



Learning Enabler: Ismaila Odogba, Ph.D. **Office:** Science D337
Office Hours: Wed. 11:00-13:00 or by appointment
Class Schedule: Tuesday and Thursday; 12:30-01:45

Phone: (715) 346-4451
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Venue: SCI B347

Course Description:

Introduction to the foundational analytical methods used in the field of urban and regional planning. It emphasizes the conceptual understanding and application of a range of planning analytical methods which include demographic and economic analysis, survey research, and plan evaluation.

Planning Accreditation Board (PAB) Standards emphasized in the course:

- Research – the use of tools for assembling and analyzing ideas and information from prior practice and scholarship, and from primary and secondary sources.
- Written, Oral, and Graphic Communication – the ability to prepare clear, accurate, and compelling text, graphics, and maps for use in documents and presentations.
- Quantitative and Qualitative Methods – data collection, analysis and modeling tools for forecasting, policy analysis, and design of projects and plans.

Enduring Understandings of the Course:

- Anticipating the future requires the integration of knowledge, values, and planning skills.
- Planners use information to understand the dynamics of places and improve the quality of decision-making.

Course Outcomes:

At the conclusion of this course, successful students will possess the knowledge necessary:

1. To communicate effectively using professional reports and presentations
2. To appraise demographic and economic analysis techniques
3. To apply planning techniques to urban issues and problems
4. To recognize suitable data for formal planning techniques

Format:

Designed for classroom delivery, the course shall involve lectures, discussions, class exercises, projects, labs, and exams. Do note that as a Writing Emphasis (WE) and Communication in the Major (CIM) course, **I have very high expectations of student conduct and work quality.**

Policies:

Readings. Complete all readings prior to the class. Come prepared to discuss the assigned readings of each session and engage in class exercises. The comprehension of urban areas requires some empirical analysis in order to identify trends and conditions. Assignments will involve data analyses that require no prior knowledge of EXCEL use.

Participation. Participation in discussions is very desirable. You are strongly encouraged to participate during class. Do share your ideas, thoughts, and ask questions. If this is difficult for you due to language, shyness, or a disability, ***please see me.*** The purpose of the class discussion is to enhance understanding; ***so, do respect the ideas, thoughts, and opinions of others.*** Do note that each member of the class deserves to learn in an environment where they are all treated with the

highest levels of dignity and respect. Abusive, offensive, discriminatory, or otherwise harassing behavior is not permitted.

Attendance and Gadgets. I will take attendance regularly. Arriving late and leaving early disrupts class and shall result in a reduction in your total course score by **2 points for each occurrence**. Everyone is permitted **only one unexcused absence**. Thereafter, every unexcused absence will cost you **2 points**. If you are unable to attend class, please inform me ahead of time (except in case of an emergency or illness). All electronic devices such as cell phones, iPods, and similar devices are prohibited during class. Cellphones are to be turned off (or on vibrate) during class, and do not answer phone calls or text messages during class unless there is an emergency. Laptops and tablets may be used in class for note-taking purposes and for the in-class group activities. Please refrain from checking email, web browsing or other activities that are not related to the class as these activities are distracting to other members of the class and are also disrespectful to fellow students and the instructor. If you are using a laptop, sit in the front row and expect to be consulted during lectures to provide ancillary information. Note that you are responsible for all material presented in class and the assigned readings. Thus, if you miss a class, do not email me asking, “What did I miss?”

Exams, Tasks, and Assignments. You must submit all assignments and take tests at the scheduled time. The instructor will not accept late submissions without a verified excuse; **late submissions will receive zero credit**. Likewise, make-up quizzes will require a verifiable excuse. For each assignment, I will provide you with directions/instructions and the grading rubric.

Grading:

The course is “worth” 400 points.

1. Planning Memos (2)	100 pts.
a. Demographic Base Analysis	
b. Economic Base Analysis	
2. Exams (2)	100 pts.
3. Peer Critiques (2)	40 pts.
4. Participation	10 pts.
5. Class Exercises	50 pts.
6. Group Project	100 pts.

