

Cover Sheet: Request 11156

AEC3XXX Social Media Strategy and Leadership for Agricultural and Life Sciences

Info

Process	Course New Ugrad/Pro
Status	Pending
Submitter	Lundy,Lisa Katherine lisalundy@ufl.edu
Created	9/29/2016 8:45:21 AM
Updated	4/21/2017 9:12:42 AM
Description of request	New undergraduate course request.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CALS - Agricultural Education and Communication 514926000	Myers, Brian E		3/26/2017
Deleted Syllabus_AEC_SocialMedia.pdf					9/29/2016
College	Approved	CALS - College of Agricultural and Life Sciences	Brendemuhl, Joel H	Edits required of the CALS CC have been made.	4/21/2017
Replaced Syllabus_AEC4932.docx					4/18/2017
Added Syllabus_AEC4932_Fall2017.pdf					4/18/2017
Added AEC 3XXX - External Consult from Weigold.docx					4/21/2017
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/21/2017
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 11156

Info

Request: AEC3XXX Social Media Strategy and Leadership for Agricultural and Life Sciences

Description of request: New undergraduate course request.

Submitter: Lundy,Lisa Katherine lisalundy@ufl.edu

Created: 4/17/2017 4:06:51 PM

Form version: 2

Responses

Recommended PrefixAEC

Course Level 3

Number XXX

Category of Instruction Intermediate

Lab Code None

Course TitleSocial Media Strategy and Leadership for Agricultural and Life Sciences

Transcript TitleSoc Med Ag/Life Sci

Degree TypeBaccalaureate

Delivery Method(s)On-Campus

Co-ListingNo

Effective Term Fall

Effective Year2017

Rotating Topic?No

Repeatable Credit?No

Amount of Credit3

S/U Only?No

Contact Type Regularly Scheduled

Weekly Contact Hours 3

Course Description Students will learn how, when and why to use various social media tools. Students will also learn to measure the effectiveness of these tools in reaching audiences with agricultural and life science messages.

Prerequisites None

Co-requisites None

Rationale and Placement in Curriculum This course will help students in our program understand the role of social media in communication and leadership development for agricultural and life sciences. They will explore strategies for communicating via social media. They will also learn about using analytics to evaluate the effectiveness of social media messages for agricultural and life sciences.

Course Objectives 1.Students will understand the concepts and theories that inform the use of social media.

2.Students will learn how various traditional and social media strategies and tools can contribute to organizational effectiveness.

3.Students will be able to provide strategic counsel to organizations, based on an understanding of core concepts of public relations and social media, about how, why and when to use social media tools.

4.Students will develop digital messages for agriculture and natural resources.

5.Students will evaluate the effectiveness of various digital messages for agriculture and natural resources.

Course Textbook(s) and/or Other Assigned Reading Kerpen (2015). Likeable Social Media.
Paine (2011). Measure What Matters.

Weekly Schedule of Topics Week of Aug. 22 - Course Intro & Overview
Week of Aug. 29 - Authenticity & Branding Yourself
Week of Sept. 5 - Defining & Understanding Your Audience for Ag/Life Science Issues
Week of Sept. 12 - Engaging and Responding
Week of Sept. 19 - Communication of Ag/Life Science Issues in Social Media
Week of Sept. 26 - Communication of Ag/Life Science Issues in Social Media
Week of Oct. 3 - Social Media Measurement
Week of Oct. 10 - Social Media Analytics
Week of Oct. 17 - Google Analytics & Search Engine Optimization
Week of Oct. 24 - Low-cost Measurement for Nonprofits, Small Farms and Natural Resource Organizations
Week of Oct. 31 - Social Media Ethics
Week of Nov. 7 - Social Media and Culture/Rural Sociology
Week of Nov. 14 - Blogging and Blogger Engagement
Weeks of Nov. 21 & 28 - Social Media and Issues-based Communications; Crisis Communication

Links and Policies <http://cals.ufl.edu/faculty-staff/docs/policies/CALS%20Syllabus%20Policy%20Final.pdf>

Grading Scheme Discussion Posts - 20%
Storytelling Assignments - 20%
In-class Participation - 20%
Social Media Analysis Assignment - 40%

Discussion Posts - You will be responsible for writing weekly discussion posts wherein you apply what you watch, listen to and read that week. Each week, you'll respond to a set of questions. You will also be responsible for commenting on other students' discussion posts.

