Instructor: Heather Spangler
The University of Iowa
School of Journalism & Mass Communication

Location: E226 AJB

Time: 11 a.m. to 12:15 p.m. Tuesdays & Thursdays

Office Drop-In Hours: 9:45 to 10:45 a.m. Tuesdays and Thursdays or by appointment.

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E346C AJB
*Email is the best way to reach me.

Course Overview:
Events can have a substantial impact on our natural environment and the choices event managers make are critical in minimizing an event’s carbon footprint. In this class we’ll learn about sources of event waste, zero-waste event planning, careers in sustainable events, and more.

Prerequisite and requirements:
Students must be willing to put in time outside of class to plan a real event with a team of classmates.

Readings:
This course does not use a required text book. Readings and resources will be posted to ICON.

Assignments:
Assignment sheets are attached at the end of this syllabus. Each assignment will be discussed in more detail in a timely manner, but here is the gist:
• **Attendance:** 2 points per class meeting, with 1 free absence. No additional excused absences will be granted except in extreme circumstances with documentation.

• **Reading Quizzes:** Readings will be posted to ICON. Quizzes should be completed by the start of class time the day the quiz is listed in the syllabus. (5 points each)

• **Speaker Preparation:** For each guest speaker, you will submit via ICON a brief bio and 3 questions for him or her by the start of the class period before their visit. Please note that there are no speaker preps required before client visits. (10 points each)

• **Case Study:** Each student will report on and analyze a real event from a sustainability perspective. Students will present their findings in a PowerPoint presentation (75 points)

• **Team Event:** We will divide the class into 5 teams. Each group will take the lead on planning an element of an upcoming sustainability festival. You will be graded on your plan’s thoroughness, feasibility, and polish. (100 points)

• **Final Reflection:** You will submit to ICON a 2-3-page description of the team event planning process from your perspective including a SWOT analysis and an analysis of your teammates’ and your own performance. What grade would you give yourself and why? What grade would you give your teammates and why? (10 points)

**Grading:**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Description</th>
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<tbody>
<tr>
<td>101%</td>
<td>A+</td>
<td>94-100%</td>
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<td>90-93%</td>
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<td>90-93%</td>
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**Course Objectives**

Students in this course will gain an in-depth understanding of sustainable event planning.

**Law & Ethics Learning Goal**

Understand and apply the principles and laws of freedom of speech and press in real space and cyberspace, and demonstrate an understanding of professional ethical principles and their historical development.

✓ Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

✓ Students will demonstrate an ability to explain their ethical approaches and reasoning about a particular dilemma in terms that can be understood by a diverse group of people.

**Writing and Storytelling Learning Goal**

Understand that clear, concise, correct writing is at the heart of journalistic expression and that reporting and communicating it effectively requires a knowledge and achievement of the highest, professionally-accepted standards in all work.

✓ Students will demonstrate the ability to gather factual story elements, and to evaluate and express
them in logical, narrative forms for multiple media and audiences.

✓ Students will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.

✓ Students will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

**Multiculturalism Learning Goal**

To demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

✓ Students will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

✓ Students will demonstrate sensitivity to and understanding of the cultures, histories, perspectives, and socio-economic and political situations of diverse groups.

✓ Students will demonstrate an ability to work with members of diverse groups to engage publicly over issues of community interest.

**Course Policies:**

**Attendance:**
I aim to make each meeting essential and meaningful, so please plan to attend every session or risk missing out on something important. You cannot be successful in this class if you are not consistently present and prepared. Out of respect for your classmates and our schedule, please also arrive on time and stay for the entire class period. Failing to do so will impact your grade.

Students who must miss class are accountable for all material presented and assignments given during their absence. It is your responsibility to communicate with your classmates to see what you need to know for the next session and to turn in any work that was due during the missed class period prior to the next meeting. In-class work may not be made up.

