

## Social Media Metrics and Evaluation

MMC6727: Social Media Metrics and Evaluation

**Academic Term:** Summer C 2020

**3 Credit Hours**

### Instructor

Name: Bing Ge

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Office Phone Number and Times: 954-554-5210 (Text preferred)

Virtual Office Hours: Tuesdays 7pm-9pm

### Teaching Assistants

- N/A

## Course Description & Prerequisites

Social media is an ever evolving landscape within the advertising industry. Part of this evolving landscape is an increasing importance placed on making decisions backed in data. Throughout this course, students will learn to leverage the data generated by paid social media campaigns to create reports, derive insights and develop strategic recommendations. Students will learn to leverage tools such as excel and powerpoint to create presentations for clients and internal stakeholders. After completing this course, students will be able to develop measurement plans and testing initiatives, create reports with key findings derived from data sets, and make strategic recommendations for optimizations and future campaigns. Each week, you will be assigned lectures to watch with assignments, and occasional quizzes. There will be two projects – one due in the middle of the semester and one due at the end. These tasks can be found on each weekly module.

### Course Pre-Requisites / Co-Requisites

N/A

## Course Delivery Mode & Time Commitment

This is a fully online course and you must log into Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET. The course begins with the Course Orientation (START HERE) Module, which will familiarize you with the course.

### Time Commitment

Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

## Course-Level Objectives

Upon successful completion of this course, students will be able to:

- Understand the definitions and nuances of social media metrics, and the role that analytics plays in campaign development
- Utilize tools such as excel to combine and manipulate data to pull out key observations
- Leverage native social data from Facebook/Instagram and Twitter to derive analysis on performance
- Derive insights to answer the “why” behind performance
- Develop reports and recommendations on optimizations based on social media performance
- Present deliverables and speak to questions that might arise regarding social media metrics and analytics

## Textbooks & Materials

### Required Course Textbook(s)

There is no required textbook for this course. All required readings will be provided as needed.

### Recommended Textbook(s)

N/A

## Minimum Technology Requirements & Computer Skills

### COMPUTER REQUIREMENTS

#### Basic Computer Specifications for Canvas

- [Specifications](#)
- Reliable Web Browser: Login to Canvas and make sure your Internet browser is compatible.

#### Peripherals

- A backup option should be available to minimize any loss of work such as an external hard drive, a USB drive, cloud storage, etc.

#### Hardware

- Dependable computer.
- Computer speakers.
- Headset with microphone.
- Webcam.

#### Software

- [Microsoft Office 365](#).
  - Excel
  - PowerPoint

- Word
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- Canvas Mobile App: Download instructions for [iOS device](#) or [Android device](#).
- [Adobe Reader](#)
- <https://ufl.zoom.us/>

### Internet Connection

- Recommended: Broadband Internet connection with a speed of 4 Mbps or higher.
- To function properly, Canvas requires a high-speed Internet connection (cable modem, DSL, satellite broadband, T1, etc.). The minimum Internet connection speed to access Canvas is a consistent 1.5 Mbps (megabits per second) or higher.
- [Check your Internet speed here.](#)

### Subscriptions, Plug-Ins, and Other Tools

- [Adobe Flash Player](#) (Good until the Microsoft update December 31, 2020.)
- [JAVA](#)

## MINIMUM COMPUTER AND DIGITAL INFORMATION LITERACY SKILLS REQUIREMENTS

The general and course-specific computer and digital information literacy skills you must have to succeed in the course include, but are not limited to, the following:

- Accessing the Internet.
- Using Canvas.
- Using email with attachments.
- Creating and submitting files in processing program such as Microsoft Office Tools.
- Copying and pasting functions.
- Downloading and installing software.
- Using presentation, graphics, and other programs.
- Posting and commenting in an online discussion.
- Searching the University of Florida library and websites.

## Technical Support

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you MUST report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

### IT Support

For all Technical assistance questions please contact the UF Computing Help Desk:

Phone: 352-392-HELP (4357)

Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

### Please Note

Your instructor is not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the instructor in order to receive an extension.

