PROFESSIONAL PLANNING SKILLS DEVELOPMENT
CRPLAN 4950 COURSE SYLLABUS AND PROPOSED SCHEDULE
SPRING 2013

Important Note: Any updates and new information on the knowlton.osu.edu/4950 site supersedes this syllabus including potential updates of this syllabus and changes announced in class.

THE OHIO STATE UNIVERSITY City and Regional Planning Program
SPRING 2013
CLASSROOM: Ramseyer Hall 0065
DAYS: Tuesdays and Thursdays
TIME: 9:35 am - 10:55 am
INSTRUCTOR: Kyle Ezell, AICP, Associate Professor of Practice You may call me “Professor Ezell” or “Professor.” (If you know me well, then “Professor Kyle” is acceptable.)
CREDITS: 3
CLASS WEBSITE: https://ksacommunity.osu.edu/group/crp4950 (a.k.a. “The 4950 Website”)

GET IN TOUCH WITH PROFESSOR EZELL:
Email: ezell.5@osu.edu. I check emails as much as possible throughout the week. When you email me, please write “4950: YOUR NAME” in the subject line.
Phone: If you have an emergency, please feel free to call me any time between 9 a.m. and 5 p.m. at 614.580.8564. Leave a message and I will return your call as soon as possible. Please refrain from texting me or ‘Facebooking’ me. (Communicating with professors outside of OSU email is not considered professional in a classroom setting, and I don’t consider it “real” or official.)
Office: Knowlton 223.
Office Hours: Wednesdays from 1:00 pm to 2:00 pm. If at all possible, due to the large number of students I teach this term, it is important that you schedule an appointment to see me during this time. (Unfortunately, due to tight my teaching schedule (I have back-to-back courses), I will not be able to meet you before or after class lectures during this term.)

COURSE OVERVIEW:

This course is designed to set you up to become a leader in the field of city and regional planning. You will learn the skills needed to become invaluable to an employer in a planning (or planning-related) position and to succeed in your career. You will also learn the art and science of finding and landing employment in the field of planning. As you will soon discover, the job search is the hardest job you’ll ever have. So, now that you have studied hard, gained valuable experience, and find yourself a senior in the Bachelor of Science in City and Regional Planning program, the hard work can begin in this course. CRP 4950 provides the opportunity to craft effective ways to package yourself for either employment or graduate
school. It also provides the tools that will help you win in a very competitive job market and succeed long-term in a planning career.

COURSE OBJECTIVES:

In this course, you will learn how to become a leader in the field of planning through:

- Understanding the important skills gained in the BSCR program and how to use them to your advantage as you become a professional;
- Designing a clear career strategy and roadmap;
- Becoming aware of your professional body language;
- Finding your own style to dress for success;
- Understanding the nuances of planning’s very small world and the importance of your reputation (and how this impacts your salary and promotional opportunities.);
- Becoming a supreme networker;
- Knowing how and where to find the right job that might not appear to exist;
- Harnessing the power of writing a strong cover letter;
- Writing and designing a resume that rises to the top of the pile;
- Knowing how to ace an interview;
- Employing proper interview etiquette before, during, and after the actual interview;
- Understanding planning politics;
- Knowing the difference between jobs in the public and private sectors and discovering where you fit;
- Establishing “confident humility”;
- Knowing what it takes to keep a job; and, especially
- Designing and delivering a “show-stopping” planning portfolio, the primary deliverable of the course, and of the OSU BSCR program.

COURSE WEBSITE:

“The 4950 Website” is the course’s discussion and participation website. ([https://ksacommunity.osu.edu/group/crp4950](https://ksacommunity.osu.edu/group/crp4950)) You are responsible for joining this site and setting up your personal information page. On this page, you will be required to post your assignment files. You will also use the site to review other students’ work as they review yours. Instructions and expectations on how to use this website will be announced during class throughout the semester.

OTHER COURSE REQUIREMENTS

This course requires the following tools and supplies that may cost money, depending on whether or not you already have these tools and supplies or not:

- **InDesign**, **Photoshop**, and **Illustrator** software packages. Although this does not apply to your cohort, all new CRP majors admitted after September 2012 are now required to purchase these Adobe CS Suite programs for use on their computers at the time they are accepted into the major. For those of you who have been in this major for many terms, you should realize...
that you should not allow yourself to graduate without being proficient in these programs; otherwise, you will be at a disadvantage in the marketplace. If you aren’t already familiar with using all of these programs, you are responsible for learning how to use them outside of class. (All are available in the CRP Student Lab on the fourth floor of Knowlton Hall.)

