Request for CHANGING an Existing Course

PRESENT COURSE DESCRIPTION

Title: Undergraduate Research

Semester Hours of Credit: 1 - 6

If combination course type, # hrs. of credit for:
Lecture: ___ Lab/Sem/Rec: ___
Repeat Credit Max. (If repeatable): 6
Graduate Credit? Yes __ No X

Credit will not be given for this course and:

Contact Hours Per Week: (Indicate hours in appropriate course type.)
Lecture Lab Seminar Recitation Intern Res/Ind Clin/Pract
Total Weekly Contact Hours: 1 - 6
Grading System: Letter Grade X Pass/Fail
Course Description: (Include course number, title, etc. exactly as it appears in the General Catalog)

ENVS 3999 Undergraduate Research (1 - 6) Prereq.: Permission of Instructor. May be taken for a maximum of 6 hrs of credit. Individual study of a specific environmental problem or individual laboratory research.

PROPOSED COURSE DESCRIPTION

Title: Undergraduate Research

Short Title: UNDERGRAD RES

Semester Hours of Credit: 1 - 6

If combination course type, # hrs. of credit for:
Lecture: ___ Lab/Sem/Rec: ___
Repeat Credit Max. (If repeatable): 6
Graduate Credit? Yes __ X No ___

Credit will not be given for this course and:

Contact Hours Per Week: (Indicate hours in appropriate course type.)
Lecture Lab Seminar Recitation Intern Res/Ind Clin/Pract
Total Weekly Contact Hours: 1 - 6
Grading System: Letter Grade X Pass/Fail
Course Description: (Include course number, title, etc. exactly as it appears in the General Catalog)

ENVS 3999 Undergraduate Research (1 - 6) Prereq.: Permission of Department. May be taken for a maximum of 6 hrs of credit. Individual study of a specific environmental problem or individual laboratory research.

THese QUESTIONS MUST BE ANSWERED COMPLETELY AND ACCURATELY OR PROPOSAL WILL BE RETURNED:
Has this change been discussed with and approved by all departments/colleges affected? Yes ___ No ___ N/A X
Is this course included in any curricula, concentrations, or minors? Yes X No ___ If yes, please list on a separate sheet.
Is this course a prerequisite or corequisite for other courses? Yes ___ No X ___ If yes, list courses; use separate sheet.
Is this course on the General Education list? Yes ___ No X ___

JUSTIFICATION/EXPLANATION: Use separate sheet.
Note: IF COURSE IS OR WILL BE CROSS-LISTED, SEPARATE FORMS MUST BE SUBMITTED BY EACH DEPARTMENT.

APPROVALS

Department Faculty Approval Date: 3/31/2017
Department Chair Signature: [Signature] (date)
Graduate Dean Signature: [Signature] (date)
College Contact: E-mail

College Faculty Approval Date: 5/2/2017
College Dean Signature: [Signature] (date)
Chair, F5 C&C Committee: [Signature] (date)
Academic Affairs Approval: 7/17/17 (date)
Instructions for Form C - Request for Changing a Course

Curricula that include ENVS 3999:

ENVS 3999 is a required course in the Environmental Science and Research (ESR) Concentration of the Coastal Environmental Science (CES) bachelor degree curriculum, as well as an elective in the Applied Coastal Environmental Science (ACES) Concentration for the CES bachelor degree curriculum.

ENVS 3999 is also listed as an elective (included in the catalog statement “Students must also select one additional ENVS course (three hrs.) from the above listing, or ENVS 3999, or any 2000-level or higher courses approved by the department.”) in the Environmental Sciences Minor.

Justification:

The small change in the wording of the catalog course description (“Permission of Department” instead of “Permission of Instructor”) will enable increased control of students registering for ENVS 3999 Undergraduate Research hours. The College of the Coast & Environment (CC&E) has established a rigorous set of standards and criteria for both the student and the instructor involved in ENVS 3999, but has had continuous problems with individuals registering for 3999 hours without either instructor’s approval or the completion of the required signed agreement between the student and instructor. This change was suggested by the Registrar’s Office as a means to enable the coding of ENVS 3999 so that a ‘flag’ will be placed on this course that will enable the department to override students enrolling and thereby allowing final control over who may actually register for ENVS 3999.
REQUEST FOR ADDITION OF NEW COURSE

Department: Environmental Sciences
College: Coast & Environment
Date: November 7, 2016

PROPOSED COURSE DESCRIPTION

Rubric & No. ENVS 4004
Title: Environmental Campaigns

Short Title (≤ 19 characters) E N V C A M P A I G N S

Semester Hours of Credit
Lecture: 3
Lab/Sem/Rec: __________
Repeat Credit Max. (If repeatable): ______ credit hours Graduate Credit? X Yes __ No

Credit will not be given for this course and:

Course Type (Indicate hours in the appropriate course type.)
Lecture 3 Seminar __________ Recitation __________ Lec/Rec __________ Lec/Sem __________ Lec/Lab __________
Res/Ind __________ Clin/Pract __________ Intern __________

Maximum enrollment per section: (use integer, e.g. 25 not 20-30) 15

Grading System: Letter Grade X Pass/Fail __________ Final Exam: Yes X No __________

**(Attach justification if the proposed course will not hold a final exam during examination week.)**

Course Description:
(Concise catalog statement exactly as you wish it to appear in the General Catalog)
ENVS 4004 Environmental Communication (3) Application of social marketing and strategic communication campaign planning to address environmental issues.

BUDGET IMPACT (IF ANSWER TO ANY QUESTION IS "YES", ATTACH EXPLANATION.)

If this course is approved, will additional staff be needed? Yes X No

Will additional space, equipment, special library materials or other major expense be involved? Yes X No

Academic Affairs Approval: (Date)

ATTACHMENTS (ATTACH THE FOLLOWING TO YOUR PROPOSAL)

JUSTIFICATION: Justification must explain why this course is needed and how it fits into the curricula. Will the course duplicate other courses?
SYLLABUS: Including 14 week outline of the subject matter; titles of text, lab manual, and/or required readings; grading scale and criteria
(For 4000-level, specify graduate student grading criteria if requirements differ for graduate and undergraduate students).

APPROVALS

Department Faculty Approval Date 3/8/2017 College Faculty Approval Date 5/24/2017

Chair, F5 C&C Committee (date) 7/20/17

College Contact E-mail
INSTRUCTIONS for FORM A
Instructions for Form A - Request for Addition of New Course

Justification:

Students completing undergraduate and graduate degrees in environmental sciences and related fields are finding employment in numerous areas where their expertise is challenged with responsibilities to communicate very complex issues to various stakeholders, including the general public. They may also be required in their careers to promote environmental responsibility in different contexts. Training in social marketing planning, social science theory and research, interdisciplinary team collaboration, strategic thinking and decision making, and effective communication with diverse target audiences is a much needed component of professional preparation for these students. This proposed mixed-level, interdisciplinary course offers students the opportunity to develop skills in social marketing and communication techniques to design appropriate and effective outreach campaigns that engage stakeholders and the public and provide crucial information regarding climate change, natural disasters, hazardous spills, and other pollution problems and risks. In the LSU Department of Environmental Sciences curriculum structure of three priority areas (based on the NSF 2003 report on Environmental Research and Education), this course will be classified as an Environmental Planning and Management (Coupled Human and Natural Systems) priority area course. It complements but does not duplicate the other courses in the curriculum to provide students with holistic training that integrates multiple perspectives and approaches to address important and complex real-world environmental problems.

