

## ACKNOWLEDGEMENT

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UBC'S POINT GREY CAMPUS IS LOCATED ON THE TRADITIONAL, ANCESTRAL, AND UNCEDED TERRITORY OF THE XWMƏΘKWƏYƏM (MUSQUEAM) PEOPLE. THE LAND IT IS SITUATED ON HAS ALWAYS BEEN A PLACE OF LEARNING FOR THE MUSQUEAM PEOPLE, WHO FOR MILLENNIA HAVE PASSED ON IN THEIR CULTURE, HISTORY, AND TRADITIONS FROM ONE GENERATION TO THE NEXT ON THIS SITE.

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### MESSAGE FROM COURSE INSTRUCTOR (JAN. 7, 2022):

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THE EVER-CHANGING RESPONSE TO THE ONGOING COVID-19 PANDEMIC WILL PRESENT SOME UNCERTAINTY AND CHALLENGES TO UBC COURSE OFFERINGS THIS SEMESTER. I WILL DO MY BEST TO ACCOMMODATE STUDENTS' CHANGING NEEDS, AS MANY OF YOU ARE DEALING WITH CIRCUMSTANCES BEYOND YOUR CONTROL. PLEASE NOTE THAT WHILE LWS 550 IS INTENDED TO BE OFFERED IN-PERSON IN THE CLASSROOM, THE FIRST TWO WEEKS WILL BE OFFERED REMOTELY VIA ZOOM (MORE INFORMATION PROVIDED BELOW). UNLESS OTHERWISE NOTIFIED, WE WILL PLAN TO RESUME IN-PERSON CLASSES THE WEEK OF JANUARY 24<sup>TH</sup>.

I ENCOURAGE YOU TO CONSULT AND UTILIZE THE MANY RESOURCES AVAILABLE TO YOU AT UBC. VISIT THE FACULTY OF GRADUATE AND POSTDOCTORAL STUDIES COVID-19 INFORMATION WEBSITE:

<https://www.grad.ubc.ca/covid-19> AND THEIR GENERAL HEALTH, WELL-BEING AND SAFETY RESOURCES: <https://www.grad.ubc.ca/current-students/health-wellbeing-safety>

PLEASE REACH OUT TO ME IF YOU HAVE ANY CONCERNS OR QUESTIONS - [julie.wilson@ubc.ca](mailto:julie.wilson@ubc.ca). THANK YOU AND GOOD LUCK!

SINCERELY,

JULIE WILSON

## COURSE INFORMATION

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Course Title	Course Code Number	Credit Value
Professional Communications Strategies	LWS 550	3 credits

Strong communication skills and the ability to work cooperatively in a team are qualities that are consistently in demand by employers. It is particularly important to effectively communicate and collaborate on issues related to land and water, as they are inherently complex and involve multiple jurisdictions and stakeholders. We also live in a time where we have access to many tools that can enhance our communications by making them more engaging through online platforms and digital media. These tools can help to connect the science of land and water systems to non-scientists, such as planners, policymakers and members of the community.

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## PREREQUISITES

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There are no course prerequisites. This is a required course for students in the professional Master of Land and Water Systems Program. This course is also open to graduate students in other relevant

academic programs related to natural resource management. This course may be taken by upper-level undergraduate students with permission from the instructor.

## CONTACT

Course Instructor(s)	Contact Details	Office Location	Office Hours
Julie Wilson	Email: <a href="mailto:julie.wilson@ubc.ca">julie.wilson@ubc.ca</a>	MCML 156B (2357 Main Mall)	By appointment (virtual or in-person).

## COURSE STRUCTURE

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Winter Term 2 (January – April, 2022)

When: Tuesday & Thursday 12:30 – 14:00 PST

Room: MCML 258\*

*\*NOTE: As health agencies continue to monitor the impact of COVID-19 and the Omicron variant, an interim period of online learning will be in effect until January 24, 2022. Classes will be offered at the scheduled class time via Zoom.*

Each class will consist of a lecture, class discussion/activity, small group work period or tutorial. See the schedule below for more details. This course uses the Canvas Learning Management System ([canvas.ubc.ca](https://canvas.ubc.ca)) to support in-class activities. You will find lecture slides, readings, and assignment instructions here. You will also be expected to participate in online discussions and submit assignments via Canvas.

