

NRES 320: NR COMMUNICATIONS AND PUBLIC RELATIONS

SPRING 2021

Lecture: Three Comments/Questions due Tuesday end of day. Lectures Posted Thurs 4:00
Discussion Zooms: Sec 1, Weds 1:00 and Thurs noon. Sec 2, Friday 8:00 and 10:00

Dr D Lueck dlueck@uwsp.edu

Office hours: Immediately following class by zoom, or by appointment

Course Description

Theory, methods, and practice in communicating with natural resources stakeholders. This will include theoretical and practical stakeholder involvement and conflict resolution. You will apply data collection, analysis, and reporting skills. You will be introduced to the following:

- What is natural resources social science, or human dimensions?
- What theories help us understand human behavior?
- What research methods measure and interpret variables related to humans and NR?
- What outreach methods impact human behavior, and how do we evaluate them?

Projects are designed to help you understand and apply appropriate communication, involvement, and analysis techniques in a variety of natural resource management scenarios.

Learning Outcomes

1. Students will be able to describe the importance of human dimensions in natural resource management.
2. Students will be able to apply data collection and analysis methods.
3. Students will be able to implement and evaluate appropriate outreach tools.
4. Students will be able to disseminate information via various communication channels, using articulate, grammatical, and organized writing and presentation.
5. Students will be able to use improved written and oral communication skills, and provide effective, useful feedback to others.

Required Text and Readings

This required text is available through Text Rental at the University Bookstore.

Jacobson, SK (2009) Communication Skills for Conservation Professionals. Island Press.

Required additional readings will be on Canvas.

Communication

I will communicate updates by email and Canvas Announcements. You may contact me by email. Emails should have an appropriate greeting, punctuation, correct spelling, a closing, and your name. Consider these as practice in professional communications.

Assignments and Grading

Discussion/Lab Assignments must be uploaded to Canvas Assignments by beginning of lab time of due date. Late assignments will be penalized 5% per day. Please contact me as soon as possible if you have tech issues or other concerns.

Attendance will be taken, and absences do reduce your final grade.

Assignment points (Total 125)

Participation/Reading C/Q	20
Cliché Busting	3
Interviews (group)	5
Resume & cover letter	15
Article Analysis & presentation	10
Grant Project (team or solo)	10
Diversity Reflection	3
Social Marketing (team or solo)	5
Public meeting evaluation	10
Public comment	5
Futuring exercise	7
Conflict Presentation (group)	15
Social Media video presentation	7
Final exam	10

Grading Scale	
92.6+ = A	77.5-79.9=C+
90-92.5=A-	72.5-77.4=C
87.5-89.9=B+	70-72.4=C-
82.5-87.4=B	67.5-69.9=D+
80-82.4=B-	60-67.4 =D

The syllabus and schedule are subject to change.

Course Policies

If you need any accommodation, please contact UWSP Disability Services office with your documentation as early as possible. Disability Services Office, 103 Student Services Center, (715) 346-3365, <http://www.uwsp.edu/special/disability/student/Student%20Information.aspx>

You may also want to refer to Assistive Technology for additional information. Assistive Technology, University Library Room 439, (715) 346-4980.

<http://library.uwsp.edu/depts/AssistiveTechnology/>

This will be an inclusive environment. This course is intended to foster discussion, with respectful exchange of ideas and opinions. Disrespect and disparagement will not be tolerated. We have a great opportunity to learn from each other, and to appreciate and understand our differences. As always, do your own work. Plagiarism will not be tolerated. It becomes a major pain for you, with the worst-case scenario being expulsion from the university. And it makes me mad. You don't want to make me mad. Please refer to the UWSP policies (Chapter 14) on academic dishonesty, at <http://www.uwsp.edu/admin/stuaffairs/rightsandresponsibilities.aspx>. If you have any question at all about what constitutes plagiarism within your assignments, please ask.