Storytelling Assignments - Each week, you'll be asked to use social media in one way or another to tell a story about agricultural or life science issues. Sometimes you'll be asked to attend an event and "live tweet" about the event. Sometimes you'll be asked to interview someone about an agricultural issue and post a short video. These assignments are intended to help you learn to develop content for social media.

In-class Participation - Come to each class having read and studied the assigned readings for that week so that you can contribute to our class discussions. You should be able to provide an overview of each reading and explain how the readings relate to one another as a whole. High-quality participation means that you offer a number of informed comments and questions for each class period.

Social Media Analysis Assignment - For this assignment, you will track an agriculture or life science organization's use of social media for the semester. You will be assigned an organization (more details in class). You'll provide an overview of the organization. Briefly describe its history, size, goals and mission. Websites and annual reports (usually linked on the website) are a great place to find this information. You'll discuss how the organization is using social media. You should use numerical analysis, infographics and narrative explanation in this section. We will discuss various metrics for social media as the semester progresses. You should demonstrate your understanding of these metrics in this section, applying them to your organization. You should also show data points over time. You need to examine your organization's use of social media for at least a one-month period. Finally, you'll outline a plan for how you'd improve upon the organization's current use of social media. Give 5-10 specific recommendations on how the organization can improve its use of social media. Explain how these relate to the data you gathered

and why you think they are important recommendations. Include creative, innovative ideas.

Instructor(s) Lisa Lundy

Department: College of Journalism and Communications

Name and Title: Michael Weigold, Associate Dean

Phone Number; 392-1124

Email: mweigold@jou.ufl.edu

Comments:

The College of Journalism and Communications has met with representatives from the College of Agriculture and Life Sciences to discuss a new course, AEC 3xxx Social Media Strategy and Leadership for Agricultural and Life Sciences. The CJC supports the development of this class with the following considerations:

- This new course will only be offered in face-to-face or hybrid format. ·
- This course will maintain an application to Agricultural and Life Sciences throughout all course topics.
- The AEC department will not offer more than one section of this course in a given semester (A note on this: multiple sections may show up in the system to allow for our Plant City students and graduate students who will take the class. These sections are simultaneously taught. These do not reflect sections of the course taught at different times or by different people.)

SOCIAL MEDIA STRATEGY AND LEADERSHIP FOR AGRICULTURAL AND LIFE SCIENCES

Fall 2017

Wed., 8:30 – 11:30 a.m.
Bryant Hall Mac Lab

Dr. Lisa Lundy

Associate Professor
113D Bryant Hall | (352)273-2588
lisalundy@ufl.edu | @lisalundy

Office Hours

Thursday 9 – 10:30 a.m. & by
appointment



Course Description

Social media are changing the way we all communicate. With this in mind, this course aims to present students with the core concepts of social media acknowledging that this course's content will continually evolve. Students will learn how, when and why to use various social media tools. Students will also learn to measure the effectiveness of these tools in reaching audiences with agricultural and natural resources messages.

Course Objectives:

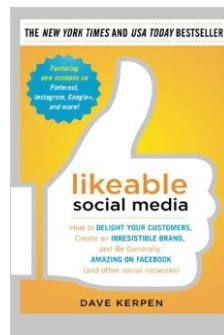
Students will

- Describe the concepts and theories that inform the use of social media.
- Compare and contrast how various traditional and social media strategies and tools can contribute to organizational effectiveness.
- Provide strategic counsel to organizations, based on an understanding of core concepts of public relations and social media, about how, why and when to use social media tools.
- Develop digital messages for agriculture and natural resources.
- Evaluate the effectiveness of digital messages for agriculture and natural resources.

Required Materials

Twitter account (note stats at beginning of semester, so that you can monitor progress).

Laptops, iPads/tablets or smart phones are highly recommended for the course. Bring your laptop or iPad/tablet to every class period. Class-related use of Twitter is expected in and out of class throughout the semester.



Kerpen (2015). *Likeable Social Media*.



Paine (2011). *Measure What Matters*.

