ENVS Communicating Sustainability
4700

Course Goal
Foster positive environmental behavior change through application of successful communication strategies.

Course Description
This course offers a "capstone" experience for the Sustainable Systems minor and for all students passionate about sustainability and community-engaged learning. While there are no absolute prerequisites, the course is designed for students nearing the end of their undergraduate careers. If you are a Sustainable Systems minor, it is best if you have already completed, or are concurrently completing, all four of your systems options as well as LAEP 2039.

While understanding environmental issues and solutions is important, that is not the purpose of this course. We will explore communication strategies in our collective efforts to nudge society toward a sustainable future. This course is geared toward those who will be working with various stakeholders and the general public in a variety of settings, to develop effective pro-environmental behavior change initiatives.

Course Objectives
By the end of this course, you will be able to:

1. Identify definitions, common misconceptions, and key principles of sustainability.
2. Think critically about sustainability at an integrated systems-level, asking questions such as why people do and do not engage in sustainable behaviors.
3. Explain models that can be used for analyzing the questions: “Why do people act the way they do?” “What are the barriers to environmental behavior?” “How can we motivate people to act environmentally?”
4. Use theoretical frameworks and marketing techniques to design comprehensive communication strategies to change behavior.
5. Consult with a community partner to develop and implement a pro-environmental behavior change campaign.

Instructor
Roslynn Brain McCann, roslynn.mccann@usu.edu; 435-797-5116
https://extension.usu.edu/sustainability
Office Hours: T, TH 1:15pm-2:15pm (same Zoom link as the course)

Course Schedule
Course Schedule: T, TH 12:00pm-1:15pm.
Zoom Meeting Link: https://usu-edu.zoom.us/j/89236129246?pwd=Y1RCVUpQVGIzVWdUeHBMW1N2ZnV5Zz09
Meeting ID: 892 3612 9246
Passcode: EnvChange

**Required Course Readings**


All other required readings are located in the weekly modules.

**Writing Fellows**

This course utilizes the support of the Writing Fellows Program. Writing Fellows are trained peer tutors who act as liaisons between professors and students to aid in course writing development. They do not grade or “fix” your writing; instead, they provide support throughout the writing process. Students in this course are required to submit designated writing assignments to a Writing Fellow, who provides written feedback and then meets with you for a one-on-one conference. Students can then make revisions before submitting the final draft to the professor for a grade. This cycle—drafting, feedback, and revision—is a hallmark of strong writing and learning. For this reason, working with your Writing Fellow, by submitting a draft and conferencing by the deadlines stated in the syllabus schedule, is a required element of this course (please see the course grading policy). On-time draft submissions and conference attendance is critically important; late draft submission acceptance and conference rescheduling is unlikely and only at the discretion of your Writing Fellow.

Your Writing Fellows for 2022:

1. Sophia Sperber (Lead WF)
2. Anais Barrientos
3. Sage Chatterton
4. Adam Taylor

**Evaluation Methods and Assignment Due Dates**

The majority of your grade stems from your mid-term report, final report, and your final recorded Zoom presentation with your community partner. Each of the major assignments in this class includes an accompanying rubric for transparency in the grading process.

This link (https://usu.instructure.com/courses/699823/files/82847907?verifier=gAGndC6lfYdSfR4Vzs0VMUPPzg14igCBijVIOg&wrap=1) includes a one-page summary of the assignments in this course (participation omitted).

**Grade Scheme**

The following grading standards will be used in this class:

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<th>Grade</th>
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<tr>
<td>A</td>
<td>100 % to 93.0%</td>
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<td>Grade</td>
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<td>A-</td>
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<td>B+</td>
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<td>B</td>
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<td>B-</td>
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<td>C+</td>
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**Course Schedule/Outline**

Outline dates and assignments

**Attendance and Excused Absences Policy**

Regular attendance, attentiveness, asking questions, completing assignments on time, and respecting others is expected.

Barring a pre-approved excuse from the instructor or a doctor's note, if you miss any in-class activities, you will receive a zero. If you miss an at-home assignment, your grade will go down one letter for each 24-hour period it is late, beginning the minute after it is due.