There is no final exam in ENVS 4004 because this is an upper-level course (with a graduate credit option) with goals and emphasis on collaborative experiential learning and application of students’ knowledge and skills to a semester-long class outreach campaign project. The most appropriate, effective, and efficient way to assess students’ cumulative understanding of the material covered in class throughout the semester is through a collaboratively-produced final written plans book and final team presentation pertaining to the campaign project. This evaluative format allows students to demonstrate their synthesis of core course concepts and the overall campaign planning process, helps prepare them for their professional careers, and provides a better assessment of students’ achievement of the learning goals than a final exam.

This course was originally proposed as ENVS 4654 “Environmental Communications” and sent to each department where one or more courses appeared to have potential overlap. All of the responses (attached to this application below) were supportive with one in particular suggesting a change of the title to “Environmental Campaigns.” This change was incorporated and the course number was adjusted for minor departmental concerns to ENVS 4004 Environmental Campaigns. Below is the original list of courses with potential overlaps:

School of Mass Communication

“MC 4045 Advertising Campaigns (3) Prereq.: MC 2035, MC 3031, MC 4031 or MC 4040. Majors only. 2 hrs. lecture; 2 hrs. lab. Team development of advertising campaigns on a competitive basis (simulated advertising agency operations); emphasis on research, marketing and advertising problems; budgetary planning, media strategy and creative design.”

“MC 4005 Public Relations Campaigns (3) Prereq.: MC 3001, MC 4020, and MC 4002. Majors only. 2 hrs. lecture; 2 hrs. lab. Developing and implementing public relations communication campaigns; hands-on experience in designing and producing print and audio-visual materials for campaigns; emphasis on use of planning and evaluation techniques.”
INSTRUCTIONS for FORM A
Instructions for Form A · Request for Addition of New Course

"MC 7043 Strategic Communication Campaigns (3) Prereq.: MC 7042. Conceptualization and practice of strategic communication in a variety of settings; principles and contemporary practices used to develop and implement campaigns aimed at aligning and advancing organizational and stakeholder goals."

"MC 7032 Health and Science Communication (3) Examination of the structure, meanings and implications of communication about health and science; the contexts in which health and science communication occur; health and science communication theories, terminology and concepts."

Department of Marketing
"MKT 3421 Marketing Communication: Promotion (3) Prereq.: MKT 3401. Nature and contributions of personal selling and advertising to the firm’s problems of demand stimulation; concepts related to integration and organization of promotional effort to facilitate communication programs for products and/or services."

Department of Communication Studies
"CMST 4160 Persuasive Communication (3) Prereq.: CMST 1061, CMST 2060, CMST 2063 or equivalent. Nature of persuasive communication; the role of message, source and recipient factors in persuasive impact."

Department of Geology and Geophysics
"GEOL 7200 Scientific Communication and Visualization (3) Methods for written, oral and visual communication with an emphasis on scientific approaches, analysis and presentation of scientific quantitative information."

College of Agriculture
"AEEE 2011 Introduction to Agriculture Communication (3) Students will learn the principles and skills necessary to communicate effectively about agricultural issues using visual, oral and written strategies."

"AEEE 4011 Communications in Agricultural & Extension Education (3) Synthesis and application of concepts and principles of communication in the extension educational program."
INSTRUCTOR: Dr. Denise E. DeLorme
- Office Location: Energy, Coast & Environment Building, Room 3181
- Office Hours: By appointment
- Phone: 225-578-8832
- E-mail Address: ddelorme@lsu.edu

CLASSROOM: Energy, Coast, and Environment Building Room 3215

CLASS MEETING TIME: Tuesdays and Thursdays 12 noon-1:20 p.m.

COURSE DESCRIPTION: This is an interdisciplinary course on social marketing and communication campaign planning and its application to help address a variety of environmental issues, such as preparing for climate change impacts, managing natural disasters, and promoting voluntary environmentally-responsible behavior. The perspective will be both scholarly and practical. This course is open to and will benefit graduate and undergraduate students of various disciplines and will be particularly useful to those with interests in science transfer, stakeholder engagement, and community outreach.

COURSE GOALS: The goals of this course are to provide an overview of social marketing and strategic communication and direct experience in developing an environmental outreach plan.

LEARNING OBJECTIVES: By the end of the semester, it is hoped that you will have: (1) increased your understanding of social marketing and strategic communication; (2) become familiar with social science and communication concepts, research, strategies, and techniques and how they can be used effectively in campaigns to generate environmental awareness and action; (3) acquired an ability to develop communication materials and prepare an outreach campaign plan to address an environmental issue; and (4) sharpened your skills in research, strategic thinking, messaging, collaborating, and delivering professional presentations.

INSTRUCTIONAL APPROACH: This course involves various teaching methods including lecture, directed discussions, in-class activities, videos, and occasional guest speakers. Each of us is responsible for the quality of learning that takes place in class. Part of the learning process is sharing ideas and different points of view. Therefore, you are encouraged and expected to participate in class on a regular basis. The key to this course is interaction and we will strive for an informal atmosphere. The success of every session depends on how well students prepare the material and discuss the topics.

REQUIRED READING MATERIALS: There is no required textbook for this class. However, a collection of required readings (book chapters, journal articles) will be available electronically (e.g., PDFs posted to Moodle). Throughout the semester, additional materials may be distributed in class or electronically. More information will be provided at the appropriate time.
COURSE PERFORMANCE REQUIREMENTS

CLASS PARTICIPATION: It is expected and to your advantage that you attend all classes because mid-semester exam material will be drawn from in-class discussions, attendance is a component of your class participation grade, and it should help you in doing your class campaign project. If it is necessary that you miss a class, you are responsible for obtaining all information and class materials presented in your absence from fellow students. The success of this course depends heavily on your participation, which will be tracked to determine this part of your grade. Participation will be judged on both the quality and quantity of your contributions to class discussions and activities. You will be judged upon your preparedness and the perceptiveness of your comments, not just the number of your comments. Students will be expected to prepare for and to participate in each class session by: (1) completing all readings on time (i.e., before attending class); (2) studying and reflecting on the readings; (3) bringing the reading material to class (on your laptop or in print); (4) commenting knowledgeably and intelligently on the reading topics; (5) exchanging relevant opinions, experiences, and ideas; (6) attentively listening to and considering viewpoints of other students; and (7) asking meaningful questions.

SOCIAL MARKETING CASE CRITIQUE: Each student will be expected to find a current (2006 or later) social marketing case involving an environmental topic that is published in a peer-reviewed scholarly journal. Cases in the assigned readings cannot be selected. You will be expected to write a paper (2 single-spaced, typed pages) that: (1) summarizes the case including the background of the problem, target audience, objectives, strategies, evaluation, and results and (2) provides your own analysis and critique of the social marketing case and the article. You must turn in to the instructor: (1) a PDF of the entire journal article and (2) your critique in PDF and hard copy. You will also be expected to present your social marketing case critique to the class and generate substantive discussion. Further instructions will be provided at the appropriate time.

MID-SEMESTER EXAM: There will be a mid-semester exam in this course on Thursday October 13, 2016 during regularly scheduled class time according to official LSU scheduling. The exam will serve as a check on your progress in understanding the reading material and concepts presented and discussed in class. The exam will cover material from the readings and from class lectures, discussions, and possible guest speakers. You are responsible for any information or material presented or discussed in class. Some of the material covered in the assigned readings is not likely to be discussed in class. However, that material may be included on the exam. Each student must be present on time for the exam. All students must take the exam. Make-up exams will not be given. If an emergency arises, written verification must be provided and the make-up exam will be administered at the instructor's discretion. For security reasons, exams will be kept on file but not returned permanently to students.