Percentage ranges for letter grades

93-100% = **A**; 90-92% = **A-**; 87-89% = **B+**; 83-86% = **B**; 80-82% = **B-**; 77-79% = **C+**;
73-76% = **C**; 70-72% = **C-**; 67-69% = **D+**; 60-66% = **D**; Below 60% = **F**

University policy does not recognize grades for A+ or D-. An incomplete is not an option in this course. I will only honor a request for an incomplete in the case of an unforeseen circumstance (such as an illness documented with a doctor’s written excuse) which hinders the completion of course requirements. Graduate students will need to prepare a project. Make an appointment to see me to discuss your topic ideas and my expectations.

Special Accommodations. UWSP is committed to providing reasonable and appropriate accommodations to students with disabilities and temporary impairments. If you have a disability or

acquire a condition during the semester where you need assistance, please contact the Disability and Assistive Technology Center on the 6th floor of Albertson Hall (library) as soon as possible. DATC can be reached at 715-346-3365 or DATC@uwsp.edu. In addition, I will accommodate religious belief according to UWSP 22.03.

Informed Contribution

Students will get credit for contributing to the class when they participate in class dialogues. A quality contribution to class discussions has any or all of these attributes:

1. It contributes new information to the dialogue. For instance, if a student agrees with a colleague's statement, the student must present reasons that were not cited by the initial speaker.
2. It raises a question that generates reflection on the subject.

The informed contribution points earned will be added to the overall course points before the course grade is determined. **Note:** this is subject to a student having attended at least 24 classes.

Requirements for an Excellent Grade: 1) attend class regularly, 2) participate in discussions and class activities, 3) peruse the readings for each chapter, 4) complete and submit all assigned work on time and, 5) prepare adequately for quizzes. Do feel free to email me or drop by my office if you have any difficulties regarding this course; emails should contain ***your name and course***.

Criteria for written work. All written assignments must be of professional quality. This means carefully editing and proofreading your written work for typing, spelling, grammatical errors, and for clarity of thought. These things **will** affect your grade. I advise that you get a copy of *The Handbook of Technical Writing*, 10th Edition by Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu. If you have questions about citations and bibliographies, consult *The Chicago Manual of Style* or Strunk & White's *The Elements of Style*. All stylistic and formatting aspects of your paper, including your bibliography, must conform to the format listed in *The Chicago Manual of Style* or be consistent with some other recognized style.

Academic Dishonesty. UWSP prohibits academic dishonesty. It is your responsibility to understand the issues concerning academic standards, disciplinary procedures, and students' rights and responsibilities at <https://www.uwsp.edu/dos/Pages/Student-Conduct.aspx>

Emergency Response Guidance In the event of a medical emergency call 9-1-1 or use nearest Red Emergency Phone. Offer assistance if trained and willing to do so. Guide emergency responders to victim. In the event of a tornado warning, proceed to the lowest level interior room in the building without window exposure See www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx for floor plans showing severe weather shelters on campus. Avoid wide-span structures (gyms, pools or large classrooms). In the event of a fire alarm, evacuate the building in a calm manner and meet at a safe location more than 200 yards away from the building. Notify instructor or emergency command personnel of any missing individuals. Active Shooter/Code React – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Call 9-1-1 when it is safe to do so. Follow instructions of emergency responders. See UW-Stevens Point Emergency

Procedures at www.uwsp.edu/rmgt/Pages/em/procedures for details on all emergency responses. UW-Stevens Point.

Email. I strongly advise that you check your email regularly. If an unanticipated emergency necessitates a class cancellation or other last-minute change, you will be notified via email. Part of being professional is learning to communicate professionally with your professors and colleagues. The following are some etiquette for sending good Email messages. I will not respond to unprofessional Emails.

1. Begin with a salutation (for example, “Hello, Professor SpongeBob”)
2. Always include a subject heading so that your email does not get put into the spam folder and deleted.
3. Be concise and brief. Lengthy discussions should be done in person.
4. Pay attention to grammar and spelling. Emails are professional communication and should not read like text messages.
5. Be professional and polite. Ask for help rather than make demands or lodge complaints. Negatively-tinged emails usually go over poorly with the recipient. It is almost always better to talk to your instructor in person.

