Section 1 CRN 87030
Section 2 CRN 89527

COM 478
Capstone in Communication in Communities

Spring 2013, Sections 1 & 2

Class time: Monday & Wednesday, 3:00-4:15 p.m.
Place: Webster Hall 101

Professor: Tom Kelleher (Section 1)
Contact: tkell@hawaii.edu, Crawford Hall 321, 956-9944
Office hours: Tues., 9 a.m.-noon; Wed., 11:15 a.m.-1:15 p.m.; by appointment

GA: Ruobing Chi (Section 2)
Contact: ruobing@hawaii.edu, Crawford Hall 311
Office hours: Mon., 1:30 -3 p.m.; Tue., 9-10 a.m.; by appointment

Overview

Catalog description: Synthesize knowledge, apply research findings in service to community, and fully develop proposal for intervention or campaign.

This capstone experience in the Communication in Communities track of the COM B.A. will involve project development in service to a local or global community. Students will develop a strategic communication campaign proposal with an emphasis on the intercultural issues faced by a client organization in communicating with its diverse publics. Students will explore specific project ideas in consultation with the professor and community partners/client organizations.

The capstone course includes written reflection and portfolio components common to all capstone courses in COM. This course has been approved as writing-intensive (WI) and you will receive a WI credit upon successful completion of the course requirements. Class size is limited to 20 students per section to allow more personal interaction with the instructors.

Prerequisites

COM 310, Media Arts;
COM 320, Communication and Communities;
COM 330, Information and Communication Technology Concepts; and
COM 340, Intercultural Communication, *or* COM 421, Public Relations Strategies

Resources

Laulima and Sinclair Library Reserves

The COM 478 Laulima site will be used primarily for keeping the gradebook and making announcements. Most required readings will be made available on Laulima or *put on reserve in Sinclair Library*.

LaunchPlan
LaunchPlan is the online collaborative tool we will use to manage group projects. We will have an in-class demonstration and tutorial on February 4. Project-specific materials will be made available via LaunchPlan. The per-student subscription rate is $30.

Adobe Acrobat Pro
Portfolios will be produced using this software. You may already have it on your computer, or you may want to purchase it (about $110). Other options include a free 30-day trial or use in one of the campus computer labs. The latter will require some advance planning to make sure you have access to the program when you need it, with plenty of time to meet deadlines.

Materials from Prior COM Classes
Copies of assignments that you completed in prior COM courses will be helpful in compiling your portfolio and writing reflective pieces. These may be available in Laulima archives or in your own files.

Service Learning Programs
We will be working with the College of Social Sciences Program for Engaged Scholarship and Service Learning to help students find organizations in the community to work with. As a requirement for this course, each student will log at least 15 hours of service to a nonprofit organization. Approximately five students will work with each organization, and that organization will serve as the "client" for their group project. Representatives from organizations will visit our class for introductions on January 28 and 30.

Seeking Help

This course should provide a great learning experience for all of us. The success of the course depends largely on effective student-teacher interaction. Don't feel like you have to have a pressing problem to talk to us. We'll be available during office hours unless announced otherwise. Of course, we're often in and available at times not posted as office hours. In any case, we can set an appointment if that works better.

Special Accommodations
Any student who feels s/he may need an accommodation based on the impact of a disability is invited to contact us privately. We will be happy to work with you, and the KOKUA Program (Office for Students with Disabilities) to ensure reasonable accommodations in this course. KOKUA can be reached at (808) 956-7511 or (808) 956-7612 (voice/text) in room 013 of the Queen Lili'uokalani Center for Student Services.

Academic Honesty
Academic dishonesty of any sort will not be tolerated. We take plagiarism and cheating issues very seriously. Please see one of us if you have any questions about academic honesty, and we'll be happy to discuss such issues in advance of you taking an exam or submitting your work.

Student Learning Outcomes (SLOs)

Successful completion of this course and your portfolio will require you to:

- Design communication and media projects to make meaningful contributions to diverse social, professional or academic communities, communicating effectively orally, in writing, and through digital media.
- Reflect critically on communication products such as communication plans, public relations tactics, media productions, research and policy reports, and everyday texts.
- Demonstrate preparedness for academic and professional careers in communication.
- Demonstrate global awareness, including an awareness of cultures in the Hawaii-Pacific region and issues related to cross-cultural communication.
- Engage in collaborative problem solving, both face-to-face and in online environments.
- Analyze ethical dimensions of communication.
- Critically evaluate the use of technology in communication.

Assignments and Grading

Portfolio (25%)
You will produce your portfolio electronically using Adobe Acrobat Pro. Your portfolio will include an introductory statement and at least one item of evidence for each of the student learning outcomes (SLOs) listed above.

Evidence may include written documents (PDFs) or multimedia files. You will write a brief statement describing each item and why you chose it to represent your learning for a particular SLO. Much of the evidence you present will come from COM 478 this semester, but assignments from other COM courses may also be used. For example, you may want to choose an assignment from COM 340 to illustrate awareness of cross-cultural communication issues, or COM 460 to show ethical analysis. If you've taken a multimedia or digital cinema course, you may want to include projects from those courses as evidence of your ability to design media projects. Assignments from ICTs and policy courses may provide good evidence of your ability to critically evaluate the use of technology in communication.

The completed portfolios that you turn in may be used for COM program assessment. That is, we will review some of the portfolios to assess our performance as an academic program. We do, however, strongly encourage you to keep copies of your portfolios for your own professional use. Being able to demonstrate your professional development and accomplishments is an important step in launching your career.

