**Community College of Philadelphia**

**Course Syllabus- Leadership 114**

**\*Director’s Credential Course**

**Online**

**Instructor-Dr. Debra Lawrence**

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Welcome to the Leadership course, one of three courses that make up Pennsylvania's Director Credential requirements. This course will be fully online, so I have provided a Module that will familiarize you with Canvas. To find all the Modules, look on the left side of the course page and click on Modules. The Modules will be your primary navigation tool for this course.

Since this course is fully online and our discussion board is the place where we hold our classroom meetings, using appropriate etiquette or netiquette in an online course is expected. I have included information on netiquette and other student policies and supports under the student resources and policies  link. Be sure to familiarize yourself with all of these policies and resources, review the Canvas tips I have provided, and familiarize yourself with the course expectations under course overview. After you have reviewed all of these links, go to Module 1 to being.

Leaders are critical to the delivery of high quality early childhood systems. Having strong policies and procedures, a well written vision, mission, and philosophy that is applied across classrooms and programs is the beginning to good leadership practices.

I will be in the online classroom multiple times per week. If you need to contact me, the best way is to email me. My email is [dlawrence@ccp.edu](mailto:dlawrence@ccp.edu). If you would like to speak to me about an assignment, feel free to text me at 215-983-0447 with a couple of times that you are available.

**Course Description:**

This course is designed to engage you in interviews, readings, research, projects, and discussions about leadership. The course focuses on the articulation of an organization’s purpose or mission through the use of a carefully designed mission statement, on the recruitment, organizing, and encouragement of members, and on the organization’s efforts to communicate its mission and its activities to the public through direct public contact and through proper use of the mass media.

You will also learn how leaders encourage teamwork and help organizations conduct successful projects in accordance with organizational values and goals.

You will examine your organizations mission statement, conduct interviews, perform a SWOT Analysis, create a marketing plan, and design and implement a leadership project.

**Course Objectives**:

1. Learn how to successfully plan, organize, and manage a child care center. **(D8C1, D8C2, D8C3)**
2. Be exposed to marketing, financial planning and control, human resource hiring and management, and economic concepts related to competition and pricing. **(D8C2, D8C3)**
3. Learn operating skills such as locating facilities and purchasing materials, as well as the legal aspects of employment. **(D8C1, D8C2, D8C3)**

5. Review national accreditation standards and requirements. **(D8C1, D8C2,**

**REQUIRED TEXTBOOKS**

Decker, C.A., Decker, J. R., Freeman, N., & Knopf, H. (2010).Planning and Administering Early Childhood Programs (10th Edition) New Jersey: Prentice Hall

 Kouzes, J. M. & Posner, B.Z. (2012). The Leadership Challenge Workbook. San Francisco, CA: Jossey-Bass

**Course Outcomes:**

1. What are characteristic missions and ethical concerns of professional, civic, and other non-profit organizations? What can be learned from examining effective and ineffective mission statements?

2. What obligations come with membership in a profession or non-profit organization? How is a profession constituted, and what is professionalism? What does a civic or professional organization owe to the wider community?

3. Differences and similarities among styles of leadership found in various organizations (e.g., civic, military, business, religious, recreational).

1. Differences between staff and member roles in a non-profit organization. Leadership by board; leadership by staff.
2. How can members of an organization best be motivated to become and remain committed to active roles in the organization? Building membership; repairing attrition.

6. Branding theory strategy. How do leaders arrange for their organizations to have a positive relationship with the public at large?

7. Branding your Product: evaluating and re-shaping the image of

the organization internally and externally.

8. Methods an organization can use in a coordinated fashion to send its messages through news media. How to use press releases, work with reporters, and participate in media functions such as radio interviews and televised panel discussions.

9. "Pick your battles." Considering the commitment and mission of an organization, of the many actions an organization might take, what sort of actions are most appropriate at a given time?

10. Maximum effect. Which projects have the most potential positive impact?

11. Feasibility. Given community needs, and the organization's resources in people, skill, time, energy, and money, which events should be sponsored and/or which projects should be undertaken?

