Center at 940-397-4618. For more information on the University's policy on Title IX or sexual misconduct, please visit <https://msutexas.edu/titleix/>

## **Grade Appeal Process**

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

## **Notice**

Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

The Course Schedule is currently being revised. An updated course schedule will be available prior to the second term of Spring Semester.

## Appendix A: Course Content and Standards/Competencies Alignment

| Assignment/Module/Course Activities   | Standard/Competency   |
|---|---|
| <b>Educator Blog</b><br>Participants in this class will maintain a blog and regularly communicate using written, oral, and video formats in weekly blog posts.  | Competency 1<br>Competency 2<br>Competency 7  |
| <b>Discussions</b><br>Participants in this class will discuss textbook chapters, outside resources, and assigned activities using the Discussion Forum of D2L.  | Competency 1<br>Competency 2<br>Competency 4<br>Competency 6<br>Competency 7<br>Competency 8<br>Competency 9<br>Competency 10 |
| <b>Individual/Partner Interpersonal Communication</b><br>Participants in this class will develop interpersonal communication skills for use in resolving conflict and building shared commitment to the vision. | Competency 1<br>Competency 4<br>Competency 6<br>Competency 7<br>Competency 8<br>Competency 9                                  |
| <b>Conflict Resolution and Coaching</b><br>Participants in this class will learn the "language" of conflict resolution and apply conflict resolution, mediation, cognitive coaching, and mentoring skills.      | Competency 5<br>Competency 6<br>Competency 8<br>Competency 9<br>Competency 10   |
| <b>Multimedia School Message</b><br>Participants in this class will incorporate technology and media in messaging.  | Competency 1<br>Competency 2<br>Competency 7<br>Competency 8<br>Competency 9  |
| <b>Press Release Writing</b><br>Participants in this class will practice the skills for communicating with the press and media.   | Competency 1<br>Competency 2<br>Competency 7  |
| <b>School Vision Speech</b><br>Participants in this class will communicate components of the school vision in written and oral forms to diverse stakeholders.   | Competency 1<br>Competency 2<br>Competency 9  |

# Texas Principal Certificate Standards

## **Domain I - School Culture (School and Community Leadership)**

Competency 001 The entry-level principal knows how to establish and implement a shared vision and culture of high expectations for all stakeholders (students, staff, parents, and community).

Competency 002 The entry-level principal knows how to work with stakeholders as key partners to support student learning.

## **Domain II – Leading Learning (Instructional Leadership/Teaching and Learning)**

Competency 003 The entry-level principal knows how to collaboratively develop and implement high-quality instruction.

Competency 004 The entry-level principal knows how to monitor and assess classroom instruction to promote teacher effectiveness and student achievement.

## **Domain III - Human Capital (Human Resource Management)**

Competency 005 The entry-level principal knows how to provide feedback, coaching, and professional development to staff through evaluation and supervision, knows how to reflect on his/her own practice, and strives to grow professionally.

Competency 006 The entry-level principal knows how to promote high-quality teaching by using selection, placement, and retention practices to promote teacher excellence and growth.

## **Domain IV - Executive Leadership (Communication and Organizational Management)**

Competency 007 The entry-level principal knows how to develop relationships with internal and external stakeholders, including selecting appropriate communication strategies for particular audiences.

Competency 008 The entry-level principal knows how to focus on improving student outcomes through organizational collaboration, resiliency, and change management.

## **Domain V - Strategic Operations (Alignment and Resource Allocation)**

Competency 009 The entry-level principal knows how to collaboratively determine goals and implement strategies aligned with the school vision that support teacher effectiveness and positive student outcomes.

Competency 010 The entry-level principal knows how to provide administrative leadership through resource management, policy implementation, and coordination of school operations and programs to ensure a safe learning environment.