



PLANNING ADMINISTRATION AND ETHICS

URP 6061, 3 CREDITS, FALL A 2018

ONLINE

INSTRUCTOR: Dr. Kathryn Frank, ARCH 458, kifrank@ufl.edu, 352-294-1495

VIRTUAL OFFICE HOURS: By appointment; contact the instructor to schedule.

COURSE WEBSITE: See Canvas, <http://lss.at.ufl.edu>

COURSE COMMUNICATIONS: Private questions should be sent to the instructor through the course management system (Canvas). You will receive a reply within 24 hours during the workweek and within 48 hours on weekends.

REQUIRED TEXTS:

1. Levy, John. 2009. *Contemporary Urban Planning, 8th Edition (or higher)*. Pearson Prentice Hall.
2. Barrett, Carol D. 2001. *Everyday Ethics for Practicing Planners*. Chicago: American Planning Association.
3. Zucker, Paul C. 2007. *The ABZ's of Planning Management, 2nd Edition*. West Coast Publishers.
4. Susskind, Lawrence E., and Jeffrey L. Cruikshank. 2006. *Breaking Robert's Rules: The New Way to Run Your Meeting, Build Consensus, and Get Results*. New York: Oxford University Press.

All other required readings, lectures, podcasts, and other learning materials are available through the course website.

PREREQUISITE KNOWLEDGE AND SKILLS: None.

PURPOSE OF COURSE: This course will prepare students to ethically and effectively work with and within public sector planning organizations, and to join the planning profession.

COURSE GOALS AND/OR OBJECTIVES: By the end of this course, students will be able to:

- Recognize the drivers for public sector urban and regional planning, including plans and policies, and the individuals and organizations involved.
- Identify and design the phases of the planning cycle.
- Guide social interactions and capacity building during planning.
- Analyze and evaluate planning and planning organizations.

- Engage in ethical planning and interactions within organizations.

HOW THIS COURSE RELATES TO THE STUDENT LEARNING OUTCOMES IN THE MURP PROGRAM: This is a required course in the MURP program.

TEACHING PHILOSOPHY: Planning administration and ethics relate to complex and varied situations, which require judgment informed by professional and organizational standards. Thus, the topics are best learned through cases, role-play scenarios, peer presentations and discussion, and personal reflection.

INSTRUCTIONAL METHODS: The course consists of 8 modules spanning the dynamic institutional landscape of public sector planning. Each module contains specific learning objectives.

Module 1 introduces the planning profession, and planning ethics. Modules 2 and 3 cover the functions and instruments of planning institutions (organizations, policies, and procedures) at scales from federal to local. Module 4 focuses on planning processes, and, within them, meetings and negotiations. Modules 5 and 6 examine the administration (management) of planning organizations, programs, and projects. Modules 7 and 8 provide a framework for evaluating and improving planning institutions.

All course materials posted to Canvas are required to read and review. Course materials include instructor, guest, and student presentations, videos, podcasts, and posters. Look ahead to the readings. Some module readings are longer, so you may need to start reading them before the module begins.

COURSE POLICIES

LATE/MAKE-UP POLICY: *Late assignments* will be marked down 10% of the total grade if they are not turned in by the deadline, and then an additional 10% for each week they are late (including weekends). *Makeup work* is allowed for UF-excused reasons with prompt documentation. See <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. The terms of making up missed work will be determined by the instructor in discussion with the student.

ASSIGNMENT POLICY: Each assignment has a grading rubric based on the instructions. In general, full credit requires following instructions, demonstrating a solid understanding of the course topics, research and analysis, compelling writing and presentation, proper source attribution, and timely submittal.

Students **MUST** follow the University's Honor Code, which includes issues of cheating, plagiarism, and honesty. See

<http://www.correspondencestudy.ufl.edu/students/handbook/Plagiarism/PlagiarismAlert.html> for guidance to avoid plagiarism and other Honor Code violations.

Each student must submit work that is conducted by them alone (unless group collaboration is specified) and original to this course, i.e., not the student's work from another course (unless it is used as a reference and properly cited). ***The instructor will screen all assignments for plagiarism using the text-matching tool Turnitin*** (<http://turnitin.com/static/index.html>).

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>.

COMMUNICATION COURTESY: All members of the class are expected to follow rules of common courtesy in all class discussions and email messages. The instructor and students will together establish ground rules at the beginning of the semester.

GETTING HELP

For issues with technical difficulties for E-learning, please contact the UF Help Desk at:

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

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

ASSIGNMENTS:

<i>Assignment</i>	<i>Instructions</i>	<i>% of grade</i>
<i>Discussions</i>	Individually, write five discussion posts and comment on classmates' posts, based on module lectures and readings	30%
<i>Ethical vignette</i>	In a small group, create a planning ethical vignette, and peer review another group's vignette	10%
<i>Case #1 planning actors and process</i>	Individually, apply modules 1-4 to a student-selected case, submit presentation with script, and peer review a classmate's presentation	30%
<i>Case #2 planning administration and evaluation</i>	In a small group, apply modules 5-7 to an assigned case, present a set of individual posters to class (via pdfs and podcasts), and peer review another group's set of posters	30%

GRADING SCALE:

The relationship between letter grades and numeric grades is: A (≥ 94.0), A- (≥ 90.0), B+ (≥ 87.0), B (≥ 83.0), B- (≥ 80.0), C+ (≥ 77.0), C (≥ 73.0), C- (≥ 70.0), D+ (≥ 67.0), D (≥ 63.0), D- (≥ 60.0), and E (< 60.0). Where A=4.0, A-=3.67, B+=3.33, B=3.0, B-=2.67, C+=2.33, C=2.0, C-=1.67, D+=1.33, D=1.0, D-=0.67, E=0.0.

