

Department Name and Number <b>Construction Management/011503000</b>	
Current SCNS Course Identification Prefix <u>F</u> <u>E</u> <u>S</u> Level <u>4</u> Course Number <u>0</u> <u>5</u> <u>5</u> Lab Code <u>    </u> Course Title <u>Public Relations</u>	
Effective Term and Year <u>Summer 2014</u>	Terminate Current Course <input type="checkbox"/> Other Changes (specify below) <input checked="" type="checkbox"/>

Change Course Identification to: Prefix <u>F</u> <u>E</u> <u>S</u> Level <u>4</u> Course Number <u>0</u> <u>5</u> <u>5</u> Lab Code <u>    </u> Full Course Title <u>Public Information and Community Relations in Emergency Services</u> Transcript Title (please limit to 21 characters) <u>Pub Info Com Rel ES</u>	
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Credit Hours: From <u>    </u> To <u>    </u>	Contact Hours: <input type="checkbox"/> Base or <input type="checkbox"/> Headcount From <u>    </u> To <u>    </u>
Rotating Topic: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no	S/U Only: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no
Variable Credit: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no If yes, <u>    </u> minimum and <u>    </u> maximum credits/semester	Repeatable Credit: From <input type="checkbox"/> yes <input type="checkbox"/> no To <input type="checkbox"/> yes <input type="checkbox"/> no If yes, <u>    </u> total repeatable credit allowed

Prerequisites <u>Junior and Senior standing</u>	Co-requisites
From To	From To

Course Description (50 words or less; if requesting a change, please attach a syllabus)	
From This course will cover the principles and practices used in effective and persuasive communications in the fire and emergency services environment.	To This course introduces the FES professional to benefits of community information and community relations. Students explore issues in marketing, crafting the message, identifying the audience, developing programs, and creating press releases.

Rationale /Place in Curriculum/Impact on Program This course is not up-to-date. The course is an elective course for the FESHE model curriculum. FESHE is standard among the fire service and EMS for higher education in the fire service and EMS. This information brings the course more in line with today's standard.
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## SYLLABUS

Course: Public Information and Community Relations in Emergency Services

COURSE & SECTION: FES 4055

CREDIT HOURS: 3

SESSION:

**\*\* ON-LINE**

**\*\* THERE WILL BE TIMES SCHEDULED FOR ON-LINE MEETINGS.**

**INSTRUCTOR:** Dr. *Barbara Klingensmith*

[drbarbk@hotmail.com](mailto:drbarbk@hotmail.com)

*813-312-9675*

**OFFICE HOURS:** *Mon 9 am – 10 am Wed 9 am – 10 am. You can email me any time.*

**\*\*COURSE WEBSITE:** *<http://lss.at.ufl.edu>*

**\*\* COURSE COMMUNICATIONS:** There is a General Discussion tab that can be used, or send me an email through the course email. *Urgent messages can be sent to my campus email – [jeffrey.lindsey@ufl.edu](mailto:jeffrey.lindsey@ufl.edu) .*

**REQUIRED TEXT:** EMS Public Information and Community Relations (2015) e. Mund & J. Lindsey; Brady Publishing (Pearson) ISBN: 978-0135074633

**\*\*ADDITIONAL RESOURCES:** *Use resources on the course site under the Resource tab.*

**\*\*COURSE DESCRIPTION:** This course introduces the FES professional to benefits of community information and community relations. Students explore issues in marketing: crafting the message, identifying the audience, developing programs, and creating press releases.

**\*\*PREREQUISITE KNOWLEDGE AND SKILLS:** Junior or Senior standing

**PURPOSE OF COURSE:** *This course provides the concepts of marketing, public relations, and communication to the community.*

**COURSE GOALS AND/OR OBJECTIVES:** *By the end of this course:*

1. The student will demonstrate an understanding of public information and community relations as it pertains to EMS.
2. The student will be able to explain the various components of the public information and community relations:
  - a. Marketing
  - b. Messaging
  - c. Audience identification
  - d. SWOT analysis
  - e. Press releases
3. The student will be able to discuss the benefits of public information and community relations.