Your interview “costume.” It’s time to gather your “Look at me—I’m here to land a great job costume.” You will need to invest in the clothes that will help you secure the job you seeking. (Note that you will be required to come to a designated class period (see the proposed schedule below) dressed as you will appear in an actual interview.)

Printed materials. In addition to digital versions, you will be required to submit printed materials such as resumes, cover letters, and posters.

Final Portfolio: Your final portfolio will become permanent property of KSA/BSCRP. Quality-bound portfolios can cost around 100 dollars (and sometimes more). Please plan accordingly, and keep in mind, your final portfolio will not be returned. It is the “exit exam” for the BSCRP, will be reviewed by the Planning Accreditation Board, and, therefore, will become the property of the KSA. (You will need to purchase an additional portfolio for your job search.)

GRADING
Scale:

A  93-100%: Excellent work that is among the very best in the class.
A- 90-92.9: Great work, but not as accomplished as those who are among the very best in the class.
B+ 87-89.9: Very good work that is much higher than average.
B  83-86.9: Above average, good work.
B- 80-82.9: Above average with room to improve.
C+ 77-79.9: Only slightly above average work.
C  73-76.9: Average work.
D+ 67-69.9: Below Average work.
D  63-66.9: Much below average work.
D- 60-62.9: Near failing.
E  <60: Failing

ASSIGNMENTS / POINTS BREAKDOWN:

CAREER STRATEGY
POSTER..................................................................................................................5 points

ASSIGNMENT OBJECTIVE: This assignment forces yourself to think critically about your professional future in a creative and detailed way. You will graphically demonstrate (among additional things) your working goals, your everyday work environment, and your future accomplishments.
Deliverables and grade breakdown for this assignment:
.pdf file loaded to the 4950 website (S/U)*
One printed 24” x 36” (A7 setting) poster (5 points)
Formal Review Participation (S/U)*

Grading criteria:
Apparent Personal Reflection and Thoughtfulness: 25%
Level of Detail: 25%
Clear timeline of professional positions and accomplishments: 50%

COVER LETTER....................................................................................................................................5 points

ASSIGNMENT OBJECTIVE: To make a positive first impression to potential employers. Your cover letter should tell your story in a professional way, set yourself apart from other candidates, and prompt readers to continue on to your attached resume.)

Deliverables and grade breakdown for this assignment:
First Draft (S/U)*
Second Draft (S/U)*
Website Review Peer Content Participation (S/U)*
Final Draft (printed and .pdf file uploaded to the 4950 website) (5 points)

Grading criteria (for final draft):
Apparent Personal Reflection and Thoughtfulness / level of detail: 50%
Clear timeline of professional positions and accomplishments: 50%

PLANS REVIEW
EXAM ........................................................................................................................................10 points

ASSIGNMENT OBJECTIVE: Of all of the professional skills planners must have, being able to review plans is one of the most basic. As 4950 is the capstone planning course, at this point, you must have the skills to effectively and critically analyze site plans, architectural drawings, engineered drawings, and elevation drawings. To make sure you do not leave the BSCR program without these skills, you will be tested on this material.

Deliverables and grade breakdown for this assignment:
One exam (10 points)

Grading criteria:
The exam will be graded on the published (ordinary) grade rubric and converted to points. (For example, a 90% score equals 9 points out of 10.)
ASSIGNMENT OBJECTIVE: The exit portfolio sets Ohio State’s planning program from any other in the U.S.** and you can use this requirement to your benefit in your employment search; your solid professional portfolio is an effective weapon. Your objective of this assignment should be to achieve an “exceptional” grade for your portfolio.

