Syllabus
City and Regional Planning Studio
Planning for Young Professionals

Course Number:       CRPLAN 4900S – Plan Making
Dates:              January 7, 2014 – April 21, 2014
Time:               5:30PM-8:25PM
Room:               KN258 & CRP Lab
Units:              6 Units
Client:             Community Research Partners
Instructor:         Elan Daniel
Phone:              614 653 7436
Email:              daniel.73@osu.edu
Office Hours:       By appointment only

Course Description
This course is a studio course, designed to help the students understand and contribute to a visioning process and end deliverable for the client, Community Research Partners (CRP). CRP has been awarded a grant to study an ideal neighborhood for young professionals. A large part of this includes community engagement and data gathering towards understanding young professionals. This will lead into recommendations and a pattern book that can eventually be used by government agencies, developers, among other stakeholders towards a development and design focused effort.

Objectives
Students will:
- learn how to behave as a professional; in attitude and results
- develop demographic and market research skills
- learn about community engagement and facilitation
- learn about visioning
- learn about public input gathering events and techniques
- learn how to present visioning results
- Create materials that will help clients achieve their goals
- Create materials that can be placed in a personal portfolio
- Improve and/or maintain the reputation of the OSU Planning Department, the clients, and themselves.

Prerequisites
Prerequisites include CRPLAN 3100 (340) or 3100E, and acceptance into CRPlan BS Major; or permission of the instructor. Not open to students with credit for CRPlan 4900E.

Grading

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93 – 100</td>
<td>A</td>
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<tr>
<td>90 – 92</td>
<td>A-</td>
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<tr>
<td>87 – 89</td>
<td>B+</td>
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<tr>
<td>83 - 86</td>
<td>B</td>
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<td>80 - 82</td>
<td>B-</td>
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<tr>
<td>67 – 69</td>
<td>D+</td>
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<tr>
<td>60 – 62</td>
<td>D-</td>
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<tr>
<td>60 &amp; below</td>
<td>E</td>
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</tbody>
</table>
1. Short Video; 30 seconds to 1 minute (group) – Jan 16
   a. “What is a Young Professional?” commercial 5%

2. 1st Submission (group) – Jan 23
   a. Event strategies 10%

3. 2nd Submission (group) – March 6
   a. Event summary
      ▪ Report background
      ▪ Report methodology
         • Engagement style
         • Marketing techniques
         • Facilitation method
      ▪ Report results from event
         • Comments
         • Meeting notes; overall and key thoughts
         • Coding of comments
         • Statistics
         • Summary 25%

4. Final product (group) – April 10 & 17
   a. Recommendations, summary, Pattern book, website, presentations 35%

5. Peer evaluation (individual) – Jan 16, 23, March 6, April 17
   a. Will be averaged at the end of semester 10%
   b. Will be included with all group assignments
   c. Group members will evaluate other group members

6. Group Journal (group) – ongoing after every class period
   a. Students will track goals, accomplishments, and responsibilities 5%

7. Participation (individual) – including Resume/Bio & City Strategies?
   TOTAL 10%

8. Studio Showcase (whole studio) – April 21
   a. Overall positive feedback; and gain up to 1% for entire studio extra credit

Deductions: All assignments are due at the start of the class (5:30 PM) on the date indicated. Assignments turned in after this time will automatically lose 10%. After that, one percentage point will be deducted for every hour after the first hour that the assignment is late. Anything later than 48 hours will automatically receive a zero.

Grade Appeals: Students wishing to appeal a grade must do so in writing within five days of receiving the grade. Written requests must clearly define why they are requesting the re-grade as outlined by the grading rubric. All assignments will be reviewed and re-graded in total, so new scores, which may be higher, lower, or equal to the original grade, will stand as final.

Readings/Costs
Readings, as well as research and review of various materials will be assigned in class or electronically on a week-to-week basis. You are not required to purchase a formal text book for this class. However, you will be asked to contribute to the purchase of a finished document to present to the clients, and/or choose to purchase a copy of the plan for your own portfolio. You may also be asked to contribute to hosting our panel judges for the two reviews.
**Expectations**
This is a professional setting and you should conduct yourself as such.

- **Show up.** This does not just mean sitting in a chair. Be prepared to learn and contribute to class. Come with a good attitude. The more effort put in, the more a student will get out. Every day may not be an adventure, but by the end of the studio, if students truly “show up”, they will feel accomplished and proud of what is accomplished. It is time to learn how to step up from student to professional.
  - 2 unexcused absences will result in an automatic “E” for the course. These absences would not happen at work, and they will not be acceptable in studio.
  - Do not use your phone during class or during meetings.
  - Do not use your computer during lectures. You can take notes with pen and paper.

