

URBS 680: SENIOR SEMINAR (4 credits)
Urban Studies Program
San Francisco State University

Professor Ayse Pamuk
Section TWO
Spring 2007

Wednesdays 4:10-6:55pm, HH 439
Office hours: MW 3-4pm and by appt.
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Please check Blackboard for class announcements

Course Description

The Urban Studies Senior Seminar (URBS 680) is a *practicum* in urban planning and policy that is the required capstone course for graduating URBS majors. The course is open to seniors in Urban Studies only after completing sufficient URBS core requirements (see prerequisites in SFSU Bulletin and below). The course this spring will consist of 10-13 projects (to accommodate 37 students in two separate "sections") in which students act as consulting teams to real-world clients in the external community. Students will have an opportunity to select from a wide range of projects identified through an RFP process prior to the beginning of the semester. Projects will get adopted in one section or the other by the third week of classes. The class meets in a workshop format, features practitioners from the community as guest speakers, and incorporates hands-on class exercises with practice-oriented readings.

The course is designed to teach students to solve urban planning and policy problems by combining theory, methods, substantive knowledge, and skills in the context of a client-serving project. Students have an opportunity to practice working in a team and prepare a written professional report. The students also have an opportunity to present their findings to a professional jury including the clients and URBS faculty at the end of the semester in order to learn how to deliver a professional report.

URBS 680 is a community service learning (CSL) designated course. This designation provides a procedure for recording the number of hours served each semester on student's Official Transcripts. The benefits of having the hours recorded is tremendous since it helps SFSU students further with future employers or admission to graduate programs.

Student Learning Objectives

Students who successfully complete the requirements of this course should, at the end of the semester, be able to:

- Apply **theory** (e.g., urban theory) learned through core and disciplinary URBS courses in solving urban planning or policy problems;
- Apply **methods** (e.g., research methods, data analysis, policy analysis) learned through core URBS courses in solving urban planning or policy problems;
- Apply substantive area **knowledge** (e.g., housing, land use, law, health, poverty, sustainability) gained through elective URBS courses in solving urban planning or policy problems;

- Apply **skills** (e.g., web-page construction, PowerPoint presentation, SPSS, GIS, spreadsheets, collaborative team work) learned through URBS courses in solving urban planning and policy problems;
- Combine theory, methods, substantive area knowledge and skills in the context of client-serving projects in the external community;
- Work effectively in a team;
- Communicate findings in the form of a written and oral professional report;

Course Prerequisites and Requirements

Pre-requisites: URBS 400, 492, 493, 480 or 658; URBS 603 and 604 strongly recommended. Advisor approval required

The course requires the following:

- ✓ Willingness and commitment to work on real-world client projects;
- ✓ Professionalism in interacting with clients and continuing the tradition of productive exchange between the University and the community;
- ✓ Reliability and timeliness in delivering products to clients, to team members, and to the instructor by the due dates; and,
- ✓ Collaborative work in teams of 3-4 in and outside of the classroom.

This course requires a substantial amount of initiative to be taken by students and in synthesizing knowledge gained as an URBS major. Therefore, students must carefully examine their time commitments for Spring 2007 with their advisors before enrolling in this course. **Advisor approval is required to enroll in URBS 680.**

Team Approach

The entire semester will be focused on producing high quality **professional reports for external clients** by student teams. Presentation of the work to the clients will involve an oral presentation on May 2, and a written report delivered on May 23. In addition, there are several written assignments throughout the semester to help students develop the final products (see dates below). Clients may also require meetings and progress reports throughout the semester as needed.

Students will have an opportunity to work in **teams of 3 or 4** introducing them to the challenges and strengths of team approach to real-world problems. At the end of the semester each student will have an opportunity to assess the nature of their approach (in a one-page individual essay) to the problem as a team and reflect on how they might approach a similar problem in the future. Students will also be asked to submit a one-page individual essay describing the effectiveness of their teamwork throughout the semester.

The team formation process will take into account student preferences. Following the presentation of projects in class on Jan. 24th and Jan. 31st by the

clients, each student will have an opportunity to express his/her preference as it relates to his/her career goals and aspirations. I will review student preferences, form teams, and confirm team membership by the third week.

Teams are responsible in developing a scope-of-work in consultation with each client and with the instructor by Feb. 28th. This is an important milestone established to ensure the timely completion of subsequent work. Each team will also do some background research about the client's problem and develop a framework in approaching the particular type of problem at hand. Through this process, students will learn to approach new problems and how to best solve them for their future clients.

Readings

The following books will be available at the SFSU Bookstore. All of the articles will be on e-reserve.

Recommended books

Bardach, Eugene (2005). *A Practical Guide for Policy Analysis: The Eightfold Path to More Effective Problem Solving*. Washington, D.C.: CQ Press.

Doyle, Michael and Straus, David (1993) *How To Make Meetings Work* New York: Berkley Books.

Iacofano, Daniel (2001) *Meeting of the Minds: A Guide to Successful Meeting Facilitation*, Publisher: MIG Communications, Berkeley.

Pamuk, Ayse (2006) *Mapping Global Cities: GIS Methods in Urban Analysis*. Redlands, CA: ESRI Press.

Grading

Timely completion of assignments	10%
Project preferences essay (2/8)	
Preliminary work schedule (3/7)	
Scope of Work (2/28)	
Brief background/issue paper (3/14)	
PPT presentation of results-to-date (4/18)	10%
PPT Presentation to jury (5/2)	15%
Final Report (5/23)	40%
Self-evaluation of senior seminar experience & evaluation of team effectiveness (5/23)	10%
Class participation	15%
Total	100%

Spring 2007 Projects and Clients for Student Consideration

Spring 2007 Senior Seminar students will consider the following fourteen projects from ten organizations for selection. A project descriptions handout will be distributed on January 24th. Students should review each project prior to hearing presentations by “clients” on Jan. 24th or Jan. 31st (see schedule on page 6). Section two students are also encouraged to hear client presentations on Monday Feb. 5th.

- 1. Client: Western SOMA Citizen’s Planning Task Force (two projects)**
 - a. Housing opportunity site analysis project
 - b. South of Market neighborhood transportation projectWebsite: http://www.sfgov.org/site/planning_index.asp?id=24735
Contact: Paul Lord, Senior planner, San Francisco Planning Dept. designated appointee to the Task Force. Paul.lord@sfgov.org; Peter Cohen, pcohen@andnet.org
- 2. Client: MKTHINK**
Project: tba
Website: <http://www.mkthink.com/>
Contact: Art Taylor, Senior associate, taylor@mkthink.com
- 3. Client: Moore Iacofano Golstman, Inc. (MIG) (two projects)**
 - i. Public health indicators for Richmond project #1: Access to economic opportunities and affordable housing indicators
 - ii. Public health indicators for Richmond project #2: Safe neighborhoods and public spaces and access to daily goods and services indicatorsWebsite: <http://www.migcom.com>
Contact: Beth Altshuler, Project Associate, betha@migcom.com
- 4. Client: Visitacion Valley Community Development Corporation (VVDC)**
Project: Geneva Towers public housing project: A post rebuilding study in San Francisco’s Visitacion Valley
Website: <http://www.vvcdc.org/html/>
Contact: Katherine Williams, Rose Architectural Fellow, kwilliams@vvcdc.org
- 5. Client: ASIAN Inc.**
Project: Mixed-use and infill development in Western San Francisco neighborhoods
Web site: <http://www.asianinc.org/>
Contact: Michael Chan, Board President, macppnec@yahoo.com, David Moulton
- 6. San Francisco Planning Department (3 projects)**
 - a. SFSU Master Plan analysis
 - b. San Francisco’s inclusionary affordable housing program
 - c. Historic context statement for the MissionWeb site: http://www.sfgov.org/site/planning_index.asp
Contacts: a) Teresa Ojeda, Planner, Teresa.ojeda@sfgov.org; b) Steve Wertheim, Planner, Steve.Wertheim@sfgov.org; Citywide Policy and Analysis

c) Matt Weintraub, City Planner, Matt.Weintraub@sfgov.org. Historic resources survey team.

7. Arab Cultural and Community Center

Project: Organizational development at the Arab Cultural and Community Center

Web site: <http://www.arabculturalcenter.org>

Contact: Sally Al-Daher, Executive Director

8. Ocean Avenue Revitalization Collaborative (OARC)

Project: Shopper survey

http://www.bayarealisc.org/bay_area/programs/commercial_8244/neighborhood_8255.shtml

Contact: Ling Liang, OARC Commercial Corridor Manager, ling.oarc@gmail.com; Johnasies Mcgraw, OARC Program Coordinator

9. Nelson\Nygaard Consulting Associates

Project: 4 transportation related project choices

Web site: www.nelsonnygaard.com

Contact: Jeremy Nelson, jnelson@nelsonnygaard.com

10. Public Policy Institute of California

Project: The effectiveness of Enterprise Zones

Web site: www.ppic.org

Contact: Jed Kolko, kolko@ppic.org

Course Outline

Week 1

1/24 **Introduction to course and classmates.** Student expectations from class. Career goals and aspirations as graduating URBS majors. Examples from previous senior seminar classes.

Handouts: 1) Syllabus; 2) Survey of students; 3) Project Descriptions

Client presentations

4:30-5:50 **Western SOMA Citizen's Planning Task Force project #1**
(Paul Lord and Peter Cohen)

5:50-6:10 **Western SOMA Citizen's Planning Task Force project #2**
(Paul Lord and Peter Cohen)

6:10-6:30 **Asian Inc project**
(Michael Chan and David Moulton)

Week 2

1/31 **In-class presentation of projects by clients.** Review web sites of clients and project descriptions handout from last week before this class meeting.

