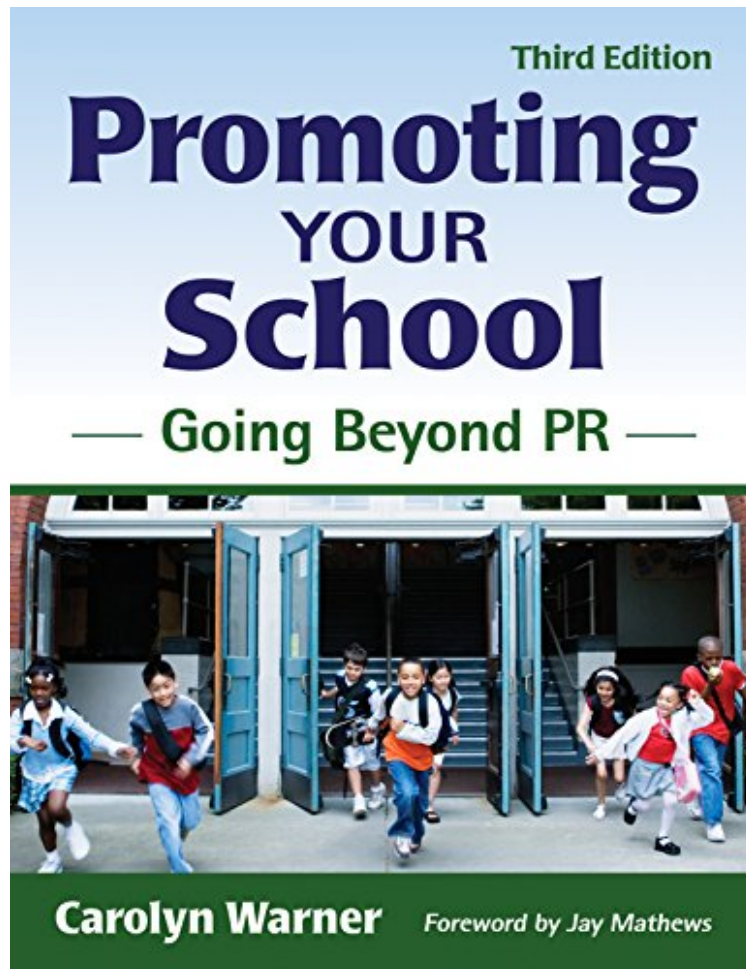


(Free) Promoting Your School: Going Beyond PR

Promoting Your School: Going Beyond PR

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From Corwin : **Promoting Your School: Going Beyond PR** before purchasing it in order to gage whether or not it would be worth my time, and all praised Promoting Your School: Going Beyond PR:

1 of 1 people found the following review helpful. Solid book...communications 101By JoelWorth the read if you are an aspiring school administrator. Not complex and is dated since tech has come along way since 2009.1 of 1 people found the following review helpful. Strictly for public schoolsBy JCMediaI'm not sure if this would be of use to you if you are in a public school -- I'm skeptical. However, if you are in an independent school like I am, it contains virtually nothing of value for you. I poured over it as soon as I got it, and I couldn't find a single good, new concept that applied to my situation in a private school.9 of 10 people found the following review helpful. Practical Suggestions for Improving the Image of Your SchoolBy A CustomerThis book draws from the experience of several hundred top school administrators to provide many specific and creative ways administrators and teachers can promote their school. Examples of both immediate actions and long-term plans are provided so that you can start improving your school's image NOW. This book really stresses the importance of the community's knowledge of and involvement in the local

school, and suggests how this can best be accomplished. Best of all, *Promoting...* is written for those of us without degrees in and experience with public relations. The suggestions are simple, yet effective.

To help schools develop community support, this third edition offers practical communication strategies to strengthen the partnership between schools, parents, businesses, and the community.

"Carolyn Warner's book reminds us that when we promote schools what we are really doing is promoting and reaffirming the efforts and importance of children and those who have dedicated their lives to their service." --
"Carolyn Warner's book reminds us that when we promote schools what we are really doing is promoting and reaffirming the efforts and importance of children and those who have dedicated their lives to their service." --
(Michael Pladus) About the Author Carolyn Warner has gained national stature as one of America's most articulate educational and public policy leaders. A product of pioneering Oklahoma stock, her father was an Oklahoma State Senator, teacher, and newspaper publisher in whose honor the first public school in Oklahoma's Indian Territory was named. Her mother, also a teacher, served as a school principal in both Oklahoma and California. With six children in the public schools, Carolyn Warner became an active parent volunteer and PTA member, and she began her public service career with election to the Phoenix Union High School District Board of Trustees. In 1974, following a business career as VP and general manager of a family-owned interior/business design firm, public service became a full-time commitment when she was elected Arizona State Superintendent of Public Instruction, the first non-educator ever elected to this post. She was reelected to two additional four-year terms. During her tenure, Warner became nationally known for her advocacy of educational accountability (both academic and fiscal); citizen participation in educational decision making; the integration of career and technical education and basic academic skills; and an unparalleled partnership with school administrators, teachers, and business leaders. Under her leadership, Arizona's Basic Skills and Employability Skills initiatives became national models and were among the first educational materials to be printed in the Navajo language. In 1986, she was her party's nominee for governor. Warner has received a number of Presidential appointments serving under both Republican and Democratic administrations, the White House Conference on Small Business, the National Skill Standards Board, the National Commission on the Public Service and the advisory panel in the financing of elementary and secondary education. As a respected public policy leader, Warner maintains an active role in political and educational initiatives and organizations on both the state and national scene. Drawing on her vast experience in government, business, education, and communications, she heads her own firm, Corporate Education Consulting, Inc., which offers consulting, speaking, seminar, and training services focusing on education, workforce/workplace issues, leadership, and public/private partnerships. Carolyn Warner is nationally known as a speaker of uncommon skills, giving over 30 keynote and seminar presentations per year. Her public speaking expertise is reflected in her bestseller, *The Last Word: A Treasury of Women's Quotes*. She is also the author of *Everybody's House-The Schoolhouse*, published by Corwin Press in 1997.