## Course Grading Policies

### Grading Criterion, Late Assignment Policy, and Expectations for Assignments

### GRADING CRITERION

#### Assignments (Total 40%)

Each week, you will be required to complete an assignment related to the lecture topic. Individual assignment instructions can be found in Canvas under the "Assignment" tab. Assignments are usually due at 11:59pm on the Thursday, the week of the lecture

Short Answer Assignments						
Criteria	Ratings					Pts
<b>Accuracy</b> Students will be graded on how precise and correct their answers are. Does the student provide the correct answer to the question? Does the student answer all parts of the question?	<b>40.0 pts</b> <b>Excellent</b> Student correctly answers the question without leaving room for interpretation.	<b>36.0 pts</b> <b>Good</b> Student shows understanding of the subject matter and mostly answers the questions correctly.	<b>32.0 pts</b> <b>Satisfactory</b> Student partially answers the question correctly but has room for improvement. Minor parts of the question remain unanswered or answered incorrectly.	<b>28.0 pts</b> <b>Not Satisfactory</b> Student answers only part of the question correctly. There is need for additional information. Parts of the question may be unanswered or incorrect.	<b>0.0 pts</b> <b>No Marks</b> Answer is incorrect and does not address the questions asked.	40.0 pts
<b>Critical Analysis</b> Students will be graded on how comprehensive and thorough their answers are. Does the student display understanding and mastery of the content? Does the student apply the learnings in their answer?	<b>30.0 pts</b> <b>Excellent</b> Student shows comprehension and mastery of the content. Answers display deep understanding or learnings.	<b>27.0 pts</b> <b>Good</b> Student shows a good grasp of the content. They are able to apply learnings and display comprehension in their answer.	<b>24.0 pts</b> <b>Satisfactory</b> Student shows basic understanding of the content, but leaves room for improvement. There is opportunity for deeper analysis and insight within the answer.	<b>21.0 pts</b> <b>Not Satisfactory</b> Student shows a lack of comprehension of the subject matter. The answers provided are flat or one-dimensional and do not display critical thinking.	<b>0.0 pts</b> <b>No Marks</b> Answer is incorrect or missing	30.0 pts

<p><b>Logic and Organization</b> Students will be graded on how clear and comprehensive their ideas are presented. Does the student coherently explain his/her thoughts? Does the student show reasoning in their explanation? Is the student able to explain how they arrive at their answers?</p>	<p><b>20.0 pts Excellent</b> Student shows well-developed ideas and presents their thoughts in a logical flow. The answers are clear, comprehensive and convincing. There are explanations provided behind the thinking.</p>	<p><b>18.0 pts Good</b> Student presents their answers in a thoughtful manner. Ideas are clear and understandable.</p>	<p><b>16.0 pts Satisfactory</b> Student provides answers that satisfy the question but the logic and flow of the answer is confusing. The answer has room for improved clarity and explanation.</p>	<p><b>14.0 pts Not Satisfactory</b> Answers leave room for confusion. There is a lack of clarity and organization in the student's response. The structure or logic of the answer itself is confusing.</p>	<p><b>0.0 pts No Marks</b> Answer is incorrect or missing</p>	<p>20.0 pts</p>
<p><b>Spelling and Grammar</b> Students will be graded on grammar, spelling, and punctuation. Is the answer coherent and free of spelling errors?</p>	<p><b>10.0 pts Excellent</b> Answer is free of spelling or grammar mistakes, and presented without technical errors.</p>	<p><b>9.0 pts Good</b> Answer may contain one or two errors but makes grammatical sense, and is largely free of spelling mistakes.</p>	<p><b>8.0 pts Satisfactory</b> Student has a few spelling or grammar mistakes in their response, but answers are mostly correct and understandable.</p>	<p><b>7.0 pts Not Satisfactory</b> Answer is sloppy, contains spelling and grammar mistakes, and/or leaves room for confusion.</p>	<p><b>0.0 pts No Marks</b> Answer is incorrect or missing.</p>	<p>10.0 pts</p>
<p>Total Points: 100.0</p>						

Excel Based Assignments							
Criteria	Ratings						Pts
<b>Accuracy</b> Students will be graded on how precise their answers are. Does the student provide the correct answer to the question? Does the student answer all parts of the question?	<b>50.0 pts</b> <b>Excellent</b> Student correctly answers all parts of the question without any errors.	<b>45.0 pts</b> <b>Good</b> Student correctly answers almost all parts of the question. The student shows understanding and only has minor errors in his/her work.	<b>40.0 pts</b> <b>Satisfactory</b> Student shows some understanding of the learning, and answers are partially correct. There are some errors and room for improvement.	<b>35.0 pts</b> <b>Not Satisfactory</b> Student only answers a part of the question correctly, but there are parts missing or inaccurate. There is room for improvement.	<b>30.0 pts</b> <b>Needs Improvement</b> While there are correct elements, most of the answer is incorrect. There are many errors, or a greater need for additional information or clarification.	<b>0.0 pts</b> <b>No Marks</b> Answer is entirely incorrect or missing	50.0 pts
<b>Critical Analysis</b> Students will be graded on how comprehensive and thorough their answers are. Does the student display understanding and mastery of the content? Does the student apply the learnings?	<b>30.0 pts</b> <b>Excellent</b> Student shows comprehension and mastery of the content. Answers display a deep understanding of the subject matter.	<b>27.0 pts</b> <b>Good</b> Student shows a good grasp of the content. They are able to apply learnings and display comprehension in their answers.	<b>24.0 pts</b> <b>Satisfactory</b> Student shows basic understanding of the content, but leaves room for improvement. There is opportunity for deeper analysis within the answer.	<b>21.0 pts</b> <b>Not Satisfactory</b> Student shows lack of comprehension of the subject matter. The work does not fully answer the question and shows lack of understanding.	<b>0.0 pts</b> <b>No Marks</b> Assignment is incorrect or missing		30.0 pts
<b>Clarity and Organization</b> Students will be graded on how clear and organized their work is. Is the work visually pleasing, clearly labeled and easily understood? Does the student show reasoning and logic in their work? Is the format of the data legible and self-explanatory?	<b>20.0 pts</b> <b>Excellent</b> Answer is free of spelling or grammar errors, and is presented in an efficient manner. Work is clear and effective with all necessary elements properly labeled, formatted, and showcased in a visually appealing manner.	<b>18.0 pts</b> <b>Good</b> Student's work is largely free of spelling, grammar, labeling, and formatting errors. The work looks clean and understandable, and presented with logical clarity.	<b>16.0 pts</b> <b>Satisfactory</b> Student's work is mostly understandable but raises some confusion. There are errors present in the spelling, formatting, labeling, etc.	<b>14.0 pts</b> <b>Not Satisfactory</b> Student's work is sloppy and/or confusing. There are spelling, formatting, and/or grammatical errors, and leaves room for misinterpretation of the results.	<b>0.0 pts</b> <b>No Marks</b> Assignment is incorrect or missing.		20.0 pts
Total Points: 100.0							

### Quizzes (Total 20%)

Throughout the course, you will have 4 quizzes based on the lecture. They will be evaluated based on accuracy of the answers provided. Quizzes are due at 11:59pm on the Wednesday after lecture.

### Mid Semester Project (Total 15%)

You will be required to participate in and complete a group project that will involve collaborating with your peers to produce a final product. This assignment offers you the opportunity to practice virtual collaboration skills that are applicable to the 21<sup>st</sup> Century global workforce. Group work can be challenging; however, it is a reality in nearly every employment setting. Learning to be a collaborative and supportive team member that can resolve conflicts in an appropriate manner is an important part of the skills you will develop and/or enhance through your education at CJC Online Graduate programs.

Mid-Semester Project						
Criteria	Ratings					Pts
Accuracy Students will be measured on how accurate their project is. Did they get to the correct answer? Are all observations and recommendations calculated correctly?	40.0 pts Excellent All data is represented accurately with no mistakes. All labels and numbers are correct, and all statements reflect accurate interpretations of the data.	36.0 pts Good Student shows a good grasp of the content. The report is largely error free and only contains one or two false statement of the data or other information.	32.0 pts Satisfactory Student shows basic understanding of the content, but leaves room for improvement. There are minor errors in data representation or call outs.	28.0 pts Not Satisfactory Student shows a lack of comprehension of the subject matter. Data presented in the report is inconsistent with accurate calculations.	0.0 pts No Marks The project is missing or largely inaccurate.	40.0 pts
Quality and Organization of Content Is the report well organized? Does the order in which information is presented make logical sense? Does the student show the correct dimensions and data cuts?	20.0 pts Excellent Student shows well developed ideas and presents their thoughts in a logical flow. The report is clear, comprehensive, and convincing and includes supportive materials such as external references or visuals.	18.0 pts Good Student presents their answers in a thoughtful manner. Ideas are clear and understandable. There might be minimal spelling and grammar errors that do little to distract from the overall content.	16.0 pts Satisfactory Student provides answers that satisfy the question but the organization and flow of the answer might be confusing. The answer has room for improved clarity and explanation. Student's work might also contain some grammar and spelling errors.	14.0 pts Not Satisfactory The organization and content are confusing. There is a lack of clarity and cohesion in student's structure. Needs improved answer structure in order to get the idea across. There may be spelling, grammar, and formatting errors	0.0 pts No Marks The project is missing or largely inaccurate.	20.0 pts



<b>Creativity</b> Does the template display the information in a meaningful and easy-to-understand manner? Are the visuals helpful and aid in the understanding of the information? Does the theme look consistent throughout the report?	<b>10.0 pts</b> <b>Excellent</b> The report is visually appealing and cohesive. All elements are chosen carefully, and is efficient at displaying information. Slides display sufficient information, and are clean and easy to read	<b>9.0 pts</b> <b>Good</b> The report is cohesive and consistent throughout. It is visually appealing and contains visual aids that support in the understanding of the content.	<b>8.0 pts</b> <b>Satisfactory</b> The report presents the information in a cohesive template, but is not visually stimulating. There is excessive or not enough text/imagery, which distracts from the main points.	<b>7.0 pts</b> <b>Not Satisfactory</b> The report lacks cohesion and consistency. It is visually unappealing and shows lack of thought in structure. There is incorrect or lack of supporting details such as visual aids.	<b>0.0 pts</b> <b>No Marks</b> The project is missing or largely inaccurate.	10.0 pts
<b>Critical Analysis</b> Students will be measured on how thorough and accurate their project is. Does the student get to the "how" or "why" behind data performance? Does the student address the business question? Does the student provide actionable "insights," learnings, and recommendations?	<b>30.0 pts</b> <b>Excellent</b> The student displays critical thinking and dives into the reasons behind campaign performance. The student considers the questions that clients may ask and presents the data in a manner that is helpful in addressing those questions. They provide observations/statements that are aligned with the objectives of the campaign.	<b>27.0 pts</b> <b>Good</b> Student shows a good grasp of the content. They are able to apply learnings and display comprehension in their report. The student's work addresses key findings from the data.	<b>24.0 pts</b> <b>Satisfactory</b> Student shows basic understanding of the content, but leaves room for improvement. The student's work calls out observations but lacks deeper analysis, and strong takeaways.	<b>21.0 pts</b> <b>Not Satisfactory</b> Student shows a lack of comprehension of the subject matter. The answers are flat or one-dimensional and do not display deep critical thought. Findings presented are inconsistent with the data.	<b>0.0 pts</b> <b>No Marks</b> The project is missing or largely inaccurate.	30.0 pts
Total Points: 100.0						

### Final Project (Total 25%)

You will be required to participate in and complete a group project that will involve collaborating with your peers to produce a final product. This assignment offers you the opportunity to practice virtual collaboration skills that are applicable to the 21<sup>st</sup> Century global workforce. Group work can be challenging; however, it is a reality in nearly every employment setting. Learning to be a collaborative and supportive team member that can resolve conflicts in an appropriate manner is an important part of the skills you will develop and/or enhance through your education at CJC Online Graduate programs.