DO NOT send an email about information you can easily find on your own (e.g., something on the syllabus, UWSP home page or the like) or that reads like a text message.

Student Policies:

Materials/Readings:

All articles and readings are available on D2L. I will also hand out other materials in class.

Alred, J. G., C. T. Brusaw, and W. E. Oliu. (2011). *The handbook of technical writing*. Ninth Edition, Boston, MA: Bedford/St. Martin’s Press. (Any other text on technical writing would do).

Diem, K. (ND). A step by step guide to developing effective questionnaires. Rutgers Cooperative, Research and Extension, New Jersey Agricultural Experiment Station.

Hustedde, J. R., R. Shaffer, and G. Pulver. (2005). *Community economic analysis: A how-to-manual*. North Central Regional Center for Rural Development: Iowa State University Printing Services.

Isserman, A. M. (2007). Forecasting to learn how the world can work. (L. Hopkins & M. Zapata, Eds.). In *Engaging the Future* (pp. 175-197). Cambridge, MA: Lincoln Institute of Land Policy.

Martinrogers, N., E. Rausch, and P. Mattessich (2009). Communities that don’t bowl in the fog. *Contexts*, 8(1): 26-31.

Murdock, S., and R. Hamm. (1991). Evaluating small-area population projection. *Journal of the American Planning Association*, 57(4): 432-443.

Shields, M. (2003). Understanding economic change in your community: Using employment data to better understand your local economy. College of Agricultural Sciences, Pennsylvania State University.

Tentative Schedule:

The instructor reserves the right to make changes to the syllabus and schedule when necessary to meet the learning needs of the students, compensate for canceled classes or other unforeseen circumstances.

January 22: *Course Overview*

Introductions, course policies, expectations, student policies, and office visit

January 24: *Conceptual land use planning, community indicators and, technical writing and memoranda*

Readings: Martinroger, et al (2009). Communities that don't bowl in the fog.
Alred, et al. 'Five steps to successful writing' in the Handbook of Technical Writing.

January 29: *Decennial Census and Demographic Methods*

Reading: Isserman, A. M. (2007). Forecasting to learn how the world can work.

January 31, February 5: *Population Analysis (Curve Extrapolation Techniques and Evaluation)*

Reading: Murdock, S., and R. Hamm. (1991). Evaluating small-area population projection.
Demographic Assignment handed out

February 7, 12: *Population Analysis (Ratio and Cohort Component Techniques)*

February 14, 19: Work Days - *Demographic Assignment*

February 21: *Peer Critique of 1st draft of Demographic Assignment*

Upload 1st draft latest 6:00 AM on 02/21/19 and upload review latest 11:30 PM on 02/21/19. Upload all submissions to GEOG 330 folder on server.

February 26, 28: *Economic Analysis (Economic Base Theory, Location Quotient, and Assumption Methods)*

Reading: Selections from Hustedde et al. (2005). Community economic analysis: A how-to-manual.

Upload 2nd draft of Demographic Memo latest 11:30 PM on 02/28/19. Upload all submissions to GEOG 330 folder on server.

Economic Assignment handed out

March 5, 7, 12: *Economic Analysis (Trade Areas, Multipliers, Clusters, and Projections)*

Reading: Shields, M. (2003). Understanding economic change in your community: Using employment data to better understand your local economy.

Final Demographic Memo due on D2L latest 11:30 PM on 03/7/19.

March 14: Work Day - *Economic Assignment*

March 15 - 24: Spring Break

March 26: Work Day - *Economic Assignment*

March 28, April 2: Mid-Term Exam and Debrief

April 4, 9: *Survey Instrument (Overview, Preparing Questions, Designing Questionnaires)*

Reading: Diem (ND). A step by step guide to developing effective questionnaires.

Survey Instrument Assignment handed out

April 11: *Peer Critique of draft of Economic Base Assignment*

Upload 1st draft latest 6:00 AM on 04/11/19 and upload review latest 11:30 PM on 04/11/19. Upload all submissions to GEOG 330 folder on server.