Guest speakers will be incorporated to complement depth and appropriate breadth of subject matter and current developments in communication strategies. Most tutorials will consist of hands-on sessions to facilitate learning about online and digital media tools, thus you will need a computer.

### *COVID-19 Safety*

It is important that all of us feel as comfortable as possible engaging in class activities while sharing an indoor space. Non-medical masks that cover our noses and mouths are a primary tool to make it harder for COVID-19 to find a new host. Please wear a non-medical mask during our class meetings, for your own protection, and the safety and comfort of everyone else in the class. Please refrain from eating in class. If you need to drink water/coffee/tea/etc., please keep your mask on between sips. There may be students who have medical accommodations for not wearing a mask. Please maintain a respectful environment. UBC Respectful Environment Statement [<https://hr.ubc.ca/working-ubc/respectful-environment>]

If you have not yet had a chance to get vaccinated against COVID-19, vaccines are available to you for free [<https://www2.gov.bc.ca/gov/content/covid-19/vaccine/register>]. The higher the rate of vaccination in our community overall, the lower the chance of spreading this virus. You are an important part of this community. Please arrange to get vaccinated if you have not already done so.

While we will not have a rigid seating plan, you are encouraged to sit in the same area each time you come to the classroom. To increase ventilation in the room, we may open windows and doors, so please dress appropriately (i.e., wear a sweater on cold days).

### *What if I cannot attend an in-person class?*

There are various circumstances that may lead to a student being unable to attend classes for a temporary period of time. For example:

- They may be isolating due to a COVID-19 exposure / feeling unwell at some point in the course;
- They may have different travel restrictions or regional health orders.

Please do not worry if you find you must miss a class session. All course materials will be available to students via Canvas. Classes will usually be recorded and posted to Canvas, and if not, students will be notified of any important information and/or activities expected of them. All assignments are posted and submitted via Canvas.

Make a connection early in the term to another student or group of students in the class. You can help each other by sharing notes. You can also email me if you have a question.

If health and safety risks due to COVID-19 worsen as the term progresses, I may modify the course delivery format to be delivered remotely via Zoom. This may result in changes to student assessment components/formats. I will follow UBC's policies and directives on this matter, and will keep you informed of any updates to the course structure and delivery, if they happen.

**IMPORTANT:** If you are feeling unwell, please DO NOT come to class. This is to protect the health and safety of all students, staff and faculty at UBC. Please send an email before the scheduled class to inform me if you are unable to attend ([julie.wilson@ubc.ca](mailto:julie.wilson@ubc.ca)).

You can download the UBC Safe Vancouver App to conduct a daily health assessment before using public and shared spaces on campus. For more information, and to download the app, visit the UBC Safety & Risk Services website [<https://srs.ubc.ca/health-safety/ubc-safe-vancouver-app>]

### SCHEDULE OF TOPICS

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Date	Topic(s)
Week 1	Introduction to LWS 550 course and professional communication
Week 2	Role of the professional and professional ethics
Week 3	Multi-stakeholder communication and Roundtable activity
Week 4	Credibility, Peer Review, Weight of Evidence
Week 5	Strategies for Effective Writing and Critical Review (Assignment)

<b>Week 6</b>	Introduction to Argument in Professional Communication (Assignment)
<b>Week 7 – Feb 21-25</b>	<b>Reading Break – No classes this week</b>
<b>Week 8</b>	Introduction of Team Project and Digital Media Tutorials; Communication Action Plan
<b>Week 9</b>	Tutorials: Infographics, Visual Abstracts, Data Visualization, (Assignment)
<b>Week 10</b>	Tutorials: Website Design and Development
<b>Week 11</b>	Tutorials: Additional Topics TBD
<b>Week 12</b>	Team Project work sessions; Communication Action Plans due
<b>Week 13 (Last week of classes)</b>	Oral Presentations and Team Project due

*\*Note that this schedule of topics may change without notice.*

## LEARNING OUTCOMES

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In this course, students will gain the skills required, through the application of critical thinking and assessment, to prepare and deliver professional communications of complex information in a collaborative team environment effectively and credibly, by employing digital technologies congruent with audience needs.

