

Syllabus is subject to change! Check for latest version. Updated 08/28/2023

UP 5010

Planning Resources and Communication

Fall 2022

Thursdays 5:30-8:00pm, 111 Old Main until
October, then 2108 State Hall

Dr. Carolyn G. Loh

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Office: 3215 FAB

Office Hours: I'll be on zoom Mondays 11:30-12:30pm. I'm generally in my office from 4-5pm on Thursdays before class, but check with me first to make sure I'll be there. I'm also available at other times by appointment to meet in person/on the phone/over zoom.

Course Objectives

This course serves as an introduction to the ways planners acquire, use, manage, and present the information we need to understand and plan for communities. It is the first of the three required methods courses in the Wayne State MUP program. This course will emphasize written and oral communication skills and some basic planning analysis techniques. Its emphasis will be on ways of thinking and communicating that will help you succeed in all subsequent courses in the program, not to mention in your eventual role as a professional planner. The context for learning these skills will be the demographic analysis of a place.

Learning Outcomes

At the end of this course, students will be able to obtain and analyze data relevant to planners, including survey data and data from the US Census. Students will be able to present information clearly and effectively in written, graphic, and oral form. Students will be able to formulate and evaluate research questions and collect and analyze data in order to answer those questions.

Course Materials

There are two required texts for the course, available at the campus bookstores. Used/rented copies are fine. Other course readings are available on Canvas.

- Macris, Natalie. 2000. *Planning in Plain English*. Chicago: Planners Press.
- Tufte, Edward. 2001. *The Visual Display of Quantitative Information, 2nd Edition*. 2001.

Course Requirements

You will be evaluated based on assignments, a group project, an individual paper, and class participation. Details on all assignments will be available on Canvas and discussed in class. The individual scores for these are:

Assignment	Points	Due Date
Class participation/In-class exercises	25	Every week!
Planning commission meeting memo	10	Sept. 28/Oct. 3/Oct. 12
Lab 1	10	Oct. 30
Lab 2	10	Nov. 13
Group research project/presentation	20	Oct. 3, 19/Dec. 7, 11
Individual comprehensive plan demographic analysis	25	Nov. 2, 16, 30

Assignment Policies

The class runs best for all of us if students turn in assignments on time. Late work will be marked down 10% per day unless there are extraordinary circumstances. If you anticipate a problem completing an assignment on time, talk to me *before* the assignment is due. All in-class exercises are graded complete/incomplete, are due at the end of class, and cannot be made up.

Attendance

We only meet once a week, so it is extremely important that you attend every class. If you do have to miss class, you'll need to get notes from a classmate and be sure to come to office hours that week to go

over anything you missed. When we are on Zoom, plan to have your camera on. Attendance/participation is 25% of your grade. That said, don't come to class if you're sick! We'll work together to make sure you get caught up.

Academic Misconduct

University policies on academic honesty will be rigorously enforced. Assignments on which cheating or plagiarism has occurred will receive a failing grade or a 0, depending on the severity of the misconduct. If you are not sure whether something is plagiarism or not, talk to me *before* submitting your assignment. We only very occasionally have problems with this, but it is a big deal. Just don't do it. Includes the use of ChatGPT or other AI for any assistance with any assignment. See the Student Code of conduct for more information: <http://doso.wayne.edu/codeofconduct.pdf>.

Communications

I will do my best to answer emails by the next "business day." Office hours are an even better way to get questions answered. I try to be pretty responsive with email but if your issue is complicated or will require a lot of back-and-forth please try to talk to me during office hours or schedule a meeting.

Technology Access and Support

Your instruction will require reliable hardware and software including the following:

- Hardware: a desktop or, preferably, a laptop computer with reliable internet access and camera, microphone, and speakers
- Software: a web browser (e.g., Firefox, Chrome, etc.), Microsoft Office (free to students from the Wayne State Software Clearinghouse), and the Canvas, Zoom, and MS Teams apps (free to students)

For assistance with Canvas, see C&IT's Student Intro to Canvas Course and Comprehensive Student Guide. For assistance with any of these technology issues, contact C&IT Helpdesk M-F from 7:30 am to 8 pm at 313-577-4357 or helpdesk@wayne.edu.

Students who lack adequate hardware or reliable internet access should email the Dean of Students at doso@wayne.edu or call 313-577-1010 for assistance. Students on campus also have access to equipment through University Libraries. For more information, see Equipment Checkout Policy and Procedures. The University Libraries also have computer labs in several campus locations.

Disability

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. SDS telephone number is 313-577-1851 or 313-577-3365 (TTY). Once you have your accommodations in place, I will be glad to meet with you privately during my office hours to discuss your needs. Accommodations cannot be applied retroactively so please make arrangements as soon as possible.

