Professional and Community Relations in Rehabilitation
REHB 580-951 Spring 2017

Faculty

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Office hours by appointment*

I am working out of the country of Taiwan. There is an 11 hour time difference between Carbondale, IL and the Taipei, Taiwan time zone. I am 10 - 11 hours ahead of Carbondale, depending on whether daylight savings time is in effect. During the semester I will be in the USA from mid Jan – mid Feb, and again during the month of April for NCRE. We will set up a time for regular communication but it generally works best for me during early morning or late evening hours.

Course Description

This is an applied course that examines the linkages and needs of rehabilitation programs and agencies in the area of community and professional relations. Special attention is given to the role of the administrator of non-profit agencies and programs, and the management decisions, tools and understandings that are inherent in managing organizational marketing programs. Applications of key marketing principles to the management of internal and external relationships among a variety of rehabilitation settings and other community organizations are examined and applied through your course project.

Recommended texts (See D2L):

Boschee, J. (2007). Boschee on marketing: Positioning & marketing strategies for social entrepreneurs. Dallas, TX: Encore! (Used copied are available on Amazon books for about $1.46 +/-).


Course Objectives
The course provides students with knowledge of basic marketing principles and practices associated with rehabilitation and community organizations. Upon completion of this course, students will be able to:

1. Identify the key terms and concepts involved in the development of a marketing program.
2. Discriminate the variety of opportunities, risks, and tools available to organizations for executing organizational marketing programs.
3. Apply basic marketing terms, principles and strategies to a variety of demand outcomes.
4. Conceptualize the marketing constructs, factors, and metrics by which the successful marketing program will be measured.
5. Analyze the design of a variety of strategic objectives in accordance with the organizational mission, customer requirements, training needs and growth plans, internal business processes, and financial capital.
6. Synthesize individual understandings of essential marketing concepts and practices via the development of a marketing project.

Course Procedures and Details
- This applied course will be conducted on a discussion, project investigation, design, review and complete basis.
- Discussion will be an expansion of textual material found on D2L and through your own research. Collaboration with your course mates through D2L is an important feature of this course.
- Over the term of the course, students will prepare individual sections of a marketing plan for a selected organization and demonstrate mastery of key concepts.
- At the end of the term, students will present their comprehensive marketing plan for a selected organization to the organizational marketing staff.

Course Requirements
1. This course is primarily application based. Students use information from texts, reading, online discussion, and research assignments to develop a marketing plan for an identified agency/facility. Students may work individually or in teams. Students who work in teams will receive one grade, shared by all contributors.
2. Over the period of 16 weeks, students will develop a draft agency marketing plan that
includes the responsibilities and authorities for internal and external communications, regulatory bases, methodology, procedures, work instructions, and dependencies (resources allocated, budget lines, tools, stakeholders, and internal/external partners).

3. Students will present their completed projects to the class during finals week. A number of informal required presentations will also be held during the semester to check progress.

4. Students must register on D2L and complete the orientation to the D2L platform. You must declare your agency marketing project for the course by the end of the 2nd week of class. At assigned intervals (see course schedule), students will be expected to
   a. report on progress with the various sections of the project and
   b. post various sections of their projects for review by faculty and peers (i.e., student), and contribute your input and review to the work of your course mates (guideline dates will be provided).
   c. Regular constructive feedback and comment on other student projects on the website and in class is expected, and will be considered in the final grade. Failure to participate in this process has been known to reduce your grade by an entire grade.

5. You are required to use social networking tools and media (e.g., web sites, blogs, Twitter, video, social networking sites) that are reflective of current marketing practices. If you do not have accounts and identifiers for social media tools, now is the time to set up accounts on a) Facebook, b) twitter, and c) LinkedIn. Your marketing project will be required to incorporate and provide examples of marketing tools that include any or all of the following:
   a. web sites
   b. Facebook or LinkedIn marketing campaign
   c. public service announcement (TV or radio)
   d. e-mail campaign or
   e. YouTube promotion
   f. Or Instagram
**D2L - Minimum System Requirements**

Learn the minimum system requirements for hardware and software to use Brightspace.

**Supported Browsers:** The following computer browsers are supported for use with Brightspace 10.6.0.

- Google Chrome (latest version, preferred)
- Mozilla Firefox (latest version, preferred)
- Microsoft Internet Explorer 10 and 11
- Microsoft Edge (not recommended)
  - View the Microsoft Edge Known Issues list for important information on Edge limitations.
- Apple Safari (6 thru latest, not recommended)

The following tablet and mobile devices are supported for use with Brightspace 10.6.0

- Android 4.0 or later, using the Android browser
- Apple iOS 6-9.x, using the Safari browser
- Microsoft Surface with Windows 8, using Internet Explorer 11
- BlackBerry mobile phones with BlackBerryOS 7 or 10, using the BlackBerry browser

**Recommended Browser Settings**

Note: some of these features may ask for a server address or URL. The server address for UWM's Brightspace site is https://uwm.courses.wisconsin.edu.

