Cover Sheet: Request 13077

ENC 3245 Writing for Strategic Communication

Info

Process	Course|New|Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Michelle Schafer msscha@ufl.edu
Created	9/20/2018 1:23:28 PM
Updated	2/8/2019 1:47:02 PM
Description of request	New course number, title, and description for "Writing in Journ/Comm" (section title for one of the varying topics for "ENC 3254: Professional Writing in the Discipline"). This course is required for public relations and advertising, and recommended for telecom majors, in the College of Journalism.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	CLAS - Writing Program 015862001	Alison Reynolds		1/10/2019
Syllabus Strategic Communication.docx					1/10/2019
College	Approved	CLAS - College of Liberal Arts and Sciences	Joseph Spillane		2/8/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/8/2019
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 13077

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Description of request: New course number, title, and description for "Writing in Journ/Comm" (section title for one of the varying topics for "ENC 3254: Professional Writing in the Discipline"). This course is required for public relations and advertising, and recommended for telecom majors, in the College of Journalism.
Submitter: Michelle Schafer msscha@ufl.edu
Created: 9/20/2018 12:30:29 PM
Form version: 1

Responses
Recommended Prefix ENC
Course Level 3
Number 245
Category of Instruction Intermediate
Lab Code None
Course Title Writing for Strategic Communication
Transcript Title Writing Strat Comm
Degree Type Baccalaureate

Delivery Method(s) On-Campus, Online
Co-Listing No
Co-Listing Explanation N/A
Effective Term Earliest Available
Effective Year Earliest Available
Rotating Topic? No
Repeatable Credit? No

Amount of Credit 3

S/U Only? No
Contact Type Regularly Scheduled
Weekly Contact Hours 3
Course Description Effective writing strategies for pitching, planning, and delivering content on behalf of organizations and within professional communities. Rhetorical analysis of strategic communication in content-rich marketing published via digital platforms. Intended for public relations, advertising, telecom majors.
Prerequisites ENC 1101 or ENC 1102
Co-requisites N/A
Rationale and Placement in Curriculum Writing for Strategic Communication is a required course for public relations and advertising majors in the College of Journalism; it is recommended for telecom majors. Currently, the class is taught under "ENC 3254: Professional Writing in the Disciplines" with a specific section title. A unique course number, title, and description will make the class easier for students to identify and better serve its intended population.
Course Objectives •   analyze academic and trade perspectives on strategic communication
•   build or add onto a professional portfolio
•   analyze and practice contemporary marketing communication practices
•   edit/respond to writing in order to maximize success
•   analyze and enact marketing strategy with a stated ethical point of view

Course Textbook(s) and/or Other Assigned Reading The Big Blue Book of Grammar and Punctuation, 11th edition, by Strauss, Kaufman, Stern – Jossey-Bass (Wiley Press)

'Defining Strategic Communication', International Journal of Strategic Communication, 1: 1, 3 —35, Hallahan, Kirk , Holtzhausen, Derina , van Ruler, Betteke , Vercic, Dejan and Sriramesh,Krishnamurthy(2007)

'The Value of Trade Publications', Platform Magazine, Reeves, April 23, 2010,
http://platformmagazine.org/2012/01/15/the-value-of-trade-publications-in-pr/

'Sense of Place', The Nature of Cities, Adams, Greenwood, Thomashow, Russ, May 2016,
https://www.thenatureofcities.com/2016/05/26/sense-of-place/

'Place Branding', Placeness, Place,Placelessness, http://www.placeness.com/place-branding-promotion-and-re-invention/

'Native advertising and sponsored content: Research on audience, ethics, effectiveness', Journalist's Resource, Knoll, https://journalistsresource.org/studies/society/news-media/native-advertising-sponsored-content-audience-ethics-effectiveness

'Native Advertising Is the New Journalism: How Deception Affects Social Responsibility',

Erin E. Schauster, Patrick Ferrucci, and Marlene S. Neill, American Behavioral Scientist
Vol 60, Issue 12, pp. 1408 - 1424

'Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising'
Bartosz W. Wojdynski & Nathaniel J. Evans, Journal of Advertising, 2016, vol. 45

'The Rise of Storytelling as the New Marketing', Pulizzi, Publishing Research Quarterly, 2012, vol 28, 116-128

'Publicity under siege: A critical comparison and analysis of content marketing, brand journalism, native advertising and user-generated content as challenges to professional practice and transparency' Hallahan, (Proceedings: IPRRC 17 391-437)