**Nonattendance Policy**

**Students May Be Dropped For Nonattendance**

If a student does not attend a class during the first week of the term or by the second class meeting, whichever comes first, the instructor may submit a request to have the student dropped from the course. *(This does not remove responsibility from the student to drop courses which he or she does not plan to attend.)* This option is typically used for classes that are full and the instructor is trying to make a seat available for another student, but may be considered for other courses. Requests must be made during the first 20 percent of the course and will be
considered on an individual student basis. Students who are dropped from courses will be notified by the Registrar's Office through their preferred e-mail account (see 2018-2019 General Catalog (http://catalog.usu.edu/content.php?catoid=12&navoid=3955)).

Assumption of Risk

All classes, programs, and extracurricular activities within the University involve some risk, and certain ones involve travel. The University provides opportunities to participate in these programs on a voluntary basis. Therefore, students should not participate in them if they do not care to assume the risks. Students can ask the respective program leaders/sponsors about the possible risks a program may generate, and if students are not willing to assume the risks, they should not select that program. By voluntarily participating in classes, programs, and extracurricular activities, a student does so at his or her own risk. General information about University Risk Management policies, insurance coverage, vehicle use policies, and risk management forms can be found at: http://www.usu.edu/riskmgt/ (http://www.usu.edu/riskmgt/)

Library Services

All USU students attending classes in Logan, at our Regional Campuses, or online can access all databases, e-journals, and e-books regardless of location. Additionally, the library will mail printed books to students, at no charge to them. Students can also borrow books from any Utah academic library. Take advantage of all library services and learn more at libguides.usu.edu/rc. (http://libguides.usu.edu/rc)

Online Course Fee

A fee of $15 per credit is applied to all online courses to sustain current digital technologies and support services required for engaging and effective online learning.

USU Land Acknowledgment

As a land-grant institution, Utah State University campuses and centers reside and operate on the territories of the eight tribes of Utah, who have been living, working, and residing on this land from time immemorial. These tribes are the Confederated Tribes of the Goshute Indians, Navajo Nation, Ute Indian Tribe, Northwestern Band of Shoshone, Paiute Indian Tribe of Utah, San Juan Southern Paiute, Skull Valley Band of Goshute, and White Mesa Band of the Ute Mountain Ute. We acknowledge these lands carry the stories of these Nations and their struggles for survival and identity. We recognize Elders past and present as peoples who have cared for, and continue to care for, the land. In offering this land acknowledgment, we affirm Indigenous self-governance history, experiences, and resiliency of the Native people who are still here today.

Classroom Civility

Utah State University supports the principle of freedom of expression for both faculty and students. The University respects the rights of faculty to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede the learning process. Disruptive classroom behavior will not be tolerated. An individual engaging in such behavior may be subject to disciplinary action. Read Student Code Article V Section V-3 (https://studentconduct.usu.edu/studentcode/article5) for more information.
University Policies & Procedures

COVID-19 Classroom Accommodations

If you face COVID-19 related challenges and feel you need accommodations, you must request those accommodations by filling out the COVID-19 Questionnaire (https://www.usu.edu/covid-19/questionnaire/index.php). Upon doing so, the University COVID CARE Team (https://www.usu.edu/covid-19/if-you-are-sick/care-team.php) will contact you to determine your needs and how to support you. The CARE Team will also contact your instructors and provide important direction on how best to accommodate your needs. For additional reference, please see USU's Attendance and Excused Absence (https://catalog.usu.edu/content.php?catoid=12&navoid=3160) policy and the COVID-19 Classroom Accommodations (https://www.usu.edu/covid-19/operations/accommodations) page.

Reducing COVID-19 Risk

You can help keep classes, events, and activities happening in person this semester by following these steps:

1. **Get vaccinated if you're able.** Vaccines are the best available tool to help stop the spread of COVID-19. They are safe, free, and easy to access.
2. **If you are vaccinated, let USU know.** Please upload your proof of full vaccination (http://aggiehealth.usu.edu/) to AggieHealth. If you are exposed to COVID-19, USU's case containment will not require you to quarantine if they know you are vaccinated and you do not have symptoms.
3. **Stay home if you're sick** and get tested for COVID-19 if you have symptoms or have been exposed. It's important to not bring any illness to campus.
4. **Wear a mask indoors.** Public health experts recommend that even vaccinated people wear masks indoors in high COVID-19 transmission areas, which includes most of Utah.