**\*\* HOW THIS COURSE RELATES TO THE STUDENT LEARNING OUTCOMES IN THE FIRE EMERGENCY SERVICES PROGRAM:** *Demonstrate strong verbal and written communication skills for leadership in fire and emergency services.*

**\*\*TEACHING PHILOSOPHY:** *I am expecting students to demonstrate a working knowledge of the subject. You need to be creative when you complete your assignments, but your written work should reflect professionalism. Your work needs to be complete and written in such a manner that someone can pick up your document and understand what you are trying to convey. Most of all, your work needs to be supported with research and cited properly in APA format.*

**\*\*INSTRUCTIONAL METHODS:** *The course is designed for individual and group interactivity. It is important to post and respond to discussion questions in the course within the time frame allotted. This provides a learning environment by enabling you to network with other students in the course. The assignments are individual-based to give you the opportunity to do a variety of activities, in many cases, similar to what you will be doing in your role as a leader in the emergency services profession.*

**COURSE POLICIES:**

**ATTENDANCE POLICY:** *The course is designed in module format. You should check the site at least once a week. You are required to complete the assignments, including discussion questions, within the time period designated on the module. There will be meetings set up throughout the course. Requirements for class attendance, make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:*

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

**\*\*QUIZ/EXAM POLICY:** *There is a final project for this course. There are no exams or quizzes.*

**MAKE-UP POLICY:** *To receive credit, you must contact me if you are going to be late submitting any assignment.*

**\*\*ASSIGNMENT POLICY:** *All assignments have a due date. Please be sure to check the date and time it is due in each module.*

**\*\*COURSE TECHNOLOGY:** *Class meetings will require a web camera and mic/audio. If you are not able to use a web camera you will need to at least provide audio/mic. You can also call in by phone.*

**\*\* UF'S HONESTY POLICY**

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-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor of this class.

## UF POLICIES:

**UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:** Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

**UNIVERSITY POLICY ON ACADEMIC MISCONDUCT:** Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**\*\*NETIQUETTE: COMMUNICATION COURTESY:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior] <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

## GETTING HELP:

For issues with technical difficulties or questions regarding E-learning in Sakai, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

**\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.**

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

#### TENTATIVE COURSE SCHEDULE:

Week 1	Introduction – online post Read Syllabus and review course content Value of Public Information, Education and Relations Assign Module One – Discussion and Assignment Assign Final Project
Week 2	Module one Discussion and Assignment due
Week 3	Principles of Marketing Assignment Module Two – Discussion and Assignment
Week 4	Module Two discussion and assignment due
Week 5	Public Information and Education Tool Assign Module Three discussion and assignment
Week 6	Module Three discussion and assignment due
Week 7	Audience Identification Assign Module Four discussion and assignment

Week 8	Module Four discussion and assignment due
Week 9	Categorizing Messages by Type and Audience Assign Module Five discussion and assignment
Week 10	Module Five discussion and assignment due
Week 11	Craft the Message Assign Module Six discussion and assignment
Week 12	Deliver the Message Module Six discussion and assignment due
Week 13	Press Releases Assign Module Seven discussion and assignment
Week 14	Module Seven discussion and assignment due
Week 15	Final Project due

### GRADING POLICIES:

*The grade is based on a point system. You divide the total number of earned points into the total amount of points available to determine your grade. A grading rubric for the final project is under the Resource Tab on the course.*

Assignment	Points or percentage
Grading Discussion Participation – 15 points each discussion	105 points
Homework Assignments – points each assignment	105 points
Final Project - comprehensive and applied	100 points
<b>Total Grade</b>	<b>310 points</b>

### GRADING SCALE

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Numeric Grade	93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	0-59
Quality Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	0.67	0.0

See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> regarding current UF grading policies.

### EVALUATION PROCESS:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>.



All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

**Syllabus MUST contain the following information:**

- Instructor contact information (and TA if applicable)
- Course objectives and/or goals
- A weekly course schedule of topics and assignments
- Required and recommended textbooks
- Methods by which students will be evaluated and their grades determined
- A statement related to class attendance, make-up exams and other work such as: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."
- A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."
- Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.
- A statement informing students of the online course evaluation process such as: "Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>."

**It is recommended that syllabi contain the following information:**

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: 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-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged 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.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>  
University Police Department: 392-1111 or 9-1-1 for emergencies.

**The University's complete Syllabus Policy can be found at:**  
[http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi\\_policy.pdf](http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf)