**MASTER OF ARTS
IN MASS COMMUNICATION**
College of Journalism and Communications

UF CJC ONLINE

UNIVERSITY *of* FLORIDA

MMC6936: Capstone Specialization Digital Strategy and Web Design

Academic Term: Spring 2022
3 Credit Hours

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Instructor
Name: Kara Page
Email Address: kara.page@jou.ufl.edu
Office Phone Number and Times: In case of emergency, a student is welcome to contact the instructor via text message or call at (772) 475-9639. The instructor is also available for meetings Monday-Friday from 8 a.m. – 10 p.m. ET.
Virtual Office Hours: Monday-Friday from 8 a.m. – 10 p.m. ET by appointment.

Teaching Assistants
- N/A

Course Description and Prerequisites

The graduate capstone course is the final course in UF CJC Online Master's program in which the students will demonstrate the application of the knowledge and skills gained throughout their learning in the program. The students will work individually and with teammates to integrate, synthesize, and apply their knowledge to solve a real-world challenge in their specialization. This course was designed for the student to complete a professional deliverable

intended to display enhanced problem solving, analytical and critical thinking, and masterful communication skills by applying theory to practice and linking theory to the professional world. This professional deliverable will serve as evidence of the various skills and abilities the student has gained during the program and can bring to a potential employer.

Course Prerequisites / Co-Requisites
Digital Strategy Prerequisites: Students must have all core courses in their specialization's degree plan completed prior to starting their Capstone course. Students must be in their final semester. Department approval is required.

Web Design Prerequisites: Students must have completed a minimum of 28 credits prior to starting their Capstone course. Students must be in their final semester. Department approval is required.

Course Delivery Mode and 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, meeting with teammates, and engaging in discussions.

Course-Level Objectives

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

1. Identify communications needs and challenges of an organization. (CO: 1)
2. Conduct a situation analysis for an organization. (CO: 2)
3. Analyze an organization's audience profiles (personas). (CO: 3)
4. Evaluate the design and branding of an organization. (CO: 4)
5. Design a branding proposal. (CO: 5)
6. Develop goals and objectives for a communications campaign. (CO: 6)
7. Create messages and themes to engage a defined audience. (CO: 7)
8. Develop a mobile responsive website. (CO: 8)
9. Evaluate the user experience design of a website. (CO: 9)
10. Define campaign logistics (timelines and budgets). (CO: 10)
11. Identify methods to evaluate a communication campaign's success. (CO: 11)
12. Design a campaign proposal. (CO: 12)
13. Create a digital campaign presentation. (CO: 13)
14. Complete an individual final capstone report. (CO: 14)
(CO = Course-Level Objective)

Textbooks and Materials

Required Course Textbook(s)
Miller, D. (2017). *Building a story brand: Clarify your message so customers will listen.* HarperCollins Leadership.

- ISBN-13: 9780718033323
- ISBN-10: 0718033329

Instructor-defined materials are required for this course and they will be provided in the course modules.

Recommended Textbook(s)
American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).
- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

Changes in the APA 7th Edition

Publisher Materials
N/A

Course Reserves
N/A

Minimum Technology Requirements and 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.
- 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
- JAVA
- Web Design Students – Access to Adobe Creative Cloud and website hosting

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

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

Discussion Boards (2%)
There are two discussion that you are required to complete. Your initial post must be a substantive and scholarly submission. You must reply to at least two other students' posts and your instructor with a substantive and scholarly response. A substantive response adds scholarly value to the discussion by bringing new ideas, research, evidence, etc. to the conversation. Responses such as "I agree," "Ditto," etc., are not acceptable replies and the rules of Netiquette must be followed. Replies are not texts with friends and proper rules of writing must be applied including citations and references (do not plagiarize).