Deliverables and grade breakdown for this assignment:
- First Draft Portfolio (5 points) (Printed, 11” X 17”. See instructions in the schedule below)) [Exceptional= 5 points, Adequate 3 points, Needs Work= 2 points or less]
- Peer Review Participation I (S/U)*
- Second Draft Portfolio (5 points) (Printed, 11” X 17”. See instructions in the schedule below)) [Exceptional= 5 points, Adequate 3 points, Needs Work= 2 points or less]
- Peer Review Participation II (S/U)*
- (Needs Attention Resubmits) (S/U)*
- Final Portfolio Printed/Bound/Professional Book (25 points) [Exceptional= 25 points, Adequate 15 points, Needs Work=10 points or less]

Grading criteria:
First Draft, Second Draft, and Final portfolios will be graded by the special grade designation for BSCRP portfolios: Exceptional, Adequate, and Needs Work.

Before you begin, please develop a graphics/layout template (in any of the graphics programs) to keep your layout consistent.

Your portfolio should adhere to the guidelines in KSA Architecture Professor Karen Lewis’ pdf presentation titled DESIGNING A PORTFOLIO: SIMPLE STEPS TO MAKE A COMPLEX PROCESS LESS DAUNTING. This file will be provided to you in the earliest part of the term.

Criteria:
- Graphics and layout should be clean and professional.
- Portfolio should flow—flawlessly—from one subject to the next.
- All photos should be high-resolution. All graphics must not be pixilated.
- Portfolio design should be contemporary or else retro but in a good way.
- Content / copy must be well-written and appropriate to images.
- No clutter allowed.
- No page limit, but there should be a minimum number of pages to make a strong impact.
- Do not cut-and-paste (as in a Google map).
- No clip art (or anything resembling clip art) is allowed.
• Avoid “cheesy” or overly-trendy fonts.
• Font types and sizes should be consistent across headings, subheadings, paragraphs and captions.
• All documents must be spell-checked with absolutely zero spelling errors!
• Although not required in the reviews, once your portfolio is ready, please have your materials professionally bound.
• Make sure that your portfolio is in color.
• Your table of contents should focus on skill or thematic area—your whole document must be organized in a logical way.
• A detailed table of contents is better so you can see your projects listed.
• Contents without page numbers is not helpful.
• Resumes—we suggest that you include a one-pager in the front of the document.
• Each project should have a succinct description of your goals and objectives and a description of your contribution to each project.
• Avoid putting entire reports and papers and PowerPoint presentations in your portfolio. (The use of PowerPoint as a skill is obvious.)
• You should make sure to use more white space whenever possible.
• Use bullet points to break up dense blocks of text.

For the Final Draft Portfolio, the following scores will be distributed: Exceptional= 20-25 points, Adequate 15-20 points, Needs Work= 0 to 15 points. More information on portfolio design and content requirements will be provided in class.

** As of December 15, 2012. Comprehensive research of other programs was conducted in the creation of the BSCRP program and during the semester conversion. We believe that we are building the most visual, graphically-oriented, placemaking-based program in the U.S.

PROFESSIONAL NETWORK and JOB SCHEDULE SPREADSHEET .................................................. 10%

ASSIGNMENT OBJECTIVE: More than just about everything else, your network of people will be responsible for getting you a job. This assignment forces you to begin your own network of planning (and planning-related) professionals.

Deliverables and grade breakdown for this assignment:
Printed out spreadsheet
.pdf file loaded to the 4950 website (S/U)*

Grading criteria:
Content quality and comprehensiveness (10)
Making contacts (S/U)*
PUBLIC MEETINGS REPORT

ASSIGNMENT OBJECTIVE: This assignment requires you to observe professional planners in action. You will choose two meetings (public meetings are preferable, although it is also acceptable to shadow a professional during private meetings if you have the opportunity), then you will write a short report about your observations.

Deliverables and grade breakdown for this assignment:
Photos, Agendas (S/P)
Report (10)

Grading criteria:
Content quality and comprehensiveness of information (50%); thoughtfulness and reflection (50%)

RESUME

ASSIGNMENT OBJECTIVE: This assignment requires you to craft a winning planning (or planning-related) professional resume (content and design) and forces you to continuously improve its quality.

Deliverables and grade breakdown for this assignment:
First Draft Resume Poster 24” x 36” (A7 setting) poster (S/U)*
Second Draft Document (An 8.5” X 11” sheet—Not a poster) (S/U)*
Website Review Peer Content Participation (S/U)*
Final Draft (15) (A printed 8.5” X 11” document and .pdf file uploaded to the 4950 website. Must supply both deliverables before credit will be given.)