4:10-4:30 **Western SOMA Citizen's Planning Task Force project #1**
(Peter Cohen)

4:30-4:50 **Western SOMA Citizen's Planning Task Force project #2**
(Peter Cohen)

4:50-5:10 **OARC Shopper survey project**
(Ling Liang)

5:10-5:30 **Nelson\Nygaard Consulting Associates transportation
Related projects**
(Jeremy Nelson)

5:30-5:45 **Break**

5:45-6:05 **San Francisco Planning Department**
(Teresa Ojeda)

6:05-6:25 **San Francisco Planning Department**
(Steve Wertheim)

6:25-6:50 **PPIC**
(Jed Kolko)

Week 3

2/7 **How to develop a scope of work for your client**

Guest speaker: Alex Amoroso, Assistant Deputy Director
Alameda County Planning Department


Suggested Readings

“A Practical Guide to the Selection, Care, and Feeding of the Consultant” The Planning Center, 1999.

Handout: Preparing a scope of work

Week 4

2/14 **Finalizing teams. Developing a scope of work for your client**

 One page write-up due on project preferences (first, second, and third choices) and how it relates to your career goals and aspirations. (due on **2/8** via email to pamuk@sfsu.edu). Teams will convene, will designate a team communications director, and start scheduling first meeting with clients and start working on the project.

Handout: Clients, projects, and teams spreadsheet.

Handouts: 1) Working with clients and teams; 2) Generic dimensions in working with clients


Week 5 **No class (Pamuk out of town)**

2/21 Meet with your team to develop scope of work for your project.

Week 6

2/28 **Holding Productive Meetings, Meeting Facilitation Techniques, Methods of Generating Ideas, Problem-Solving Strategies**

Guest lecture: Jacob Schultz, Bay Area LISC.

 Preliminary work schedule due.

Suggested Readings

Iacofano, Management Team Members, pp. 34-37.

Doyle & Straus (1993) “Chapter 16: Solving Problems in Groups: The Tools” pp. 212-255).

Doyle & Straus (1993) “Chapter 1: Why Meetings are Important?” pp. 3-18; “Chapter 2: What Goes Wrong at Meetings?” pp.19-37; Chapter 10: How to Plan your Meeting” pp. 156-158; Chapter 15: How to Put it All Together: The Agenda” pp. 201-211).

Iacofano, Group Dynamics, pp. 67-74.


Week 7

3/7 **How to prepare background reports to contextualize your client's problem**

Suggested Readings

Bardach (2005) "Smart (Best) Practices" Research: Understanding and Making Use of What Look like Good Ideas from Somewhere Else" pp. 91-105.

Bardach (2005) "Assembling Evidence" pp. 61-88.


 Team scope of work (signed & approved by client) due. Be prepared to discuss your team scope of work with a one page handout (bring enough copies to share with classmates).

Signed Community Service Learning Agreement Form due.

<http://www.sfsu.edu/~ocsl/pdfs/Placement%20Forms/CSL-5.pdf>

Week 8

3/14 **Workshop on client projects-Discussion: Use of background information in solving your client's problem.**

 Team background reports due. Be prepared to discuss your report in class with a one page bullet list as a handout. (4-5pm)

Week 9

3/21 **Preparing Presentation Graphics in PowerPoint**

How to develop an effective oral presentation strategy including using Power Point slides in the PSIRUS computer lab HSS 360 (4-7pm).

Suggested Readings

Doyle & Straus (1993) "Chapter 17: How to Make a Presentation" pp. 256-268).

Iacofano, Closure, 98-106.

Week 10

3/28 **Workshop on client projects—Discussion: Implementation of the work plan.**

Be prepared to discuss any challenges and issues you have encountered for collective problem-solving in the classroom. Also be prepared to discuss your preliminary findings, presentation, and report production strategy.

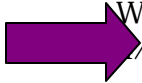
Handout: April 18 & May 2 presentation schedule

Week 11

4/4 no class meeting - instead attend *Alumni Panel Discussion* organized by the Urban Studies Program (**April 2**)

4/11 **No class**- Spring Break

Week 12

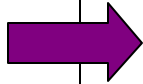


4/18 **PowerPoint Presentation of results to date (dry run)**

Week 13

4/25 **Polishing PowerPoint presentation**
PSIRUS computer lab HSS 360 (4-7pm)

Week 14



5/2 **Presentation to a jury** of invited professionals and URBS faculty for evaluation -- practice in communicating results to professionals. This is an excellent opportunity to learn from our guests' comments.

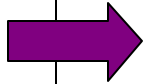
Week 15

5/9 Using presentation feedback to revise written report. Synthesis of what we learned from the presentations.

Week 16

5/16 No class session--individual meetings with students about their reports.

Senior Seminar class and Graduation Party! (Friday, May 18 6pm).



Final report due: May 23. Please provide 3 copies. I will forward one of the copies to your client, and keep 1 copy on file in the Urban Studies Program Office. Keep a fourth copy for yourself.