

RTV/JOU 4930: Sports Capstone & Portfolio

Fall 2018

College of Journalism and Communications
University of Florida

Instructor: Eric Esterline
Place: Weimer Hall 3028
Day and Time: Mondays, 10:40 a.m. - 12:35 p.m.

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Course Site: <https://ufl.instructure.com>
Course Text: NONE

Readings and Resources will be posted and available online.

Overview and Objectives

Usually taken in the last year of study, the capstone sports portfolio course integrates material from previous courses and requires each student to prepare a final project as well as a comprehensive e-portfolio to assist the student in a job search. Students completing the course will demonstrate progress in their written, oral, and communication skills, as well as the ability to think creatively and critically. Those students that complete this course will be prepared to enter and perform satisfactorily in entry-level sports communication and media positions.

Course Learning Objectives

After successful completion of this course, students should be able to:

- (1) Understand the current issues affecting the sports industry;
- (2) Enhance understanding of the ethics and values in the sports industry;
- (3) Understand the skills needed in a job search;
- (4) Provide the opportunity for students to construct and improve their resume;
- (5) Provide the opportunity for students to create their own personal brand;
- (6) Provide the opportunity for students to create a portfolio to showcase examples of their best work to professional audiences

Course Eligibility

Students must have received a grade of “C” or better in two semesters of JOU 4201 “News Center Practicum” or RTV 3495 “ESPN Experience”.

Course Grades

The following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	% of Total Grade
Class Participation, Citizenship (15)	10 pts each = 150 pts	10%
Resume Development Project	150 pts	10%
Professional Branding Project	300 pts	20%
Electronic Portfolio Project	400 pts	27%
Capstone Project	500 pts	33%
Total	1500 pts	100%

Assignment Descriptions

Class Participation and Citizenship (15 weeks, 10 pts per week)– This includes, but is not limited, to the following: regular and on-time attendance for class; serious preparation of the assigned texts; active listening, including note taking; involvement in classroom activities; posting relevant content to Canvas and Twitter, questions & comments on the course forums; being respectful of others; and, a semester-long sustained effort at contributing to the class discussion through visible attention, helpful questions and worthwhile insights into the issues being discussed.

Please note, if you are using technology in class for non-class related work or doing other distracting things in class (homework for another class, organizing your calendar, reading the newspaper, etc), you are NOT being a good citizen.

The following rubric will be employed to assign participation points

Preferred (10 pts)	Acceptable (7-9 pts)	Needs Improvement (4-6 pts)	Unacceptable (1-3 pts)	Will Ask You To Leave (0pts)
Arrives on time Comments are relevant and reflect understanding and good preparation	Arrives on time Comments are mostly relevant, but understanding may be slightly lacking	Arrives no more than 5 minutes late Comments are minimal (“yeah”, “uh huh”) and demonstrate poor preparation	Arrives more than 5 minutes late No comments are made Sleeping, texting,	Absent Disruptive or rude comments are made Drawing others into disrespectful

Clear enthusiasm Participates in Twitter course hashtag activity with 3-4 per class	Not overly enthusiastic, but positive Participates in Twitter course hashtag activity with 1-2 per class	Demeanor is sluggish Participates in Twitter course hashtag activity with 0-1 per class	disengaged Participates in Twitter course hashtag activity rarely if at all	behaviors (showing texts, shopping online, etc) Never participates in Twitter course hashtag activity
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PROJECTS - All projects will be expected to be of high quality work. On days projects are due, students will present a report on their work in class and receive feedback from the instructor and classmates.

Projects will be posted on the course website.

- **Capstone Project** - This assignment allows you to produce a new project according to your major option and interests. Eligibility: (1) You may not complete a project in a genre unless you have completed specific coursework for that genre. (2) Your capstone cannot be a rehash or improvement on a previous project, whether produced for class or not. It needs to be a new project. Your pitch must be approved prior to beginning your project, and not all project ideas will be approved
- **Professional Brand Project** - Knowing your personal brand can not only help you market yourself to future employers, it can help you find organizations that are a good fit for you. As a result, it is important to be able to articulate your personal brand before you begin your job search. In this project you will use multiple in-class activities to summarize your personal brand.
- **Resume Development Project** - 1-2 pages, for the purpose of submitting to potential employers. Must be designed to assignment specifics. The purpose of the resume assignment is to provide you with an opportunity to take an inventory of your skills and experiences as you begin to think about your professional career.
- **Portfolio Site Project** - Each student will accumulate items for their portfolio. This portfolio should help prepare you for the opportunities and responsibilities of a college graduate. It will be graded on its quality and completeness, meaning that it should provide excellent artifacts of student learning, as well as a sufficient quantity of such works. Your portfolio must include your capstone project and all “portfolio-required” assignments. The portfolio is designed to house your work done in various classes and/or experiences and must be available online.

Grading (grades are rounded up or down to the nearest whole number for grading purposes)

935-1000 points	= A	895-934 points	= A-		
865-894 points	= B+	825-864 points	= B	795-824 points	= B-
765-794 points	= C+	725-764 points	= C	695-724 points	= C-
665-694 points	= D+	625-664 points	= D	595-624 points	= D-
0-594 points	= F				

Course Outline

Week 1	<ul style="list-style-type: none">• Introduction to class; imagining life after college, Discussion of effective capstone pitch and project
Week 2	<ul style="list-style-type: none">• Capstone Pitch Due
Week 3	<ul style="list-style-type: none">• Career Development; Professional Brand Project Work• Guest Speaker, Jaysen Williams - CRC
Week 4	<ul style="list-style-type: none">• Job Search Strategies; Professional Brand Project Work
Week 5	<ul style="list-style-type: none">• Guest Speaker, Andy Selepak - Social Media and Personal Branding
Week 6	<ul style="list-style-type: none">• Working in a global community; Resume Development Project
Week 7	<ul style="list-style-type: none">• Networking; Resume Development Project
Week 8	<ul style="list-style-type: none">• Resume Development Project Due
Week 9	<ul style="list-style-type: none">• Written and interpersonal communication; Discussion of effective portfolio site, Jaysen Williams - CRC (networking)
Week 10	<ul style="list-style-type: none">• Job Interviews; Capstone and portfolio workshop, Katelyn Jerles - CRC (job interviews)
Week 11	<ul style="list-style-type: none">• Negotiating job offers; Capstone and portfolio workshop
Week 12	<ul style="list-style-type: none">• Professional Development; Capstone and portfolio workshop
Week 13	<ul style="list-style-type: none">• Your first job; Capstone and portfolio workshop
Week 14	<ul style="list-style-type: none">• Capstone Due
Week 15	<ul style="list-style-type: none">• Capstone and Portfolio Presentations

Policies

Attendance Policy

Attendance in the class is required. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

Students are expected to participate in all class discussions. Please turn off cell phones prior to class. Sports reporting is a deadline-based profession, so you are expected to arrive on time for each class.

In case of illness, the instructor should be notified in advance and a physician's note may be required. Unexcused absences will result in deductions from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Attendance is recorded and you **WILL** lose attendance and participation points for absence from class time. This could affect up to 15% of your final grade. There are **NO** free absences from class. We only meet once a week. For each absence you will lose class participation points, unless you have a note and it is excused and approved by UF.

Absences and Make-up Work

Students are expected to be in class on time and remain until the dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. When absent, please contact a fellow student to find out what was missed. You are responsible for all material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop one letter grade for every day they are late.

Academic Integrity

UF students are bound by the Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.

Course Grading

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

U Matter, We Care

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one

another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

***NOTE: Topic schedule subject to changed based on guest availabilities and other factors.**