'14 Reasons Your Brand Needs Signature Stories', Aaker, 12/31/2017, American Marketing Association, https://www.ama.org/publications/MarketingNews/Pages/14-reasons-your-brand-needs-signature-stories.aspx

Weekly Schedule of Topics Week 1 -- Course Introduction / Get started on Trade Press Release Project

Introduction to Class
Reading: Accessibility score: Low Click to improve Defining Strategic Communication (academic)
Reading: What is Strategic Communication (Links to an external site.)Links to an external site. (trade)
Strategic Communication
The Trade Press Release Project

Week 2 -- Place-Based Branding

The Place-Based Branding Project
Article 1 (Links to an external site.)Links to an external site.
Language Studies: Sentences + Parts of Speech
Writing Pitches

Week 3 -- Place Based Branding

Audience
Themes
Trade PR#1 Due

Week 4 -- Place Based Branding

Peer Review
Place Based Branding Assignment DUE
Reflection Discussion: place-based branding + strategic communication

Week 5 -- Native Advertising

The Native Advertising Project
Activity (Hunting Sponsored Content)
Trade PR#2 Due

Week 6 -- Native Advertising

Analysis (Fun with Hedy Lamarr)
Analysis Paper DUE
Language Studies: Commas

Week 7 -- Native Advertising

Peer Review
Content Piece DUE
Trade PR#3 Due

Week 8 -- Native Advertising

Writing Position Papers
Peer Review
Position Statement DUE

Week 9 -- Content Marketing

The Content Marketing Project
Activity: A Tale of Two Nurseries
Trade PR#4 Due

Week 10 -- Content Marketing

Language Studies: Connectors
Activity: A look at language
Activity: Choose local Organization

Week 11 -- Content Marketing

Researching the local organization
Activity: Signature Stories
Activity Knowledge Branding
Trade PR#5 Due

Week 12 -- Content Marketing

Workshopping
Content Marketing Short Piece DUE

Storyboarding
Content Marketing Long Piece DUE

Week 13 -- Content Marketing

Presentation Prep (5 minute presentations -- max 3 PPT slides OR Prezi)
Peer Review
Content Marketing Campaign DUE

Week 14 -- Content Marketing

Content Marketing Campaign Presentations

Week 15 -- e-Portfolio

The E-Portfolio
Activity: Writing bios
Activity -- Describing Work
Week 16 -- Portfolio

Portfolios DUE
Links and Policies https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences

http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

: http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html

https://www.dso.ufl.edu/sccr

https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx

http://www.dso.ufl.edu/drc/

https://evaluations.ufl.edu

http://www.counseling.ufl.edu/cwc/

TURNING IN ASSIGNMENTS
1.   All assignments are due BEFORE the time indicated in the CANVAS assignment directions. Late written work will be deducted 10% for each calendar day it is late. Plan to submit your work early to avoid computer problems. Failure of technology is not a legitimate excuse for late submission and late penalties will apply whenever work is submitted late.
2.   Emailed assignment cannot be accepted at any time during the semester. All assignments MUST be submitted via CANVAS to generate the TurnItIn report prior to grading.
3.   All written work must be submitted by uploading your document(s) to the correct assignment space in our CANVAS course.

Grading Scheme Trade Press Release Project 5 @ 50 ea = 250   1500 words

Place-Based Branding Project 75 points 800 words
•   Pitch + GatorWalk

Native Advertising Project 175 points 1750 words
•   Analysis + Content piece + Position paper

Content Marketing Campaign 250 points 1800 words

- Pitch
- Long Form Content
- Short Form Content
- Campaign Presentation

E-Portfolio   150 points   500 words

Homework / Class Activities based on readings -- 100 points

Total for course: 1000 points

Instructor(s) to be determined

ENC 3XXX Writing for Strategic Communication

Advertisers, public relations professionals, and telecomm writers must successfully communicate with audiences who have very different goals and varying needs for information. Strategic communication entails identifying a specific audience in a relationship to an organization (business, non-profit, school, etc) and crafting a message using the media ecosystem to establish and maintain that relationship. In this class you learn how to research, organize, and present information, as well as how to write effectively, work in collaboration with other professionals, and use various technologies to support your communication efforts.

We will practice analyzing writing situations common in these fields; then we will use the strategies for audience-analysis, organization, style, and page layout to develop documents that address those rhetorical situations. The objective of this class is to help you learn how to write, revise, and edit effectively for the professional writing community you will join. By the end of class, you will have begun a portfolio of writing to showcase your evolving topical interests and writing style.