Final Project Rubric						
Criteria	Ratings					Pts
<b>Critical Analysis and Accuracy</b> Students will be measured on how thorough and accurate their project is. Does the student get to the "how" or "why" behind the data performance? Does the student address the business question? Does the student provide actionable "insights," learnings, and recommendations?	<b>50.0 pts Excellent</b> The student displays critical thinking and dives into the reasons behind campaign performance. The student anticipates the questions that the clients may ask and addresses those in the presentation. The findings presented are consistent with the data provided and shows strategic considerations.	<b>45.0 pts Good</b> Student shows a good grasp of the content. They are able to apply learnings and display comprehension in their report. The student's work addresses key findings from the data.	<b>40.0 pts Satisfactory</b> Student shows basic understanding of the content, but leaves room for improvement. The student's work calls out observations but lacks deeper analysis and strong takeaways.	<b>35.0 pts Not Satisfactory</b> Student shows a lack of comprehension on the subject matter. The answers are flat or one-dimensional and do not display deep critical thought. Findings presented are inconsistent with the data.	<b>0.0 pts No Marks</b> The project is missing or largely inaccurate.	50.0 pts
<b>Quality and Organization of Content</b> Is the report well organized? Does the order of the information presented make logical sense? Does the student show correct dimensions and data cuts?	<b>20.0 pts Excellent</b> Student shows well developed ideas and presents their thoughts in a logical flow. The report is clear, comprehensive and convincing. It includes supportive materials such as external references, visuals or evidence.	<b>18.0 pts Good</b> Student presents their answers in a thoughtful manner. Ideas are clear and understandable. There might be minimal spelling and/or grammar errors that do little to distract from the overall content.	<b>16.0 pts Satisfactory</b> Student provides answers that satisfy the question but the organization and flow of the answer might be confusing. The report has room for improved clarity and explanation. Student's work might also contain some grammar and spelling errors.	<b>14.0 pts Not Satisfactory</b> The organization and content is confusing. There is a lack of clarity and cohesion in the student's report structure. There is need for improved answer structure in order to get the idea across. There may be spelling, grammar, and formatting errors.	<b>0.0 pts No Marks</b> The project is missing or largely inaccurate.	20.0 pts

<b>Presentation Skills</b> Does the student communicate clearly? Is the student professional and engaging when presenting?	<b>20.0 pts</b> <b>Excellent</b> The student presents a well compiled report with thoughtful commentary. There is confidence in his/her communication and the presentation flows well. The student is able to answer questions thoughtfully and address concerns and comments.	<b>18.0 pts</b> <b>Good</b> The student exhibits good presentation skills with minimal hesitation. They provide helpful commentary and display understanding of their content. He/she is able to address most comments, questions, and concerns.	<b>16.0 pts</b> <b>Satisfactory</b> The student presents good content but lacks full understanding and familiarity with what they are presenting. The student addresses key points but leaves some doubt. He/she is able to address comments, questions, and concerns.	<b>14.0 pts</b> <b>Not Satisfactory</b> The presentation lacks confidence and causes confusion. The student shows hesitation and uncertainty in their work and responses.	<b>0.0 pts</b> <b>No Marks</b> The project is missing or largely inaccurate.	20.0 pts
<b>Creativity</b> Does the template display the information in a meaningful and easy-to-understand manner? Is there a consistent theme present throughout the assignment? Are the visuals helpful and aid in the understanding of the information?	<b>10.0 pts</b> <b>Excellence</b> The report is visually appealing and cohesive. All elements are chosen carefully, and is effective in display information. Slides display sufficient information, and are "clean" and easy to read.	<b>9.0 pts</b> <b>Good</b> The report is cohesive and consistent throughout. It is visually appealing and contains visual aids that support in the understanding of the content.	<b>8.0 pts</b> <b>Satisfactory</b> The report presents the information in a cohesive template, but is not visually stimulating. There is excessive or not enough supportive imagery, which distracts from the main points of the report.	<b>7.0 pts</b> <b>Not Satisfactory</b> The report lacks cohesion and consistency. It is visually unappealing and lacks a consistent theme. There is incorrect or misaligned visuals with information.	<b>0.0 pts</b> <b>No Marks</b> Project is missing or largely inaccurate.	10.0 pts
Total Points: 100.0						

