

Cover Sheet: Request 15632

ADV 3XXX – The Agency

Info

Process	Course New Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Jennifer Goodman rgoodman@jou.ufl.edu
Created	12/18/2020 1:08:13 PM
Updated	2/9/2021 10:06:42 AM
Description of request	add new experiential learning course to the curriculum

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Advertising 23020000	Jennifer Goodman		12/18/2020
No document changes					
College	Approved	JOU - College of Journalism and Communications	James Babanikos		12/18/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/18/2020
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|New for request 15632

Info

Request: ADV 3XXX – The Agency

Description of request: add new experiential learning course to the curriculum

Submitter: Jennifer Goodman rgoodman@jou.ufl.edu

Created: 12/18/2020 12:42:22 PM

Form version: 1

Responses

Recommended Prefix

Enter the three letter code indicating placement of course within the discipline (e.g., POS, ATR, ENC). Note that for new course proposals, the State Common Numbering System (SCNS) may assign a different prefix.

Response:

ADV

Course Level

Select the one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:

3

Course Number

Enter the three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles. For new course requests, this may be XXX until SCNS assigns an appropriate number.

Response:

XXX

Category of Instruction

Indicate whether the course is introductory, intermediate or advanced. Introductory courses are those that require no prerequisites and are general in nature. Intermediate courses require some prior preparation in a related area. Advanced courses require specific competencies or knowledge relevant to the topic prior to enrollment.

Response:

Intermediate

- 1000 level = Introductory undergraduate
- 2000 level = Introductory undergraduate
- 3000 level = Intermediate undergraduate
- 4000 level = Advanced undergraduate
- 5000 level = Introductory graduate
- 6000 level = Intermediate graduate
- 7000 level = Advanced graduate
- 4000/5000= Joint undergraduate/graduate
- 4000/6000= Joint undergraduate/graduate

**Joint undergraduate/graduate courses must be approved by the UCC and the Graduate Council)*

Lab Code

Enter the lab code to indicate whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:

None

Course Title

Enter the title of the course as it should appear in the Academic Catalog. There is a 100 character limit for course titles.

Response:

The Agency Immersion

Transcript Title

Enter the title that will appear in the transcript and the schedule of courses. Note that this must be limited to 30 characters (including spaces and punctuation).

Response:

The Agency

Degree Type

Select the type of degree program for which this course is intended.

Response:

Baccalaureate

Delivery Method(s)

Indicate all platforms through which the course is currently planned to be delivered.

Response:

On-Campus

Co-Listing

Will this course be jointly taught to undergraduate, graduate, and/or professional students?

Response:

No

Effective Term

Select the requested term that the course will first be offered. Selecting "Earliest" will allow the course to be active in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's best projection. Courses cannot be implemented retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires 2 to 6 weeks after approval of the course at UF.

Response:
Earliest Available

Effective Year

Select the requested year that the course will first be offered. See preceding item for further information.

Response:
Earliest Available

Rotating Topic?

Select "Yes" if the course can have rotating (varying) topics. These course titles can vary by topic in the Schedule of Courses.

Response:
No

Repeatable Credit?

Select "Yes" if the course may be repeated for credit. If the course will also have rotating topics, be sure to indicate this in the question above.

Response:
No

If repeatable, # total repeatable credit allowed

Indicate the maximum number of total repeatable credits allowed per student.

Response:
3

Amount of Credit

Select the number of credits awarded to the student upon successful completion, or select "Variable" if the course will be offered with variable credit and then indicate the minimum and maximum credits per section. Note that credit hours are regulated by Rule 6A-10.033, FAC. If you select "Variable" for the amount of credit, additional fields will appear in which to indicate the minimum and maximum number of total credits.

Response:
Variable

If variable, # min

Response:
0

If variable, # max

Response:
3

S/U Only?

Select "Yes" if all students should be graded as S/U in the course. Note that each course must be entered into the UF curriculum inventory as either letter-graded or S/U. A course may not have both options. However, letter-graded courses allow students to take the course S/U with instructor permission.

Response:
No

Contact Type

Select the best option to describe course contact type. This selection determines whether base hours or headcount hours will be used to determine the total contact hours per credit hour. Note that the headcount hour options are for courses that involve contact between the student and the professor on an individual basis.

