

University of Florida

TEL 4930: “Weimer Welcome”

Instructor: Randy Wright
Executive Director, Division of Multimedia Properties
College of Journalism & Communications
University of Florida
rwright@jou.ufl.edu
352-665-4244 (cell)

Office Hours: Weekdays 9 am-5 pm (By Appointment or “Drop by”)

Class Meetings: Tuesday 3rd Period: 11:45 am-12:30 pm in Weimer G037 (CMIR)

Course Description: Hundreds of students walk through the atrium of Weimer Hall each day and many enroll in the University of Florida College of Journalism and Communications. Many who enroll are not aware of the majors and real world experiences that are offered at the College and how to turn their educational experience at UF into a successful career post graduation. Weimer Welcome provides students with a behind the scenes look at the numerous opportunities and experiences available in the College of Journalism & Communications and an in-depth look into how to be successful in the College and in various potential media and communications-related career paths. The title of the course Weimer Welcome suggests the course is built around giving students a brief introduction into the College of Journalism and Communications and the resources and experiences available in Weimer Hall. Weimer Welcome also goes into more depth about effectively choosing majors and what students will face during their time at the College including selecting classes and getting involved through the Division of Multimedia Properties, various organizations, etc. The Weimer Welcome program will assist students in development academically and personally to support success in the College of Journalism and Communications. Students who actively participate in learning, including open discussion of student issues, will help maximize their course experience.

Course Objectives: Weimer Welcome connects students to key resources at the University of Florida: a faculty/staff member who is committed to first-year student success and your peers. Specific objectives for students include the development of 1) skills for academic and personal success in the College and the Division of Multimedia Properties, 2) an appreciation for and commitment to being a part of a diverse learning community, 3) the personal, social, emotional, and intellectual skills necessary for involvement in leadership and service throughout the student’s career in the university community, and 4) acclimation to the College of Journalism and Communications and connection with the College and specific available resources.

By the end of the course, students will be able to

- Understand each major in the College of Journalism and Communications and the requirements for each.
- Have a complete understanding for the University of Florida’s Division of Multimedia Properties in the College of Journalism and Communications and be able to appropriately engage various opportunities and student experiences within the media properties.

- Compile an academic plan for the major you choose to pursue in the College of Journalism & Communications.
- Understand the various College student organizations for each major and how to get involved in each.

Course Materials: Students will learn the basic concepts and principles from class period lectures, required readings, class discussion and guest lecturers.

Course Policies:

Attendance: Students are expected to be punctual in class attendance and remain in the classroom for the entire class session, as they would in any business appointment, unless an urgent need arises or prior arrangements have been made with the instructor. Two tardy attendances will result in one absence.

Participation: Students are expected to arrive for class prepared to meet classroom obligations and to devote full attention and commitment to the work of that class. Classroom discussion is an important part of the pedagogy of this course. Students in Weimer Welcome should be fully prepared to engage in class discussion, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussion, as well as building on the base for discussion laid by student colleagues and the instructor.

Electronic Devices: Laptops and other electronic devices should be used with discretion and only as permitted by the instructor for work directly related to the class session. Emailing, accessing the internet, and working on matters unrelated to the work at hand are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructor. In the rare but urgent situation, the student should advise the instructor in advance of a pending phone call or message.

*****Turn off your cell phone before class begins*****

Team Work and Individual Work: Working in the context of groups and teams is an important managerial skill that is fostered in business programs. Students should treat their responsibilities to team appointments and team work as they would treat professional business obligations. Learning in the context of groups and teams also involves academic integrity. Team members are jointly responsible for the academic honesty and integrity of team work. They are obliged to participate in the work and learning process of the team so that they do not take academic credit for projects and assignments to which they have not made a fair and proportionate contribution.

Students with Disabilities: The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

Requirements and Grading:

The point grade will be converted into the letter grade based on the following:

A	90-100 pts
B+	87-89 pts
B	80-86 pts
C+	77-79 pts
C	70-76 pts
D+	67-69 pts

- D** **60-66 pts**
- E** **00-59 pts**

Your final grade will be determined by the following percentage:

Attendance	20%	Attend every class. As it only meets once a week it's important to be there.
Participation/Dream Paper	20%	Engage in classroom discussion. The best way to maximize your time at UF is to engage your classmates and instructors. And, your Dream Job paper helps set the stage for your time at UF.
Majors Brochure	20%	Get creative and double-check your facts. Sell your classmates on a specific major.
Academic Plan	20%	Follow all guidelines creativity and plan your time at UF.
Resume	20%	An important part of being successful at UF and in your chosen career.

Class Assignments: Weimer Welcome is a college level course. The assignments that you turn in should be college level work. You are responsible for knowing and understanding the content of the syllabus. Descriptions of assignments can be found at the end of the syllabus. All assignments turned in for this course should be typed and double-spaced. The font should be 12 point Times New Roman with 1" page margins. Please avoid spelling, typographical errors and anything that generally detracts from the readability or content of the assignment. Print your name at the top right hand side of the first page of the assignment and number each additional page. If you use a quotation, please cite it according to the 5th edition of the American Psychological Association's Publication Manual.

Please note: Work will be collected at the beginning of every class and late work will not be accepted.

