

NRES 320: NR PUBLIC RELATIONS AND COMMUNICATION FALL 2019

Lecture1: 5:00 Tuesday, Rm 352

Discussion: sec 1-D1 Thurs 8-9:50 rm 271; Sec 1-D2 Thurs 12-1:50 rm 254

Lecture3: 5:00 Thurs, Rm 352

Discussion: Sec 3-D1 Weds 12-1:50 Rm 254, Sec 3-D2: Weds 4-6:00 Rm 240

Dr D Lueck dblueck@uwsp.edu; Rm 245 TNR Bld, 715-346-4151

Office hours—stop by or email for appointment. Scheduled, 3-5 Tues and 2-4 Wednesdays.

Course Description

Theory, methods, and practice in communicating with natural resources stakeholders. This will include theoretical and practical stakeholder involvement and conflict resolution. You will apply data collection, analysis, and reporting skills. You will be introduced to the following:

- What is natural resources social science, or human dimensions?
- What theories help us understand human behavior?
- What research methods help us to measure and interpret variables related to humans and natural resources?
- What outreach methods impact human behavior, and how do we evaluate them?

Projects are designed to help you understand and apply appropriate communication, involvement, and analysis techniques in a variety of natural resource management scenarios.

Learning Outcomes

1. Students will be able to describe the importance of human dimensions in natural resource management.
2. Students will be able to apply data collection and analysis methods.
3. Students will be able to implement and evaluate appropriate outreach tools.
4. Students will be able to disseminate information via various communication channels, using articulate, grammatical, and organized writing and presentation.
5. Students will be able to use improved written and oral communication skills, and provide effective, useful feedback to others.

Required Text and Readings

This required text is available through Text Rental at the University Bookstore. Jacobson, SK (2009) Communication Skills for Conservation Professionals. Island Press. Required readings will be on Canvas.

Communication

I will communicate updates by email. You may contact me via email or in my office. Emails should have an appropriate greeting, punctuation, correct spelling, a closing, and your name. Consider these to be practice in professional communications.

Assignments and Grading

Assignments must be uploaded to Canvas Assignments by the due date. Late assignments will only be accepted one day after the due date, and penalized 10% per day. Attendance will be taken, and absences do reduce your final grade. You **begin with 50 points, and lose 4** for each absence or quiz/ questions missed. Please contact me as soon as possible if you know of any scheduling conflicts you will have. Consult classmates for anything you miss from an unexcused absence. Reading questions/ comments/quizzes are due at the beginning of lecture.

IMPORTANT: Cell phones will be put into backpacks or otherwise stowed away. Appearance of your cell phone during class will indicate your absence and you will *lose attendance points*.

Assignment points	(Total 200)	(Approx % of grade)
Attendance/Participation/Quizzes	50	25
Interview Project (group)	10	5
Resume Project & cover letter	15	7
Article Analysis & presentation	15	7
Grant Project (group)	10	5
Foundation Search	5	3
Social Marketing (group)	10	5
Public meeting evaluation	15	7
Public comment	5	3
World Café tm project	10	5
Conflict Presentation (group)	20	10
Social Media investigation (group)	10	5
Final exam	25	13

Grading Scale	
92.6+ = A	77.5-79.9=C+
90-92.5=A-	72.5-77.4=C
87.5-89.9=B+	70-72.4=C-
82.5-87.4=B	67.5-69.9=D+
80-82.4=B-	60-67.4 =D

The syllabus and schedule are subject to change.

Course Policies

If you need any accommodation, please contact UWSP Disability Services office with your documentation as early as possible. Disability Services Office, 103 Student Services Center, (715) 346-3365, <http://www.uwsp.edu/special/disability/student/Student%20Information.aspx>
You may also want to refer to Assistive Technology for additional information. Assistive Technology, University Library Room 439, (715) 346-4980.
<http://library.uwsp.edu/depts/AssistiveTechnology/>

This will be an inclusive environment. This course is intended to foster discussion, with respectful exchange of ideas and opinions. Disrespect and disparagement will not be tolerated. We have a great opportunity to learn from each other, and to appreciate and understand our differences. As always, do your own work. Plagiarism will not be tolerated. It becomes a major pain for you, with the worst case scenario being expulsion from the university. And it makes me mad. You don't want to make me mad. Please refer to the UWSP policies (Chapter 14) on academic dishonesty, at <http://www.uwsp.edu/admin/stuaffairs/rightsandresponsibilities.aspx>. If you have any question at all about what constitutes plagiarism within your assignments, please ask.

Required Statement on Emergency Preparedness:

"In the event of a medical emergency, call 911 or use red emergency phone located outside Rm151 or 172 on the first floor, 2nd floor between Rms 252 and 255. Offer assistance if trained and willing to do so. Guide emergency responders to victim.

In the event of a tornado warning, stay in the classroom. Both lecture and discussion rooms in TNR are appropriate shelters.

In the event of a fire alarm, evacuate the building in a calm manner. Meet at the Health Enhancement Center north of Fourth Avenue. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of emergency responders.

See UW-Stevens Point Emergency Management Plan at www.uwsp.edu/rmgt for details on all emergency response at UW-Stevens Point."