

Course Syllabus

Syllabus

Course: Public Education and Communications in Emergency Management

Course & Section: FES6705

Credit Hours: 3

Summer 2017

** On-line

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

Instructor: Dr. Jeffrey Lindsey, PhD, PM, CFO, EFO

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Bio for Jeffrey Lindsey, Ph.D., PM, EFO, CFO

Dr. Lindsey is an experienced leader, educator, lecturer, author, and consultant in emergency services. He has authored a number of textbooks for Brady Publishing. Dr. Lindsey earned his doctorate and master's degree in Curriculum and Instruction from USF. He holds a bachelor's degree in Fire and Safety Engineering from the University of Cincinnati, and an associate in paramedic from Harrisburg Area Community College. He also has earned his Chief Fire Officer designation and completed the Executive Fire Officer program. He was the 2011 recipient of the IAFC EMS section James O. Page EMS award.

Dr. Lindsey has been involved in the emergency services industry since 1980. He has a diverse background with experience as a paramedic, firefighter, 911 dispatcher, and educator. He served in various ranks including fire chief. He is an associate member of the Pre-hospital Research Forum, representative to the Fire and Emergency Services Higher Education EMS degree committee, liaison for the IAFC EMS section to ACEP, and a number of other appointments through his career. He served on the inaugural National EMS Advisory Council and was the safety chairperson of the Council. He has served in the past as a member of the State of Florida EMS Advisory Council, vice –chair of the Florida Fire Chief's EMS section, NAEMT Governor representing Florida, board member of NAEMSE, and Chairperson of the Strategic Planning committee for the Lee County Fire Chief's Association.

Office Hours: I am in the office Mon – Fri hours vary depending on travel and meetings; however, I am usually available 8am – 3 pm. You can email me any time.

****Course Website:** [http \(Links to an external site.\):// \(Links to an external site.\)lss \(Links to an external site.\). \(Links to an external site.\)at \(Links to an external site.\). \(Links to an external site.\)ufl \(Links to an external site.\). \(Links to an external site.\)edu \(Links to an external site.\)](http://www.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 ufl.edu email.

Required Text: Kim Haddow and George Haddow, *Disaster Communications in a Changing Media World*, Butterworth-Heinemann (Elsevier), 2009. ISBN: 978-1-85617-554-8

You will also need a webcam and microphone.

****Additional Resources:** Use resources on the course site under the Resource tab

NOTE: To check the truthfulness of contemporary statements, etc. go to this site from the University of Pennsylvania: <http://www.factcheck.org/> (Links to an external site.)

<http://www.uwsp.edu/psych/apa4b.htm> (Links to an external site.)

<http://owl.english.purdue.edu/owl/> (Links to an external site.)

<http://web.uflib.ufl.edu/ct/dltop.html> (Links to an external site.)

<http://www.rrc.usf.edu/index.html> (Links to an external site.)

<http://thesaurus.reference.com/> (Links to an external site.)

<http://www.distancelearning.ufl.edu/students/> (Links to an external site.)

<http://www.usfa.fema.gov/training/lrc/> (Links to an external site.)

****Course Description:** Discusses several aspects of communication: communication coordination among emergency responders and agencies; effective communication with the public, including education programs; and guidelines for media relations and the use of new and traditional media to communicate during a crisis

****Prerequisite Knowledge and Skills:** Students participating in, and completing, this course are expected to have the skill and ability to conduct research using a variety of resources, assimilate the information contained in those resources, and make appropriate inferences. Students must also have the skills to effectively communicate through writing assignments and presentations. In ALL of your writing assignments grammar and content will be considered when grades are assigned.

Purpose of Course: It is the intent of this course to identify the role of administrative agencies in the formulation and implementation of public policy. Emphasis will be placed on the politics of administration as it relates to change processes within emergency services agencies. As a key component in the learning process for this course a variety of case studies will be utilized.

Course Goals and/or Objectives: By the end of this course, students will:

Understand the communication process between agencies.

Conduct effective communication with the public.