Response:
Regularly Scheduled

- Regularly Scheduled [base hr]
- Thesis/Dissertation Supervision [1.0 headcount hr]
- Directed Individual Studies [0.5 headcount hr]
- Supervision of Student Interns [0.8 headcount hr]
- Supervision of Teaching/Research [0.5 headcount hr]
- Supervision of Cooperative Education [0.8 headcount hr]

Contact the Office of Institutional Planning and Research (352-392-0456) with questions regarding contact type.

Weekly Contact Hours

Indicate the number of hours instructors will have contact with students each week on average throughout the duration of the course.

Response:
10

Course Description

Provide a brief narrative description of the course content. This description will be published in the Academic Catalog and is limited to 500 characters or less. See course description guidelines.

Response:
The Agency is an innovative, real-world advertising and public relations firm at the UF that offers students an opportunity to build their expertise and gain experience in a hands-on environment, working directly with clients and industry professionals. Real-world work in a diverse and inclusive team environment will help you gain relevant experience, hone your skills through client feedback, gain industry access and perspective, and build a robust résumé and portfolio.

Prerequisites

Indicate all requirements that must be satisfied prior to enrollment in the course. Prerequisites will be automatically checked for each student attempting to register for the course. The prerequisite will be published in the Academic Catalog and must be formulated so that it can be enforced in the registration system. Please note that upper division courses (i.e., intermediate or advanced level of instruction) must have proper prerequisites to target the appropriate audience for the course.

Courses level 3000 and above must have a prerequisite.
Please verify that any prerequisite courses listed are active courses.

Response:
ADV major; sophomore standing

Completing Prerequisites on UCC forms:

- Use “&” and “or” to conjoin multiple requirements; do not use commas, semicolons, etc.
- Use parentheses to specify groupings in multiple requirements.
- Specifying a course prerequisite (without specifying a grade) assumes the required passing grade is D-. In order to specify a different grade, include the grade in parentheses immediately after the course number. For example, "MAC 2311(B)" indicates that students are required to obtain a grade of B in Calculus I. MAC2311 by itself would only require a grade of D-.
- Specify all majors or minors included (if all majors in a college are acceptable the college code is sufficient).
- “Permission of department” is always an option so it should not be included in any prerequisite or co-requisite.
- If the course prerequisite should list a specific major and/or minor, please provide the plan code for that major/minor (e.g., undergraduate Chemistry major = CHY_BS, undergraduate Disabilities in Society minor = DIS_UMN)

Example: A grade of C in HSC 3502, passing grades in HSC 3057 or HSC 4558, and undergraduate PBH student should be written as follows: HSC 3502(C) & (HSC 3057 or HSC 4558) & UGPBH

Co-requisites

Indicate all requirements that must be taken concurrently with the course. Co-requisites are not checked by the registration system. If there are none please enter N/A.

Response:
N/A

Rationale and Placement in Curriculum

Explain the rationale for offering the course and its place in the curriculum.

Response:
This course meets our need for experiential learning courses. Persuasive Messaging track students are required to take two experiential learning courses, and Quest will also require experiential learning for Class of 2020. This course provides students hands-on, real world experience with clients.

Course Objectives

Describe the core knowledge and skills that student should derive from the course. The objectives should be both observable and measurable.

- Response:
- Better understand the demands of the strategic communications industry and how it's evolving
 - Analyze research and trends to strategically inform strategic communications work
 - Develop, implement and evaluate strategic communications campaigns to solve real-world problems
 - Work in and contribute to a dynamic, diverse team environment
 - Hone your skills and gain experience through professional and client feedback
 - Develop and apply critical thinking, listening and professional skills through your work with peers, supervisors, clients and industry leaders
 - To develop students' understanding of client-side versus the agency-side strategic communications.

List the types of assessments, assignments and other activities that will be used to determine the course grade, and the percentage contribution from each. This list should have sufficient detail to evaluate the course rigor and grade integrity. Include details about the grading rubric and percentage breakdowns for determining grades. If participation and/or attendance are part of the students grade, please provide a rubric or details regarding how those items will be assessed.

Response:

Sames as above

Biweekly 1:1 Meetings: You will meet with me biweekly to discuss your progress, performance and experience at The Agency. Please email me at the start of the semester with days/times you are available to schedule our biweekly 30-minute meetings and send a calendar invite once we've confirmed a time. You are expected to show up to all meetings. If there is a last-minute conflict, please message me on Slack. Meetings times should not conflict with other scheduled courses.

