INSTRUCTORS:
Ricky Telg, Ph.D.        Becky Raulerson, M.S.
Professor               Lecturer
101B Bryant Hall        122 Bryant Hall
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OFFICE HOURS:
By appointment as needed

CLASS MEETINGS:
2 pre-sessions – Dates TBD – 120 Bryant Hall
Study Abroad – May 1-9, 2020
1 post-sessions – Date TBD - 120 Bryant Hall

Course outline and general description: The course is designed to educate students about major 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 ALS issues. All discussions and activities are planned to involve you in "real world" ways.

Objectives: After this course, the student will be able to:
• Recognize and analyze current issues in agricultural and life sciences (ALS).
• Recognize and separate facts, fiction, and opinion.
• Recognize contentious issues in agricultural and life sciences and facilitate consensus building and conflict management.
• Develop messages to communicate about contentious issues in agricultural and life sciences using appropriate multimedia and social media.
• Compare and contrast ALS issues relevant to Florida and Costa Rica.

Text/suggested readings: Successful students will read assigned materials before class and be prepared for discussion with the instructor and fellow students.
  o You will need this textbook for other communications courses in the department.
• Other course readings will be provided as needed.

E-mail: Students are REQUIRED to be able to send and receive e-mail.
Grading: All out-of-class written assignments MUST be typed. Following is the grading scale and assignments:

**Grading Scale**
A = 930-1000
A- = 900-929
B+ = 860-899
B = 830-859
B- = 800-829
C+ = 760-799
C = 730-759
C- = 700-729
D+ = 660-699
D = 630-659
D- = 600-629
E = 599 and below

**BRIEF DESCRIPTION OF COURSE ASSIGNMENTS:**
Issues Briefing Guide x 2 (150 each) 300
Daily Reflection Journal 200
Final Project 400
Presentation of Final Product 100
1000

- **Issues Briefing Guides (2):** Students, individually, will be responsible for researching an assigned issue and creating a briefing guide that will be distributed to fellow students prior to departing on and after returning from the study abroad.
  - 1. The first guide will be a Florida-based perspective on the issue.
  - 2. The second guide will be a Costa Rica-based perspective on the issue.

- **Daily Reflection Journal:** Students will keep a daily reflection journal throughout the study abroad trip, using the prompts provided by the instructors.

- **Final Project:** Students will create a website (or online product) that captures their overall reflections from the course and the study abroad program. Students are encouraged to be creative and choose a medium that best allows them to express what they learned. Potential formats include – but are not limited to – an essay, a presentation, a poster, or a video. Students will share their reflections at the final post-session.

- **Presentation of Final Project**

**UF grading policies:** For information on current UF policies for assigning grade points, see https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/.

**ATTENDANCE:**
Given the importance of class discussion and participation in demonstrations and exercises, 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. Students are still responsible for making up excused work in a timely manner. Students who are repeatedly absent, even with a doctor’s excuse, will
find it difficult to succeed in this course. **NOTE:** A note from the Student Health Care Center is not considered an “official” excuse. Students’ grades will be lowered if they repeatedly miss class or are late. Tardy arrivals (anything after five minutes after class starts) are counted the same as absences. Students who miss an exam for an excused absence will be allowed to take a make-up, but it will be a slightly different exam. Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

**Late assignment policy:** A 10-percent per day deduction will be assessed for assignments turned in late. Work more than a week late (7 days) will not be accepted. This policy will be strictly enforced. Requirements for class attendance and make-up exams, assignments and other work are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/.

**AEC Expectations for Writing:**
In all courses in the Department of Agricultural Education and Communication’s Communication and Leadership Development (CLD) specialization, the following writing standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these writing standards will result in substantially lower grades on writing assignments.

- Proper grammar and punctuation are mandatory.
- Proper sentence structure is required. This means…
  - Not using “tweet-talk” in your assignments.
  - Making sure that your sentences have a subject, verb, and (when needed) an object.
  - Not having sentence fragments.
  - And anything else that would pertain to “proper sentence structure.”
- No use of first person (I, me, my, mine, our) unless denoted within the assignment rubric.
- NO use of contractions.
- Good thoughts/content throughout the writing assignment.
- For assignments that require citations, use American Psychological Association style. Proper APA citation and reference document is expected.
- For assignments that are more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style, as discussed in AEC 4031.

**AEC Expectations for Design:**
In all courses in the Department of Agricultural Education and Communication’s Communication and Leadership Development (CLD) specialization, the following design standards are expected to be followed, unless otherwise specified for a particular writing assignment. Not following these design standards will result in substantially lower grades on design-related assignments.