EVALUATION OF GRADES

Assignment	Percent of Grade
Discussion Posts	20
Digital Storytelling for Agricultural and Life Sciences	20
In-class Participation	20
Social Media Analysis Assignment	40

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%	B- = 80 – 82.99%	D+ = 66 – 69.99%
A- = 90 – 92.99%	C+ = 76 – 79.99%	D = 63 – 65.99%
B+ = 86 – 89.99%	C = 73 – 75.99%	D- = 60 – 62.99%
B = 83 – 85.99%	C- = 70 – 72.99%	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>

Please note: Under no circumstances will final grades be rounded. Please do not come to me at the end of the semester to negotiate your grade. If you want an A in this course, begin working toward that today.

ASSIGNMENTS

Discussion Posts - You will be responsible for writing weekly discussion posts wherein you apply what you watch, listen to and read that week. Each week, you'll respond to a set of questions. You will also be responsible for commenting on other students' discussion posts.

Digital Storytelling for Agricultural and Life Sciences – Each week, you'll be asked to use social media in one way or another to tell a story about an issue in agriculture or a life sciences field. Sometimes you'll be asked to attend an event and "live tweet" about the event. Sometimes you'll be asked to interview someone about an agricultural issue and post a short video. These assignments are intended to help you learn to develop content for social media.

In-class Participation – Come to each class having read and studied the assigned readings for that week so that you can contribute to our class discussions. You should be able to provide an overview of each reading and explain how the readings relate to one another as a whole. High-quality participation means that you offer a number of informed comments and questions for each class period.

On the whole, student participation will be evaluated according to the following criteria:

- Meeting deadlines and expectations articulated by the instructor.

- Consistent participation and engagement with the class community.
- Active participation in class-related social media platforms (primarily Twitter and others as assigned).
- Listening and responding respectfully to ideas and questions posed by others.

Social Media Analysis Assignment - For this assignment, you will track an agricultural or science-related organization's use of social media for the semester. You will be assigned an organization (more details in class). You'll provide an overview of the organization. Briefly describe its history, size, goals and mission. Websites and annual reports (usually linked on the website) are a great place to find this information. You'll discuss how the organization is using social media. You should use numerical analysis, infographics and narrative explanation in this section. We will discuss various metrics for social media as the semester progresses. You should demonstrate your understanding of these metrics in this section, applying them to your organization. You should also show data points over time. You need to examine your organization's use of social media for at least a one-month period. Finally, you'll outline a plan for how you'd improve upon the organization's current use of social media. Give 5-10 specific recommendations on how the organization can improve its use of social media. Explain how these relate to the data you gathered and why you think they are important recommendations. Include creative, innovative ideas.

POLICIES & GUIDELINES FOR SUCCESS IN THIS CLASS

Writing

To be successful in today's world, it is critical that you write well. As such, your grade for each aspect of this course will be based on the quality of your thinking and writing. All assignments should be free of inaccuracies, weak thinking, typos, spelling errors and grammatical problems. Never turn in a first draft.

Professionalism

The reality of this field is that people judge you by how you present yourself. Your use of language, the clarity of your speaking and your general appearance and professional bearing will shape the opinions of those who are listening to you. If you deliver a poor, unprofessional presentation, your grade will suffer. I will also grade you on the basis of the facts you assemble, the astuteness of your analysis of the problem and the soundness of your recommendations.

Group Work

A portion of your grade this semester will be based on group work. This brings both advantages and disadvantages. The advantage is that you are part of a team working together to solve a problem. On occasion some groups experience difficulties with a person who does not pull his/her weight on a project. If that happens in your group, you must: Try to work it out as a group. Document the problem, how you tried to work it out and the outcome of that effort. Give this to me in a written statement.

- 1) If the outcome of your internal meetings and efforts is less than satisfactory, you should schedule a time to meet with me as a group to discuss and resolve the problem.
- 2) If this meeting still does not resolve the problem, then the group may ask permission from me to remove the individual who is not contributing to the group work.

If you are removed from your group, you will be required to complete the class assignments on your own. Your grade will also reflect your inability to work with your classmates and contribute to the group assignment.