- Ensure cookies are enabled. Do not use Brightspace in a private browsing or "incognito" mode.
  - Allow cookies in Google Chrome
  - Allow cookies in Mozilla Firefox
- Ensure JavaScript is enabled. Without it, critical parts of Brightspace will not function.
- Ensure pop-ups are allowed for Brightspace.
  - Enable pop-ups for Google Chrome
  - Enable pop-ups for Mozilla Firefox
  - Enable pop-ups for Internet Explorer 11

**Recommended Internet Connections**

While Brightspace is usable via dial-up, high-speed internet is strongly recommended.

- wired connections
- Computer lab
- Residence hall networks
- direct, wired connection to home modem or gateway
- UWM WiFi, PROWLnet or Eduroam

If using wifi at home, ensure your signal is stable. Shakey signals can cause problems when submitting quizzes, uploading files or viewing content.

**Additional Recommended Tools**

In addition to the above software, additional tools are recommended for the smooth operation of many Brightspace courses.

- **Java** - some areas of Brightspace, and some instructor tools rely on Java.
- **Adobe Flash** - presentations or activities offered by instructors may require Flash.
- **Adobe Acrobat Reader** - while most browsers can display PDF files, having Adobe Acrobat Reader installed enables form editing, PDF presentations and other advanced features.

**Accessories**

- A camera for streaming video or webcasting
- Microphone or speaker
- Printer
- Your SIU email address

**See also additional course materials on D2L for resources and news links**

**Academic Calendar (Spring semester, 2017):**

All Breaks begin officially at 10:00 p.m. the night before and end at 7:30 a.m. the morning after the respective beginning and ending dates listed, unless otherwise noted.)

- **Martin Luther King, Jr.'s Birthday Holiday**
  - Monday, January 16

- **Semester Classes Begin**
  - Tuesday, January 17

- **Spring Vacation**
  - Saturday, March 11, 12:00 Noon through Sunday, March 19

- **Honors Day**
  - Saturday, April 8

- **Final Examinations**
  - Monday, May 8 through Friday, May 12

- **Commencement**
  - Saturday, May 13, 2017
Grading Scheme: D2L = 20% of your grade; course project = 80%

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100 %</td>
<td>A</td>
</tr>
<tr>
<td>80-89 %</td>
<td>B</td>
</tr>
<tr>
<td>70-79 %</td>
<td>C</td>
</tr>
<tr>
<td>&lt;70%</td>
<td>consider finding another profession</td>
</tr>
</tbody>
</table>

Course Grading Criteria

In order to receive full credit for course activities, students are expected to:

1) **Meet course timelines.** Begins and completes assignments within announced timelines.

2) **Locate information.** Can identify key terms, themes or ideas in text documents, media, or course dialogue. Can locate appropriate sources of information to support and defend important ideas, themes, and course requirements.
   
   Examples: Locate four peer reviewed articles address important course themes.
   
   Discriminate between terms in context.
   
   Key words: Locate, find, select, match.

3) **Comprehension:** Understand the meaning, translation, interpolation, and interpretation of instructions and problems. State a problem in one's own words.
   
   Examples: Rewrite the principles of test writing. Explain in one’s own words the steps for performing a complex task. Translate an equation into a computer spreadsheet.
   
   Key Words: comprehends, converts, defends, distinguishes, estimates, explains, extends, generalizes, gives examples, infers, interprets, paraphrases, predicts, rewrites, summarizes, translates.

4) **Application:** Use a concept in a new situation or unprompted use of an abstraction.
   
   Applies what was learned in the classroom into novel situations in the work place.
   
   Examples: Use a manual to calculate an employee’s vacation time. Apply laws of statistics to evaluate the reliability of a written test.
   
   Key Words: applies, changes, computes, constructs, demonstrates, discovers, manipulates, modifies, operates, predicts, prepares, produces, relates, shows, solves, uses.

5) **Analysis:** Separate material or concepts into component parts so that its organizational structure may be understood. Distinguish between facts and inferences.
Examples: Troubleshoot a piece of equipment by using logical deduction. Recognize logical fallacies in reasoning. Gather information from a department and select the required tasks for training.

Key Words: analyzes, breaks down, compares, contrasts, diagrams, deconstructs, differentiates, discriminates, distinguishes, identifies, illustrates, infers, outlines, relates, selects, separates.

6) **Synthesis:** Build a structure or pattern from diverse elements. Put parts together to form a whole, with emphasis on creating a new meaning or structure.

Examples: Write a company operations or process manual. Design a machine to perform a specific task. Integrate training from several sources to solve a problem. Revise and process to improve the outcome.

Key Words: categorizes, combines, compiles, composes, creates, devises, designs, explains, generates, modifies, organizes, plans, rearranges, reconstructs, relates, reorganizes, revises, rewrites, summarizes, tells, writes.