- **Do not be late to classes, meetings, or any other appointments**
  - This reflects poorly on all of us, and it shows disrespect for the other person(s)
  - Every lateness counts as 1/3 of an unexcused absence. After 6 occurrences the student will receive an automatic “E” for the course.

- **Guest lecturers are taking time out of their busy day to help us accomplish our goals. They should be treated with the utmost respect and gratitude.**

- **If a student hinders the ability of other students to learn in anyway, that student will be asked to leave class. This will count as an unexcused absence. After two occurrences the student will receive an automatic “E” for the course.**

**Code of Conduct**
- All work should be original work. Do not copy other people’s work. In the professional setting, copying could lead to jail time and/or major fines.

- Academic and personal misconduct are defined and dealt with according to the procedures in the Code of Student Conduct located at the following link - http://studentlife.osu.edu/pdfs/csc_12-31-07.pdf.

**Reviews**
There will be 2 reviews conducted by the client (CRP) and practitioners in the field. They will review your work and offer feedback in a studio style format. This means that you will present to the entire group and the panel. The panel will then begin a Q and A on your project and comment on their impressions. The first review will be on March 6th and the final will be on April 17th. You are expected to be prepared to answer questions and offer visual components to your project. This might include graphs, pictures, designs, etc.

**Disability Services**
Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 614-292-3307, TDD 292-0901; http://www.ods.ohio-state.edu/.

**Schedule**
Class time: Class is split into three sections.
1. **Lecture-** The first hour will be a lecture format, in order to present pertinent information to the class that relates to the project.
2. Studio – the second two hours of class will be held in the CRP lab, where groups will work on their projects. The instructor(s) will float between groups helping to brainstorm, troubleshoot, etc.

3. Self directed – outside of class you will still need to put in approximately 2-3 hours per credit hour per week. All students are expected to contribute at the group and individual level.

Calendar: Reading will be assigned as appropriate on a class by class basis.

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Speaker</th>
<th>Studio</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Thur 1/9</td>
<td>Syllabus, Seating, group work, split into groups</td>
<td>Video, &quot;Who is a YP?&quot;</td>
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<td>2</td>
<td>Tues 1/14</td>
<td>Survey techniques – Gerald Kosicki</td>
<td>Video, ”Who is a YP?” Resume/Bio</td>
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<td></td>
<td>Thur 1/16</td>
<td>Videos, Project overview, facilitation training (CRP)</td>
<td>Video</td>
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<tr>
<td>3</td>
<td>Tues 1/21</td>
<td>Trust exercise, SMART Goals, Community engagement &amp; Studio Meeting</td>
<td>Video</td>
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<td></td>
<td>Thur 1/23</td>
<td>Presentations &amp; 2nd Submission Intro (CRP)</td>
<td>1st Submission Engagement Strategies</td>
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<td>4</td>
<td>Tues 1/28</td>
<td>Stakeholder identification and tech – JEC?</td>
<td>2nd Submission</td>
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<td></td>
<td>Thur 1/30</td>
<td>Why are YPs so important? Bill LaFayette</td>
<td>2nd Submission</td>
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<td>5</td>
<td>Tues 2/4</td>
<td>Event Planning and promotion – Louis V?</td>
<td>2nd Submission</td>
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<td></td>
<td>Thur 2/6</td>
<td>Urban Design Components – DF &amp; DT</td>
<td>2nd Submission</td>
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<td>6</td>
<td>Tues 2/11</td>
<td>Marketing/Social Media – Artie Isaac</td>
<td>2nd Submission</td>
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<td></td>
<td>Thur 2/13</td>
<td>YP Market - how do Cities attract YPs?</td>
<td>2nd Submission City Strategies</td>
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<td>7</td>
<td>Tues 2/18</td>
<td>Presentation techniques – Marc Ankerman</td>
<td>2nd Submission</td>
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<td>Thur 2/20</td>
<td>Visioning – Jamie Greene?</td>
<td>2nd Submission</td>
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<td>8</td>
<td>Tues 2/25</td>
<td>Dress rehearsal</td>
<td>2nd Submission</td>
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<td></td>
<td>Thur 2/27</td>
<td>Event</td>
<td>Event</td>
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<td>9</td>
<td>Tues 3/4</td>
<td></td>
<td>2nd Submission</td>
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<td></td>
<td>Thur 3/6</td>
<td>2nd Submission Presentations (panel)</td>
<td>2nd Submission</td>
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<td>10</td>
<td>Tues 3/11</td>
<td>Spring Break</td>
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<td></td>
<td>Thur 3/13</td>
<td>Spring Break</td>
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<td>11</td>
<td>Tues 3/18</td>
<td>Brainstorm</td>
<td>Final Products</td>
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<td></td>
<td>Thur 3/20</td>
<td>Pattern Books – Matt Leasure</td>
<td>Final Products</td>
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<td>12</td>
<td>Tues 3/25</td>
<td>Recommendations - how to use info (CRP)</td>
<td>Final Products</td>
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<td></td>
<td>Thur 3/27</td>
<td>Implementation – Erin Prosser</td>
<td>Final Products</td>
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<td>13</td>
<td>Tues 4/1</td>
<td>Zoning Code Application - Paul Freedman</td>
<td>Final Products</td>
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<td></td>
<td>Thur 4/3</td>
<td>Development Process</td>
<td>Final Products</td>
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<td>14</td>
<td>Tues 4/8</td>
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<td>Final Products</td>
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<td></td>
<td>Th 4/10</td>
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<td>Final Presentation Final Products</td>
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<tr>
<td>15</td>
<td>Tu 4/15</td>
<td>Work Independently – Passover (CRP)</td>
<td>Final Presentation</td>
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<td></td>
<td>Th 4/17</td>
<td>Presentations to Stakeholders (panel)</td>
<td>Final Presentation</td>
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<td>Mo 4/21</td>
<td>Studio Showdown (mandatory) – KN190 5:30</td>
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*This schedule is subject to change depending on guest speaker schedule among other needed changes.
Groups
Groups will be created by the instructor based on skills and personalities. The instructor reserves the right to change members of groups. While groups will be responsible for their subject area, individuals WILL be asked to help other groups on certain tasks.