Use new and traditional media to communicate during crises

**** How This Course Relates to the Student Learning Outcomes in the FIRE emergency services program:** Successful completion of this course will increase the knowledge, skills, and abilities of the student as it relates to competencies needed to successfully guide a fire and emergency service organization through both policy, equipment-technology or procedures change. These competencies will be used to critique scenarios and develop strategies for implementing a change.

****Teaching Philosophy:** I am looking for students to demonstrate a working knowledge of the subject. You need to be creative when you complete your assignments but maintain a professional appearance of your work. Your work needs to be complete and in such a manner that someone can pick up your document and understand what you are trying to convey. And most of all your work needs to be supported with research and cited in 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 networking with other students in the course. The assignments are individual base to give you the opportunity to do a variety of activities, in many cases, similar to what you will be doing in 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.

****Quiz/Exam Policy:** There is a final project for this course.

Make-up Policy: You must contact me if you are going to be late on any assignment and receive credit. Any late assignments will receive a 10% grade reduction for each week it is late.

****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 call in on a phone also.

Late: any assignment submitted after the Due Date will receive a 10% reduction in grade. Discussion posts will receive a 50% reduction in grade.

Course Completion: You must complete 80% of the course in order to get an incomplete. You will be required to sign an "I" contract.

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>). 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 for E-learning in Sakai, please contact the UF Help Desk at:

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.

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. This same rubric is applied in general terms to assignments.

Assignment	Points or percentage
Grading Discussion Participation	400 points
Assignments	800 points
Final Project - comprehensive and applied	200 points
Total Grade	1400 points

Late Assignments and Discussion Posts

Assignments 48 hours late will receive a 10% deduction in their grade.

Assignments more than 48 hours but less than 30 days late will receive a 20% deduction in their grade.

Assignments more than 30 days late but submitted during the semester will receive a 50% deduction in their grade.

Discussions more than 48 hours late will receive a 25% deduction in their grade.

Discussions more than 48 hours later will receive a 50% deduction in their grade.

Initial posts are due one week before the due date or if there is only a week between due dates, the Thursday before the due date. You must respond to two other students by the due date. Discussions are like being in class, it should be a back and forth discussion. You will lose 1 point per day of being late with initial post and 1 point per day lost for not responding to other student posts. You need to respond to any post that is replied to on your post.

Please note that any student have less than 75% of their work complete for the semester cannot earn an "I" contract. If you have 75% of the work complete, you can propose an I contract to the instructor.

It is your responsibility to keep your instructor informed at all times. The instructor does have the right under extenuating circumstances with proper notification to assist the student by extending the above time requirements.

Grading Scale

A = 90.0 to 100%	C = 70.0 to 73.2
A- = 86.7 to 89.9	C- = 66.7 to 69.1
B+ = 83.3 to 86.6	D+ = 63.3 to 66.6
B = 80 to 83.2	D = 60.0 to 63.2
B- = 76.7 to 79.9	D- = 56.7 to 60.0
C+ = 73.3 to 76.6	F = <56.7

The syllabus page shows a table-oriented view of the course schedule, and the basics of course grading. You can add any other comments, notes, or thoughts you have about the course structure, course policies or anything else.

Course Summary:

Date	Details
Mon May 22, 2017	Module One due by 11:59pm Module One - Situational Awareness due by 11:59pm
Mon May 29, 2017	Module Two due by 11:59pm Module Two - Kenya Fire due by 11:59pm
Mon Jun 12, 2017	Module Three due by 11:59pm Module Three - Communication Strategy due by 11:59pm
Mon Jun 19, 2017	Module Four due by 11:59pm Module Four - Interview due by 11:59pm
Mon Jun 26, 2017	Module Five due by 11:59pm Module Five - Critiquing the Interview due by 11:59pm
Mon Jul 3, 2017	Module Six due by 11:59pm Module Six - Electronic Media due by 11:59pm
Mon Jul 10, 2017	Module Seven due by 11:59pm Module Seven - Reporter Relationships due by 11:59pm
Mon Jul 24, 2017	Module Eight due by 11:59pm Module Eight - The Blog due by 11:59pm
Mon Jul 31, 2017	Final Project due by 11:59pm