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
<b>Course Orientation:</b> These assignments are required; however, they not count towards the final grade. <ul style="list-style-type: none"> <li>Student Introduction</li> <li>Course Evaluation</li> </ul>	0	0%
<b>8 Assignments</b> <ul style="list-style-type: none"> <li>Worth up to 100 points each.</li> </ul>	800	40%
<b>4 Quizzes</b> <ul style="list-style-type: none"> <li>Worth up to 100 points each.</li> </ul>	400	20%
<b>Mid-Semester Project</b> <ul style="list-style-type: none"> <li>Worth up to 100 points each.</li> </ul>	100	15%
<b>Final Project and Presentation</b> <ul style="list-style-type: none"> <li>Worth up to 100 points.</li> </ul>	100	25%
<b>TOTAL</b>	<b>1400</b>	<b>100%</b>

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%

<b>B</b>	<b>82.5-86.4%</b>
<b>B-</b>	<b>79.5-82.4%</b>
<b>C+</b>	<b>76.5-79.4%</b>
<b>C</b>	<b>72.5-76.4%</b>
<b>C-</b>	<b>69.5-72.4%</b>
<b>D+</b>	<b>66.5-69.4%</b>
<b>D</b>	<b>62.5-66.4%</b>
<b>D-</b>	<b>59.5-62.4%</b>
<b>E</b>	<b>0 – 59.4%</b>

The only passing grades for graduate students are A, A-, B+, B, B-, C+, C, and S. Grades of B-, C+ or C count toward a graduate degree if an equal number of credits in courses numbered 5000 or higher have been earned with grades of B+, A- and A, respectively. Grade points are not given for S and U grades; S and U grades are not used to calculate grade point averages. All letter-graded courses eligible to count toward the graduate degree, except 1000- and 2000-level courses, are used to calculate the cumulative grade-point average. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [UF grading policy](#) for more information.

### **LATE ASSIGNMENT POLICY**

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. ***No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.*** If potential issue arise concerning submitting final work, students should contact their instructors before deadlines to discuss the possibility of an Incomplete Grade Contract.

1. Late Assignment Grade Reductions
  - a. 0-24 Hours Late: 10% reduction in grade.
  - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
  - c. After the 7<sup>th</sup> Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

### **EXPECTATIONS FOR ASSIGNMENTS**

- **Missed Live Lectures** - In courses where there are live weekly or bi-weekly lectures, a recording of the lecture will be provided if you cannot attend. You will be responsible to "make-up" the missed lecture by viewing the recorded lecture and completing a required assignment. (If applicable, state the nature of the assignment (a written synopsis, video synopsis, outline, reaction paper, etc.).
- **Course Evaluation**  
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## Accessibility Policy

Students requiring reasonable access to services and resources required by the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, and other applicable federal and state regulations, please access [UF Accessibility](#) for all options available to you. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Please register early!

### Contact Information

- For ADA questions: Dr. Russ Froman, [rfroman@ufl.edu](mailto:rfroman@ufl.edu) , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, [galtamirano@ufl.edu](mailto:galtamirano@ufl.edu) , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, [alallen@ufl.edu](mailto:alallen@ufl.edu) , Phone: 352- 871-2707
- For persons with hearing or speech related accessibility needs: When trying to access an office on campus that does not list a TDD/TTY number, contact the Florida Relay Service at 800-955-8771(TDD) or 711 (V/TDD).

### Accessibility Resource Center

University of Florida  
PO Box 114085  
Gainesville, FL 32611-4085  
Phone: 352-392-8565  
[Email: accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu)

### Address

Environmental Health and Safety Administrative Offices  
916 Newell Dr  
Gainesville, FL 32603

For more information, see UF's [Electronic Information Technology Accessibility \(EITA\) Policy](#).

## Communication Policy

### EXPECTATIONS FOR STUDENTS (Revise, as necessary.)

#### Announcements

You are responsible for reading all announcements posted in the courseroom each time you log in.

#### Email

You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

#### Video Conferencing

You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations.

#### Course-Related Questions

Post course-related questions to the FAQ discussion board. This allows other participants with the same question to benefit from the responses. Also, make sure you review this forum prior to posting a question. Someone may have already asked and answered the question in previous posts.