Grading criteria:
Content quality and comprehensiveness

STAFF REPORT

ASSIGNMENT OBJECTIVE: As seniors in Ohio State’s BSCR program, you have had experience analyzing plans and sites, but most of you have not had a chance or opportunity to write a “staff report.” You cannot enter the planning profession without experience in the complexities of writing a detailed, professional staff report complete with “staff recommendations” including conditions for approval.

Deliverables and grade breakdown for this assignment:
Minimum 5-page, single-spaced report with appropriate maps and graphics attachments. (10)
Grading criteria:
Content quality and comprehensiveness.

*Your S/U grades will be analyzed comprehensively as bonuses or deductions. For instance, final borderline grades will be rounded up if you have satisfactory progress across the board. Students with more than one U grade will be considered “unprofessional” and therefore could result in a drop of up to two letter grades at my discretion, depending on the number of Us you accumulate.

Assigned readings will be announced in class.

PROPOSED CLASS SCHEDULE
The following schedule is proposed. The schedule is meant to be regimented, but I ask that you please be flexible when I make changes. The schedule WILL change. There are always unforeseen special opportunities that I would like to take advantage of. Also, there will likely be unanticipated class cancellations. Please be alert to any changes mentioned in class or over email. It is your responsibility to keep up with any alterations of this proposed schedule.

January 8: Welcome, Course Overview, Course Deliverables Detail.

January 10: Personal Career Strategy Building [Work on portfolio outside of class]

Between January 10 and January 15, you must print out a 24 X 36 poster that describes your career strategy. (“ARCH D” size and you must print from InDesign. Do not Print from Microsoft Word or it will not print correctly.) You will defend your poster with a “30-second elevator pitch” that clearly and concisely describes your strategy. Also, please make sure before you are ready to print that you will not have to wait long to print on any particular printer. (Avoid long file queues.) Detailed instructions on the assignment will be provided in class.

January 15: Career Strategy Poster Review in Main Space of Knowlton Hall [Work on portfolio outside of class]

January 15: Upload a copy of your Career Strategy Poster to the 4950 Website in a .pdf file. This file upload is due on Tuesday, January 23 at 11:59 PM]

January 17: Some things you must make sure you know before you leave the BSCR program—Part One / ‘Thriving as a Planner in the Private Sector’

January 22: Some things you must make sure you know before you leave the BSCR program—Part Two / ‘Thriving as a Planner in the Public Sector’

January 24: BSCR Skills Review—Understanding Your Competitive Advantage in the

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Marketplace / Crafting the perfect cover letter and resume [Practice cover letter and resume and continue working on portfolio outside of class]

--- Between January 24 and January 28 you will be revising your cover letter for class review on January 29. Please bring two (2) paper copies of your cover letter to class.

*Please upload your cover letter to the 4950 website on your page. Uploads are due on Monday, January 28 at 11:59pm*

January 29: First Draft Cover Letter Peer Review Ramseyer [Work on portfolio outside of class]

Before January 31, you must print out your draft one-page resume in a 24 X 36 poster form ("ARCH D" size). You must print from InDesign (Do not Print from Microsoft Word or it will not print correctly. Please make sure before you print that you will not have to wait long to print on any particular printer. (Avoid long file queues on printers to avoid frustration.)

*Please upload your draft one-page resume file (pdf) to the 4950 website on your page. Due on Monday, January 30 at 11:59pm*

January 31: First Draft Resume Poster Peer Review in Main Space of Knowlton Hall [Work on portfolio outside of class]

February 5: Guest Professionals Share Their Thoughts From the Other Side of the Interview Table. / How to Start a Job Network Spreadsheet [Continue working on portfolio outside of class]

*Please upload your second-draft cover letter and resume files (pdf) to the 4950 website on your page. Due on Tuesday, February 6 at 11:59pm*

February 7: Recent BSCRP Grads Provide Their Advice. [Outside assignments: Make Comments on 10 (assigned by professor) resumes on the 4950 website by class time on February 12 / Continue working on portfolio outside of class and your Network Spreadsheet]

*Cover Letter and Resume Comments due, February 12 at 9:35 am*

February 12: Applying for Jobs / Establishing Job Search Etiquette [Continue working on your portfolio outside of class]

February 14: No class meeting. *Final Cover Letter and Resume due, Upload by February 14 at 10:55 am. / Continue to work on your portfolios.*

*Between February 14 and February 19, you must print out your draft portfolio. Use 11 x 17*
paper or printed to scale on a poster. Print your entire portfolio and bring it to class on February 19 for the first review. Black and white is okay for the first round.