CAMPAIGN PROJECT: As part of the requirements for this course, students will prepare a social marketing campaign for a selected client. Students will be expected to: (1) conduct research to identify and understand the client's environmental communication problem and target audiences; (2) establish campaign objectives; (3) develop a cohesive plan that strategically incorporates various forms of communication and behavior change tools and techniques within a specified budget; (4) suggest ways to evaluate the campaign; and (5) describe the proposed campaign in a written plans book and formal presentation.
PLANS BOOK: Students will submit a written campaign plans book that follows a particular outline that will be explained at the appropriate time. The plans book should not exceed 25 double-sided pages including the main text, references, and any appendix support materials. In grading your plans book, the instructor will evaluate format, content, and style. A PDF and hard copy of your plans book are due to the instructor at the beginning of class on Wednesday, December 7, 2016 at 3:00 p.m. (the Final Exam day for this course as scheduled by LSU). In order to be fair to all students, any late plans books will have ten points automatically deducted from the plans book grade.

PRESENTATION: On Wednesday, December 7, 2016 at 3:00 p.m. (the Final Exam day for this course as scheduled by LSU), students will give a 25-minute formal presentation that will highlight what you're proposing in your campaign plans book. It is an opportunity to convince the client that your campaign is an effective solution to the environmental communication problem. All students must attend the presentations and be on time. The audience for the presentations may also include the client, other faculty, and interested outsiders who may serve as a panel of judges. After each presentation there will be a 15 minute question-and-answer period. Further instructions will be provided at the appropriate time.

ACADEMIC INTEGRITY: Cheating or plagiarism will not be tolerated. Students are expected to be aware of and follow the LSU student Code of Conduct. The LSU student Code of Conduct explains student rights, excused absences, and what is expected of student behavior. This document can be found on the Dean of Students webpage http://www.lsu.edu/students/saa/students/codeofconduct.php. Any violations of the LSU student Code of Conduct will be duly reported to the Dean of Students.

DISABILITY ACCESS: Students with documented disabilities who need accommodations in this course must contact the instructor at the beginning of the semester to discuss their requirements. No accommodations will be provided until the student has met with the instructor to request accommodations. Students who need accommodations must contact the LSU Office of Disability Services before requesting accommodations from the instructor.

RESPECT FOR DIVERSITY: The diversity that students bring to this class is considered a strength and resource and it is the intent of the instructor to create a respectful, supportive, and inclusive learning atmosphere where everyone should feel comfortable sharing ideas and expressing opinions and concerns. Course content will be considered from multiple perspectives. Suggestions on how to improve the value of diversity in this course are welcome and appreciated.

TECHNOLOGY POLICY: All cell phones, iPods, and messaging devices must be turned off and put away while in class. There is to be no texting, surfing the web, email, etc. Audio and/or video recording or photography are not permitted at any time except with prior approval of the instructor. Laptops and iPads may be used in class, but only for note taking and to refer to the assigned readings. Students who do not follow these rules will be asked to leave the classroom so as to not disrupt the learning environment.

MOODLE AND EMAIL CORRESPONDENCE POLICY: The instructor may use email and/or Moodle as a means of communication with students. Students are expected to check both email and Moodle regularly.
GRADING: Your final grade for this course will be determined by the following components:

- Social Marketing Case Critique 10%
- Class Participation 30%
- Mid-semester Exam 20%
- Campaign Plans Book 20%
- Campaign Presentation 20%

The plus/minus grading system will be used. The grading scale in this course is: A+ = 97 – 100, A = 93 – 96, A- = 90 – 92, B+ = 87 – 89, B = 83 – 86, B- = 80 – 82, C+ = 77 – 79, C = 73 – 76, C- = 70 – 72, D+ = 67 – 69, D = 63 – 66, D- = 60 – 62, F = 0 – 59. Final grades for the course will be posted on Moodle.

GRADUATE CREDIT: In addition to having the same course performance requirements as their undergraduate classmates, each graduate student will be expected to conduct a literature review and independently write a 10 page, double-spaced paper that describes, explains, and critically analyzes a selected human behavior-change theory (e.g., social cognitive theory, normative social influence theory, theory of planned behavior, stages of change model) and its application to the study of natural environmental problems. Each student should consult with the instructor before making a final decision on the theory. Only one student may write on a particular theory. The paper should include complete references (these do not count against the 10 page limit). In grading your paper, the instructor will evaluate content, format, and style. Further instructions will be provided at the appropriate time.

TENTATIVE SCHEDULE: Readings are to be completed by the dates indicated as follows. Any schedule changes will be announced in class and/or communicated via email/Moodle.

Week 1
Tues. 8/23    Course Introduction and Overview

Thurs. 8/25   Background on Environmental Communication


Week 2
Tues. 8/30   Social Marketing for the Environment


Thurs. 9/1    Class Campaign Project Introduction

Client visit and debriefing
Week 3  
The Campaign Planning Process  


Thurs. 9/8  
The Plans Book Components  

Discuss and peruse examples of plans books.

Week 4  

Thurs. 9/13  

Exchanging Case Studies


Week 5  

Conducting a Situation Analysis


Thurs. 9/22  

Class Campaign Project Consultations

Week 6  

Selecting the Target Audience


Thurs. 9/29  

Class Campaign Project Consultations

Week 7  

Setting Objectives

Thur. 10/6  No Class (Fall Holiday)

**Week 8**

Tues. 10/11  In-Class Review for Mid-Term Exam

Thurs. 10/13  Mid-Term Exam

**Week 9**

Tues. 10/18  Positioning and Branding


**Thurs. 10/20**  Class Campaign Project Consultations

**Week 10**

Tues. 10/25  Deciding on Behavior Change Tools


**Thurs. 10/27**  Class Campaign Project Consultations

**Week 11**

Tues. 11/1  Developing Message Strategy


**Thurs. 11/3**  Class Campaign Project Consultations

**Week 12**

Tues. 11/8  Designing Persuasive Messages

Guest speaker

**Thurs. 11/10**  Class Campaign Project Consultations
Week 13
Tues. 11/15  Choosing Communication Channels


Thur. 11/17  Class Campaign Project Consultations

Week 14
Tues. 11/22  Developing an Evaluation Plan


Thurs. 11/24  No Class (Thanksgiving Holiday)

Week 15
Tues. 11/29  Class Campaign Project Consultations

Thurs. 12/1  Course Recap, Reflections, and Tips on Preparing Professional Presentations

Week 16
Wed. 12/7  FINAL EXAM according to the LSU official final exam schedule is 3:00-5:00 p.m. in the Energy, Coast, and Environment Building Room 3215. The format of the final exam is that students will turn in their plans books and present their campaigns to the class.

**DISCLAIMER:** Any part of this syllabus is subject to revision at the discretion of the instructor at any time during the semester. Please bring this syllabus to class on a regular basis. Any changes will be announced in class and/or communicated via email and/or Moodle.
From: Carol M Wicks  
Sent: Monday, January 9, 2017 8:05 AM  
To: Vincent L Wilson  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: RE: Request response RE new ENVS course proposal

Vincent,

The new course is very interesting and is DISTINCT from GEOL7200.

GEOL7200 focuses on communications as related to scientific presentations and publications for an intended audience of fellow scientists. GEOL7200 does not address social media at all nor does GEOL7200 address communicating science to laypersons.

I could see that G&G undergraduate majors would be interested in enrolling in ENVS4654.

