

Syllabus is subject to change! Check for latest version. Updated 9/10/20

UP 5010

Planning Resources and Communication

Fall 2020

Thursdays online synchronous session 5:30-8:00pm, plus other online meetings to be scheduled.

Dr. Carolyn G. Loh
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Office Hours: I will experiment with being on zoom Mondays 4-5pm. I'm also always available by appointment.

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, both available at the campus bookstores and at the Undergraduate Library course reserves:

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

Other course readings are available on Canvas.

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	Oct. 1/8/15
Lab 1	10	Nov. 12
Lab 2	10	Nov. 30
Group research project/presentation	20	Oct. 8/22/Dec. 10/14
Individual comprehensive plan demographic analysis	25	Nov. 19/Dec. 3/Dec. 14

Assignment Policies

I generally do not accept late work. If you anticipate a problem completing an assignment on time, talk to me *before* the assignment is due. All in-class exercises are due at the end of class and cannot be made 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. 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

Because this is a synchronous course, all or part of your instruction will require reliable hardware and software including the following:

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

Zoom Etiquette

I strongly encourage you to turn your camera on during the synchronous class meeting on Thursdays. If you have a particular reason one week why you can't be visible, that's okay, but my expectation is that we should all be able to see each other during that period. I will keep the zoom sessions as short and interesting as possible and I expect you to give your colleagues and me your full attention during that time. I know how tempting it is to wander over to other sites/programs while on zoom, but the value of the class diminishes for you and for everyone else if everyone is not engaged. So, close your browser and email, put away your phone, and focus for the short time we're together.

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 weaker on writing, 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, but can only do so if you reach out.

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UP 5010 COURSE OUTLINE

Date	Topics	Readings	Assignments
Part 1: Asking Questions			
September 3	Course Introduction How Planners Acquire and Use Information Understanding a Place	Imagine Flint Chapter 3, Community Profile: 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>
September 10	Asking and Answering Questions Research Proposals	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			
September 17	Presenting Information Graphically	Tufte, Chapters 1, 2, 4, and 5	<i>In-class exercise: Presenting information</i> <i>Group meetings with CGL this week</i>
September 24	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>
October 1	Putting it all together: presentations, 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 APA Communications Guide Section 5: Contentious Issues	Planning meeting memo due to peer reviewer and CGL
Part 3: Acquiring Data			
October 8	Individual writing feedback meetings		Peer feedback due Monday, Oct. 5 9am Group research proposal due
October 15	Survey Research	Babbie Ch. 9 (pp. 247-286) (Canvas)	<i>In-class exercise: Survey design</i> <i>Group meetings with CGL this week</i> Revised planning meeting memo due
October 22	Public Participation (Asking the Neighbors) Guest speakers	Public Participation in Land Use Planning (Canvas) Goldstein et al. 2015. "Narrating Resilience: Transforming Urban Systems Through Collaborative Storytelling." <i>Urban Studies</i> . (Canvas) Nextdoor discussion on road diets (Canvas)	<i>In-class exercise: Public participation</i> Revised group research proposal due
October 29	Introduction to the Census Profiling Neighborhoods, Housing and Households Income, Poverty, Education	Gaquin, D. and G. Dunn. 2014. The Who, What, and Where of America: Understanding the American Community Survey . Lanham, MD: Bernan Press. (requires WSU login) pp. vii-164 (skim over rankings tables—for example, you really only need to read pp. 1-10 of Chapter 1)	
Part 4: Answering Questions			

November 5	Lab 1: Introduction to the Census; Housing and Households—reporting change Optional: Excel Bootcamp 4pm	Gaquin & Dunn pp. Part C (skim over rankings tables) 2010 Census by the numbers (Canvas) Overview of Race and Ethnicity 2010 (Canvas)	
November 12	Projections and Forecasting: Basic Extrapolation Methods	Klosterman, Ch. 3, pp. 35-40; Ch. 4, pp. 61-66	Lab 1 due
November 19	Lab 2: Projections and forecasting		Community profile existing conditions due
November 26	NO CLASS (THANKSGIVING)		Lab 2 due Monday, Nov. 30
December 3	No scheduled class this week. Meet with group to work on final research project, meet with CGL individually.		Community profile projections and forecast due <i>Meet with CGL individually (optional)</i>
December 10	Final group presentations		<i>Writing reflection: where are you from? II</i>
December 14			Individual comprehensive plan demographic analysis and final group projects due by noon