Dream Job Paper (2 pages): For most people their dream job is the one that most closely matches their values, interests, personality, and skills. It fosters their professional goals and accommodates their lifestyle choices. Describe your dream job and consider the following issues among others: Work environment, position and salary, The kind of supervisor you would be and the kind of supervisor you would want, hours you work, how this job impacts your lifestyle (family, geographic region, hobbies, etc.), and the training/education it took to get you to this position, etc.

College Academic Plan: Getting what you want out of your college experience is a matter of purposeful planning. It also involves much more than just going to class. Use the form provided to create a 1-year plan (Fall to Summer) for academic and professional development. All spaces on the left of the form must be filled in with specific activities or experiences for full credit. Additionally, all classes must be specific (Gen Ed – H is not acceptable) for full credit. Use this opportunity to make a serious attempt at a one-year plan. To earn full credit for this assignment you must fill in all of the blanks thoroughly. Fill in course blanks with the course number and full course name. Be very specific about your co-curricular activities (do not simply state “internship”, but rather name the place and/or position). Also, feel free to speak with your academic advisor about this plan.

Resume: A great resume is essential to a successful job search. However, it can also be just as useful in planning for future experiences at the University either curricular or co-curricular. Create a current resume using the resources available on the Career Resource Center's website (<http://www.crc.ufl.edu/Services/JobSearch/resume.php>) as a guide.

Majors Brochure: Your goal is to "sell" a particular major in the College of Journalism and Communications to your fellow classmates; to persuade them to choose that major, you should develop a brochure which you will have five minutes to present to the class. Your brochure should be factual, accurate, appealing and persuasive, and should include, but not be limited to:

- Major Coursework (Not Critical Tracking or Core Classes)
- Technical and Transferrable Skills developed through coursework
- Potential employers and careers degree may lead to
- Minor or Certificate Program to compliment that major

This assignment will also challenge you to use many of the resources available to you at the University. You should take advantage of information available at the Career Resource Center, in the University catalog, at the Student Activities Center, and University and departmental websites, etc.

Extra Credit : Find dates and locations on the WOW! Calendar

<http://www.dso.ufl.edu/nsp/wow/calendar.php> Turn in a 1 page reflection of the activity and turn in by December 1 for 5 points (Extra Credit will only be given if all other assignments are turned in).

1. Advisory Council Events that occur in the fall for each major.
2. Study Abroad Fair: Learn about possibilities of studying abroad during your college career.
3. Volunteer Organization Fair: Learn about service opportunities in Gainesville and service organizations on campus.
4. College of Journalism and Communications Featured Speakers.

Course Schedule (subject to change):

Date	Class Location/Topic	Assignment
Week 1- August 28 th	No Class	No Class-No Assignment
Week 2- September 4 th	Weimer 1078: Introduction/Syllabus Tour of Facilities: WUFT-TV, WRUF-TV, TV Newsroom	Dream Job Paper Assigned-2 Pages Due September 11 th at the beginning of class.

Date	Class Location/Topic	Assignment
Week 3- September 11 th	Media Properties Lobby: Tour of Facilities: WUFT-FM, WUFT Noticias, Radio Reading Service	Turn in Dream Job Paper Beginning of Class
Week 4- September 18 th	Media Properties Lobby: Return Dream Job Paper Tour of Facilities: WRUF, Sportsradio 850, Country 1037, The Gator, Rock104.com Clubs & Organizations Presentation Explain Majors Brochure	
Week 5- September 25 th	G037-CMIR: Brief Overview of Majors Introduce Major Series	
Week 5- October 2 nd	G037-CMIR Scholarships Speaker: Mr. Charles Harris, College of Journalism & Communications Student Experiences Speaker: Renee Gork, Student Experiences Coordinator	
Week 6- October 9 th	G037-CMIR: Major Series: Speakers: Focus on College Departments: -Telecommunications -Journalism Q&A Session	

Date	Class Location/Topic	Assignment
Week 7- October 16th	G037-CMIR: Major Series: Speakers: Focus on College Departments: -Advertising -Public Relations Q& A Session Introduce Academic Plan	Majors Assignment Due Next Class Period
Week 8- October 23rd	G037-CMIR Majors Assignment Due One on One Meetings to Review Academic Progress and Areas of Focus/Major for your Undergrad Degree from UF.	
Week 9- October 30 th	G037-CMIR: One Year Academic Plan draft	Next Class: Meet in the Career Resource Center in Reitz Union
Week 10- November 6th	Career Resource Center-Reitz Union: Return One Year Academic Plan draft Career Resource Center Speaker	Revise Academic Plan: Due next class
Week 11- November 13th	G037-CMIR: Final Draft One Year Academic Plan	Prepare Personal Resume: Due next class

Date	Class Location/Topic	Assignment
Week 12- November 20 th	G037-CMIR: Return Final Draft One Year Academic Plan TV Production and News: Speaker: Reed Erickson, Creative Services Producer/Project Manager Personal Resume Due	
Week 13- November 27 th	Media Properties Lobby: Gator Vision/ Sports Production: Speakers: UAA Director of New Media Jon Rubin and Assistant Director of New Media/Producer Dennis Black	
Week 14- December 4 th	G037-CMIR: Last Day of Class Lunch to Celebrate the Close of the Fall Semester.	