By the end of this course, students should be able to:

1. Identify a target audience and assess their information needs.
2. Describe different communication formats/delivery used by professionals and their purpose.
3. Evaluate professional communications by applying critical thinking and analysis to published communications and information.
4. Discuss ethical considerations of professionals and their communications.
5. Develop and deliver professional communications in a credible, academically rigorous and effective manner.
6. Work collaboratively in a team environment.
7. Develop competence in the (professional) use of digital technologies (e.g., data visualization, website development, emerging technologies).

## LEARNING MATERIALS

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Relevant journal articles, book chapters and online resources will be assigned each class to prepare students for course themes and activities. References are made available in Canvas.

## ASSESSMENTS OF LEARNING

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Assignment/Activity	Worth	Date*
Participation (in-class and online) – includes roundtable activity, ethics case studies, in-class writing exercises and general active participation	20%	On-going
Critical Review	10%	Due: Feb. 14, by midnight
Five-part Written Argument	20%	Due: Mar. 1, by midnight
Visual Abstract (Tutorial Assignment)	10%	Due: Mar. 16, by midnight
<i>Team Project (40%)</i>		
Website on Land and Water Issue	55%	Apr. 11, by midnight
Communication Action Plan	15%	Mar. 27, by midnight
Oral Presentation	25%	Apr. 5, 7
Team Project Peer Review	5%	Apr. 14, by midnight

***\*Due dates may be subject to change.***

## UNIVERSITY POLICIES

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### Policies and Resources to Support Student Success

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions.

Details of the policies and how to access support are available on [the UBC Senate website](#).

**Statement regarding online learning for international students during the COVID pandemic**

During this pandemic, the shift to online learning has greatly altered teaching and studying at UBC, including changes to health and safety considerations. Keep in mind that some UBC courses might cover topics that are censored or considered illegal by non-Canadian governments. This may include, but is not limited to, human rights, representative government, defamation, obscenity, gender or sexuality, and historical or current geopolitical controversies. If you are a student living abroad, you will be subject to the laws of your local jurisdiction, and your local authorities might limit your access to course material or take punitive action against you. UBC is strongly committed to academic freedom, but has no control over foreign authorities (please visit <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,33,86,0> for an articulation of the values of the University conveyed in the Senate Statement on Academic Freedom). Thus, we recognize that students will have legitimate reason to exercise caution in studying certain subjects. If you have concerns regarding your personal situation, consider postponing taking a course with manifest risks, until you are back on campus or reach out to your academic advisor to find substitute courses. For further information and support, please visit: <http://academic.ubc.ca/supportresources/freedom-expression>.

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**OTHER COURSE POLICIES**

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**ACADEMIC INTEGRITY**

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The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or final exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

It is recommended that you review "[Tips to Avoid Plagiarism](#)" hosted by UBC's Learning Commons.

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**LEARNING ANALYTICS**

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Learning analytics includes the collection and analysis of data about learners to improve teaching and learning. This course will be using the Canvas Learning Management System, which captures data about your activity and provides information that can be used to improve the quality of teaching and learning. In this course, I plan to use analytics data to:

- View overall class progress
- Track participation in discussion forums
- Assess your participation in the course

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the Course Instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline.

Classes that are offered online via Zoom may be recorded and posted within the LWS 550 course Canvas site. These recordings are meant to be a resource for the participants and instructor of the course only, and are not to be shared or used outside of the course without instructor permission.