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 AEC4035. The expectations for actual graphic design in other courses will be minimal.
 - Adobe InDesign (print layout)
 - WordPress (Web)
 - Final Cut Express or ProX (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/>. Click on the Lynda.com yellow box on the right side of the screen.

Deadlines

Deadlines will be given for all work; these deadlines will not be extended. Meeting deadlines is essential to be successful in this course and in our field. Your work must be completed and handed in by the specified date and time. Incomplete work turned in by the deadline will receive partial credit. If you miss a deadline without having a valid excuse, you will receive zero points on the late work.

Absences: 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>

Should you be unable to attend class, please contact me prior to the class session you will be absent from.

E-Learning: All students are expected to check E-Learning (<http://lss.at.ufl.edu>) on a regular basis. Please ensure that you have access to this service. Additional handouts, readings and supplemental material will be housed on E-Learning. This includes your grades.

Academic Integrity: UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students 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."

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

(Source: 2017-2018 Undergraduate Catalog)

This policy will be vigorously upheld at all times in this course.

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. Both the Health and Wellness and Academic Resources can be found below:

Health and Wellness

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161. University Police Department, 392-1111 (or 9-1-1 for emergencies).
<http://www.police.ufl.edu/>

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml>. Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/> Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints Campus:
https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

Students with Disabilities: 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.

Late Assignments: Barring an unforeseen emergency, all work is due in class or via email to me by 11:59 PM on the assigned date. Should you fail to turn your work into me without contacting me, you will receive a grade of 0.

Course Add/Drop: Courses may be dropped or added during the Drop/Add period without penalty. The Drop/Add period is the first five days of classes during fall or spring semester, and the first two days of classes for summer terms. The specific dates are listed in each term's [academic calendar](#).

After Drop/Add, students may withdraw from a course up to the date established in the university calendar. A grade of W will appear on the transcript, and students will be held liable for course fees. All drops after Drop/Add must be submitted to the Office of the University Registrar by the deadline.

Online Course Evaluation System: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

****Final Thought****

I want you to be successful in this class, and I will do my best to help you succeed. I am happy to help you address any challenges you face this semester; please come visit me during office hours to discuss any concerns or challenges.

Course Schedule

Week of Aug. 22 - Course Intro & Overview	Course Introduction/Syllabus / Listening in social media (LSM, Intro & Ch. 1)
Week of Aug. 29 - Authenticity & Branding Yourself	Being authentic (LSM, 8) / Being honest and transparent (LSM, 9)
Week of Sept. 5 - Defining & Understanding Agricultural Audiences	Defining your audience (LSM, 2) / Thinking like your customers (LSM, 3,4)
Week of Sept. 12 - Engaging and Responding to Audiences (in the context of agricultural and science-based issues)	Engaging & Responding (LSM, 5-7) SM & customer experience (LSM, 14) / Social advertising (LSM, 15-18)
Week of Sept. 19 - Agricultural Communication in Social Media	Asking questions (LSM, 10) / Providing value and stories (LSM, 11-13)
Week of Sept. 26 - Social Media Measurement	Knowing what to measure (MWM, 1-2)
Week of Oct. 3 - Social Media Analytics	Role of research / Measurement programs (MWM, 3) / Measurement tools (MWM, 4)
Week of Oct. 10 - Social Media Analytics	Measuring Influencers (MWM, 8) / Sentiment analysis / Local relationships & employees (MWM, 9-10)
Week of Oct. 17 - Google Analytics & Search Engine Optimization	Search engine optimization / Measuring Ad, PR & Marketing in Social Media (MWM, 5)
Week of Oct. 24 - Low-cost Measurement for Nonprofits and Small-scale Agricultural Organizations	Online surveys / Measuring Events & Sponsorships (MWM, 6-7) Measurement f/ nonprofits (MWM, 13)
Week of Oct. 31 - Social Media Ethics	Readings posted in Canvas
Week of Nov. 7 - Social Media and Culture	Readings posted in Canvas
Week of Nov. 14 - Blogging and Blogger Engagement for Agriculture	Readings posted in Canvas
Weeks of Nov. 21 & 28 - Social Media and Crisis Communications	Measurement and crisis (MWM, 11)
Week of Dec. 5	Social Media Analysis Assignment Due & Presentations