- Completed Weekly Timesheets: Your weekly timesheets must be submitted on time. These will be used to track your progress and involvement throughout the semester against your total credit hours.
- Monthly Report: Each month, you will submit a brief report that describes what you've accomplished that month. You will need to include a summary, followed by a bulleted list of what you've accomplished, skills you've learned and events/trainings you've attended. Be as detailed as possible. These are due to me via email on the last day of every month.
- Portfolio Review: We will review your résumé and portfolio together and create a plan for building your portfolio of work throughout the semester. You are expected to update your resume and portfolio accordingly and submit a revised version at the end of the semester.

GRADING POLICY

Final grades will be based on the following scale:

- A 90-100%
- B 80-89%
- C 70-79%
- D 60-69%
- E below 60%

Components of Your Final Grade

Students will be graded based on the following categories on a range of 5 (excellent) to 0 (unsatisfactory):

- 35%: Quality of overall work produced. Evaluation in this section will vary based on your specific role at The Agency. Below are samples of how this will be assessed:
 - o Media Coordinator: Work produced will include paid, earned, shared and owned media plans for clients and internal agency teams; social media content calendars and copy; and campaign recaps, among other materials. Overall assessment of originality, client-readiness, demonstrated strategic thinking, appropriate tone and language for the intended audience, clarity, organization and professional presentation.
 - o Copywriter: Work produced may include social media copywriting, newsletters, websites copy, pitches and news releases among other materials. Overall assessment of originality, appropriate tone and language for the intended audience, clarity, accuracy, conciseness, structure and grammar/spelling/syntax.
 - o Data Analyst: Work produced will include analytics trackers, social media and web analytics reports, social listening reports and others, as needed for clients and internal teams. Overall assessment of accuracy, thoroughness, data analysis and recommendations, use of credible sources, organization and professional presentation.
- 35%: Performance toward fulfilling the needs of the student's position. Evaluation of overall commitment to learning and assigned work, including follow-through on projects, development of drafts and revisions, and willingness to accept and incorporate constructive feedback.
- 30%: Overall professionalism, participation, engagement and timeliness. Evaluation of meeting deadlines, time management, interaction with peers, initiative, professional attitude, work ethic and participation in events, internal trainings and other programming.

Your progress and performance will be evaluated via biweekly one-on-one meetings, weekly timesheets, monthly reports and a résumé and portfolio review. Together, these should provide a clear reflection of your effort, quality of work, professionalism and participation throughout the semester.

Instructor(s)

Enter the name of the planned instructor or instructors, or "to be determined" if instructors are not yet identified.

Response:

Natalie Asorey, Laurent Burman, Mark Rottensteiner

Attendance & Make-up

Please confirm that you have read and understand the University of Florida Attendance policy.

A required statement related to class attendance, make-up exams and other work will be included in the syllabus and adhered to in the course. Courses may not have any policies which conflict with the University of Florida policy. The following statement may be used directly in the syllabus.

• *Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:*

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Response:

Yes

Accommodations

Please confirm that you have read and understand the University of Florida Accommodations policy.

A statement related to accommodations for students with disabilities will be included in the syllabus and adhered to in the course. The following statement may be used directly in the syllabus:

• *Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.*

Response:

Yes

UF Grading Policies for assigning Grade Points

Please confirm that you have read and understand the University of Florida Grading policies.

Information on current UF grading policies for assigning grade points is require to be included in the course syllabus. The following link may be used directly in the syllabus:

• *<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>*

Response:

Yes

Course Evaluation Policy

Course Evaluation Policy

Please confirm that you have read and understand the University of Florida Course Evaluation Policy.

A statement related to course evaluations will be included in the syllabus. The following statement may be used directly in the syllabus:

• 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/public-results/>. 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/>.