COURSE SCHEDULE

DISCLAIMER: This syllabus represents the current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

COURSE MODULES: EACH IS ONE WEEK, SEE CANVAS FOR DATES

Module 1 – Introduction: Course Overview & Planning Profession and Ethics

Videos and Podcasts

- Welcome
- History of the planning profession
- Planning ethics

Readings

- Birch and Silver 2009 - see Course Reserves (left side link in our Canvas course site)
- *Contemporary Urban Planning*
 - Ch 1 Overview
 - Ch 2 Urbanization
- AICP certification and code
 - Read website
 - Read AICP Code of Ethics, with focus on
 - Responsibility to public
 - Rules 2, 5, 14, and 20
- *Everyday Ethics*
 - Ch 1 intro

Assignment

- Discussion 1

Module 2 – Planning Institutions: Federal, State, Regional

Videos and Podcasts

- Planning institutions: federal, state, regional

Readings

- *Contemporary Urban Planning*
 - Ch 5 Legal
 - Ch 14 Growth management
 - Ch 16 Regions
 - Ch 18 International
- *Everyday Ethics*
 - Scenarios starting pages 29, 32, 42, 49, 51, 54, 56, 65, 67, 93, 144, and 146

Assignment

- Ethical vignette, and peer review

Module 3 – Planning Institutions: Local

Videos and Podcasts

- Planning institutions: local

Readings

- *Contemporary Urban Planning*
 - Ch 6 Politics
 - Ch 8 Comp plan
 - Ch 9 Land use
- *Practice of Local Government Planning* – See Course Reserves
 - Ch 13 pp. 401-405 Planning agency management
- *ABZs of Planning Management*
 - Ch 4 Politics
 - Ch 14 Planning
 - Ch 15 Plan format
 - Ch 16 Permitting
 - Ch 17 Boards, commissions
- AICP Code, focus on
 - Responsibility to client/employer
 - Rules 3, 4, 6, 7, 11, 12, 13, 15, and 16
- *Everyday Ethics*
 - Scenarios starting pages 46, 59, 63, 74, 76, 79, 91, 96, 98, 110, 114, 126, and 159

Assignment

- Discussion 2

Module 4 – Planning Process

Videos and Podcasts

- Consensus building
- Negotiation

Readings

- *Breaking Robert's Rules*
 - Ch 1
 - Ch 2
 - Skim rest of the book
- *Getting to Yes* – See Course Reserves
 - Introduction
- *ABZs of Planning Management*

- Ch 3 Customer service
- Ch 6 Communication
- AICP Code, focus on
 - Rules 1, 8, 9, and 19
- *Everyday Ethics*
 - Scenarios starting pages 37, 40, 69, 71, 82, 122, 125, 129, 132, 136, 141, 150, 155

Assignment

- Discussion 3

Module 5 – Planning Administration

Videos and Podcasts

- Planning administration

Readings

- *Practice of Local Government Planning* – See Course Reserves
 - Ch 13 pp. 405-end Planning agency management
 - Ch 14 Finance and budget
- *ABZs of Planning Management*
 - Ch 2 Vision, mission
 - Ch 19 Organization
 - Ch 20 Systems
- AICP Code, focus on
 - Responsibility to profession/colleagues
 - Rules 10, 17, and 18
- *Everyday Ethics*
 - Scenarios starting pages 85, 101, 105, 108, 112, 116, 118, and 120

Assignment

- Case #1 presentation, and peer review

Module 6 – Program and Project Management

Videos and Podcasts

- Program and project management

Readings

- *Practice of Local Government Planning* – See Course Reserves
 - Ch 4 District plan
- *ABZs of Planning Management*

- Ch 1 Management
- Ch 7 Time management
- Ch 8 Hiring
- Ch 9 Delegation
- Ch 21 Budget
- Ch 22 Technology
- Ch 29 Office management
- AICP Code, focus on
 - Rules 21-26
- *Everyday Ethics*
 - Scenarios starting pages 34, 88, and 139

Assignment

- Discussion 4

Module 7 – Implementation and Evaluation

Videos and Podcasts

- Implementation and evaluation

Readings

- *ABZs of Planning Management*
 - Ch 27 Measure
 - Ch 31 Focus groups
 - Ch 32 Peer review
 - Ch 33 Benchmark
- *Planning for meaningful evaluation* – See Canvas

Assignment

- Discussion 5

Module 8 – Conclusion

Videos and Podcasts

- None

Readings

- None

Assignment

- Case #2 posters and podcasts, and peer review