AEC 4932: Effectively Communicating Agricultural and Life Sciences Policy Issues (3 credits)
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Spring 2020

INSTRUCTORS:
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Lisa K. Lundy, Ph.D.
121E Bryant Space Science Center
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Office Hours: Wednesday, 12:45 to 2 p.m.
Outside of this time, I am always available by appointment.

TEACHING ASSISTANT:
Ashley N. McLeod-Morin
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CLASS MEETS
in 107 Bryant Space Science Center (Mac Lab).
• Class meets weekly on Friday mornings (Second and Third period).
• Mandatory Washington, DC, trip: March 1-4

COURSE OUTLINE AND GENERAL DESCRIPTION:
The course is designed to educate students about major policy issues in agricultural and life sciences (ALS) and to expose students to a variety of methods used to effectively communicate, inform, and influence decisions about these issues. All discussions and activities are planned to involve you in "real world" ways.

READINGS:
OBJECTIVES:
After this course, the student will be able to:
- Recognize and analyze topical policy issues in agricultural and life sciences and facilitate consensus building and conflict management.
- Develop messages to communicate about topical policy issues in agricultural and life sciences using appropriate multimedia and social media.

BRIEF DESCRIPTION OF COURSE ASSIGNMENTS:
- **Issue Presentations and Analysis:** Students will select an agricultural and life sciences policy issue and track that issue through the semester (or for the life cycle of that issue). Students will analyze the media coverage related to the issue and discuss major implications of how this issue is communicated by various audiences, and how the student would communicate to stakeholders about the issue. Students will create a one-pager, based on instructions provided in class, as a “leave-behind” on the agricultural or life sciences policy or issue that the student selects to analyze. Students will present their one-pager as they would to a policymaker or leader in a one-on-one setting. Students will have the opportunity to revise their one-page and presentation and do a second submission later in the semester.
- **Graduate students will be expected to incorporate a research element into this assignment.**
- **Reflections (3) and Participation:** Students will provide three thoughtful reflection on guest speakers and/or overall topics. One reflection will focus on the content/speakers leading up to the DC trip, one will focus on the DC trip, and one will focus on the content/speakers following the DC trip. Students also will be assessed on their participation in class and during speakers and trips. It is expected that students take notes and interact with guest speakers.
- **Policy Communication Artifact Analysis:** While in DC, students will be asked to find an example artifact of some visual policy communication. Students will be asked to write an analysis of this artifact when we return from the trip.

EVALUATION OF GRADES

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percent of Grade</th>
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<tbody>
<tr>
<td>Issue Presentations and Analysis</td>
<td>45%</td>
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<tr>
<td>Reflections and Participation</td>
<td>45%</td>
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<tr>
<td>Policy Communication Artifact Analysis</td>
<td>10%</td>
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Unless otherwise noted, every component will be evaluated on 100 points. Your final grade for the course will be calculated on the previous percentages, which will then lead to your final letter grade as based on the following scale:

**Grading Scale**

- **A = 93-100%**
- **A- = 90-92%**
- **B+ = 86-89%**
- **B = 83-85%**
- **B- = 80-82%**
- **C+ = 76-79%**
- **C = 73-75%**
- **C- = 70-72%**
- **D+ = 66-69%**
- **D = 63-65%**
- **D- = 60-62%**
- **E = 55-59%**
- **E- = below 60%**

*Note: For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx*
**Attendance:** It is not possible for a student to perform satisfactorily in the course without regular attendance. Students are **required** to attend class and to be in class **on time.** Only documented doctor’s excuses or UF-approved activities will be excused. The trips to Downtown Gainesville, Georgia and Washington, DC, are mandatory.
## Course schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 10</td>
<td>Course Overview&lt;br&gt;Guest Speaker: Jaime Jerrels, Director of Agricultural Policy, Florida Farm Bureau Federation</td>
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<tr>
<td>January 17</td>
<td>Visual Communication of Policy&lt;br&gt;Guest Speaker: Christy Chiarelli, Program Director, Wedgworth Leadership Institute</td>
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<td>January 24</td>
<td>Communicating to Policymakers&lt;br&gt;Guest Speakers: Mary Ann Hooks, Director of Governmental Affairs, UF/IFAS&lt;br&gt;Victoria Price, Legislative Assistant, UF/IFAS</td>
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<tr>
<td>January 31</td>
<td>News Literacy</td>
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<tr>
<td>February 7</td>
<td>Local Government Field Trip – <strong>Downtown Gainesville</strong></td>
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<tr>
<td>February 14</td>
<td>Issue Presentations</td>
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<tr>
<td>February 21</td>
<td>Issue Presentations and Trip Logistics</td>
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<tr>
<td>February 28</td>
<td>No Class</td>
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<tr>
<td>March 6</td>
<td><strong>DC Trip (March 1-4) – Spring Break</strong></td>
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<td>March 13</td>
<td>Debrief DC Trip</td>
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<td>March 20</td>
<td>Natural Resources Leaders&lt;br&gt;Guest Speakers: Katelyn Potter, Communications and Organizational Development Chief, Suwannee River Water Management District&lt;br&gt;Tom Frazer, Director of UF/IFAS School of Forest Resources and Environment AND Chief Science Officer for State of Florida</td>
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<td>March 27</td>
<td>Agricultural Leaders&lt;br&gt;Guest Speakers: Jim Handley, Executive Director, Florida Cattlemen’s Association&lt;br&gt;Mike Joiner, Executive Director, FL Fruit &amp; Vegetable Association&lt;br&gt;Ben Bolusky, Executive Director, FL Nursery, Growers &amp; Landscape Association</td>
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<td>April 3</td>
<td><strong>Trip to Georgia Rural Center</strong></td>
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<tr>
<td>April 10</td>
<td>Issue Presentations (Revised)&lt;br&gt;Issue Analysis Due</td>
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<tr>
<td>April 17</td>
<td>Issue Presentations (Revised)</td>
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