Carol M. Wicks, PhD  
Chair and Frank W. and Patricia Harrison Family Professor  
Department of Geology and Geophysics  
Louisiana State University  
E235 Howe-Russell-Kniffen Geoscience Complex, Baton Rouge LA 70803  
225-578-2692 (office) | 225-223-8187 (cell)  
cwicks@lsu.edu

From: Vincent L Wilson  
Sent: Sunday, January 8, 2017 1:13 PM  
To: Carol M Wicks <cwicks@lsu.edu>  
Cc: Kevin L Armbrust <armbrust@lsu.edu>; Denise E DeLorme <delorme@lsu.edu>  
Subject: Fw: Request response RE new ENVS course proposal

Now the pdf is attached....
Hello Denise,

I hope this note finds you well during a busy first week of classes. Are feeling more at home at LSU? Changing institutions is a process and the recent flooding had to be a difficult experience on some level. I hope you and your family were not too badly impacted.

My department discussed your Environmental Communication course proposal at our faculty retreat earlier this week. We have some concerns with the content and description of the lower division course, specifically.

We discussed 2 options:

1) Retitle the course, "Environmental Campaigns". This better reflects the actual content of the class presented in the syllabus as it generally relies on a transmission model of communication and focuses on strategic approaches such as marketing, PR and other similar applied approached to communication.

Our philosophy is rooted in a cultural and transactional model, and we understandably feel tremendous investment in the use of the term "Communication". Or,

2) A more complicated process of cross-listing the course. These means more work on both our ends, but I am happy to meet to discuss this approach if you are interested. It could possibly be of benefit to both our students and the university.

I would anticipate that the Manship School will have some comments for you as well.

We felt comfortable with the design of your graduate level qualitative methods course.
I really enjoyed getting to know you last year and would like to have a coffee or lunch if you are ever interested:

Best Regards,
Stephanie

Stephanie Houston Grey, Ph.D.

Associate Professor of Rhetoric and Culture
Science, Food and Environmental Studies
Louisiana State University


Contact Information:
houston@lsu.edu
shgphd1@yahoo.com
cell: 225.287.9022
office: 225.578.4172
fax: 225.578.4828
224 Coates Hall
Baton Rouge, LA70803

"If you do not change direction, you may end up where you are heading." - Lao-Tzu
To: Carol M Wicks  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Request response RE new ENVS course proposal

Dr. Carol Wicks,

We are requesting your response regarding a new course proposal for ENVS 4654 (pdf file attached).

ENVS 4654 is being developed for our undergraduate Coastal Environmental Science curriculum in the College of the Coast & Environment, but will also help our graduate program in Environmental Sciences. This course is not intended to have significant duplication with GEOL courses, and we hope that your evaluation results in agreement with our perspective.

Thanks,
Vince

Vincent L. Wilson, PhD  
Professor & Director, CC&E Undergraduate Programs,  
Coastal Environmental Science  
Chair, LSU Campus Radiation Safety Committee  
Dept Environmental Sciences  
College of the Coast & Environment  
1273 Energy, Coast & Environment Bldg.  
Louisiana State University  
Baton Rouge, LA 70803  
225-578-1753  
vwilson@lsu.edu or monster77@aol.com
From: Melinda A Solmon
Sent: Wednesday, February 8, 2017 9:24 AM
To: Vincent L Wilson
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: RE: Request response RE new ENVS course proposal

Vince,

I seemingly missed the e-mail when it came in—so sorry to take a month to respond. I just noticed it when search for the other course proposal.

I have now checked with appropriate faculty and Kinesiology has no objection to the new course proposal for ENVS 7567.

Melinda

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Melinda A. Solmon, Ph.D., FNAK
Director and Roy Paul Daniels Professor
School of Kinesiology
Louisiana State University
112 Long Field House, Baton Rouge, LA 70803
office 225-578-2639 | fax 225-578-3680
msolmo1@lsu.edu | lsu.edu | www.lsu.edu/kinesiology

From: Vincent L Wilson
Sent: Sunday, January 08, 2017 1:33 PM
To: Melinda A Solmon
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: Request response RE new ENVS course proposal

Melinda,
Hope all is going well for you.
We are requesting your response regarding a new course proposal for ENVS 7567 (pdf file attached).

ENVS 7567 is being developed for our graduate program in Environmental Sciences. This course is not intended to have significant duplication with any KIN courses (a potential overlap was identified with KIN 7674), and we hope that your evaluation results in agreement with our perspective.

Thanks,
Vince

Vincent L. Wilson, PhD
Professor & Director, CC&E Undergraduate Programs,
Coastal Environmental Science
Chair, LSU Campus Radiation Safety Committee
Dept Environmental Sciences
College of the Coast & Environment
1273 Energy, Coast & Environment Bldg.
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Baton Rouge, LA 70803
225-578-1753
vwilson@lsu.edu or monster77@aol.com
From: Loretta L Pecchioni  
Sent: Friday, February 10, 2017 10:36 AM  
To: Vincent L Wilson  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Re: Request response RE new ENVS course proposals  

Vince,

I apologize for the long delay -- between jury duty and ear infections, I have just not been on my game lately.

Most importantly, when the CMST faculty met to discuss your course proposals, we had the following responses:

as for ENVS 7567, the methods course, we agreed that no discipline "owns" a particular method and we support your department offering this course

as for ENVS 4564, Environmental Communication, we had particular concerns with this course's title. The course is not really a communication course, but a campaigns course. Stephanie Houston Grey has taught a special topics course in Environmental Communication and voiced particular concerns with this title. I believe she reached out to Dr. DeLorme about her concerns, but as yet has not heard back from her. Maybe you dealt with this concern internally, but I felt the need to officially follow up. CMST has no objections to you offering a course titled Environmental Campaigns, but has strong reservations about one titled Environmental Communication.

If I could help clarify our thinking or we need to further discuss these topics, please feel free to contact me. Hopefully, I am going to be more efficient from now on!

Loretta

Loretta L. Pecchioni  
Professor and Chair  
Department of Communication Studies  
136B Coates Hall  
Louisiana State University  
Baton Rouge, LA 70803
Thanks!
Vince

From: Loretta L Pecchioni
Sent: Sunday, January 8, 2017 1:49:15 PM
To: Vincent L Wilson
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: Re: Request response RE new ENVS course proposals

Vince,

Our faculty is having a retreat this coming Tuesday (rescheduled from last fall) and we have some time set aside for faculty meeting type items. I will add your course requests to our agenda. I should be able to provide you with a response before the end of the work week.

Loretta

Loretta L. Pecchioni
Professor and Chair
Department of Communication Studies
1368 Coates Hall
Louisiana State University
Baton Rouge, LA 70803
(225) 578-6724

From: Vincent L Wilson
Sent: Sunday, January 8, 2017 1:03 PM
To: Loretta L Pecchioni
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: Request response RE new ENVS course proposals

Dr. Loretta Pecchioni,
We are requesting your response regarding two new course proposals for ENVS 4654 and 7567 (pdf files attached).

These two ENVS courses were developed for our undergraduate and graduate programs in Environmental Sciences. These courses are not intended to have significant duplication with courses taught in Communication Studies, and we hope that your evaluation results in agreement with our perspective.

