



Bachelor of Technology – Emergency Responder Administration
ERA 3043 – *Community Relations During Crisis: Theory and Practice*
Course Syllabus – [add Semester/Year]

Instructor: [added by instructor]
Office location:
Office phone:
E-mail address: (preferred*)
Office hours:
Virtual hours: Varies. See D2L for schedule.
Course dates:
Course info: 3 credit hours; presented online only.

*Course communication should occur through your okstate.edu email, not a personal email account. Please include the course number and CRN in the subject line. I will strive to return messages/emails within 48 hours, excluding weekends and holidays. If you would like to meet in person, please schedule an appointment to ensure I will be available.

WELCOME TO CLASS!

Course Description:

This course will explore the community relations theory and why positive community perception is critical to operational effectiveness during a crisis event. Students will gain the skills necessary to be effective communicators and educators to the public in times of crisis and in their daily function as an emergency response administrator. The course will also develop the skills necessary to interact with the media regarding public safety issues and crisis situations.

Prerequisites:

None.

Next Course in Sequence:

Students should follow the course sequencing plan for the program. All coursework in the BT-ERA program needs to be coordinated with the academic advisor to ensure matriculation requirements are met.

Course Outcomes: Students will...

1. Describe elements of community relations during crisis situations as it relates to first responders and emergency managers.
 2. Explain the basic functions and uses the various media outlets in their community.
 3. Illustrate the basic workings, tactics, and techniques members of the media use to gather information for daily stories.
 4. Explain the benefits of having a positive working relationship with members of the media.
 5. Identify the advantages that brings to disseminating useful information to the public during times of crisis.
 6. Solve problems by evaluating information and developing a plan of action.
 7. Use effective communication appropriate to the audience and situation presented.
 8. Use computer technology to gather, analyze, and communicate information.
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9. Display sensitivity to cultures across local, national and global communities.

Text and Supplemental Materials:

Required: American Psychological Association. (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington DC: Author. ISBN-13: 978-1-4338-0561-5

Fearn-Banks, K. (2017). *Crisis communication: A casebook approach* (5th edition). New York, NY: Routledge. ISBN-13: 978-1-138-92374-4

Center for Disease Control. (2014). *Crisis and emergency and risk communication*. Internet source only. Available at: https://emergency.cdc.gov/cerc/resources/pdf/cerc_2014edition.pdf

Other: Additional course materials will be listed in the appropriate D2L content area and is available via OSU-OKC online library database system.

Comprehensive Outline of Subject Content:

Week	Starts on	Outline of Lessons and Activities	Due on	Pts	Total
1	[month/day]	Overview of Course and Syllabus Ch 1: Crisis Communications Today ✓ Syllabus/Course agreement* ✓ Course learning goals ✓ OrgSync ePortfolio URL ✓ Introduction ✓ Feedback ✓ Acknowledgements		P/F P/F P/F 40 20 10	70
2		Ch 2: Crisis Communication Theory ✓ Analysis ✓ Application activity (IS-242) ✓ Feedback ✓ Acknowledgements		40 40 20 10	180
3		Ch 3: Communications to Prevent Crisis ✓ Analysis ✓ Application activity ✓ Feedback ✓ Acknowledgements		40 40 20 10	290
4		Ch 4: When the Crisis Strikes ✓ Midterm exam ✓ Analysis ✓ Application activity ✓ Feedback ✓ Acknowledgements		50 40 40 20 10	450
5		Ch 5: Social Media ✓ Analysis ✓ Application activity (SWOT) ✓ Feedback		40 40 20	

		✓ Acknowledgements		10	560
6		Ch 6: Textbook Crises ✓ Analysis ✓ Application activity ✓ Feedback ✓ Acknowledgements		40 40 20 10	670
7		Ch 7: Domestic Culture Crisis ✓ Report* ✓ Simulation ✓ ePortfolio review		150 40 P/F	860
8		Finals Week ✓ Final exam ✓ Self-assessment*		100 40	1,000
		<i>No Assignments Accepted After →</i>			
		<i>Course Grades Submitted</i>			

This course has required assignments (), which are (1) syllabus and course agreement, (2) final essay, and (3) self-assessment. A student will earn an 'F' course grade for failing to complete and submit any of these per instructions.

Required: Syllabus agreement: Each student will be presented a course syllabus during the first week of the semester and provided time to ask questions. It is the responsibility of the student to thoroughly review and understand the contents of the syllabus. Students shall complete the syllabus and course agreement form by printing it, hand writing in the needed information onto the form, signing it, scanning it and saving it as a .pdf file. The .pdf document shall be submitted to the Dropbox. *Pictures of the document, electronic signatures and/or computer printed information will not be accepted.* Students who do not complete the syllabus and course agreement as instructed will be deemed as a resignation from the course and administratively withdrawn per OSU-OKC policy.