- Proper grammar, punctuation, and sentence structure are mandatory. Although these are design assignments, writing has to be perfect so as not to detract from the design.
- For assignments that feature more reporter-style articles (news stories, news releases, public relations writing), you are expected to follow Associated Press Style, as discussed in AEC 4031.
- Use the proper photographic settings for the assignment (300 ppi for printed photos; 72 ppi for Web). Pixilated photos will result in lower grades.
- Students should not use copyrighted materials for design assignments. For example you may not “borrow” a graphic or design. Commercial artwork that is purchased may be used for assignments. Similarly, you may use ideas for a graphic/design assignment, but the use of the actual graphic/design is not acceptable.
The following minimal design skills are expected to be demonstrated on all design assignments. The ability to resize an image, create documents in multiple columns, insert a graphic on a page, insert text with a graphic, alter the color of text and/or graphics. Additionally, the student should have moderate ability with the following software in order to complete design assignments:

- Microsoft PowerPoint
- Microsoft Word
- Adobe Photoshop (photographs)
- Adobe Illustrator (graphics). This software program is taught only in AEC 4035. The expectations for actual graphic design in other courses will be minimal.
- Adobe InDesign (print layout)
- WordPress (Web)
- Final Cut Express or Pro X (video)

The University of Florida has an agreement with Lynda.com to provide FREE online tutorials to students and faculty on many software programs. If you feel “rusty” with any program, after being introduced to it in an AEC course, it is highly recommended that you take it upon yourself to go through some of the Lynda.com tutorials: [http://www.it.ufl.edu/training/](http://www.it.ufl.edu/training/). Click on the Lynda.com yellow box on the right side of the screen.

**DIGITAL DEVICES (cell phones, iPads, laptops):** Students will be required to use a cellular device or laptop in class as part of the Top Hat interactive technology. Otherwise, students are asked to put away their cellular devices. Unless students are taking speaker notes on their laptops or are asked to complete a Top Hat activity, laptops should be OFF during class. If students are found to be Facebooking or texting or working on assignments for other courses, they will be asked to turn off their digital device.

**PROFESSIONALISM STATEMENT:** Educators and learners are professionals guided by specific values and engaging in particular behaviors. These values and behaviors include respect, cooperation, active participation, intellectual inquiry, punctuality, and regular attendance. In addition to what you know and can do, you will be evaluated on your growth as a professional. Professional characteristics on which you will be judged include punctuality, attendance, collegial attitude, and participation. Because this course relies extensively on discussion and other class interactions, attendance is crucial to your success and that of your classmates. If you are ill or an emergency occurs, contact your instructor PRIOR TO the scheduled class time; otherwise, your attendance and participation are firm expectations.

**STATEMENT ABOUT PLAGIARISM:** A student who represents another’s work as the original work of the student is plagiarizing. If you do not think you will get caught plagiarizing, you are wrong. Plagiarism will be dealt with up to the full extent of the UF Honor Code, including a zero for the assignment and possibly a zero for the entire semester. A full explanation of plagiarism and its consequences can be found at [http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html](http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html).

**Academic Honesty, Software Use, UF Counseling Services, Services for Students with Disabilities**

**Academic Honesty**

As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." It is assumed that you will
complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes, exams). Furthermore, as part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For more information regarding the Student Honor Code, please see: http://www.dso.ufl.edu/scr/process/student-conduct-honor-code.

Software Use
All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Campus Helping Resources
Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university’s counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

• University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, www.counseling.ufl.edu/cwc/ Counseling Services Groups and Workshops Outreach and Consultation Self-Help Library Training Programs Community Provider Database
• U Matter We Care, www.umatter.ufl.edu/
• Career Connections Center, First Floor JWRU, 392-1601, https://career.ufl.edu/
• Students with disabilities requesting accommodations: The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. For more information, contact the Disability Resource Center at 352-392-8565, https://disability.ufl.edu/.
• Student Complaints:
  - Residential Course: https://scrt.dso.ufl.edu/policies/student-honor-code-student-conduct-code/
  - Online Course: http://www.distance.ufl.edu/student-complaint-process

Course Evaluations
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.
# Course schedule