Thanks,
Vince

Vincent L. Wilson, PhD
Professor & Director, CC&E Undergraduate Programs,
Coastal Environmental Science
Chair, LSU Campus Radiation Safety Committee
Dept Environmental Sciences
College of the Coast & Environment
1273 Energy, Coast & Environment Bldg.
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Baton Rouge, LA 70803
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vwilson@lsu.edu or monster77@aol.com
REQUEST FOR ADDITION OF NEW COURSE

PROPOSED COURSE DESCRIPTION
Rubric & No. ENVS 7007 Title Qualitative Research Methods for Environmental Decision Making

Short Title (≤ 19 characters) ENV QUALITAT METHOD

Semester Hours of Credit
Lecture: 3 Lab/Sem/Rec: 

Repeat Credit Max. (if repeatable): credit hours Graduate Credit? X Yes No

Credit will not be given for this course and:

Course Type (Indicate hours in the appropriate course type.)
Lecture 3 Lab ___ Seminar ___ Recitation ___ Lec/Rec ___ Lec/Sem ___ Lec/Lab ___ Res/Ind ___ Clin/Pract ___ Intern ___

Maximum enrollment per section: (use integer, e.g. 25 not 20-30) 25
Grading System: Letter Grade X Pass/Fail Final Exam:** Yes X No 

**(Attach justification if the proposed course will not hold a final exam during examination week.)*

Course Description:
(Concise catalog statement exactly as you wish it to appear in the General Catalog)

ENVS 7007 Qualitative Research Methods for Environmental Decision Making (3) Application of qualitative methods in social science research to complex environmental issues; qualitative study design, data collection, analyses, and interpretation.

BUDGET IMPACT (IF ANSWER TO ANY QUESTION IS "YES", ATTACH EXPLANATION.)

If this course is approved, will additional staff be needed? Yes No X

Will additional space, equipment, special library materials or other major expense be involved? Yes No X

Academic Affairs Approval: (Date)

ATTACHMENTS (ATTACH THE FOLLOWING TO YOUR PROPOSAL)

JUSTIFICATION: Justification must explain why this course is needed and how it fits into the curricula. Will the course duplicate other courses?
SYLLABUS: including 14 week outline of the subject matter; titles of text, lab manual, and/or required readings; grading scale and criteria (For 4000-level, specify graduate student grading criteria if requirements differ for graduate and undergraduate students).

APPROVALS
Department Faculty Approval Date 3/31/2017 College Faculty Approval Date 5/3/2017

Department Chair Signature 4/20/2017 (date)

Graduate Dean Signature 5/29/17 (date)

College Contact E-mail

Academic Affairs Approval (date)
INSTRUCTIONS for FORM A
Instructions for Form A - Request for Addition of New Course

Justification:

Addressing complex environmental problems in today's society requires interdisciplinary approaches that include qualitative research methods in social science. This proposed course will offer graduate students the opportunity to gain knowledge and skills in qualitative research methods in social science and the application of these methods to environmental issues such as climate change impacts, natural disasters, and environmentally-responsible behavior. In the LSU Department of Environmental Sciences graduate curriculum structure of three priority areas (based on the NSF 2003 Environmental Research and Education report), this course will be classified as an Environmental Assessment and Analysis (Coupled People and Technology) priority area course. It complements but does not duplicate the other courses in the curriculum to provide students with holistic training that integrates multiple perspectives to help solve important and complex real-world environmental problems.

There is no final exam in ENVS 7007 because this is a graduate level course with goals and emphasis on collaborative experiential learning and application of students' knowledge and skills to a semester-long class research project. The most appropriate, effective, and efficient way to assess students' cumulative understanding of the material covered in class throughout the semester is through a collaboratively-produced final written paper and final team presentation pertaining to the class research project. This evaluative format allows students to demonstrate their synthesis of core course concepts and the overall qualitative research process, is beneficial for their academic and professional career development, and provides a better assessment of students achievement of the learning goals than a final exam.

This course was originally proposed as ENVS 7657 “Qualitative Research Methods for Environmental Decision Making” and sent to each department where one or more courses appeared to have potential overlap. All of the responses (attached to this application below) were supportive. A subsequent change was made in the course number for minor departmental concerns to ENVS 7007. Below is the original list of courses with potential overlaps:

School of Mass Communication

“MC 7014 Qualitative Research Methods in Mass Communication (3) Application of qualitative methods to mass communication research, creation of qualitative research design; exploration of the philosophy of science, theory construction and the core issues involved in conducting qualitative research.”

“MC 3036 Qualitative Audience Analysis (3) Prereq.: MC 2035 or MKT 3401, MC 2040. Coreq.: to be taken concurrently with MC 3035. Majors only. Basic skills needed to conduct primary research aimed at developing deeper insights into consumer behaviors and attitudes, focusing on qualitative and projective techniques common to the advertising industry.”

Department of Communication Studies

“CMST 7923 Seminar in Qualitative Research Methods in Communication Studies (3) May be taken for a max. of 6 sem. hrs. of credit when topics vary. Theoretical and practical considerations of current methods of qualitative research in the discipline.”
INSTRUCTIONS for FORM A
Instructions for Form A - Request for Addition of New Course

Departments of Geography and Anthropology (cross-listed)

"GEOG 7936 Advanced Qualitative Research in Geography and Anthropology (3) Also offered as ANTH 7936. Explores the varied tools, techniques and methodologies of qualitative inquiry. Students gain practical experience creating and working with multiple forms of qualitative data and engaging in qualitative analysis and interpretation."

"ANTH 4090 Ethnographic Methodology (3) Theories and techniques of ethnography; emphasis on utilization of informants."

Department of Marketing

"MKT 7130 Marketing Research and Brand Analysis (3) Applications of marketing research methods such as qualitative research techniques, marketing surveys, marketing experiments and brand analysis techniques."

Department of Education (Educational Leadership, Research, and Counseling)

"ELRC 7243 Qualitative Methods in Educational Research (4) Prereq.: ELRC 4249 or ELRC 7241. 3 hrs. lecture; 2 hrs. lab. Introduction to qualitative research traditions and methods in education, including: ethnography, grounded theory, and case study; major methods including observational techniques, interviewing and document analysis; philosophical issues regarding the qualitative research approach; emphasis on qualitative data analysis, including the use of computer programs, such as ATLAS.ti."

Department of English

"ENGL 7621 Research Methods in Composition, Literacy and Rhetorical Studies (3) Survey and theoretical discussion of research methodologies such as discourse analysis, rhetorical analysis, interviews, talk-aloud protocols and ethnography in the fields of composition studies, literacy studies or rhetorical studies."

Department of Human Resources (Human Resource Education)

"HRE 7921 Applied Qualitative Research Methods (3) Expanding graduate students’ research skills to include knowledge of theories and methods associated with qualitative research designs."

[Unsure about the two courses listed below. Will try to acquire syllabi to help determine if potential overlap.]

Department of Landscape Architecture

"LA 7201 Research Methods (3) Concepts of qualitative research; skills in finding and using research material; landscape architectural research trends; evaluation of research; application of research to landscape design."

Kinesiology Professional Courses

"KIN 7574 Qualitative Research in Kinesiology (3) Introduction to qualitative methodologies and research in Kinesiology"
LSU College of the Coast and Environment
Department of Environmental Sciences
Syllabus for ENVS 7007 (3 Credit Hours)
QUALITATIVE RESEARCH METHODS
FOR ENVIRONMENTAL DECISION MAKING
Spring 2016 [Draft for New Course Application]

INSTRUCTOR: Dr. Denise E. DeLorme
- Office Location: Energy, Coast & Environment Building, Room 3181
- Office Hours: By appointment
- Phone: 225-578-8832
- E-mail Address: ddelorme@lsu.edu

CLASSROOM: Energy, Coast & Environment Building, Room 3215

CLASS MEETING TIME: Tuesdays and Thursdays 12 noon-1:20 p.m.

COURSE DESCRIPTION: This is an interdisciplinary graduate course on qualitative social science research and its application to help address a variety of complex environmental issues, such as preparing for climate change impacts, managing natural disasters, and promoting voluntary environmentally-responsible behavior. The perspective will be both scholarly and practical. This course is open to and will benefit masters and Ph.D. students of various disciplines and will be particularly useful to those with interests in science transfer, stakeholder engagement, and community outreach.