12. Defining goals and establishing a time frame.

13. Finding and allocating resources: people, places, information, material, tools, technology.

14. Developing teamwork: how can leaders help members work together effectively? Strategies for resolving internal and external conflicts, including issues relating to diversity in race, gender, age, sexual preference, class, and religion.

15. A sample operating budget for a non-profit organization: rent and utilities, staff salaries, program costs vs. income from "soft money".

16. Developing Resources

* Creating a short-term and a long-term fund-raising plan.
* Identifying fund-raising sources and developing good relationships with donors.
* Managing annual giving campaigns.
* Soliciting cash and non-cash donations (services, spaces, information, expertise, material, tools, technology).
* Producing special fund-raising events.
* Understanding capital campaigns.
* Getting the most out of scarce resources.
* Grant writing.
* Evaluating an organization's fund raising.

**WEEKLY SCHEDULE**

Typical Weekly Work Flow

|  |  |  |
| --- | --- | --- |
| 10 Weeks | Days | Typical Assignments and Times Due |
| Day One | Monday |  |
| Day Two | Tuesday | Respond to Discussion Prompt by midnight |
| Day Three | Wednesday | Respond to at least two classmates' posts by midnight (EST) |
| Day Four | Thursday |  |
| Day Five | Friday | Respond to at remaining two classmates' posts by midnight (EST) |
| Day Six | Saturday |  |
| Day Seven | Sunday | Submit assignment as indicated by midnight (EST) |

**DISCUSSION BOARD REQUIREMENTS**

My requirements for the Discussion Board participation may be a little different from other professors. Please pay close attention.

Each student is expected to engage in each week’s online learning activities and reading.  It is expected that each person post multiple times (minimum of 5) each week, both in response to the post, as well as in response to each other.

A post should be a substantial contribution, much as you would respond, question, or comment in a face-to-face class.

**Another requirement of the online discussion post is to find a research article, peer reviewed journal article, Youtube video or other source and post the link to the relevant source within the discussion posts**

**COURSE TOPIC OUTLINE**

|  |  |
| --- | --- |
| Week | Topic |
| 1 | Leadership Characteristics and Program Vision, Mission, and Philosophy |
| 2 | Regulatory and Quality Requirements |
| 3 | Fostering a climate for success |
| 4 | Establishing and Revising Program Policies and Procedures |
| 5 | The Business of Child Care |
| 6 | Continuous Quality Improvement |
| 7 | Working with Families and Navigating Ethical Dilemmas |
| 8 | Planning and Analyzing the Children's Program and Curriculum |
| 9 | Assessment and our Role as ECE Professionals |
| 10 | Leadership Projects and Course Reflection |

**COURSE ASSIGNMENTS – All assignments are described in detail in the weekly module where they are assigned. I strongly encourage you to look ahead at assignments to ensure you allow adequate time to complete them. Each assignment has an accompanying rubric and specific instructions.**

|  |  |  |
| --- | --- | --- |
| Week Due | Discussion Boards are required weekly. Some weeks have two discussion boards.  Assignment | |
| 1 | Reading Reflection      10 pts | |
| 2 | Reading Reflection      10 pts | |
| 3 | Reading Reflection      10 pts | |
| 5 | Marketing Plan             20 pts | |
| 6 | SWOT Analysis            20 pts | |
| 7 | Director Interviews       25 pts each | |
| 8 | Daily Schedule Analysis    25 pts | |
| 10 | Leadership Project PPT Due Day 1 Posted in Discussion Board and in  Assignment Box  30 pt | |
| 10 | Final Course Reflection   10 pts | |
| **Director’s Credential**  **Verification:**  **At the end of course you will receive a certificate of completion; you will also need to download your unofficial transcript to submit to the Pa. Key towards the Director’s Credential Certificate application process. This course also can provide certified teachers with ACT 48 hours; please see CCP College Website for more information.** | |  |

**COURSE GRADING**

A=90-100

B=80-89

C=70-79

D=60-69

F=59  or below