Response:

Yes

COURSE SYLLABUS

ADV/PUR 3XXX – The Agency Immersion Course

INSTRUCTORS

Natalie Asorey (she/her)
Lecturer, Public Relations Department
Associate Director, Student Engagement
Email: nasorey@ufl.edu | Twitter: [@natalieasorey](https://twitter.com/natalieasorey)
LinkedIn: <https://www.linkedin.com/in/natalieasorey>

Laurent Burman (he/him)
Consulting Executive Director, The Agency
Email: lburman@ufl.edu | Twitter: [@laurent_burman](https://twitter.com/laurent_burman)
LinkedIn: <https://www.linkedin.com/in/laurentburman/>

Mark Rottensteiner (he/him)
Associate Director, Client Services and Operations
Email: mrottensteiner@ufl.edu | Twitter: [@mjrottensteiner](https://twitter.com/mjrottensteiner)
LinkedIn: <https://www.linkedin.com/in/mark-rottensteiner/>

OFFICE HOURS ACTUAL-M-F 9 am-1 pm (all three available)

COURSE OVERVIEW

The Agency is an innovative, real-world advertising and public relations firm at the University of Florida's College of Journalism and Communications that offers students an opportunity to build their expertise and gain experience in a hands-on environment, working directly with clients and industry professionals.

This immersion course is centered on you and your needs. Real-world work in a diverse and inclusive team environment will help you gain relevant experience, hone your skills through client feedback, grow your confidence, gain industry access and perspective, build a robust résumé and portfolio and prepare you for a career in communications after graduation.

COURSE OBJECTIVES

In this immersion course at The Agency, you will:

- Better understand the demands of the strategic communications industry and how it's evolving
- Analyze research and trends to strategically inform strategic communications work
- Develop, implement and evaluate strategic communications campaigns to solve real-world problems
- Work in and contribute to a dynamic, diverse team environment
- Hone your skills and gain experience through professional and client feedback

- Develop and apply critical thinking, listening and professional skills through your work with peers, supervisors, clients and industry leaders
- To develop students' understanding of client-side versus the agency-side strategic communications.
- To understand and apply ethics in decision-making for strategic communications

PREREQUISITE.

This course will be departmentally controlled. Students taking this course must be at minimum sophomore standing. Additionally, students must have **been successful in their application to join** The Agency.

COURSE FORMAT

This course is an agency experience course that plans, creates and manages advertising and public relations for The Agency's clients and internal teams. Your effort, quality of work, involvement and participation will all count toward your final grade in this course.

You may choose to take this course for 0-3 credits:

- 0 credits - Hours to be determined with your supervisor
- 1 credit - 65 total hours (4-5 hours/week)
- 2 credits - 120 total hours (7-8 hours/week)
- 3 credits - 195 total hours (12-13 hours/week)

Students in the course are expected to be active members of The Agency. This includes participating in department and team meetings, brainstorms, trainings and events both in person and online.

This course does not meet during the University's regularly scheduled class meeting times. However, your participation must not conflict with your other scheduled courses. In all instances where Agency meetings or events conflict with scheduled courses, students must attend their scheduled courses.

SUGGESTED READINGS & RESOURCES

The following are suggested readings and resources for the course:

- National news and trade publications, such as *The Wall Street Journal*, *PR Week*, *The Holmes Report*, *AdWeek* and *AdAge*. Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You should also subscribe to their daily/weekly newsletters.
- Online databases accessible through the UF Library, such as WARC, Mintel, Simmons and Statista. See the [advertising](#) and [public relations](#) UF Library guides. You must be signed on with the UF VPN to access these databases.
- Training videos available on [LinkedIn Learning](#). You may access LinkedIn Learning for free with your UFL login.

Relevant reading materials and news articles will also be shared on an ad hoc basis to stay up to date with current events and industry news.

STUDENT ROLES

Students at The Agency serve in the following roles:

- Operations Managers
- Client Services Department
 - Client Services Department Manager
 - Account Leads
 - Project Managers
 - Project Coordinators
- Research & Strategy Department
 - Research and Strategy Department Manager
 - Lead Strategist and Lead Data Analyst
 - Data Analysts
 - Strategists
- Creative Department
 - Creative Department Manager
 - Lead Art Director, Production and Copywriter
 - Art Directors
 - Graphic Designers
 - UX/UI Designers
 - Photographers
 - Videographers
 - Copywriters
- Developer Department
 - Developer Department Manager
 - Full Stack Developers
 - UX/UI (Front-End) Developers
- Media Department
 - Media Department Manager
 - Media Supervisors
 - Media Coordinators
- Internal Teams
 - Culture, Training & Events Team Leads
 - Diversity and Inclusion Coordinators
 - Communications Team Leads
 - Branding Team Leads
 - Business Development Team Leads