If USU’s COVID Case Containment team identifies an uncontained situation in the classroom, you will be notified of any temporary changes to your course delivery method through a Canvas announcement. Please make sure you are receiving immediate notifications of new Canvas announcements. The situation will be handled according to protocols on the COVID Classroom Exposure (https://www.usu.edu/covid-19/students/classroom-exposure) page.

Class Seating Charts (For In-Person Classes)

In classes with more than 10 students, a seating chart will be used to track where you are sitting. After the first week of classes, your instructor will tell you how to enter your seat number in Canvas. **You must sit in the same seat for the rest of the semester.** This is extremely important for tracking cases of COVID-19 and helping classes remain in person.

Academic Freedom and Professional Responsibilities

Academic freedom is the right to teach, study, discuss, investigate, discover, create, and publish freely. Academic freedom protects the rights of faculty members in teaching and of students in learning. Freedom in research is fundamental to the advancement of truth. Faculty members are entitled to full freedom in teaching, research, and creative activities, subject to the limitations imposed by professional responsibility. Faculty Code Policy #403 (http://www.usu.edu/hr/files/uploads/Policies/403.pdf) further defines academic freedom and professional responsibilities.

Academic Integrity – "The Honor System"

Each student has the right and duty to pursue his or her academic experience free of dishonesty. To enhance the learning environment at Utah State University and to develop student academic integrity, each student agrees to the following Honor Pledge:
"I pledge, on my honor, to conduct myself with the foremost level of academic integrity."

A student who lives by the Honor Pledge is a student who does more than not cheat, falsify, or plagiarize. A student who lives by the Honor Pledge:

- Espouses academic integrity as an underlying and essential principle of the Utah State University community;
- Understands that each act of academic dishonesty devalues every degree that is awarded by this institution; and
- Is a welcomed and valued member of Utah State University.

**Academic Dishonesty**

The instructor of this course will take appropriate actions in response to Academic Dishonesty, as defined the University’s Student Code. Acts of academic dishonesty include but are not limited to:

- **Cheating**: using, attempting to use, or providing others with any unauthorized assistance in taking quizzes, tests, examinations, or in any other academic exercise or activity. Unauthorized assistance includes:
  - Working in a group when the instructor has designated that the quiz, test, examination, or any other academic exercise or activity be done “individually;”
  - Depending on the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
  - Substituting for another student, or permitting another student to substitute for oneself, in taking an examination or preparing academic work;
  - Acquiring tests or other academic material belonging to a faculty member, staff member, or another student without express permission;
  - Continuing to write after time has been called on a quiz, test, examination, or any other academic exercise or activity;
  - Submitting substantially the same work for credit in more than one class, except with prior approval of the instructor; or engaging in any form of research fraud.

- **Falsification**: altering or fabricating any information or citation in an academic exercise or activity.

- **Plagiarism**: representing, by paraphrase or direct quotation, the published or unpublished work of another person as one’s own in any academic exercise or activity without full and clear acknowledgment. It also includes using materials prepared by another person or by an agency engaged in the sale of term papers or other academic materials.

For additional information go to: ARTICLE VI. University Regulations Regarding Academic Integrity (https://studentconduct.usu.edu/studentcode/article6)

**Discrimination and Sexual Misconduct**

**General Overview**

USU strives to provide an environment for students and employees that is free from discrimination (https://www.usu.edu/equity/non-discrimination.php) and sexual misconduct (https://www.usu.edu/equity/sexual-misconduct/Sexual-Misconduct-Terms.php). If you experience sexual misconduct or discrimination at any point during the semester inside or outside of class, you are encouraged to contact the USU Title IX Coordinator (https://www.usu.edu/equity/sexual-misconduct/Title-IX-Coordinator.php) via Old Main room 161 in Logan, 435-797-1266 (tel:1-435-797-1266), titleix@usu.edu (mailto:titleix@usu.edu), or at equity.usu.edu/report (https://www.usu.edu/equity/report.php). You can learn more about the USU resources available for individuals who have experienced sexual misconduct at sexualrespect.usu.edu (https://www.usu.edu/sexual-respect/). Resources for individuals who have experienced discrimination are listed at equity.usu.edu/resources (https://www.usu.edu/equity/resources).