February 19: First Draft Portfolio Peer Review in Main Space of Knowlton Hall

Peer review forms to be turned in and uploaded to the 4950 site.

Between February 19 and February 28, you must revise and re-print a second-draft portfolio. Use 11 x 17 paper or printed to scale on a poster. Print your entire portfolio and bring it to Knowlton Hall Main Space on February 28 for the second review. Color printing is necessary.

February 21: Portfolio discussion in Ramseyer classroom: we’ll discuss specifics on how to improve your work.

February 26: Planning Ethics

Bring your second round 11x17 or printed-to-scale on a to Knowlton Hall Main Space on February 28. More instructions will be provided in class.

February 28: Second Draft Portfolio Review in Main Space of Knowlton Hall—Undergraduate Committee Initial Review

Peer review forms to be turned in and uploaded to the 4950 site.

March 5: Establishing Your Job list. [Continue working on your portfolio outside of class]

March 6: Deadline for uploading your professional network and jobs spreadsheet to the 4950 Website. Due by 11:59 pm.

March 7: How to Dress for Success [Continue working on your portfolio outside of class / Begin searching for your “Look at me—I’m here to land a great job costume” (a.k.a. “your costume”)]

At this time, you should be investigating ways to produce your portfolio book. (Blurb.com, Lulu.com and similar printing services are best; any other service will be appropriate if they can offer a professional product.)

In preparation for the March 21 official Undergraduate Program Committee Review, you may print off your portfolio on 11X17 or legal-sized paper (as long as it is to scale), but use color please.

March 12: Spring Break—Enjoy! (Look for jobs!)

March 14: Spring Break—Enjoy! (Search around. Go on a job-hunting trip?)

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March 19: Honing Interview Skills [Continue working on your portfolio outside of class / You should be closer to finding or have already gathered/purchased your “Look at me—I’m here to land a great job costume” (a.k.a. “your costume”)]

March 21: Near-Final Portfolio (Printed) copies due to Undergraduate Committee Review. Please bring your portfolio to class in Ramseyer. / How to write a detailed, professional planning staff report.

March 26: Professional “Fashion Show”—Please come to Knowlton Hall Main Space as you will appear in your future interviews and be ready to use your new skills in mock interviews with your peers. More instructions will be handed out in class.

March 28: How to write an influential staff report

April 2: Some things you must make sure you know before you leave the BSCRCP program—Part Four / ‘Leadership: How to Become a Planning Director Someday’

April 4: Portfolios to be returned to students from Undergraduate Committee. We will have an in-class Portfolio Review of Corrections. Please be aware of final printing deadline of April 18 and begin now to prepare for it.

April 9: Plans Review Practice and Class Discussion

April 11: “Needs Attention” portfolio resubmit deadline and “adequate” portfolio resubmit deadline (to attempt to achieve an “exceptional” grade). Please submit to Knowlton 223. We will not meet at Ramseyer Hall.

Plans Review Practice and Class Discussion

April 16: Plans Review Exam
‘Needs Attention’ Portfolio Returns

Public Meetings Reports due. Please submit a hard copy and upload a .pdf file to the course website.

April 18 at 11:59 PM: Deadline for final portfolio (printed) book files deadline to be uploaded to the 4950 Website.

April 18: TURN IN DAY FOR ALL REMAINING DELIVERABLES

Final Portfolio Printed / Bound / Professional Book Copies due (Note: These become the property of KSA/BSCRCP and cannot be returned.) Please bring your books and turn them in to Professor Ezell in Knowlton 223 and sign them in on the sign-in sheet during the class
period. (Do not go to Ramseyer classroom.)

