

## **NRM 5323 – Social Media and Outreach Summer II 2025**

**Instructor:** Dr. Kelbi Delaune

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Office hours: Tu/W/Th 10:00 am-12:00 pm, or by appointment.

### **Class meeting time and space:**

This is an online, asynchronous course that will be available through Blackboard.

### **Course Description:**

This advanced, project-based course explores contemporary practices, approaches, and principles of public communication for scientific outreach. The course will assess a wide range of media, communication formats, and platforms.

Scientific and educational outreach are essential skills for professionals working in the natural resources sector. Building strong relationships within our communities among various stakeholders relies on effective and engaging communication strategies. Students will engage in real-world examples through both practice and evaluation, preparing them to convey scientific information to diverse audiences.

### **Course Objectives:**

1. Provide an in-depth understanding of the principles of effective scientific communication.
2. Identify target audiences and determine the appropriate outreach strategies.
3. Develop content and media across multiple platforms for relevant topics.
4. Evaluate communication strategies for effectiveness.

### **Student Learning Outcomes:**

1. Students will learn to define core principles and best practices of scientific communication and outreach
2. Students will identify and assess the target audience and stakeholders for content-specific communication
3. Students will design and produce communication and outreach materials through discussions and projects
4. Students will assess the effectiveness of communication strategies through analytical and audience response metrics

### **Course Materials:**

No course textbook is required; selected readings and supplementary resources will be made available through the Blackboard platform.

### **Libraries:**

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu](http://library.sulross.edu). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

### **Grading:**

The class is structured into weekly modules that start on Monday and conclude on Sunday. All weekly discussions and assignments are due on Sunday at 11:59 p.m. CST. The course grading will be based on the percentage of points earned out of the total.

Participation & Engagement	200
Press Release	100
Final Project	200
<b>TOTAL</b>	<b>500</b>

Scale: 90-100% = A; 80-89% = B; 70-79% = C; 60-69% = D.

### **Course Structure:**

The course will be delivered entirely online, using a mix of synchronous and asynchronous components through Blackboard to facilitate engagement and flexibility. This course is intentionally designed to be student-led, with an emphasis on fostering deep thinking, exploring personal academic interests, and engaging in rich discussions. Students will take an active role in shaping the dialogue and contributing their unique perspectives, ensuring a dynamic and engaging learning experience. Weekly readings and activities, along with occasional recorded materials, will provide the background and context for the course.

### **Course Assessments:**

- **Participation and Engagement:**  
Participation constitutes 40% (200 points) of the graded work in this course. This includes engaging in the post-prompt and participating in meaningful dialogue with your peers, which requires an initial response and at least 2 additional responses.
- **Press Release:**  
This project constitutes 20% (100pts) of your final grade. Students will select a contemporary issue using peer-reviewed, scientific publications to develop a press release for a targeted audience.
- **Final Project:**  
The final project for the course will account for 40% (200 points) of your final grade. Students can select or propose the format for this assignment, which may include developing a policy brief, a storyboard, a community outreach plan, or a podcast, among others. The final project will be evaluated based on its originality, depth of analysis, and ability to communicate complex ideas effectively to the intended audience.

**Tentative Course Schedule:**

Term Week	Date	Topic	Activities
1	Jul 7	Foundations of Scientific Communication	Discussion 1
2	Jul 14	Defining your Audience	Discussion 2, Press Release
3	Jul 21	Media Development and Strategy	Discussion 3, Final Project Topic Selection
4	Jul 28	Evaluation and Assessment	Discussion 4, Draft Materials
5	Aug 4	Final Project Development	*Due by Aug 11th

\*Subject to change if needed based on course progression, student interest, etc.

**ADA Statement SRSU Accessibility Services:**

Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartze Grisham, LPC, SRSU's Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email [mschwartze@sulross.edu](mailto:mschwartze@sulross.edu) or [ronnie.harris@sulross.edu](mailto:ronnie.harris@sulross.edu). Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

**Academic Integrity:**

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources unless permission is expressly given for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

**Student Responsibilities Statement:**

All full-time and part-time students are responsible for familiarizing themselves with the Student Handbook and the Undergraduate & Graduate Catalog and for abiding by the University rules and regulations. Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize him/herself with the requirements of such laws.

**SRSU Distance Education Statement:**

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are in the student handbook.

**Classroom Climate of Respect:**

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

**Supportive Statement:**

I aim to create a learning environment that supports diverse perspectives and experiences for my students. I understand that the recent pandemic, economic disparity, health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University, which is to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

(subject to change based on student and course needs)