COURSE GOALS: The goals of this course are to provide an overview of qualitative approaches to social science research and direct experience in qualitative methods. Our ultimate goal is to raise the level of interdisciplinary research to become transdisciplinary.

LEARNING OBJECTIVES: By the end of the semester, it is hoped that you will have: (1) gained an appreciation for the applicability and appropriateness of qualitative social science research for studying and addressing environmental issues; (2) become familiar with various types of qualitative research methods, especially individual in-depth interviews and focus groups; (3) acquired an ability to design a qualitative study, carry out qualitative data collection procedures, analyze data, and interpret and summarize findings; and (4) learned how to critically evaluate qualitative research literature on methodological grounds.

INSTRUCTIONAL APPROACH: This course involves some lecture but the primary emphasis is on discussing the material assigned for reading and placing it in a meaningful context. Students will also have opportunities to apply the reading material through in-class activities (e.g., data collection and analysis simulations) and out-of-class projects. The key to this course is interaction and we will strive for an informal atmosphere. The success of every session depends on how well students prepare the material and discuss and practice the topics. The job of the instructor is to focus discussion, at times elaborate on the material, and guide simulations.
REQUIRED READING MATERIALS: There is no required textbook for this class. However, a collection of required readings (book chapters, journal articles) will be available electronically (e.g., PDFs posted to Moodle). Throughout the semester, additional materials may be distributed in class or electronically. More information will be provided at the appropriate time.

COURSE PERFORMANCE REQUIREMENTS

CLASS PARTICIPATION: It is expected and to your advantage that you attend all classes because mid-semester exam material will be drawn from in-class discussions, attendance is a component of your class participation grade, and it should help you in doing your class research project. If it is necessary that you miss a class, you are responsible for obtaining all information and class materials presented in your absence from fellow students. The success of this course depends heavily on your participation, which will be tracked to determine this part of your grade. Participation will be judged on both the quality and quantity of your contributions to class discussions and activities. You will be judged upon your preparedness and the perceptiveness of your comments, not just the number of your comments. Students will be expected to prepare for and to participate in each class session by: (1) completing all readings on time (i.e., before attending class); (2) studying and reflecting on the readings; (3) bringing the reading material to class (on your laptop or in print); (4) commenting knowledgeably and intelligently on the reading topics; (5) exchanging relevant opinions, experiences, and ideas; (6) attentively listening to and considering viewpoints of other students; and (7) asking meaningful questions.

ARTICLE ABSTRACT: Each student will be expected to find a current (2006 or later) scholarly journal article on an environmental issue that utilizes one or more qualitative methods (i.e., reports on a study that collects qualitative data). It must not be an article that is already assigned for the course readings. You will be expected to write an abstract that: (1) summarizes the content of the article and (2) provides your own critique of the article and the study. You must turn in to the instructor: (1) a PDF of the entire article and (2) a hard copy of your abstract (2 single-spaced, typed pages). You will also be expected to present your abstract to the class and generate substantive discussion. Further instructions will be provided at the appropriate time.

MID-SEMESTER EXAM: There will be a mid-semester exam in this course on Wednesday, March 8, 2016 during regularly scheduled class time according to official LSU scheduling. The exam will serve as a check on your progress in understanding the reading material and concepts presented and discussed in class. The exam will cover material from the readings and from class lectures, discussions, and possible guest speakers. You are responsible for any information or material presented or discussed in class. Some of the material covered in the assigned readings is not likely to be discussed in class. However, that material may be included on the exam. Each student must be present on time for the exam. All students must take the exam. Make-up exams will not be given. If an emergency arises, written verification must be provided and the make-up exam will be administered at the instructor’s discretion. For security reasons, exams will be kept on file but not returned permanently to students.

INTERVIEW AND FOCUS GROUP TRANSCRIPTS: As part of the research project (described below) students will be expected to produce transcripts of in-depth interviews and focus groups. Further instructions will be provided at the appropriate time.
**RESEARCH PROJECT:** The research project involves a written paper to be handed in and a formal class presentation. Students will spend a substantial amount of time engaging in actual fieldwork. Students will be expected to: (1) construct a qualitative research question pertaining to a selected environmental issue, (2) collect data (in-depth interviews, focus group) addressing the research question, (3) produce transcripts from this data collection, (4) qualitatively analyze the transcripts, and (5) describe the data collection and analysis process and summarize the findings in a 25-page, typed, double-spaced research term paper. In grading your paper, the instructor will evaluate format, content, and style. A PDF and a hard copy of your paper are due to the instructor on **Wednesday, May 4, 2016 at 12:30 p.m.** (the Final Exam day for this course as scheduled by LSU). In order to be fair to all students, any late papers will have ten points automatically deducted from the paper grade. Students will also be asked to give a 15-minute presentation of their paper to the class. Further instructions will be provided at the appropriate time.

**ACADEMIC INTEGRITY:** Cheating or plagiarism will not be tolerated. Students are expected to be aware of and follow the LSU student Code of Conduct. The LSU student Code of Conduct explains student rights, excuses absences, and what is expected of student behavior. This document can be found on the Dean of Students webpage http://www.lsu.edu/students/saa/students/codeofconduct.php. Any violations of the LSU student Code of Cond will be duly reported to the Dean of Students.

**DISABILITY ACCESS:** Students with documented disabilities who need accommodations in this course must contact the instructor at the beginning of the semester to discuss their requirements. No accommodations will be provided until the student has met with the instructor to request accommodations. Students who need accommodations must contact the LSU Office of Disability Services before requesting accommodations from the instructor.

**RESPECT FOR DIVERSITY:** The diversity that students bring to this class is considered a strength and resource and it is the intent of the instructor to create a respectful, supportive, and inclusive learning atmosphere where everyone should feel comfortable sharing ideas and expressing opinions and concerns. Course content will be considered from multiple perspectives. Suggestions on how to improve the value of diversity in this course are welcome and appreciated.

**TECHNOLOGY POLICY:** All cell phones, iPods, and messaging devices must be turned off and put away while in class. There is to be no texting, surfing the web, email, etc. Audio and/or video recording or photography are not permitted at any time except with prior approval of the instructor. Laptops and iPads may be used in class, but only for note taking and to refer to the assigned readings. Students who do not follow these rules will be asked to leave the classroom so as to not disrupt the learning environment.

**MOODLE AND EMAIL CORRESPONDENCE POLICY:** The instructor may use email and/or Moodle as a means of communication with students. Students are expected to check both email and Moodle regularly.
GRADING: Your final grade for this course will be determined by the following components:

- Article Abstract 10%
- Class Participation 20%
- Mid-semester Exam 20%
- Interview and Focus Group Transcripts 20%
- Research Project (Paper and Presentation) 30%

The plus/minus grading system will be used. The grading scale in this course is: A+ = 97 – 100, A = 93 – 96, A- = 90 – 92, B+ = 87 – 89, B = 83 – 86, B- = 80 – 82, C+ = 77 – 79, C = 73 – 76, C- = 70 – 72, D+ = 67 – 69, D = 63 – 66, D- = 60 – 62, F = 0 – 59. Final grades for the course will be posted on Moodle.

TENTATIVE SCHEDULE: Readings are to be completed by the dates indicated as follows. Any schedule changes will be announced in class and/or communicated via email/Moodle.

**Week 1**
**Thurs. 1/14**  
Course Introduction and Overview

**Week 2**
**Tues. 1/19**  
Understanding Qualitative Research: Purpose and Characteristics

Cresswell, John (2016), “Thinking Like a Qualitative Researcher” and “Building on Quantitative Research Knowledge to Implement Qualitative Research” in Thirty Essential Skills for the Qualitative Researcher, Los Angeles, Sage, 2-17.