Course Pace/Difficulty

We cram a lot of material into this class. It lays the foundation for skills and concepts you will use for almost every other course in the MUP program. For some students who have recently been in college and/or have at least a somewhat quantitative background and good writing skills, it's just a different way of looking at some concepts you're already pretty comfortable with. For others who have been out of school for a while and/or don't have a strong quantitative background or are less experienced writers, the course can seem like a steep learning curve at first. In the end, most people manage to do fine. I offer several formal opportunities throughout the semester for feedback for those who need it, but if you are feeling lost or overwhelmed the most important thing you can do is talk to me! I can and want to help and will do so if you reach out.

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UP 5010 COURSE OUTLINE

Date	Topics	Readings	Assignments
Part 1: Asking Questions			
Week 1: August 31	Course Introduction How Planners Acquire and Use Information Understanding a Place	Imagine Flint Chapter 2, Community Profile. Entire plan available here: https://www.imagineflint.com/pages/resources City of Minot Master Plan Draft pp. 9-28 (Canvas) Klosterman R.E., et al. 2018. "Chapter 2: Welcome to Decatur" in <i>Planning Support Methods</i> . Lanham, MD: Rowman & Littlefield. Available through WSU library at https://ebookcentral.proquest.com/lib/wayne/detail.action?docID=5404138	<i>In-class writing reflection 1: Where are you from?</i>
Week 2: September 7	Asking and Answering Questions Planning Research	Babbie, Earl. 2013. <i>The Practice of Social Research</i> . Chapters 4 and 5 (pp. 88-154) (Canvas)	<i>In-class exercise: Research design</i> Complete online plagiarism tutorial before class: http://lib.usm.edu/plagiarism_tutorial/
Part 2: Sharing Information in Words and Graphics			
Week 3: September 14	Presenting Information Graphically	Tufte, Chapters 1, 2, 4, and 5	<i>In-class exercise: Presenting data in graphics</i> <i>Group meetings with CGL this week</i>
Week 4: September 21	Planning Writing and Communication	Macris, Natalie. 2000. <i>Planning in Plain English</i> . Chicago: Planners Press. (read entire book)	<i>In-class exercise: Writing for clarity and accessibility</i>
Part 3: Acquiring and Analyzing Data			
Week 5: September 28	Getting Data from the Public and Other Stakeholders Guest speakers TBA	Public Participation in Land Use Planning (Canvas) Milkman, A. 2021. "Why Participatory Planning Fails (and How to Fix It)" Next City. https://nextcity.org/urbanist-news/why-participatory-planning-fails-and-how-to-fix-it	Planning meeting memo due to peer reviewer and CGL
Week 6: October 5-- Zoom meeting!	Individual writing feedback meetings, 10-minute slots on zoom		Peer feedback due Monday, Oct. 3 9am Group research proposal due
Week 7: October 12	Introduction to the Census Profiling Neighborhoods, Housing and Households Income, Poverty, Education	Gaquin, D. and G. Dunn, eds. 2014. "Introduction" and "Understanding the American Community Survey" in <i>The Who, What, and Where of America: Understanding the American Community Survey</i> . Lanham, MD: Bernan Press. (requires WSU login) pp. ix-xx. Cohn, D. and J. Passel. 2022. "Key facts about the quality of the 2020 Census." Pew Research Center. https://www.pewresearch.org/fact-tank/2022/06/08/key-facts-about-the-quality-of-the-2020-census/ Mervis, J. 2021. How much did a new privacy tool distort the U.S. Census? Science.org . https://www.science.org/content/article/how-much-did-new-privacy-tool-distort-2020-u-s-census	<i>Group meetings with CGL this week</i> Revised planning meeting memo due

Week 8: October 19 BRING LAPTOP THIS WEEK	Lab 1: Introduction to the Census; Housing and Households—reporting change Optional: Excel Bootcamp 4pm	<u>Overview of Race and Ethnicity 2010 (Canvas)</u>	Revised group research proposal due
Week 9: October 26	Projections and Forecasting: Basic Extrapolation Methods	Klosterman, Ch. 3, pp. 35-40; Ch. 4, pp. 61-66	Lab 1 due Monday, Oct. 30, 9am
Week 10: November 2 BRING LAPTOP THIS WEEK	Lab 2: Projections and forecasting		Community profile existing conditions due
Week 11: November 9	Group meetings during class time, CGL will visit each group. Possible zoom.		Lab 2 due Monday, Nov. 13, 9am
Week 12: November 16	Survey Research	Babbie Ch. 9 (pp. 247-286) (Canvas)	<i>In-class exercise: Survey design</i> Community profile projections and forecast due <i>Meet with CGL individually (optional)</i>
November 23	NO CLASS (THANKSGIVING)		
Part 4: Communication Through Speech			
Week 13: November 30	Putting it all together: presentations, meetings, communicating with the public	Norvig, Peter. The Gettysburg Address Powerpoint. Tufte, Edward. 2003. “Powerpoint is Evil” <i>Wired Magazine.</i> APA Communications Guide Section 1: Messages (requires APA login)	Individual comprehensive plan demographic analysis due
Week 14: December 7	Final group presentations		<i>Reflection: where are you from?</i>
December 11			Final group projects due by noon