

**University of Florida**  
**College of Journalism and Communications**  
**TEL 4930: Weimer Welcome**

**Instructor:** **Dr. John W. Wright**  
Professor and Director of Sports Journalism and Communications  
College of Journalism & Communications  
University of Florida  
[jwright@jou.ufl.edu](mailto:jwright@jou.ufl.edu)  
352-294-1975  
352-214-5882 (cell)

**Teaching Assistant:** **Eneisy Rodriguez**

**Office Hours:** Monday 1-3 pm, Tue 1-3 pm, Thursday 10:30-12 pm or by appt. or drop in

**Class Meetings:** Thursday 3<sup>rd</sup> Period: 9:35-10:25 a.m. in Weimer 1078

**Course Description:** Hundreds of students walk through the atrium of Weimer Hall at the University of Florida each day and many enroll in the College of Journalism & Communications. To maximize the undergraduate educational experience, it's critical that students who enroll are aware of the opportunities and real world experiences offered in the College and that they understand how best to convert their educational experiences at UF into successful careers post graduation. Weimer Welcome provides students with a behind the scenes look at the numerous educational and professional training opportunities in the College of Journalism & Communications. The course also takes 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 & Communications and the resources and experiences available in Weimer Hall. Weimer Welcome also goes more in-depth about effectively choosing majors and the challenges students face during their time at the College, including selecting classes, getting involved in the Division of Multimedia Properties, participating in various organizations, etc. The Weimer Welcome program will assist students in academic and personal development to support success in the College of Journalism and Communications. Students who actively participate in learning, including open discussion of issues opportunities, 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.

A detailed syllabus with a course calendar will be distributed on January 17.

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 professional 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 be counted the same as one absence. If you are sick, you will be excused with a doctor's note. And if you are unfortunate enough to come down with the flu, please get a message to me as soon as possible, but do not come to class. You will not be penalized, and I will work with you to make sure that you do not miss any course material due to any illness.

*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 initiated 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 not acceptable, disrespectful and distracting to the class, instructor or guest speaker. In the rare but urgent situation, the student should advise the instructor in advance of a pending important 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. We meet only once a week!
Participation/Dream Job Paper	20%	Engage in classroom discussion. The best way to maximize your time at UF is to engage your classmates and instructors. Your Dream Job paper can help set the stage for your time at UF.
Majors Brochure	20%	Get creative, edit carefully and double-check your facts. Sell your classmates on a specific major.
Academic Plan	20%	Follow all guidelines and plan carefully to maximize your time at UF.
Resume	20%	An important part of being successful in your chosen career.

You can read about UF grading policies at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**Extra Credit:** Aside from the opportunities for the entire class described below, there will be no extra credit assignments offered in the course. Please do not ask for extra credit near the end of the semester because it is unfair to classmates to offer such an opportunity. If you attend regularly, and on time, engage in discussions and are serious about the class and do the work, your grade will be assigned accordingly.

**Class Assignments:** Weimer Welcome is a college level course. The assignments that you turn in should be high quality. 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. Aside from the resume, the font must be 12pt Times New Roman with 1" page margins. Spelling, typographical errors and anything that generally detracts from the readability or credibility of your work will affect grades severely, so edit your work very carefully. Print your name at the top right hand side of the first page of the assignment and number each additional page. Make sure that all work is your own and that content from other sources is properly cited 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. Late work will be accepted for full credit only if prior arrangements have been made. Otherwise, late work will be penalized according to the following:**

**Later the same day: 10 pts**

**The next day: 20 pts**

**Each additional day will result in an additional 10 pt penalty.**

**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.

**Due Date: Jan 31**

**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.

**Final Due Date: March 28**

**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.

**Due Date: April 4**

**Majors Brochure:** Your goal is to "sell" a particular major and/or specialization 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 on MyCJC, at the Career Resource Center, in the University catalog, at the Student Activities Center, and University and departmental websites, etc. We will discuss the brochure in more detail in class so that you have a complete understanding of what is expected.

**Due Date: March 14**

**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 according to availability of speakers and possible road trip**

Date	Topic	Assignment
Week 1 Jan 10	Introductions and general orientation	No Assignment
Week 2 Jan 17	Introductions/Review of Syllabus  Quenta Vettel, Director of Communications, CJC	Dream Job Paper assigned--Due Jan 31 at the beginning of class.
Week 3 Jan 24	Clubs and Organizations Guest Speakers	
Week 4 Jan 31	Tour of College Facilities Randy Wright, Executive Director, CJC Multimedia Properties Media Properties Lobby: Return  Dream Job Paper  Clubs & Organizations Presentation	Turn in Dream Job Paper beginning of class
Week 5 Feb 7	Brief Overview of Majors Explain Majors Brochure  Introduce Major Series	

Date	Topic	Assignment
Week 6 Feb 14	Scholarships Speaker: Mr. Charles Harris, College of Journalism & Communications  Student Experiences Speaker: Renee Gork, Student Experiences Coordinator	
Week 7 Feb 21	Major Series: Speakers: Focus on College Departments:  Telecommunication Journalism  Q&A Session	
Week 8 Feb 28	Major Series: Speakers: Focus on College Departments:  -Advertising -Public Relations  Q& A Session  Introduce Academic Plan	Majors Assignment Due March 14
Week 9 March 7	SPRING BREAK	
Week 10 March 14	*Majors Brochure Presentations	*Majors Brochures Due

Date	Topic	Assignment
Week 11 March 21	One Year Academic Plan draft Complete Majors Presentations Possible road trip	Revise Academic Plan: Due next class Next Class: Meet in the Career Resource Center in Reitz Union
Week 12 March 28	Career Resource Center Speaker *Final Draft: One Year Academic Plan	*Final One Year Academic Plan Due Personal resume due next class
Week 13 April 4	Return Final One Year Academic Plan  TV Production: Speaker: Reed Erickson, Creative Services Producer/Project Manager	*Personal Resume Due
Week 14 April 11	Meet in 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 15 April 18	Wrap up and celebrate Spring Semester.	