**Thurs. 1/21**  
Understanding Qualitative Research: Philosophical Perspectives


**Week 3**
**Tues. 1/26**  
Designing Qualitative Research Projects: Considering Potential Ethical Issues

Visit the LSU Institutional Review Board (IRB) website for researchers and read and familiarize yourself with all of the human subjects research protection information, documents, and forms; watch the video; and complete the National Institutes of Health (NIH) on-line human subjects training program.
Thurs. 1/28  Designing Qualitative Research Projects: Purpose and Research Question


**Week 4**

**Tues. 2/2**  Examining Existing Qualitative Environmental Literature

*Article abstract assignment due.*

*Student presentations of article abstract assignment.*

**Tues. 2/4**  Designing Qualitative Research Projects: Participant Sampling and Recruitment


**Week 5**

**Tues. 2/9**  No Class (Mardi Gras Holiday)

**Thurs. 2/11**  In-depth Interviewing


*Fieldwork: Draft and Pretest Interview Guide Instrument for Your Research Project*

**Week 6**

**Tues. 2/16**  In-Class Workshop: Review and Refine Interview Guide Instrument

**Thurs. 2/18**  In-depth Interviewing Environment-Based Application


**Week 7**

**Tues. 2/23**  In-Class Workshop: In-depth Interviewing Practice/Simulations

**Thur. 2/25**  Fieldwork: Conduct In-depth Interviews for Your Research Project
**Week 8**  
**Tues. 3/1**  
In-Class Review for Mid-semester Exam

**Thurs. 3/3**  
Fieldwork: Conduct In-depth Interviews for Your Research Project

**Week 9**  
**Tues. 3/8**  
Mid-semester Exam

**Thurs. 3/10**  
Focus Group Interviewing


**Week 10**  
**Tues. 3/15**  
Focus Group Environment-Based Application


**Tues. 3/17**  
In-Class Workshop: Focus Group Practice/Simulations

**Week 11**  
**Tues. 3/22**  
No Class (Spring Break)

**Thurs. 3/24**  
No Class (Spring Break)

**Week 12**  
**Tues. 3/29**  
Fieldwork: Conduct Focus Group for Your Research Project

**Thurs. 3/31**  
Fieldwork: Conduct Focus Group for Your Research Project

**Week 13**  
**Tues. 4/5**  
Qualitative Data Analysis


**Thur. 4/7**  
Fieldwork: Transcribe Your Research Project Data (Interviews and Focus Group)

**Week 14**  
**Tues. 4/12**  
In-Class Workshop: Data Analysis Practice

Transcripts assignment is due.
Thurs. 4/14   Fieldwork: Analyze Your Research Project Data

Week 15
Tues. 4/19   Fieldwork: Analyze Your Research Project Data

Thurs. 4/21   Evaluating Qualitative Research

   Meyrick, Jane (2006), "What is Good Qualitative Research? A First Step Towards a
   Comprehensive Approach to Judging Rigor/Quality," Journal of Health Psychology,
   11(5), 799-808.

Week 16
Tues. 4/26   Writing Qualitative Research Reports

   Berg, Bruce L. and Howard Lune (2012), "Writing Research Papers: Sorting the Noodles
   from the Soup," in Qualitative Research Methods for the Social Sciences, Boston:

Thurs. 4/28   Course Recap, Reflections, and Preparing Professional Presentations

Wed. 5/4     FINAL EXAM according to the LSU official final exam schedule is 12:30-2:30 p.m.
in the Energy, Coast & Environment Building, Room 3215. The format of the final
exam is that students will turn in their research project papers and present their
projects to the class.

DISCLAIMER: Any part of this syllabus is subject to revision at the discretion of the instructor
at any time during the semester. Please bring this syllabus to class on a regular basis. Any
changes will be announced in class and/or communicated via email and/or Moodle.
From: Carol M Wicks
Sent: Monday, January 9, 2017 8:05 AM
To: Vincent L Wilson
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: RE: Request response RE new ENVS course proposal

Vincent,

The new course is very interesting and is DISTINCT from GEOL7200.

GEOL7200 focuses on communications as related to scientific presentations and publications for an intended audience of fellow scientists. GEOL7200 does not address social media at all nor does GEOL7200 address communicating science to laypersons.

I could see that G&G undergraduate majors would be interested in enrolling in ENVS4654.

Carol M. Wicks, PhD
Chair and Frank W. and Patricia Harrison Family Professor
Department of Geology and Geophysics
Louisiana State University
E235 Howe-Russell-Kniffen Geoscience Complex, Baton Rouge LA 70803
225-578-2692 (office) | 225-223-8187 (cell)
cwicks@lsu.edu

From: Vincent L Wilson
Sent: Sunday, January 8, 2017 1:13 PM
To: Carol M Wicks <cwicks@lsu.edu>
Cc: Kevin L Armbrust <armbrust@lsu.edu>; Denise E DeLorme <ddelorme@lsu.edu>
Subject: Fw: Request response RE new ENVS course proposal

Now the pdf is attached....

From: Vincent L Wilson
Sent: Sunday, January 8, 2017 1:10 PM
From: Reid A Bates  
Sent: Monday, January 9, 2017 11:13 AM  
To: Vincent L Wilson  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Re: Request response RE new ENVS course proposal  

I agree.

Reid Bates  
Greater Houston Alumni Chapter Endowed Professor of Human Resource & Organization Development  
Director, School of Human Resource Education & Workforce Development  
Director, International Studies Program  
Louisiana State University  
Office 225-578-5748  
rabates@lsu.edu  
http://www.lsu.edu/chse/shrewd/  
CHSE 2016 IMPACT

From: Vincent L Wilson  
Sent: Sunday, January 8, 2017 1:25:00 PM  
To: Reid A Bates  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Request response RE new ENVS course proposal  

Dr. Reid Bates,

We are requesting your response regarding a new course proposal for ENVS 7567 (pdf file attached).

ENVS 7567 is being developed for our graduate program in Environmental Sciences. This course is not intended to have significant duplication with any HRE courses, and we hope that your evaluation results in agreement with our perspective.

Thanks,  
Vince  

Vincent L. Wilson, PhD
From: Neil Mathews  
Sent: Tuesday, January 10, 2017 4:38 PM  
To: Vincent L Wilson  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: RE: Request response RE new ENVS course proposal

Dr. Wilson,

The School of Education does not have any conflict with your proposed course. Good luck on its approval.

Neil Mathews, PhD  
Director and Olinde Endowed Professor  
School of Education

From: Vincent L Wilson  
Sent: Sunday, January 08, 2017 1:42 PM  
To: Neil Mathews  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Request response RE new ENVS course proposal

Dr. Matthews,

We are requesting your response regarding a new course proposal for ENVS 7567 (pdf file attached).

ENVS 7567 is being developed for our graduate program in Environmental Sciences. This course is not intended to have significant duplication with any ELRC courses (a potential overlap was identified with ELRC 7243), and we hope that your evaluation results in agreement with our perspective.