Report: The semester report instructions are available in D2L. The documents shall be submitted using only Microsoft Word (.doc or .docx format). Save the document as your last name and assignment (e.g., Last Name_Report). *The report is required to be completed and submitted, or the student will earn an F course grade.*

Self-assessment: Instructions are available in D2L. The document shall be submitted using only Microsoft Word (.doc or .docx format). *The self-assessment is required to be completed and submitted, or the student will earn an F course grade.*

Other: ePortfolio: Instructions are available in D2L. The ePortfolio will consist of documents collected throughout the ERA program (Spring 2016 and forward). For this course you will upload the final essay and self-assessment. Maintain your ePortfolio regularly as this will be assessed in a capstone course.

Discussions: Discussions will consist of an analysis of the week's content, an application activity, providing feedback to either an analysis or activity using the RISE Model, and acknowledging the feedback. Be sure to use the "reply" function to enter a feedback or acknowledgement in the discussion area. Instructions are available in the online classroom. The subject line should be your last name, week number and assignment name (e.g., Last Name_Week 1_Analysis).

Video presentations: Student video presentations are hosted in the online classroom using the Video Assignment link. You will be provided details on how the presentations will occur on the assignment instruction sheet and in the online classroom.

Exams: There is only one attempt per exam and each exam has a stated time limit. Ensure you have a reliable, high-speed internet connection prior to attempting exams. Second exam attempts are not granted for any reason, including internet issues.

FEMA Independent Study Course: Students shall submit verification of completion of the FEMA IS-242 course to the appropriate Dropbox. If you have already completed this, you do not have to repeat it.

Extra credit: Extra credit is not available in this course.

Disclaimer Statement:

Course content may vary from the outline to meet the needs of this particular group.

Instruction methods:

This online course is delivered through a technology-based classroom. Written instructor notes, audio and video presentations, reading assignments, and activities may be provided in this online learning environment.

Attendance/Ongoing academic engagement policy:

Attendance is monitored and determined by your participation in completing assignments. Signing onto the course in D2L does not constitute participation. When student participation is deemed deficient by the instructor, one notification will be sent to the student per semester. If the deficient participation by the student is not corrected and maintained, an administrative withdrawal or 'F' grade can occur at any point thereafter. Secondary notifications will not be sent to the student. Three consecutive weeks of nonparticipation with no student generated e-mail to the instructor will be deemed as a resignation from the course.

Evaluation Techniques:

Assessment of student learning will occur throughout this course. Data collected will be used for course/program assessment to meet institutional and regional accreditation guidelines. Student anonymity will be maintained during data review. Students are assessed on their ability to clearly and thoroughly articulate knowledge of each of the outcomes in assignments. The assessments points at the end of the semester include:

1. Final essay – students will analyze and evaluate a situation or scenario and generate a plan of action.
2. Final exam – students will answer factual questions to demonstrate knowledge and understanding of the course material.

Program Outcomes Aligned with this Course: Students will...

1. Define public safety agency responsibilities as they relate to multi-agency incident response.
2. Analyze leadership and management strategies and implement the appropriate course of action in a given public safety environment.
3. Formulate solutions to ethical and legal issues in the public safety organization.
4. Use effective leadership and professional skills to operate in a public safety administrative setting.

Campus Wide Learning Outcomes Aligned with this Course: Students will...

1. Solve problems by evaluating arguments or propositions and making judgments that guide the development of their beliefs and actions.
2. Communicate effectively using organized and coherent written and oral presentations appropriate for the audience and situation.
3. Use computer and network technologies to gather, analyze and communicate information.
4. Display sensitivity to cultures across local, national and global communities.

Evaluation of the instructor and course components are conducted near the end of the semester with the institutional course survey. Students are encouraged to submit a course survey for each course, each semester. The survey data is one element of the overall determination of recommendations for improvement. A second evaluation is the semester review by faculty. Faculty members review the course surveys and the success rates of students in achieving the learning outcomes. This information is collectively examined in the overall determination for course modification where appropriate.

Grading:

Assignments	Point Value	Total Pt Value	Percentage
Syllabus/course agreement*	Pass / Fail	n/a	
Course learning goals	Pass / Fail	n/a	
ePortfolio URL/Review	Pass / Fail	n/a	
Introduction – video	40 pts	40 pts	4%
Analyses	40 pts/each	200 pts	20%
Feedback	20 pts/each	120 pts	12%
Acknowledgements	10 pts/each	60 pts	6%
Application activities	40 pts/each	200 pts	20%
Exams	various	150 pts	15%
Self-assessment*	40 pts	40 pts	4%
Essay*	150 pts	150 pts	15%
Presentation	40 pts	40 pts	4%
Totals		1,000 pts	100%

Grades will be given in numerical form. At the end of the semester, grades are added together and divided by the total possible points. Rounding of grades is as follows: (1) 0.1 – 0.4 rounded down, and (2) 0.5-0.9 rounded up. The percentage obtained will be converted to a letter grade using the following scale: A = 90 – 100; B = 80 – 89; C = 70 – 79; D = 60 – 69; F = 0 – 59. It is recommended that you monitor your grades. If you have any question(s) about your grade(s), you need to communicate with your instructor prior to final grade submission to the university. Final grades will be posted on the internet and can be accessed by logging on to myOKSTATE.