**Required Reporting of Sexual Misconduct**
The instructor is designated by USU as a "reporting employee (https://www.usu.edu/equity/sexual-misconduct/employees.php)." This means that if you share information about sexual misconduct (https://www.usu.edu/equity/sexual-misconduct/Sexual-Misconduct-Terms.php) (sexual harassment, sexual assault, relationship violence, or sex-based stalking) with the instructor, they will report that information to the USU Title IX Coordinator (https://www.usu.edu/equity/sexual-misconduct/Title-IX-Coordinator.php). The instructor is also required to tell you about designated confidential resources (https://www.usu.edu/sexual-respect/resources.php), supportive measures (https://www.usu.edu/equity/Supportive-Measures.php), and how you can file a report (https://www.usu.edu/equity/report.php) with the USU Title IX Coordinator.

**Withdrawal Policy and "I" Grade Policy**

Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances, but not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.

**Students with Disabilities**

USU welcomes students with disabilities. If you have, or suspect you may have, a physical, mental health, or learning disability that may require accommodations in this course, please contact the Disability Resource Center (DRC) (http://www.usu.edu/drc/) as early in the semester as possible (University Inn # 101, (435) 797-2444, drc@usu.edu (mailto:drc@usu.edu)). All disability related accommodations must be approved by the DRC. Once approved, the DRC will coordinate with faculty to provide accommodations.

Students who are at a higher risk for complications from COVID-19 or who contract COVID-19 may also be eligible for accommodations.

**Respect for Diversity**

Regardless of intent, careless or ill-informed remarks can be offensive and hurtful to others and detract from the learning climate. If you feel uncomfortable in a classroom due to offensive language or actions by an instructor or student(s) regarding ethnicity, gender, or sexual orientation, contact:

- Division of Student Affairs: https://studentaffairs.usu.edu (https://studentaffairs.usu.edu/), (435) 797-1712, studentservices@usu.edu (mailto:studentservices@usu.edu), TSC 220
- Access and Diversity: http://accesscenter.usu.edu (http://accesscenter.usu.edu/), (435) 797-1728, access@usu.edu (mailto:access@usu.edu); TSC 315
- Multicultural Programs: http://accesscenter.usu.edu/multiculture (http://accesscenter.usu.edu/multiculture), (435) 797-1728, TSC 315
- LGBTQA Programs: http://accesscenter.usu.edu/lgbtqa (http://accesscenter.usu.edu/lgbtqa/), (435) 797-1728, TSC 3145
- Provost’s Office Diversity Resources: https://www.usu.edu/provost/diversity (https://www.usu.edu/provost/diversity/), (435) 797-8176

You can learn about your student rights by visiting:
The Code of Policies and Procedures for Students at Utah State University: https://studentconduct.usu.edu/studentcode (https://studentconduct.usu.edu/studentcode/)

**Grievance Process**
Students who feel they have been unfairly treated may file a grievance through the channels and procedures described in the Student Code: Article VII (https://studentconduct.usu.edu/studentcode/article7).

Full details for USU Academic Policies and Procedures can be found at:

- Student Conduct (http://www.usu.edu/studentconduct)
- Student Code (https://studentconduct.usu.edu/studentcode/)
- Academic Integrity (https://studentconduct.usu.edu/studentcode/article6)

Emergency Procedures

In the case of a drill or real emergency, classes will be notified to evacuate the building by the sound of the fire/emergency alarm system or by a building representative. In the event of a disaster that may interfere with either notification, evacuate as the situation dictates (i.e., in an earthquake when shaking ceases or immediately when a fire is discovered). Turn off computers and take any personal items with you. Elevators should not be used; instead, use the closest stairs.

Mental Health

Mental health is critically important for the success of USU students. As a student, you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. Utah State University provides free services for students to assist them with addressing these and other concerns. You can learn more about the broad range of confidential mental health services available on campus at Counseling and Psychological Services (CAPS) (https://counseling.usu.edu).

Students are also encouraged to download the “SafeUT App” (https://healthcare.utah.edu/uni/programs/safe-ut-smartphone-app) to their smartphones. The SafeUT application is a 24/7 statewide crisis text and tip service that provides real-time crisis intervention to students through texting and a confidential tip program that can help anyone with emotional crises, bullying, relationship problems, mental health, or suicide related issues.