<table>
<thead>
<tr>
<th>Day</th>
<th>Topics</th>
<th>Assignments Due</th>
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</thead>
<tbody>
<tr>
<td>Presession 1</td>
<td>• Course introduction and review syllabus</td>
<td></td>
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<tr>
<td>April 1</td>
<td>• Overview of food, agriculture, and natural resources systems</td>
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<tr>
<td>11:00 am – 3:00 pm</td>
<td>• Thinking critically about issues facing food, agriculture, and natural resources systems</td>
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<td></td>
<td>• Review Issues Briefing Guide assignment</td>
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<tr>
<td></td>
<td><strong>Presession 2</strong></td>
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<tr>
<td>April 29</td>
<td>• Logistics of Final Project – Communications basics</td>
<td>Issues Briefing Guide (Florida perspective)</td>
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<tr>
<td>(TBD)</td>
<td>• Trip logistics and overview</td>
<td></td>
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<tr>
<td>11:00 am – 3:00 pm</td>
<td>• Review reflection journal expectations</td>
<td></td>
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<tr>
<td></td>
<td>• Present Florida-perspective issues briefing guides</td>
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<tr>
<td>Study Abroad Day 1</td>
<td>Travel Day</td>
<td>Reflection Journal Entry</td>
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<tr>
<td>Friday, May 1</td>
<td>• Depart U.S and arrive in Costa Rica</td>
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<td></td>
<td>• San Jose Airport Pickup</td>
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<td></td>
<td>• Travel to Quepos</td>
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<td></td>
<td>• Program orientation at hotel</td>
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<td></td>
<td>• Optional group dinner</td>
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<tr>
<td>Study Abroad Day 2</td>
<td>Excursion #1</td>
<td>Reflection Journal Entry</td>
</tr>
<tr>
<td>Saturday, May 2</td>
<td>• Full day at Manuel Antonio National Park</td>
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<tr>
<td>Study Abroad Day 3</td>
<td>Meeting #1</td>
<td>Reflection Journal Entry</td>
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<tr>
<td>Sunday, May 3</td>
<td>• African Palm Production or Similar</td>
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<td></td>
<td>• Return trip to San Jose and check in at Hotel Balmoral</td>
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<tr>
<td>Study Abroad Day 4</td>
<td>Meeting #2 &amp; #3</td>
<td>Reflection Journal Entry</td>
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<tr>
<td>Monday, May 4</td>
<td>• Excursion and lectures at La Paz Waterfall &amp; Gardens (wildlife, plants, waterfalls)</td>
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<td>• Visit only farm owned by Starbucks (lecture on investigation and innovation)</td>
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<tr>
<td>Study Abroad Day 5</td>
<td>Meeting #4</td>
<td>Reflection Journal Entry</td>
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<tr>
<td>Tuesday, May 5</td>
<td>• Visit Earth University for lectures on community development, sustainability, and agribusiness</td>
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<td></td>
<td>• Sleep at Earth University</td>
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<tr>
<td>Study Abroad Day 6</td>
<td>Meeting # 5</td>
<td>Reflection Journal Entry</td>
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<tr>
<td>Wednesday, May 6</td>
<td>• Continue community activities at Earth University</td>
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<tr>
<td>Study Abroad Day 7</td>
<td>Meeting #6</td>
<td>Reflection Journal Entry</td>
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<tr>
<td>Thursday, May 7</td>
<td>• Wal-Mart in morning</td>
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<td></td>
<td>• Social learning activity in afternoon</td>
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<tr>
<td>Study Abroad Day 8</td>
<td>Excursion #2</td>
<td>Reflection Journal Entry</td>
</tr>
<tr>
<td>Friday, May 8</td>
<td>• Full day excursion to Tortuga Island, located on the Gulf of Nicoya riding on a world class catamaran yacht, breakfast and lunch are included, this island</td>
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<tr>
<td>Day</td>
<td>Topics</td>
<td>Assignments Due</td>
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<tr>
<td>Study Abroad Day 9</td>
<td>provides white sand and clear calm ocean water to enjoy nature, fishes, bird, and exotic trees.</td>
<td>Reflection Journal Entry</td>
</tr>
<tr>
<td>Saturday, May 9</td>
<td>Travel Day</td>
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<td></td>
<td>• Depart Costa Rica and arrive in U.S.</td>
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<tr>
<td>Post-Session May 27 (TBD)</td>
<td>• Share Costa Rica-perspective issues briefing guides</td>
<td>*Issues Briefing Guide (Costa Rica perspective)</td>
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<tr>
<td>11:00 am – 3:00 pm</td>
<td>• Student Presentations of Final Project</td>
<td>*Final Project</td>
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</tbody>
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*TENTATIVE*