Make-up policy:

Assignments will be graded within ten business days from the due date and time. Unapproved late assignment submissions will not be graded and awarded zero points. Approved late discussion submissions will receive no more than 40%. Approved late essay and exam submissions have a 20% reduction, from the total point value, for each 24-hour period past the due date. Grading is applied from this reduced rate. Approved late assignment submissions will receive zero points after four days past the due date. There is no assignment make-up beyond what is stated here.

Administrative withdrawal policy:

Attendance/Ongoing academic engagement has been proved to be a key factor in academic success. The OSU-Oklahoma City community is in support of all faculty efforts to ensure that students in their courses are attending course meetings and/or participating in required course activities.

The administrative withdrawal policy is effective for all students enrolled in courses of any length. Students who do not comply with written syllabus attendance/ongoing engagement requirements may be administratively withdrawn from that course unless documentation of contact with their course instructor is provided. For more information, please visit https://osuokc.edu/sites/default/files/documents/academics/AW_Policy.pdf

A basic requirement of this course is that you will participate in all class discussions and conscientiously complete all required course activities and/or assignments. Keep in touch with me if you are unable to participate or complete an assignment on time. Attendance for this online course is determined by your participation on assignments as listed in this syllabus and each unit of learning. If you miss the first week, you may be administratively withdrawn from this course. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal may take place beginning week 3. If you are administratively withdrawn from the course, you will not be eligible for a tuition refund. This may result in a balance due to Business Services, which will prevent enrollment in future semesters until the balance is paid. If you have questions about the administrative withdrawal policy at any point during the semester, please contact me.

Confidentiality, Reporting, & Title IX:

Due to requirements of Title IX, please be aware that if you share private information about situations regarding physical or sexual violence/ stalking/ harassment, with your instructors, it cannot be kept confidential. Your instructors have a legal obligation to report the situation to Kristi Pendleton, Director of Student Life. This includes sharing on

posts, discussion boards, in papers, and in conversations. This is not to discourage you from sharing, only to ensure that you understand that if it is shared, it must be reported. If you need more information please contact Kristi Pendleton, Director of Student Life, pendlek@osuokc.edu or 405 945-3378.

General Education Goal Statement:

Upon completion of an OSU-Oklahoma City degree, students will have accomplished the following five outcomes:

Critical Thinking: Students solve problems by evaluating arguments or propositions and making judgments that guide the development of their beliefs and actions.

Critical thinking skills include, but are not limited to, the ability to comprehend complex ideas, data, and concepts; to make inferences based on careful observation; to make judgments based on specific and appropriate criteria; to solve problems using specific processes and techniques; to recognize relationships among the arts, culture, and society; to develop new ideas by synthesizing related and/or fragmented information; to apply knowledge and understanding to different contexts, situations, and/or specific endeavors; and to recognize the need to acquire new information.

Effective Communications: Students communicate effectively using organized and coherent written and oral presentations appropriate for the audience and situation.

Effective communication is the ability to develop organized, coherent, unified written or oral presentations for various audiences and situations.

Computer Proficiency: Students use computer and network technologies to gather, analyze and communicate information.

Computer proficiency includes a basic knowledge of operating systems, word processing, and Internet research capabilities.

Civic Responsibility: Students engage in the community through activities effecting positive change in society and the environment.

Preparation for civic responsibility in the democratic society of the United States includes acquiring knowledge of the social, political, economic, and historical structures of the nation in order to function effectively as citizens in a country that is increasingly diverse and multicultural in its population and more global in its view and functions.

Global Awareness: Students display sensitivity to cultures across local, national and global communities.

Global awareness includes knowledge of the geography, history, cultures, values, ecologies, languages, and present day issues of different peoples and countries, as well as an understanding of the global economic, political and technological forces which define the interconnectedness and shape the lives of the world's citizens.

Syllabus Modification Statement:

Faculty has the right to change or modify the course syllabus materials during the academic year. Any changes will be shared with students. All changes in the instructor's policies after the semester has begun must be made in writing as part of a written addendum to the course syllabus; this addendum should be clearly labeled as such and dated.

Institutional Statement:

Each student is responsible for the information contained in the OSU-Oklahoma City catalog, student handbook, and semester information listed in the class schedule.