Social Media/Web Deliverable
2nd Submission
- Create and manage a social media presence
- Create and manage a website
- Manage comments and responses (staying within message)
- Deliverable
  - Document with all online and in person comments
  - Document organizing comments by theme
  - Document analyzing content of comments
  - Promotional website
  - Social media log

Final Product
- Upload findings and materials to website
- Make website compatible with Create Columbus Commission web platform
- Transition website from promotion to information
- Deliverable
  - Final informative website

Marketing/Outreach Deliverable
2nd Submission
- Message consistency – what is our message?
- Identify stakeholders
- Create marketing materials
- Promote event
- Deliverable
  - Background of project
  - Methodology of community engagement
  - Summary of event
  - Advertising designs
  - Description of advertising placement
  - List of stakeholders
  - Description of how engaged

Final Product
- Create findings and recommendation summary report

Imagine Deliverable
2nd Submission
- Create and catalog image library for use at event
- Determine flow and logistics of event
- Determine how to and collect data from image library
- Determine how to and collect Quantitative data - statistics
- Deliverable
  - Image library
  - Reporting image results from event
  - Statistics report

Final Product
- Create pattern book from event findings
ACCREDITATION CRITERIA:

1) General planning knowledge: The comprehension, representation, and use of ideas and information in the planning field, including appropriate perspectives from history, social science, and the design professions.
   a) Purpose and Meaning of Planning: appreciation of why planning is undertaken by communities, cities, regions, and nations, and the impact planning is expected to have;
   b) Planning Law: appreciation of the legal and institutional contexts within which planning occurs;
   c) Human Settlements and History of Planning: understanding of the growth and development of places over time and across space;
   d) The Future: understanding of the relationships between past, present, and future in planning domains, as well as the potential for methods of design, analysis and intervention to influence the future; and
   e) Dimensions of Planning: appreciation of interactions flows of people and materials, cultures, and differing approaches to planning across regions.

2. Planning skills: The use and application of knowledge to perform specific tasks required in the practice of planning.
   a) Research: tools for assembling and analyzing ideas and information from prior practice and scholarship, and from primary and secondary sources;
   b) Written, Oral and Graphic Communication: ability to prepare clear, accurate and compelling text, graphics and maps for use in documents and presentations;
   c) Quantitative and Qualitative Methods: data collection, analysis and modeling tools for forecasting, policy analysis, and design of projects and plans;
   d) Plan Creation and Implementation: integrative tools useful for sound plan formulation, adoption, and implementation and enforcement;
   e) Planning Process Methods: tools for stakeholder involvement, community engagement, and working with diverse communities; and
   f) Leadership: tools for attention, formation, strategic decision-making, team building, and organizational/community motivation.

3. Values and ethics: Values inform ethical and normative principles used to guide planning in a democratic society. The program shall appropriately incorporate issues of diversity and social justice into all required courses of the curriculum, including:
   a) Professional Ethics and Responsibility: appreciation of key issues of planning ethics and related questions of the ethics of public decision-making, research, and client representation (including principles of the AICP Code of Ethics, which will be provided);
   b) Governance and Participation: appreciation of the roles of officials, stakeholders, and community members in planned change;
   c) Sustainability and Environmental Quality: appreciation of natural resource and pollution control factors in planning, and understanding of how to create sustainable futures;
   d) Growth and Development: appreciation of economic, social, and cultural factors in urban and regional growth and change; and
   e) Social Justice: appreciation of equity concerns in planning.