

Wednesdays 4:10-6:55pm, HH 201

Office hours: MTW 2-3pm and by appt. (call 338-1178 to schedule)

Office: HSS 265; Mailbox: HSS 263

Tel (direct): 338-7045; Email: pamuk@sfsu.edu

Digital Information Virtual Archive (DIVA) <https://diva.sfsu.edu/>

Course Description

The Urban Studies and Planning 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 5-6 projects (to accommodate up to 20 students in this section) 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 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. In addition, there are brief and frequent individual writing assignments that will help in preparing the final written 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 2009 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 April 29, and a written report delivered on May 20. In addition, there are brief and frequent individual 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 Feb. 4th by selected 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 March 4th. 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.
- Dunlap, Louise. (2007). *Undoing the Silence: Six Tools for Social Change Writing*. Oakland, CA; New Village Press.
- 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

Writing assignments (individual)	
Project preferences essay (2/9)	5%
Preliminary work schedule (2/25)	5%
Scope of Work and narrative (3/4)	5%
Brief background/issue paper (3/11)	5%
Research design write-up	5%
Preliminary research findings (4/15)	5%
PPT presentation of results-to-date (4/15)	10%
PPT Presentation to jury (4/29)	15%
Final Report (5/20)	20%
Self-evaluation of senior seminar experience & evaluation of team effectiveness (5/20)	10%
Class participation	15%
 Total	 100%

Spring 2009 Projects and Clients for Student Consideration

Spring 2009 Senior Seminar students in this section will consider the following six projects from three organizations for selection. A project descriptions handout will be distributed on January 28th. Students should review each project (and organization web sites) prior to hearing presentations by “clients” on Feb. 4th.

1. Client: City of Berkeley, Planning and Development Department

Project #1: Downtown Berkeley Wayfinding Analysis

Website: <http://www.ci.berkeley.ca.us/DepartmentHome.aspx?id=3460>

Contact:: Matt Taecker, Principal planner, mtaecker@ci.berkeley.ca.us

2. Client: Bay Area LISC

Project #1: Evaluation of SF’s Excelsior Commercial Corridor Revitalization

Website: <http://www.bayarealisc.org/>

Contact:: Johnasies McGraw, Assistant Program Officer, JMcGraw@lisc.org

Project #2: Commercial District Crime Mapping Project

Website: <http://www.bayarealisc.org/>

Contact:: Jacob Schultz, Program Officer, JSchultz@lisc.org

3. Client: North of Market Neighborhood Improvement Corporation

Project #1: Taylor Street Arts Corridor project

Project #2: Capitalizing on Healthy Assets

Project #3: Pedestrian Oriented Lighting

Web site: <http://nomnicsf.com/index.html>

Contact:: Elvin Padilla, Executive Director, epadilla@gmail.com

Course Outline

Week 1

1/28 **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

Week 2

2/4 **Client presentations**

4:10-4:30 **City of Berkeley project**
(Matthew Taecker)

4:30-4:50 **Tenderloin project #1**
(Elvin Padilla)

4:50-5:10 **Tenderloin projects #2 and 3**
(Elvin Padilla)

5:10-5:30 **break**


5:30-5:50 **Bay Area LISC project # 1**
(Jacob Schultz)

5:50-6:10 **Bay Area LISC project # 2**
(Johnasies McGraw)

Week 3

2/11

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 **2/9** 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 4

2/18

How to develop a scope of work for your client

Guest speaker: Joanne Brion, SF State URBS Alumna

Suggested Readings

“A Practical Guide to the Selection, Care, and Feeding of the Consultant” The Planning Center, 1999. (on e-reserve)


Handout: Preparing a scope of work

Week 5

2/25

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.

Dunlap, “The Freewriting Tool” pp. 27-48. “The Process Tool” pp.53-79.

Week 6

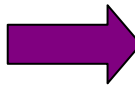
3/4 **How to prepare background reports to contextualize your client's problem**

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.

Dunlap, "The Thinking Tool" pp. 87-115.



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).

Client-Signed Community Service Learning Agreement Form due.

Week 7

3/11 **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 8

3/18 **Preparing Presentation Graphics in PowerPoint**

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

Suggested Readings

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

Iacofano, Closure, 98-106.

Dunlap, "The Audience Tool" pp.119-142.


3/25 **No class**- Spring Break

Week 10

4/1 **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 29th presentation schedule
Research design write-up due.

Dunlap, "The Feedback Tool" pp. 149-171; "The Word Power Tool" pp. 173-193.


Week 11

4/8 no class meeting – instead attend *Alumni Panel Discussion* organized by the Department of Urban Studies and Planning (**Tuesday April 7; 5-9pm Seven Hills Conference Center**)

 Week 12
4/15 **PowerPoint Presentation of results to date (dry run)**
Preliminary findings write-up due.

Week 13

4/22 **Polishing PowerPoint presentation**
computer lab (4-7pm)

 Week 14
4/29 **Presentation to a jury** of invited professionals and DUSP faculty for evaluation -- practice in communicating results to professionals. This is an excellent opportunity to learn from our guests' comments.


Week 15

5/6 Using presentation feedback to revise written report. Synthesis of what we learned from the presentations.

Week 16

5/13 No class session--individual meetings with students about their reports as needed.

DUSP Graduation Reception & Awards Ceremony (Thursday, May 14 5-9pm Seven Hills Conference Center).

 **Final report due:** May 20. Please provide 3 copies. I will forward one of the copies to your client, and keep 1 copy on file in Student Resource Room (HSS 268). Keep a fourth copy for yourself.