All initial posts for each module discussion board must be submitted by Fridays at 11:59 PM, ET, so your peers have time to respond to your initial post. Responses to peers are due by Sundays at 11:59 PM, ET. To view the grading criteria rubric for the discussions in the course room, click the Settings icon (the 3 dots on the top-right corner) and select the *Show Rubric* button.
- Discussion 1 – Individual Client Organization Analysis
- Discussion 2 – Individual Wireframe Sketch

Team Project Management Assignments (5%)
You will be required to participate in and complete seven team project management assignments that will involve collaborating with your peers to produce strategic, professional, and high-quality client-centric projects.
- Assignment 1 – Team Call Report 1: Research Plan Outline
- Assignment 3 – Team Call Report 2: Branding Plan Outline
- Assignment 7 – Team Call Report 3: Website Framework Plan Outline
- Assignment 9 – Team Call Report 4: Communication Campaign Plan Outline
- Assignment 12 – Team Call Report 5: Website Coding Plan Outline
- Assignment 16 – Team Call Report 6: User Experience Results Lists of Edits
- Assignment 18 – Team Call Report 7: Presentation Plan Outline

Individual Assignments (3%)
There are four different individual assignments that must be completed throughout the term. These assignments contribute towards the final project.
- Assignment 4 – Individual Assignment: 4 Logo Sketches and Brand Manifesto Messaging
- Assignment 10 – Individual Strategies and Tactics
- Assignment 13 – Individual Website Structure Hierarchy
- Assignment 15 – User Experience Test

Communication Planning and Execution Assignments (30%)
In the Communication Planning and Execution Assignments, there are three team assignments that are critical parts of the final project. These assignments require that you collaborate with your peers to produce a final product.
- Assignment 6 – Branding Guide and Branded Materials
- Assignment 11 – Communication Campaign Strategy
- Assignment 14 – Website Rough Draft

Branding and Communication Foundation Assignments (20%)
There are four different team assignments in the Branding and Communication Foundation Assignment that are critical parts of the final project. These assignments require that you collaborate with your peers to produce a final product.
- Assignment 2 – Situation Analysis Report
- Assignment 5 – Logo Design Proposal
- Assignment 8 – Website Wireframes and Mockups

- Assignment 17 – Campaign Evaluation Metrics

Capstone Client Presentations and Final Reports (40%)
There are three parts to the final assignments, the Final Website for the Client (team assignment), the Campaign Book and Pitch Presentation (team assignment), and the Final Capstone Individual Report (individual assignment). 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 21st 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.
- Assignment 19 – Final Website for the Client
- Assignment 20 – Campaign Book and Pitch Presentation

The Final Capstone Individual Report is the individual final report submitted with the deliverable explaining the rationale and underlying principles. The rationale of your project is the reason for conducting the project. The rationale should answer the need for conducting the project as well as justify the significance and uniqueness of the project (justification of the project). This final report covers the background, purpose, and significance of the deliverable. It must include the process used, the application (the objectives of the deliverable), implications, and how the results would be communicated to the stakeholders.
- Assignment 21 – Final Capstone Individual Report

Expectations for Writing Assignments: 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) 7th Edition style in their courses when appropriate for the assignment. The APA 7th 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 6th Edition and APA 7th Edition.

Your grade will be calculated based on the following:

Assignments/Assessments	Points	Weight (%)
Course Orientation: These assignments are required; however, they not count towards the final grade. • Student Introduction • Team Forms • Course Evaluation	0	0%
2 Discussions • Worth up to 100 points each.	200	2%
7 Team Project Management Assignments • Worth up to 100 points each.	700	5%
4 Individual Assignments • Worth up to 100 points each.	400	3%
3 Communication Planning and Execution Assignments • Worth up to 100 points.	300	30%

4 Branding and Communication Foundation Assignments	400	20%
• Worth up to 100 points.		
3 Capstone Client Presentations and Final Report Assignments	300	40%
• Worth up to 100 points.		
TOTAL	**2300**	**100%**

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

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 issues 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 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

EXPECTATIONS FOR ASSIGNMENTS

- **Missed Live Virtual Meetings**
  If you are unable to attend a live team meeting with the instructor, you are required to check in with your teammates to review what you missed. No response paper is required.