Thanks,

Vince

Vincent L. Wilson, PhD  
Professor & Director, CC&E Undergraduate Programs,  
Coastal Environmental Science  
Chair, LSU Campus Radiation Safety Committee
From: Vincent L Wilson <vwilson@lsu.edu>
To: Vincent L Wilson (monster77@aol.com) <monster77@aol.com>
Subject: Fw: Request response RE new ENVS course proposal
Date: Tue, Jan 10, 2017 2:42 pm

From: Fahui Wang
Sent: Tuesday, January 10, 2017 2:33 PM
To: Vincent L Wilson
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: RE: Request response RE new ENVS course proposal

Vincent:
I checked with my colleagues. We support your course proposal for ENVS 7567. (please correct the spelling for the title 😊)
Good luck!
Fahui

Fahui Wang, PhD
James J. Parsons Professor
Chair, Department of Geography & Anthropology
Louisiana State University
Baton Rouge, LA 70803
http://ga.lsu.edu/faculty/fahui-wang/

Fahui Wang | Department of Geography & Anthropology
ga.lsu.edu

Education. Ph.D. City & Regional Planning, The Ohio State University, 1995 M.A. Economics, The Ohio State University, 1993 B.S. Geography, Peking University, 1988


Quantitative Methods and Socio-
Economic Applications in GIS, Second Edition

www.crcpress.com

The second edition of a bestseller, Quantitative Methods and Socio-Economic Applications in GIS (previously titled Quantitative Methods and Applications in GIS) details applications of quantitative methods in social science, planning, and public policy with a focus on spatial

From: Vincent L Wilson
Sent: Sunday, January 08, 2017 1:22 PM
To: Fahui Wang
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: Request response RE new ENVS course proposal

Fahui,

Hope all is going well for you.
We are requesting your response regarding a new course proposal for ENVS 7567 (pdf file attached).

ENVS 7567 is being developed for our graduate program in Environmental Sciences. This course is not intended to have significant duplication with any GEOG or ANTH courses, and we hope that your evaluation results in agreement with our perspective.

Thanks,
Vince

Vincent L. Wilson, PhD
Professor & Director, CC&E Undergraduate Programs,
Coastal Environmental Science
Chair, LSU Campus Radiation Safety Committee
Dept Environmental Sciences
College of the Coast & Environment
Hello Denise,

I hope this note finds you well during a busy first week of classes. Are feeling more at home at LSU? Changing institutions is a process and the recent flooding had to be a difficult experience on some level. I hope you and your family were not too badly impacted.

My department discussed your Environmental Communication course proposal at our faculty retreat earlier this week. We have some concerns with the content and description of the lower division course, specifically.

We discussed 2 options:

1) Retitle the course, "Environmental Campaigns". This better reflects the actual content of the class presented in the syllabus as it generally relies on a transmission model of communication and focuses on strategic approaches such as marketing, PR and other similar applied approached to communication.

Our philosophy is rooted in a cultural and transactional model, and we understandably feel tremendous investment in the use of the term "Communication". Or,

2) A more complicated process of cross-listing the course. These means more work on both our ends, but I am happy to meet to discuss this approach if you are interested. It could possibly be of benefit to both our students and the university.

I would anticipate that the Manship School will have some comments for you as well.

We felt comfortable with the design of your graduate level qualitative methods course.
I really enjoyed getting to know you last year and would like to have a coffee or lunch if you are ever interested:

Best Regards,
Stephanie

Stephanie Houston Grey, Ph.D.

Associate Professor of Rhetoric and Culture
Science, Food and Environmental Studies
Louisiana State University


Contact Information:
houston@lsu.edu
shgphd1@yahoo.com
cell: 225.287.9022
office: 225.578.4172
fax: 225.578.4828
224 Coates Hall
Baton Rouge, LA70803

"If you do not change direction, you may end up where you are heading."- Lao-Tzu
From: Melinda A Solmon
Sent: Wednesday, February 8, 2017 9:24 AM
To: Vincent L Wilson
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: RE: Request response RE new ENVS course proposal

Vince,

I seemingly missed the e-mail when it came in—so sorry to take a month to respond. I just noticed it when search for the other course proposal.

I have now checked with appropriate faculty and Kinesiology has no objection to the new course proposal for ENVS 7567.

Melinda

Melinda A. Solmon, Ph.D., FNAK
Director and Roy Paul Daniels Professor
School of Kinesiology
Louisiana State University
112 Long Field House, Baton Rouge, LA 70803
office 225-578-2639 | fax 225-578-3680
msolmo1@lsu.edu | lsu.edu | www.lsu.edu/kinesiology

From: Vincent L Wilson
Sent: Sunday, January 08, 2017 1:33 PM
To: Melinda A Solmon
Cc: Kevin L Armbrust; Denise E DeLorme
Subject: Request response RE new ENVS course proposal

Melinda,
Hope all is going well for you.
We are requesting your response regarding a new course proposal for ENVS 7567 (pdf file attached).

ENVS 7567 is being developed for our graduate program in Environmental Sciences. This course is not intended to have significant duplication with any KIN courses (a potential overlap was identified with KIN 7674), and we hope that your evaluation results in agreement with our perspective.

Thanks,
Vince

Vincent L. Wilson, PhD
Professor & Director, CC&E Undergraduate Programs,
Coastal Environmental Science
Chair, LSU Campus Radiation Safety Committee
Dept Environmental Sciences
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1273 Energy, Coast & Environment Bldg.
Louisiana State University
Baton Rouge, LA 70803
225-578-1753
vwilson@lsu.edu or monster77@aol.com
From: Loretta L Pecchioni  
Sent: Friday, February 10, 2017 10:36 AM  
To: Vincent L Wilson  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Re: Request response RE new ENVS course proposals

Vince,

I apologize for the long delay -- between jury duty and ear infections, I have just not been on my game lately.

Most importantly, when the CMST faculty met to discuss your course proposals, we had the following responses:

as for ENVS 7567, the methods course, we agreed that no discipline "owns" a particular method and we support your department offering this course

as for ENVS 4564, Environmental Communication, we had particular concerns with this course's title. The course is not really a communication course, but a campaigns course. Stephanie Houston Grey has taught a special topics course in Environmental Communication and voiced particular concerns with this title. I believe she reached out to Dr. DeLorme about her concerns, but as yet has not heard back from her. Maybe you dealt with this concern internally, but I felt the need to officially follow up. CMST has no objections to you offering a course titled Environmental Campaigns, but has strong reservations about one titled Environmental Communication.

If I could help clarify our thinking or we need to further discuss these topics, please feel free to contact me. Hopefully, I am going to be more efficient from now on!

Loretta

Loretta L. Pecchioni  
Professor and Chair  
Department of Communication Studies  
136B Coates Hall  
Louisiana State University  
Baton Rouge, LA 70803
From: Vincent L Wilson  
Sent: Sunday, January 8, 2017 2:01 PM  
To: Loretta L Pecchioni  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Re: Request response RE new ENVS course proposals  

Thanks!  
Vince

From: Loretta L Pecchioni  
Sent: Sunday, January 8, 2017 1:49:15 PM  
To: Vincent L Wilson  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Re: Request response RE new ENVS course proposals  

Vince,

Our faculty is having a retreat this coming Tuesday (rescheduled from last fall) and we have some time set aside for faculty meeting type items. I will add your course requests to our agenda. I should be able to provide you with a response before the end of the work week.

Loretta

Loretta L. Pecchioni  
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136B Coates Hall  
Louisiana State University  
Baton Rouge, LA 70803  
(225) 578-6724

From: Vincent L Wilson  
Sent: Sunday, January 8, 2017 1:03 PM  
To: Loretta L Pecchioni  
Cc: Kevin L Armbrust; Denise E DeLorme  
Subject: Request response RE new ENVS course proposals  

Dr. Loretta Pecchioni,
We are requesting your response regarding two new course proposals for ENVS 4654 and 7567 (pdf files attached).

These two ENVS courses were developed for our undergraduate and graduate programs in Environmental Sciences. These courses are not intended to have significant duplication with courses taught in Communication Studies, and we hope that your evaluation results in agreement with our perspective.

Thanks,
Vince

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