Staff Reports Due
Public Meeting Report Due

**Important Additional Notes**

The importance of attendance: In courses past, I have been extremely pleased with the levels of student interest. I have found that student interest corresponds directly with attendance levels, and most students have been conscientious and professional. However, if you are one of the very few students who do not plan on giving 100% effort (and therefore decide not to attend class) you should probably not take 4950 at this time.

As the required course to help you fit into job market, I expect that only serious students to be enrolled. So if you choose not to come to class, you can’t expect to be taken seriously (by me or by your teammates). Do not miss class!

It is your responsibility to sign the attendance sheet that will be passed around during every class. If your name is not on the attendance sheet, you are considered to be absent. Unexcused absences are never acceptable. Since this course only meets twice a week, missing two classes is the same as missing an entire week. Missing class not only hurts you; it also hurts your teammates who will be forced to work around your absence. Therefore, missing 2 unexcused absences will result in a grade of E and you will be asked to vacate the class. No exceptions. The reason for this rule is simple—it’s about fairness. As a rule of thumb, consider that you will be a “borderline case” for a major point deduction if you miss even one class. Just one absence (even a lecture) can directly impact your team’s work. If you absolutely must miss class, please bring a military, doctor’s, or other official type of excuse. I will remind you about the importance of being present in the first several class periods. (Consider if you missed a week’s worth of work, you would be fired!) Again, I rarely have any issues with attendance and am very happy with the quality and dedication of the vast majority of my students.

**Grading:** All grading will be done as fairly and as consistently as is reasonably possible. Students wishing to appeal the grading of an assignment must make the appeal in writing within five calendar days after an assignment is returned.

**Plagiarism will not be tolerated in the classroom.** Plagiarism is passing off as one’s own ideas, words, writings, etc., which belong to another. You are committing plagiarism if you copy the work of another person and turn it in as your own even if you have the permission of that person. Any instances of academic misconduct will be reported to the Committee on Academic Misconduct (University Rule 3335 - 5 - 487).

**You may not do outside work during class:** This fast-paced class is too busy to become a study hall for other coursework. Please concentrate only on the material from 4950 during the class period.
**Being late for class:** Most students in 4950 are eager and ready so do not be late for class. Because we will be working together, discussing together, and reviewing work together, please respect everyone by arriving on time.

**Turning in Assignments and Assignment Lateness:** As mentioned previously, assignments will be posted on The Website. Late entries up to 24 hours will receive a deduction of TWO letter grades. Assignments not posted within 24 hours after the official deadline will be considered missing. Missing assignments will receive 0 points. (Except for extreme situations upon approval of the instructor.)

**Texting:** You are absolutely prohibited from texting or using the Internet in class and I have a zero tolerance policy for this. If you are caught texting or using the internet during class OR during the exercises, you will be immediately called out (and potentially asked to leave).

**Phone use:** You may not answer your phone in class. Please turn your ringers down. If you have an emergency please let me know and you may be able to take the call outside. Otherwise you will be courteous by not talking on your phone.

**In - class computer use:** There is no reason for you to use a computer during class lectures so I do not allow them to be used unless otherwise indicated or announced. You will be asked to close your computers during class if you break this rule.

**Incomplete grades:** Please assume that it is virtually impossible to receive an incomplete in 4950. Also understand that you will not be granted an incomplete due to high course load or time constraints.

**Professional conduct:** Students are expected to conduct themselves in a professional manner and to abide by the provisions in the Code of Student Conduct. Students should appreciate diversity, and they should conduct themselves professionally with members of the same or opposite gender and/or from different ethnicities and cultures.

Students should represent themselves in a professional manner in forums that have public access. This includes information posted on social networking sites such as Facebook. Information on these pages is often screened by potential employers, and unprofessional material can have a negative impact on job or graduate school prospects.

Any forms of sexual harassment or intimidation will not be tolerated. The University’s Code of Student Conduct and Sexual Harassment Policy are available on the OSU web page. Sexual harassment includes inappropriate behavior among two or more students; between students and faculty; and among faculty. The actions can take place in physical, verbal, or written forms. When a complaint is received, the situation will be investigated by the academic department and possibly by the police even if the harassment was done anonymously or possibly as a jest. Being found guilty of harassment, even if it was nominally done in jest, can
be professionally damaging.

**Disability Statement:** Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614 - 292 - 3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

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