- **Teamwork**
  At the beginning of the semester, students will submit a team matching form. The instructor will then divide students into balanced teams who will work together throughout the semester to complete all projects and develop a comprehensive communications campaign for the client.

- **Team Overview**
  All group members are expected to be respectful and considerate of others. Each team member is expected to contribute to every project during the semester. Figure out the strengths of each member and plan your task delegation accordingly. If there are major issues, let the instructor know as soon as the issue arises.

- **Process for Removing a Non-Productive Team Member**
  The following procedure is only to be utilized in extreme situations. If you are considering removing a team member, you must first speak with the instructor about the issue. The instructor will then act as group mediator to help the team members resolve the issue in a professional manner. If there is absolutely no way to rectify the situation, then the team members would complete the procedure below.

  A non-productive team member is defined as a member of the team who does not contribute to projects and/or fails to communicate with team members on a regular basis. In order to document issues, teams are encouraged to keep note logs of issues and explain any problems on the project peer evaluation forms. The instructor should be made aware of any concerns as early as possible in case intervention is needed.

  A member on any team may be removed from the team either by unanimous vote of the team or at the discretion of the instructor.

  A vote by the team must occur at least one week before the official university course drop date and be reported in writing to the instructor and the affected student. The affected student must then either find another student group to accept them, complete the project on their own, or remove themselves from the course.

- **Team Contract**
  All students must complete a team contract with fellow members of their assigned team. The contract is designed to be a binding agreement of how the team plans to communicate and treat each other during the semester. The contract will be housed in Canvas. All team members are expected to sign the document once terms are agreed upon.

- **Team Peer Evaluations**
  Every project requires students to submit peer evaluations of their group project members. These evaluation scores will be calculated to determine team participation points for each project. It is important to pay attention to each project's instructions and rubrics to determine how the projects will be graded.

- **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.bluera.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 , Phone: 352 - 273-1094
- Disability Resource Center: Gerry Altamirano, galtamirano@ufl.edu , Phone: 352 - 392-8565
- Electronic Information Technology & Communication Accessibility: Anne Allen, 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

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

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
Please email the instructor with course-related questions. Client-specific questions can be sent directly to the client. The client contact information will be provided during the first week of the semester.

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. 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
The client presentation and final team presentation Zoom sessions will all be audio visually recorded. 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.

Video Recording
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between

students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

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.

Student Guidelines for Courseroom Challenges

Student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines:

1. You should first *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc.
   i) In the Course Orientation Module, you will find the Frequently Asked Questions (FAQ) page which has been placed there for the purpose of addressing course questions, issues, and challenges.
   ii) In the Course Orientation Module Welcome page, under Meet your Instructor, you find the faculty members email and directions for requesting an appointment where you can address any concerns and/or questions.
2. If after meeting with *the faculty member teaching the course* you are still not clear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

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. No smoking or drinking alcoholic drinks.
5. Make sure your background is in a proper setting with minimal distractions.
6. 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) 7th Edition style in their courses. APA is the writing style used in business and other disciplines for both professional and academic writing. The APA 7th 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 6th Edition and APA 7th 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

- 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.
  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

- OneStop Enrollment Services Center: Seamless centralized services for financial aid, bursar, admissions, and the registrar. Telephone: 352-392-2244 or 833-UF1-STOP , In-person service: On campus in Criser Hall, Ground Floor Lobby, Hours: Monday through Friday, 8:30 a.m. to 4:30 p.m.

- 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.

- U Matter, We Care: If you or a friend is in distress, please contact 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. |Collegiate Veterans Success Center, Phone: 352- 294-7215, email: 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.

There is a course schedule available for download in the Canvas course room.
The instructor reserves the right to adjust this syllabus, as necessary.