Student Learning Outcomes

Content

- Explore academic and trade perspectives on strategic communication
- build or add onto a professional portfolio
- learn and practice contemporary marketing communication practices
- explore the interaction of medium and message

Communication

- write in long to short forms
- write clear, vivid, "fast" prose
- use appropriate stylistic conventions
- practice persuasion across different audiences

Critical Thinking

- foster greater awareness of and attention to language
- edit/respond to writing in order to maximize success
- analyze and enact marketing strategy with a stated ethical point of view
- identify and communicate your writing "style" or "persona"

Approach to Assignments

We will follow an idealized version of the writing process.

1. Understand the Task / Analyze an existing model
2. Brainstorm
3. Plan and Pitch and maybe plan some more
4. Draft
5. Review and Revise
6. Submit (to class and for publication)

Assignment Descriptions

Trade Journal Project (250 pts)

All professions have trade publications -- information outlets created by practitioners for practitioners. Trade pubs are an excellent way to learn how your field talks about itself, which in turns means how you should talk about the field, too. For this semester-long project, you will choose a trade publication in your field (e.g., advertising, public relations, telecommunications) to read. Every two weeks, you will write a press release on the major stories your trade pub has been following along with insights you have gleaned along the way.

- 5 press releases @ 300 words each (total: 1500 words)

Place-Based Branding (100 pts)

At the heart of strategic communication is a unique message to an audience that creates a relationship with an organization. For this project, you will be create an image-driven experience of a place (e.g., UF, Gainesville, etc.) using Adobe Spark that immerses the reader in a specifically-themed "walk" -- the intent of your GatorWalk is to create a way for new students to feel at home.

- Adobe Spark Presentation -- 800 words + social media tags

Native Advertising Project (150 pts)

Traditionally, advertising has been bounded by a fence that shouted "you have left your regular programming". Now, a bridge has come down across the moat separating content from promotion. "Native Advertising" presents its message by adopting the customs of the locals, blurring the lines between information and sales. There is some controversy about this approach, so you will get to analyze an encounter with native advertising, create a native advertising piece, and write a brief position paper on this form of sales.

- Analysis Paper -- 750 words
- Sponsored Content (a.k.a, "native advertising") -- 500 words + images
- Position Statement -- 500 words

Content Marketing Campaign (250 pts)

Modern companies build relationships with customers -- relationships are founded on exchange. Beyond mere branding, "content marketing" is promotional content provided by an organization that genuinely helps a user accomplish a task or learn something new. This is more than blogging, "10 best tips for X" lists, and social media tags -- content marketing is public relations: it establishes a relationship with customers founded on

mutual interests. For this project, you will pitch a content marketing campaign on behalf of a local business, non-profit, student organization, etc. In addition to creating content, you will bring all the pieces together to present your campaign.

- Project Pitch -- 300 words
- Content Marketing Piece (long) -- 500 words
- Content Marketing Piece (short) -- 250 words
- Campaign Presentation -- 750 words

E-Portfolio (150 pts)

Professionals sell their services using portfolios. To practice this skill, you'll assemble an e-portfolio using Canvas's portfolio feature (or other software) that includes a biography, resume, featured pieces, and an evaluation letter of your experience in this class.

- Biography -- 200 (or more) words
- Resume
- Evaluation Letter -- 300 words

Activities and Exercises (100 pts)
Activities and exercises may include grammar activities, reading quizzes, peer reviews, etc.

Summary of Assignment Values

Assignment	Point Value	Words minimum
Trade Journal Project	5 @ 50 ea = 250	1500
Place-Based Branding • Pitch • GatorWalk	75	800
Native Advertising Project • Analysis Paper • Pitch • Content Piece • Position Statement	175	1750
Content Marketing Campaign • Pitch • Long Form Content • Short Form Content	250	1800

• Campaign Presentation			
E-Portfolio	**150**	500	
Writing Assignments Totals	**900**	**6350**	
Instructor Choice Activities / Exercises	**100**	n/a	
Class Total	**1000 points**		

Grading Scale

A	4.0	93-100	930-1000	C	2.0	73-76	730-769	
A-	3.67	90-92	900-929	C-	1.67	70-72	700-729	
B+	3.33	87-89	870-899	D+	1.33	67-69	670-699	
B	3.0	83-86	830-869	D	1.0	63-66	630-669	
B-	2.67	80-82	800-829	D-	0.67	60-62	600-629	
C+	2.33	77-79	770-799	E	0.00	0-59	0-599	

University Writing Requirement: The University Writing Requirement (WR) ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. Course grades now have two components. To receive University Writing Requirement (WR) credit (E6), a student must earn a course grade of C or higher and assignments must meet minimum word requirements totaling at least 6000 words. Thus, to earn WR-E6 credit, students must complete all the major writing assignments.