Reflective Essay #1 (10%)
For this assignment, you will identify two or three organizations that you would be interested in serving this semester. Discuss what you have to offer these organizations as a COM major. This assignment will serve two functions: 1) pre-project reflection on what you have learned as a COM major; 2) help match students with each other and with organizations. Expectations will be discussed in class before the service-learning organization visits on January 28 and 30.

Participation, Quizzes, Attendance, Rough Drafts (10%)
Evidence of participation and attendance may include quizzes on readings, online contributions via LaunchPlan, rough drafts and written reports, and in-class discussions. Some discussions will include the whole class and others will take place with smaller project groups.

Communication Plan (30%)
We will discuss expectations for the group project in class. In fact, the process of developing a solid proposal will be a main focus of this course. Rubrics will be provided with details as we progress. Oral presentations to clients are tentatively scheduled for April 8, 10, and 15.

- Written plan produced with LaunchPlan = 20%.
- Oral presentation to clients = 10%.

Group Project Evaluation and Service Log (15%)
This will include self-evaluation, peer evaluation, and client evaluation based on your group work and service to the partner organization (15 hours). Fillable forms will be provided with space for a written assessment of your own contributions to the group project. Your self-assessment on group work may be re-formatted as evidence for your portfolio (i.e., to show how you "Engage in collaborative problem solving, both face-to-face and in online environments").

Reflective Essay #2 (10%)
After completing the project, you will be asked to describe what you have learned in your major about who you are personally and culturally, your professional values, and where you see yourself going in your career.

Grade Weighting

	Grade Weight
Portfolio	25%
Client project - written	20%
Project evaluation & service log	15%
Client project - oral	10%
Essay 1 (two parts)	10%
Essay 2	10%
Participation, quizzes, attendance, rough drafts	10%
Total	***100%***

Final Grade Requirements

A	B	C	D	F
90-100	80-89	70-79	60-69	59 and below

Tentative Course Timeline

	General Topic	**Assignments**
Week 1 1/7 & 1/9	Introduction and discussion of course resources, outcomes and assessment Preview major assignments	• Overview & introductions • Ensure access to course resources

Week 2
1/14 & 1/16
	Overview of strategic communication, intercultural communication
	
	Service learning
		• Read by 1/14:
		  ○ "Community and the relationship-building approach to communications"
		  ○ "Putting the elements together"
		  ○ "Evaluation of training programs"
		• Service-learning guest speaker on 1/16

Week 3 1/23	Portfolio planning Pre-project reflection	• Gather portfolio materials, start "portfolio planner" • Discuss Essay #1
Week 4 1/28 & 1/30	Service-learning partner visits	• Service-learning organization visits on 1/28 and 1/30

Week 5
2/4 & 2/6
	Introduction to *LaunchPlan*
	
	Research – academic and applied
		• Read by 2/6:
		  ○ "How to write a comprehensive PR plan"
		  ○ "Communications campaign/program organizer"
		• Essay #1 due 2/6
		• Complete *LaunchPlan* profile due 2/6

Week 6
2/11 & 2/13
	Research on publics and cultures	• Read by 2/11:
		  ○ "Defining public relations problems"
		  ○ "Setting goals and objectives"
		  ○ "Intercultural communication and international public relations"

Week 7 2/20	Planning	• Guest speaker on 2/20: Dr. Monisha Pathak-Shelat • Draft of research section due 2/20

Week 8 2/25 & 2/27	Intercultural action and communication	• Guest speaker on 2/25: Dr. Hanae Kramer • Draft of planning section due 2/27

Week 9
3/4 & 3/6
	Strategic action and communication	• Read by 3/4:
		  ○ "Choosing communication tactics"
		  ○ "The culture theory jungle: Towards convergence in models of national cultures"

Week 10
3/11 & 3/13
	Programming, budgeting, evaluation	• Read by 3/11:
		  ○ "Evaluating the program"
		• *Review* by 3/11
		  ○ "How to write a comprehensive PR plan"
		  ○ "Public relations program organizer"

Week 11 3/18 & 3/20	Writing and editing Expectations for oral presentations	• Draft of action/communication section due 3/20
Spring Break		
Week 12 4/1 & 4/3	Supervised team review sessions and presentation rehearsals	• Draft of timeline, budget and evaluation sections due 4/1 • Full project plan drafts due 4/3

Week 13
4/8 & 4/10
	Team presentations
	Portfolio development
		• April 8
		  ○ 3:10 p.m. -- Native Hawaiian Student Services
		  ○ 3:35 p.m. -- After-School All-Stars
		• April 10
		  ○ 3:10 p.m. – Good Beginnings
		  ○ (Class will discuss portfolios later in the class period.)

Week 14
4/15 & 4/17
	Team presentations	• April 15
		  ○ 3:00 p.m. – Waikiki Aquarium
		  ○ 3:25 p.m. – Surfrider
		  ○ 3:50 p.m. – Kaimuki HS
		• April 17
		  ○ 3:10 p.m. – Palolo Elementary
		  ○ 3:35 p.m. – Nā Pua Noʻeau
		• Final group projects due 4/17
		• Self/peer evaluations due 4/17

Week 15 4/22 & 4/24	Portfolio sessions / Supervised editing / Individual meetings as needed	• Essay 2 due 4/24
Week 16 4/29 & 5/1	Portfolio sessions / Service learning reflection/ Individual meetings as needed	• Full portfolio rough draft due 4/29 • Final portfolio due 5/1

Bibliography

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