Global Education Mission:

Global Education is an institutional commitment to providing learning environments that provide a cross-cultural global perspective through all facets of the educational process. This institutional commitment to Global Education shall manifest itself throughout the entire institution, providing support for diversity, international, and inter-cultural educational opportunities. These opportunities will be institutionalized through curricular and co-curricular activities. This institutional commitment to Global Education will assist OSU-Oklahoma City in accomplishing its mission of preparing students for an increasingly technological and global society.

OSU-OKC Syllabus Supplement Document:

This document includes reference to the ADA policy, non-discrimination policy, and other relevant course policy information. Please visit <https://osuokc.edu/sites/default/files/documents/academics/OSUOKC-semester-document-AY18-19.pdf> for more information.

Course Policies and Information**Grade requirement:**

Students in the Bachelor of Technology in Emergency Responder Administration program must earn a minimum final course grade of a "C" or higher in all of the ERA courses in order to satisfy degree requirements. Any "D" or "F" is a failing grade and the course will need to be repeated.

Class participation:

The policies stated in this syllabus are to ensure fairness and consistency in grading. This is a three credit-hour internet course structured in the Desire2Learn (D2L) system. Although this course is online, it is not self-paced. As a student in a higher education program, you are expected to complete all assignments within this course. There are also *required* assignments in this course. It is assumed students will remain up-to-date on course assignments, news, and e-mail. Essential course information and communication can be relayed in D2L or via e-mail. Missing essential information or communication can be detrimental to student success in a course. Do not misconstrue a deadline to mean wait to submit. *Submit early.*

Assignment submission policy:

Students are responsible for ensuring proper submission of assignments prior to the stated due date and time. Any blank or wrong assignment submission will receive zero points. Assignments must post in D2L; *e-mail submissions will not be accepted* unless specifically directed by your instructor. Resubmissions after the due date will not be accepted unless specifically instructed by me. Late assignment submissions must be approved by the instructor prior to the stated due date. Your instructor has the right to deny approving or accepting late assignment submissions. Do not wait until the due date to complete and submit assignments and risk a circumstance that affects your ability to meet a deadline. A circumstance is *any situation*, emergency or nonemergency, preventing you from completing school work before a due date and time. If you have a circumstance taking you out of the course for two or more weeks, consider retaking the course at a later date. Due dates may be adjusted to accommodate non-school days or course needs.

Assignment grading policy:

Assignments will be graded with a scoring rubric within ten business days from the due date and time. Unapproved late assignment submissions will not be graded and assigned zero points. Approved late discussion submissions will receive no more than 40%. Approved late essay and exam submissions have a 20% reduction, from the total point value, for each 24-hour period past the due date. Grading is applied from this reduced rate. Approved late assignment submissions will receive zero points after four days past the due date.

Dropping of courses:

The academic calendar provides drop dates with either no monetary penalty or full tuition and fees for the course charged to the student. After the final permissible withdraw date, a grade will be turned in for all students still enrolled in the course.

Withdrawal for non-attendance:

The responsibility for withdrawal for nonattendance lies with the student. It is not the instructor's responsibility to administratively withdraw the student for nonattendance or to withdraw you because you are failing. Please review OSU-Oklahoma City policy on course withdrawal or contact your advisor. The instructor will calculate your final grade as indicated within this document. In many cases students that do not complete the assigned coursework will receive a failing grade. This failing grade will be placed on your permanent transcript and affect your total grade point average.

Netiquette:

Online courses promote the advance of knowledge through positive and constructive debate, both inside and outside the classroom. Discussions on D2L must include good manners and respect for fellow students. Remember that you are in a place that fosters learning. This means that we will value and accept each other's thoughts and ideas. Additionally, e-mails are considered official correspondence and may be requested under the open records law. Ensure your messages are professional and provide clear communication for the purpose; have any needed background information and if follow

up is needed. Any derogatory or denigrating communication from students will not be tolerated and will be forwarded to the Student Conduct Office for follow up.

Technology:

Students are responsible for ensuring a high-speed internet connection sufficient to support test taking and other technology based coursework. Lag times in internet speed can influence the ability to complete timed assignments. There will be a mix of technology used in this course. The student is expected to be able have access to and utilize a computer for this course. The use of a cell phone or tablet to complete assignments is highly discouraged. The student is also expected to listen to audio recordings and view the assigned videos. Students have access to *free* Microsoft downloads from the OSU-Oklahoma City main website.

Please contact Information Services help desk at (405) 945-6767 if you encounter any technical issues with the D2L system. You can also submit an online request for assistance at <https://osuokc.edu/it/request>

While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layout simple. The classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.

Teaching Philosophy and Strategies:

[added by instructor]

Expectations of Students:

[added by instructor]

[add latest revision date]