7) **Evaluation:** Make judgments about the value or worth of ideas or materials relative to organizational mission and objectives.

Examples: Select the most effective solution. Hire the most qualified candidate.

Explain and justify a new budget.

Key Words: appraises, compares, concludes, contrasts, criticizes, critiques, defends, describes, discriminates, evaluates, explains, interprets, justifies, relates, summarizes, supports.

8) **Utilize APA Conventions:** Properly applies the conventions of APA 6th edition to D2L and course project.

9) **Meets Timeliness.** Completes assignments within required timelines. Respects the needs of fellow students by participating within required collaborative boundaries of the course schedule.

10) **Participates actively:** This course is highly interactive, collaborative, and project based. Students who actively participate will receive the benefit of the ‘tipping point’ in grading processes. That said, contributions are expected to be of good quality, thoughtful, and move the ‘ball down the field.’ Curiosity is highly valued as is critical thinking.
Syllabus Attachment  
Spring 2017

IMPORTANT DATES *
Semester Class Begins: .......................... 01/17/2017
Last day to add full-term course (without Dean’s signature): 01/22/2017
Last day to withdraw from the University with a full refund: 01/27/2017
Last day to drop a full-term course for a credit/refund: 01/29/2017
Deadline to apply to graduate at the end of this term: ......................... 04/2/2017
Final examinations: ................................ 05/8–05/12/2017
Commencement: .................................... 05/13/2017

*For more detailed information on the above deadlines, please visit: http:// registrar.siu.edu/calendar. For add/drop dates that apply to shorter-than-full-term courses, please look at the Schedule of Classes search results at http:// registrar.siu.edu/schedule/class/index.php

SPRING SEMESTER HOLIDAYS
Martin Luther King Jr.’s Birthday Holiday 01/16/2017
Spring Break: 03/21–03/19/2017

WITHDRAWAL POLICY — Undergraduate only
Students who officially register for a session must officially withdraw from that registration in a timely manner to avoid being charged as well as receiving a failing grade for those classes. An official withdrawal must be initiated by the student, or on behalf of the student through the academic unit, and be processed by the Registrar’s office. For the proper procedures to follow when dropping courses and when withdrawing from SIU visit: http:// registrar.siu.edu/students/withdrawal.php

INCOMPLETE POLICY — Undergraduate only
An INC grade may be assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments for the course. An INC must be changed to a completed grade within one full semester (undergraduates), and one full year (graduate students), from the close of the term in which the course was taken or graduation, whichever occurs first. Should the student fail to complete the remaining course requirements within the time period designated, the incomplete will be converted to a grade of F and such grade will be computed in the student’s grade point average. For more information visit: http:// registrar.siu.edu/grades/incomplete.php

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit more than once. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale. Effective for courses taken Summer 2013 or later, only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. This policy will be applied to all transferable credit in that only the last grade will be used to calculate grade point average. Only those courses taken at the same institution are considered repeats under this policy. See full policy at http:// registrar.siu.edu/students/repeat-classes.php

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please refer to the graduate catalog at http:// gradschool.siu.edu/about/us/grad-catalog/

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must contact DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http:// disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code: http://siu.edu/student-conduct-code/

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For information on Saluki Cares: call (618) 453-1492, email salukicares@siu.edu or http://salukicares.siu.edu/

SIU’S EARLY WARNING INTERVENTION PROGRAM (EWIP)
Students enrolled in courses participating in SIU’s Early Warning Intervention Program might be contacted by University staff during a semester. More information can be found at the Core Curriculum’s Overview webpage: http:// corecurriculum.siu.edu/program-overview/

EMERGENCY PROCEDURES
We ask that you become familiar with Emergency Preparedness @ SIU. Emergency response information is available on posters in buildings on campus, on the Emergency Preparedness @ SIU website, through text and email alerts. To register for alerts visit: http://emergency.siu.edu/

STUDENT MULTICULTURAL RESOURCES CENTER
The Student Multicultural Resource Center serves as a catalyst for inclusion, diversity and innovation. As the Center continues its work, we are here to ensure that you think, grow and succeed. We encourage you to stop by the Center, located in Grinnell Commons, to see the resources available and discover ways you can get involved on the campus. Visit us at http:// inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website: Tutoring: http:// tutoring.siu.edu/
Math Labs: http:// math.siu.edu/courses/course-help.php

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit: http:// write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

MILITARY COMMUNITY
There are complexities of being a member of the military community and also a student. Drill schedules, calls to active duty, complications with GI Bill reimbursement, and other unforeseen military and veteran related developments can complicate academic life. If you are a member of the military community and in need of accommodations please visit Veterans Services at http://veterans.siu.edu/

Additional Resources:
ADVISEMENT: http:// advisement.siu.edu/
SIU ONLINE: https://online.siu.edu/
SALUKI SOLUTION FINDER: http:// solutionfinder.siu.edu/
MORRIS LIBRARY HOURS: http://library.lib.siu.edu/hours