**Professionalism:**
Professionalism is key in event planning and is key in building a positive relationship with your client. Students are expected to behave in a professional manner in the classroom and when representing the class in any way. This includes using proper email etiquette, arriving on time, being respectful and attentive, and more. I reserve the right to lower your final grade by up to 5 percent for each instance of unprofessional behavior. Examples of unprofessional behavior include misusing in-class work time, showing up for client presentations in inappropriate attire, disrespectful communication with your client or teammates, arriving late or leaving class early without good cause, talking or using your electronics during class discussions, etc.

**Late Work & Early Work**
It’s essential that you meet deadlines with no exceptions. I will accept late work only in extreme circumstances. It is important that you communicate with me as soon as possible if you feel you will miss turning in an assignment and provide adequate documentation to prove your given excuse. Any unexcused late work will lose 10% per day and will not be accepted more than 5 days late.

On the other hand, early work is accepted and celebrated in this course. Event planners must have an excellent sense of what needs to be done when to maximize productivity. I’m giving you all of the course assignment details now. If you wish to begin working on your assignments and turn them in before the deadlines, be my guest. Please check in with me and let me know of your plans in case there’s anything you need to know before you dig in.

**Workload & In-class work time**
The UI College of Liberal Arts guidelines state that each semester hour of class time should entail around two hours per week of outside homework and class preparation for the average student. For example, in our 3 semester hour course, students should expect (on average) 6 additional hours of outside work per week or a total of around 9 hours per course per week if classroom time is included.

Although spending time outside of class is expected and important, we will reserve time in class for working on your project and major assignments. Students are expected to make the most of this time and come prepared to be productive.

**Collaboration**
Like event planning in the professional world, a lot of what you’ll do in our class is collaborative. You will have a chance to describe your individual efforts as well as reflect on your teammates’ efforts throughout the semester. Each student should contribute an equal amount to group projects. Failure to do so will result in a lower grade. Misrepresenting your efforts and allowing others to do the work while you take credit is considered academic fraud and could be reported to CLAS. It is your responsibility to be in touch if you have any questions or concerns about collaboration.

**The College of Liberal Arts and Sciences Policies:**

**Administrative Home**
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college ([https://clas.uiowa.edu/students/handbook](https://clas.uiowa.edu/students/handbook)).

**Electronic Communication**
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI ([Operations Manual, III.15.2](https://clas.uiowa.edu/students/handbook)).

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and
physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

**Nondiscrimination in the Classroom**
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

**Academic Integrity**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

**CLAS Final Examination Policies**
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

**Making a Complaint**
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

**Understanding Sexual Harassment**
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.

**Schedule:**

Week 1:
Tuesday, August 27: Course and classmate introductions.
Thursday, August 29: Discussion: Mega to micro events, student observations.
Reading Assignment: Iowa City Climate Action Plan (ICON). Due by midnight: Week 1 Survey
(https://forms.gle/r8ZAcaRG8zR1tKTz8)

Week 2:
Thursday, Sept. 5: Client visits for project introductions.

Week 3:
Tuesday, Sept. 10: Guest Speaker: Lisa Barnes, Iowa City Summer of the Arts
Thursday, Sept. 12: Discussion: Waste generation and management. Assignment explanation: Case Studies

Week 4:
Tuesday, Sept. 17: Field Trip! Iowa City East Side Recycling Center. Meet at the center--watch ICON announcements for carpool opportunities. Reading Assignment: Zero Waste Events (ICON).
Thursday, Sept. 19: NO CLASS. Reading quiz due by midnight.
9/19-20: Certificate Field Trip to Minneapolis. Watch for details and sign up to join us!

Week 5:
Tuesday, Sept. 24: Guest speaker: Kaveh Mostafavi, Ecocare Supply & Compost Ninja
Thursday, Sept. 26: Discussion, Sustainability across event genres.

Week 6:
Tuesday, Oct. 1: Zero Waste Events reading quiz. Groups present client event updates to class for feedback.
Thursday, Oct. 3: Guest Speaker: Blake Rupe, UI Office of Sustainability. Reading assignment: Jack Johnson (ICON).
10/3: Event Management Internship Networking Fair, 3:30 to 5 p.m. in the AJB Rotunda.

Week 7:
Tuesday, Oct. 8: Reading quiz. Discussion: Sustainable venues.
Thursday, Oct. 10: Field Trip! Meet at LEED certified Voxman Music Building

Week 8:
Tuesday, Oct. 15: Case study presentations
Thursday, Oct. 17: Case study presentations
Friday, Oct. 18: Pre-parade tailgate to celebrate our 5-year anniversary. Watch for RSVP link!

Week 9:
Tuesday, Oct. 22 and Wednesday, Oct. 23: Iowa Festivals and Events Conference in Coralville. Watch the listserv for details.

Thursday, Oct. 24: Guest speaker: TBD

Week 10:
Tuesday, Oct. 29: Event project check in day.
Thursday, Oct. 31: NO CLASS. Happy Halloween!

Week 11:
Tuesday, Nov. 5: Meet with client for questions and feedback
Thursday, Nov. 7: Client meeting follow up & work day Reading assignment: Social and ethical (ICON)

Week 12:
Tuesday, Nov. 12: Reading quiz. Discussion: Green event design
Thursday, Nov. 14: Guest speaker: TBD

Week 13:
Tuesday, Nov. 19: Careers in sustainable events + Guest speaker: Brett Blumberg, Sr. Manager of Sustainable Development at Kilowatt Events, Inc.
Thursday, Nov. 21: Discussion: Food waste. Reading Assignment: Reporting and Analysis (ICON)

Week 14: THANKSGIVING BREAK. Please be safe and enjoy.

Week 15:
Tuesday, Dec. 3: Reading quiz. Discussion: Communication, analysis and reporting
Thursday, Dec. 5: Final Event Plans work day in the classroom.

Week 16:
Tuesday, Dec. 10: End of course evaluations.
Thursday, Dec. 12: Present final event plans to client. DUE: Final team event plans (1 per team) and individual reflections.

Sunday, Dec. 15: Certificate graduation celebration

*Week 17: FINALS WEEK. We will not meet. I will miss you!

{{PS: It’s important to be flexible! Please note that this is a tentative schedule. Unplanned opportunities and challenges may require changes. }}

Assignment Details:
Attendance  
**Due: Daily**  
**Points:** 2 points per meeting, or 54 points total

Your presence and participation is essential in our course. I will take attendance daily and assign 2 points for students who are in class on time and engaged. I reserve the right to give partial or zero credit for students who arrive late, leave early, or are disruptive or disrespectful in any way. Since I know life happens, students will each be given one free absence. Any additional absences will result in missed points without exception other than in extreme circumstances. There will be opportunities to earn back missed points by attending Event Management Certificate events.

Reading Quizzes  
**Due: Multiple**  
**Points:** 5 each/approximately 25 total

At various points throughout our course, you will complete brief quizzes to confirm your understanding of lecture and reading materials. Quizzes can be found on ICON and should be completed by the start of class time on their due date.

Speaker Preparation  
**Due: Multiple**  
10 points each/Approximately 80 total

We are lucky to have some interesting, successful sustainability and event professionals join us for in-depth conversations about their work. To help our guests know that we are engaged, and to make the most out of their visits, you should conduct a little research on each person and their work in advance.

Based on that research, please submit to ICON a 3+-paragraph summary of the speaker’s bio and pertinent details about their occupation/place of work along with at least 3 questions you’d like to ask the speakers.

You should plan to ask one of your questions if there’s a lull or an appropriate time. There’s nothing I hate more than crickets when a speaker is willing to answer questions.

Speaker Preparations are due by the start of the class period before the speaker’s visit. Example: If the speaker is coming on a Thursday, the assignment is due by class time Tuesday of that week. Please see our weekly schedule for speaker dates and plan accordingly. TBD speaker names and info will be provided by in-class and via ICON announcement.