ASSIGNMENTS

Beyond active participation in The Agency, this course will require:

- **Biweekly 1:1 Meetings:** You will meet with me biweekly to discuss your progress, performance and experience at The Agency.
 - Please email me at the start of the semester with days/times you are available to schedule our biweekly 30-minute meetings and send a calendar invite once we've confirmed a time.
 - You are expected to show up to all meetings. If there is a last-minute conflict, please message me on Slack.
 - Meetings times should not conflict with other scheduled courses.
- **Completed Weekly Timesheets:** Your weekly timesheets must be submitted on time. These will be used to track your progress and involvement throughout the semester against your total credit hours.
- **Monthly Report:** Each month, you will submit a brief report that describes what you've accomplished that month. You will need to include a summary, followed by a bulleted list of what you've accomplished, skills you've learned and events/trainings you've attended. Be as detailed as possible. These are due to me via email on the last day of every month.
- **Portfolio Review:** We will review your résumé and portfolio together and create a plan for building your portfolio of work throughout the semester. You are expected to update your resume and portfolio accordingly and submit a revised version at the end of the semester.

Requirements for attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Read the university attendance policies here.](#)

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

GRADING POLICY

Information on current UF grading policies ~~for assigning grade points is require to be included in the course syllabus. The following link may be used directly in the syllabus~~ for assigning grade points is available at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Final grades will be based on the following scale:

- A 90-100%
- B 80-89%
- C 70-79%

- D 60-69%
- E below 60%

Components of Your Final Grade

Students will be graded based on the following categories on a range of 5 (excellent) to 0 (unsatisfactory):

- **35%: Quality of overall work produced.** Evaluation in this section will vary based on your specific role at The Agency. Below are samples of how this will be assessed:
 - **Media Coordinator:** Work produced will include paid, earned, shared and owned media plans for clients and internal agency teams; social media content calendars and copy; and campaign recaps, among other materials. Overall assessment of originality, client-readiness, demonstrated strategic thinking, appropriate tone and language for the intended audience, clarity, organization and professional presentation.
 - **Copywriter:** Work produced may include social media copywriting, newsletters, websites copy, pitches and news releases among other materials. Overall assessment of originality, appropriate tone and language for the intended audience, clarity, accuracy, conciseness, structure and grammar/spelling/syntax.
 - **Data Analyst:** Work produced will include analytics trackers, social media and web analytics reports, social listening reports and others, as needed for clients and internal teams. Overall assessment of accuracy, thoroughness, data analysis and recommendations, use of credible sources, organization and professional presentation.
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- **30%: Overall professionalism, participation, engagement and timeliness.** Evaluation of meeting deadlines, time management, interaction with peers, initiative, professional attitude, work ethic and participation in events, internal trainings and other programming.

Your progress and performance will be evaluated via biweekly one-on-one meetings, weekly timesheets, monthly reports and a résumé and portfolio review. Together, these should provide a clear reflection of your effort, quality of work, professionalism and participation throughout the semester.

COMMUNICATION

Students will be required to communicate and stay up to date with The Agency team on Slack, Canvas and email. If you have not already been added to The Agency Slack or Canvas, please email me.

Please feel free to Slack or email me at any time with any questions or concerns you have. I'm happy to provide feedback or guidance throughout the semester and meet with you one-on-one via Zoom or phone. I will always do my best to make myself available, but please allow up to 48 hours for a response.

STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

~~Students requesting classroom accommodations should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. If you have an accommodation letter, please let me know as early as possible in the semester.~~

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

ACADEMIC HONESTY

Academic honesty and integrity are fundamental values of the University community. As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

ONLINE COURSE EVALUATION POLICY

Students are expected to provide professional and respectful feedback on the quality of

Commented [GR1]: NOTE that all links will be hyperlinked. Tracking changes makes this hard to do but will be done on the actual syllabus.

instruction in this course by completing course evaluations online via GatorEvals. Click here for guidance on how to give feedback in a professional and respectful manner: <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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students here: <https://gatorevals.aa.ufl.edu/public-results/>

~~At the end of the semester, please 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/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your 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/>.~~

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CAMPUS RESOURCES

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process.](#)

We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms (Click here for guidance from the CDC on symptoms of coronavirus), please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
 - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Find more information in the university attendance policies.