April 16: *Survey Instrument (Sampling Methods and Analyzing Survey Data)*

April 18, 23: Work Days - *Survey Assignment*

April 25, 30: Development Impact Analysis

Final Economic Base Memo due on D2L latest 11:30 PM on 04/25/19

May 2, 7: Work Days - *Survey Assignment*

May 9: *Presentations of Survey Instrument Assignment*

Survey Instrument due on D2L latest 11:30 PM on 05/09/19

Final Exams: Open Class.

Thursday, May 16 from 12:30 02:30

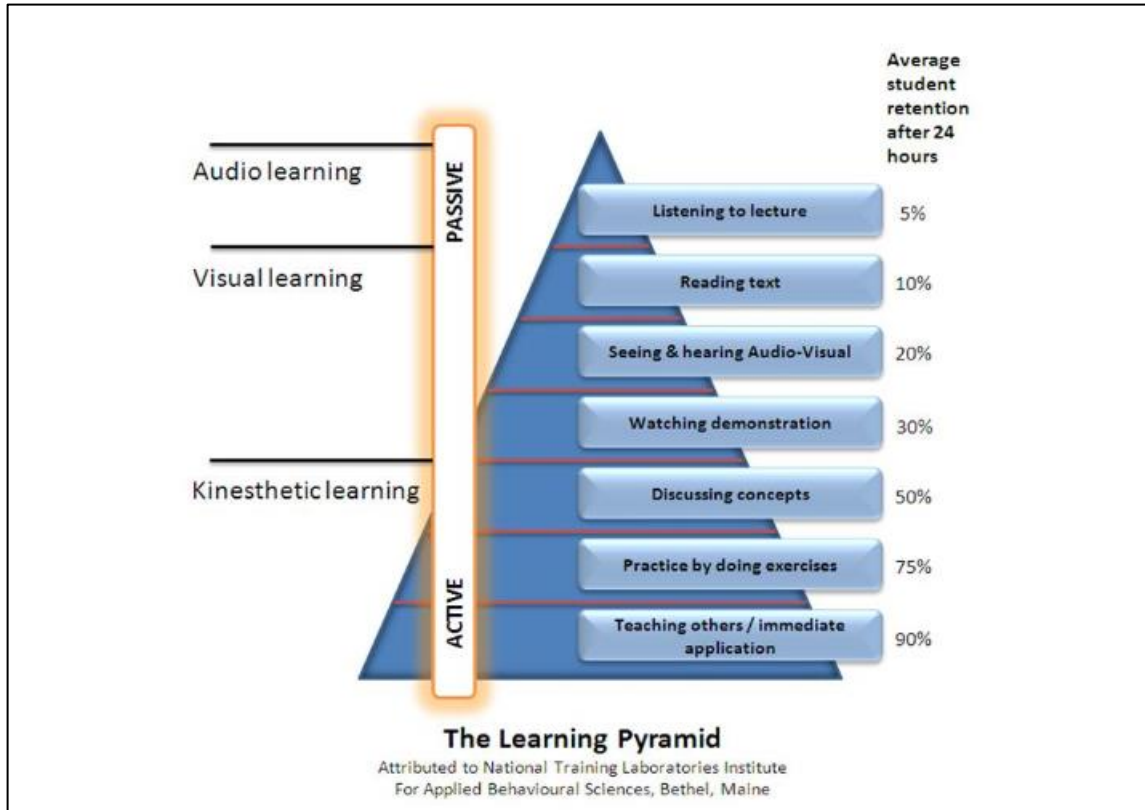
Important Dates:

April 5: Last day to drop a 16-week course

May 15 - 24: Spring Break.

May 10: Last day of classes.

Students are strongly encouraged to check their UWSP email and the D2L news site regularly for information pertaining to the course.



In 1954 a similar pyramid with slightly different numbers had appeared in a book, *Audio-Visual Methods in Teaching*, published by the Edgar Dale Dryden Press, New York. [Bligh \(1998\)](#) gives some evidence for the effectiveness of different teaching methods.