Composition courses (C) provide instruction in the methods and conventions of standard written English (i.e. grammar, punctuation, usage) and the techniques that produce effective texts. Composition courses are writing intensive, require multiple drafts submitted to the instructor for feedback prior to final submission, and fulfill 6,000 of the university's 24,000-word writing requirement

General Assessment Rubric

	SATISFACTORY (Y)	UNSATISFACTORY (N)
CONTENT	Papers exhibit evidence of ideas that respond to the topic with complexity, critically evaluating and synthesizing sources, and provide an adequate discussion with basic understanding of sources.	Papers either include a central idea(s) that is unclear or off- topic or provide only minimal or inadequate discussion of ideas. Papers may also lack sufficient or appropriate sources.
ORGANIZATION AND COHERENCE	Documents and paragraphs exhibit identifiable structure for topics, including a clear thesis statement and topic sentences.	Documents and paragraphs lack clearly identifiable organization, may lack any coherent sense of logic in associating and

		organizing ideas, and may also lack transitions and coherence to guide the reader.
ARGUMENT AND SUPPORT	Documents use persuasive and confident presentation of ideas, strongly supported with evidence. At the weak end of the satisfactory range, documents may provide only generalized discussion of ideas or may provide adequate discussion but rely on weak support for arguments.	Documents make only weak generalizations, providing little or no support, as in summaries or narratives that fail to provide critical analysis.
STYLE	Documents use a writing style with word choice appropriate to the context, genre, and discipline. Sentences should display complexity and logical structure.	Documents rely on word usage that is inappropriate for the context, genre, or discipline. Sentences may be overly long or short with awkward construction. Documents may also use words incorrectly.
MECHANICS	Papers will feature correct or error-free presentation of ideas. At the weak end of the satisfactory range, papers may contain a few spelling, punctuation, or grammatical errors that remain unobtrusive and do not obscure the paper's argument or points.	Papers contain so many mechanical or grammatical errors that they impede the reader's understanding or severely undermine the writer's credibility.

Policies and Procedures

REQUIRED TEXTS

- *The Big Blue Book of Grammar and Punctuation*, 11th edition, by Strauss, Kaufman, Stern – Jossey-Bass (Wiley Press)
- Required readings linked to each project

ATTENDANCE

Attendance is required. The policy of the University Writing Program is that if a student misses more than **six** periods during a semester, he or she will fail the entire course. You are allowed to have three unexcused absences with no penalty to your grade. (**Remember that any 2-hour block classes count as 2 classes**). The UWP exempts from this policy **only** those absences deemed excused according to UF policy, including university-sponsored events (such as athletics and band) and religious holidays. If you believe you have an absence that could be excused, please present documentation for this absence to your instructor for review. Absences related to university-sponsored events must be discussed with the instructor prior to the date that will be missed.

If students are absent, they are responsible for making themselves aware of all due dates. If absent due to a scheduled event, students are still responsible for turning assignments in on time. Please do not email your instructors asking for what was covered on the day you missed class. Instead, arrange to see one of them in office hours or make an appointment to discuss missed material or get the material from a classmate.

These requirements for class attendance, late papers, make-up exams, and other work are consistent with university policies that can be found in the online catalog at:

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

12 DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 scholastic days per semester without penalty. (A scholastic day is any day on which regular class work is scheduled.) Instructors must be flexible when scheduling exams or other class assignments.

The 12-day rule applies to individual students participating on athletic or scholastic teams. Consequently, a group's schedule that requires absence of more than 12 days should be adjusted so that no student is absent from campus more than 12 scholastic days. See the policy at:

https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences.

TURNING IN ASSIGNMENTS

1. **All assignments are due BEFORE the time indicated in the CANVAS assignment directions. Late written work will be deducted 10% for each calendar day it is late.** Plan to submit your work early to avoid computer problems. Failure of technology is not a legitimate excuse for late submission and late penalties will apply whenever work is submitted late.
2. **Emailed assignment cannot be accepted at any time during the semester. All assignments MUST be submitted via CANVAS to generate the TurnItIn report prior to grading.**
3. **All written work must be submitted by uploading your document(s) to the correct assignment space in our CANVAS course**.

CLASS PARTICIPATION

Although no points are assigned specifically for "participation," you are, of course, expected to participate in class discussions and in-class exercises, which means, no texting, checking FB, sleeping, or general disengagement in class. If you are not engaged in class, it will affect your grade as you are unlikely to be aware of what is required to succeed.