## INSTRUCTOR'S PLAN FOR CLASSROOM RESPONSE TIME AND FEEDBACK

### Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. You should ask course-related questions in the FAQ discussion board. If you have questions of a personal nature, please email the instructor.

### Assignment Feedback Policy

The instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the instructor will communicate to you.

### Course-Related Questions Policy

Except weekends and holidays, the instructor will generally answer questions within 48 hours.

### Video Conferencing

The instructor will provide any information on required video conferencing within the courseroom.

### Electronic Communication Policy

In addition to the University's policy, please consider the following:

- Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).
- All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).
- Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).
- Prohibited online access without consent.
- Prohibited disruption of services including introducing computer contaminants (viruses).
- Prohibited [harassment](#) of any kind.

### Privacy

If your course includes live synchronous meetings, the class sessions will all be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.

Please see UF's Information Technology [policies](#) for additional information.

## Select CJC and University Policies and Guidelines

### Academic Integrity Policy

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." The [Student Honor Code](#), Violation of the Student Honor Code, specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic

misconduct to the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA's in this class.

### **Netiquette**

Casual style of communication is commonly found in the online environment and students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

### **Online Attendance Policy**

Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active in discussion boards, group projects, etc. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies in the Graduate Catalog and require appropriate documentation. For additional information, see the [attendance policies](#).

### **Plagiarism**

Plagiarism is unacceptable; especially, in the academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. Always cite your sources!

### **Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Notification to Students of FERPA Rights**

There are federal laws ([FERPA](#)) protecting your privacy with regards to grades earned in courses and on individual assignments.

### **Video Conferencing Etiquette**

Video conferencing is an excellent tool to interface with your peers and instructor(s) and there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and [etiquette](#) expectations including the following:

1. Be punctual and courteous.
2. Position your camera at eye level with good lighting.
3. Show respect and professionalism by dressing business casual or business professional.
4. Make sure your background is in a proper setting with minimal distractions.

5. Mute your microphone when you are not speaking.

### Writing Style

In order to meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7<sup>th</sup> Edition style in their courses. The APA 7<sup>th</sup> Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, intext citing and references, etc. For additional information on notable changes, see [changes between APA 6<sup>th</sup> Edition and APA 7<sup>th</sup> Edition](#).

## Academic and Student Resources

### Academic Resources

- [One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.
- [GatorEvals](#) – Online faculty evaluations and results.
- [UF Bookstore](#): Phone: 352-392-0194, Email: [ufbookstore@bsd.ufl.edu](mailto:ufbookstore@bsd.ufl.edu)
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.  
[UF Library Services for Distance Students](#)  
[Ask a Librarian](#) – chat with librarians online.  
CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: [aprhine@uflib.ufl.edu](mailto:aprhine@uflib.ufl.edu).  
[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.
- [Copyright Concerns of Graduate Researchers](#): Information and resource guide on copyright concerns.
- [Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.
- [Online Student Complaints](#): This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.
- [Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

### Student Resources

- [Graduate Student Resources](#): Available resources for graduate students. Your advisors are here to support you, answer questions, help with registration, and other sources. Email [onlineadvising@jou.ufl.edu](mailto:onlineadvising@jou.ufl.edu).
- [U Matter, We Care](#): If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or Phone: 352-294-2273 so that a team member can reach out.



- [Counseling and Wellness Center](#): 3190 Radio Road, Gainesville, FL 32611  
Phone: (352) 392-1575, Fax: (352) 273-4738
- [Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.
- [University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.
- [Gator Connect](#): Online database of student organizations.
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Veteran Services](#): Office of Student Veteran Services, Phone: 352-294-2948, email: [vacounselor@ufl.edu](mailto:vacounselor@ufl.edu).  
| Collegiate Veterans Success Center, Phone: 352- 294-7215, email: [charlotte.kemper@va.gov](mailto:charlotte.kemper@va.gov).
- [Student Financial Affairs](#): Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.
- [Student Success Coach](#): Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.



**The instructor reserves the right to adjust this syllabus, as necessary.**