Case study  
**Due: October 15**  
**Points:** 75
Every event, regardless of scale or purpose, has an impact on the environment. Using the concepts and materials presented in class, each student will select one event and analyze its impact and the choices event organizers made in terms of sustainability. The results of your analysis will be a visually-appealing PowerPoint presentation that includes the following information:

- Name of Event
- Organizer
- Stakeholders
- Where and when the event took place
- A detailed description of the event venue, with special attention to the venue’s sustainability
- Number of guests
- Description of guest travel to attend the event
- Description of waste and pollution likely created at the event
- Description of positive environmental impacts of the event
- Description of systems in place to promote sustainability
- Any relevant reports, articles related to your event’s impact
- Analysis of the event’s successes and failures in terms of sustainability
- Your suggestions for making the event greener in future iterations

You will be graded on your report’s:

- Evidence of research (15 pts.)
- Accuracy (10 pts.)
- Detail (10 pts.)
- Thorough analysis (20 pts.)
- Professional Polish (10 pts.)
- Visual Appeal (10 pts.)

Students will claim their event choice via ICON discussion board. There should be no duplication.

**Team Event Project**
**Due: Dec. 12**
**Points: 100 points**

Each member of our course will also be a member of a smaller team. Each team will be responsible for making a thorough, realistic, plan for an event within a real sustainability focused festival the City of Iowa City will host in fall 2020. A city employee will meet with us to share expectations, goals, and restrictions, and for feedback as plans progress. Their intention is to follow your plans to pull off a successful new event, so this is an opportunity to make a real-world impact through your course work.
Your planning will result in these deliverables, which you will organize into a PDF report and PowerPoint presentation:

- Executive summary describing at least 3 SMART goals for the event and an “elevator pitch” describing your proposed event in an efficient, appealing way
- Pinterest board with inspiration organized into relevant categories
- Anticipated budget spreadsheet
- Budget narrative describing your choices, options for additions or cost savings, and suggested partners and donors to make the event feasible
- Location fact sheet including contacts, pricing, capacity, infrastructure and supplies available, and other pertinent details
- Map of proposed space use (All Seated, Google Maps or other visual tool)
- Staffing and volunteer needs including number of people needed and task descriptions
- Programming details and timeline
- Sample marketing content including a press release, digital poster, and email message to attendees (Canva)
- Environmental impact fact sheet—what will be the negative and positive environmental impacts and how will you work to eliminate or offset negative impacts? Fact sheet should include estimated carbon footprint using an online calculator as discussed in class.
- Trello board with planning timeline as well as event timeline, as well as lists related to other major elements of your event. Please use Trello’s rich features such as the ability to add color coding, attachments, deadlines, card images, notes, etc. The Trello board will be a collaborative access point for your client to carry out your plans with her team.
- Concluding letter to thank the client for trusting your team with this project and tying the plan concepts together one last time

Each report should include MLA or APA citations for at least 10 resources/sources of inspiration.

The presentation will essentially present the report in a visual way to allow your client to walk through the report with you in real time.

You will be graded on your plan’s feasibility, appropriateness, thoroughness, and polish.

Collaboration and teamwork are critical in putting on a successful festival as well as in being successful in our course. Students should take equal part in the information gathering, presentation building, and should work positively with their team to divide tasks evenly. Failure to do so could result in a lowered grade for individual students.

Individual Reflection
Due: Dec. 12
Points: 10 points
Due when your team turns in its final event plan, please submit to ICON a 2-3 page individual reflection that includes a SWOT (Successes, Weaknesses, Opportunities, Threats) analysis as discussed in class of your planning process and answer the following questions:

1. How did this project go from your perspective?
2. What tasks did you complete for your team?
3. What did you gain from the assignment?
4. What would you change about your participation?
5. What grade would you give yourself in this project? What grades would you give your teammates? Why?
6. What else would you like to share?

Your reflections will be anonymous, but I may share trends with individuals to help them understand their strengths and challenges and grow as event professionals.

**Team project participation (25 points)**

We will put course concepts into practice by planning a sustainability-focused event as a class. To do so will require strong communication and several action steps outside of class. Students will be responsible for meeting individual deadlines and maintaining positive communication with their team. Failure to complete your work appropriately or to communicate in a professional manner will result in a lower grade.

Your score will be determined by my in-class observations, the quality of your individual contributions to the larger project, your overall attendance record, and through feedback I receive via individual reflections.