PAPER MAINTENANCE RESPONSIBILITIES

Students are responsible for maintaining duplicate copies of all work submitted in this course and retaining all returned, graded work after the semester is over. Should the need arise for a resubmission of papers or a review of graded papers, the student is responsible to have and to make available this material.

Instructor Specific Policies

- **Please bring laptops or tablets to class**.
- I do not freak out over phone use; however, I do not repeat myself, either. **Please be mindful of your phone use in class**.
- Late work is problematic for everyone; **if you think work is going to be submitted late, send the instructor a message** to work out some kind of arrangement.
- Plagiarism will not be accepted. Plagiarized papers will receive "0".

ACADEMIC HONESTY and PLAGIARISM

All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with 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 University of Florida explains plagiarism as follows: A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Stealing, misquoting, insufficiently paraphrasing, or patch-writing.

2. Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.

3. Submitting materials from any source without proper attribution.

4. Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author.

See the entire code here: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

If a student plagiarizes all or any part of any assignment, the instructor will award a failing grade on the assignment, and report the student to the honor board at the Office of the Dean of Students. Once a student is reported to the honor board, he/she cannot drop the course. Your work will be tested for its "originality" against a wide variety of databases by anti-plagiarism guardian sites to which the university subscribes, and negative reports from such sites constitute PROOF of plagiarism. Other forms of academic dishonesty will also result in a failing grade on the assignment as a minimum penalty.

 As a general rule, anytime you cut and paste you are citing a source. If you do any cutting and pasting without giving credit to that source, you are committing plagiarism. For more information about academic honesty, including definitions and examples of plagiarism, see: http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html

For more information, see the Student Conduct and Conflict Resolution Web site: https://www.dso.ufl.edu/sccr or call 352-392-1261 x207.

Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at the above site.

GENERAL EDUCATION LEARNING OUTCOMES
This section of ENC 3254 satisfies the requirements for General Education Credit in the following area: Composition- E6 (6,000 words). Course grades now have two components: To receive writing credit, a student must receive a grade of "C" or higher and a satisfactory completion of the writing component of the course to satisfy the CLAS requirement for Composition (C) and to receive the 6,000-word University Writing Requirement credit (E6). You must turn in all papers totaling 6,000 words to receive credit for writing 6,000 words. The writing requirement ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning.

PLEASE NOTE: a grade of "C-" **will not** confer credit for the University Writing Requirement or the CLAS Composition (C) requirement. The instructor will evaluate and provide feedback on the student's written assignments with respect to content, organization and coherence, argument and support, style, clarity, grammar, punctuation, and mechanics.

STUDENTS WITH DISABILITIES
The University of Florida complies with the Americans with Disabilities Act. Students requesting accommodation should contact the Students with Disabilities Office, Peabody 202 or online at http://www.dso.ufl.edu/drc/. The office will provide documentation to the student whom must then provide this documentation to the instructor when requesting accommodation.

CLASSROOM BEHAVIOR
Please keep in mind that students come from diverse cultural, economic, and ethnic backgrounds. Some of the texts we will study engage controversial topics and opinions. Diversified student backgrounds combined with provocative texts require that you demonstrate respect for ideas that may differ from your own. Disrespectful behavior will result in dismissal, and accordingly a recorded absence from the class.

WRITING RESOURCES ON CAMPUS

For additional help with writing, all UF Students have access to the Writing Studio. The Writing Studio is staffed by trained, experienced tutors who provide feedback at all stages of writing. Students can make two appointments each week; tutoring sessions are 30 minutes long. While walk-ins may be available, appointments are highly recommended. For a list of services and to make appointments, visit: http://writing.ufl.edu/writing-studio/.

COURSE EVALUATION

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.

NOTIFICATION LETTER FROM THE DEAN OF STUDENTS' OFFICE

Students who experience a family or personal emergency (death in the family, unplanned hospitalization, etc.) may contact the Dean of Students Office and request notification letters be sent to their professors. Students are required to provide faculty members with appropriate documentation to support their absence unless, due to the nature of the issue, the information is provided to and verified by the Dean of Students' Office.

STUDENT COUNSELING AND MENTAL HEALTH

Campus resources are available for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include:

- UF Counseling & Wellness Center (CWC): (352) 392-1575 for documentation, stress and wellness,mental health screening, concerns about a classmate, self-help, sexual or physical abuse
    - http://www.counseling.ufl.edu/cwc/

- Career Resource Center: 392-1601, First floor, Reitz Union, career development assistance
    - http://career.ufl.edu/

For Emergencies (Dial 911 if needed)

University Police Department: 352-392-1111