This course proposal form should be completed when introducing a new course or a revision of an existing course. The proposal will be reviewed by the Committee on Curriculum, or, in the case of minor revisions, will be approved administratively by the Associate Provost for Instruction.

This Course Proposal must be completed according to the guidelines provided in Course Proposal Form – Instructions and Guidance. Please see the last page of Course Proposal Form – Instructions and Guidance, for instructions on how this Course Proposal should be submitted to the Committee on Curriculum for review.

Date: October 9, 2019

1. Course Information:

1.1 Course Prefix and Number: EST 606
Course Title: Public Perception and Communication of the Environment, Science and Risk
(If a new or renumbered course, please check with the Registrar regarding the use or reuse of the course number)

1.2 ☐ This is a New Course.
OR
☒ This is a Major Course Revision
OR
☐ This is a Minor Course Revision

If this is a Course Revision, please see Course Proposal Form – Instructions and Guidance to determine if your revision is major or minor. Indicate below the reason(s) for the revision.

(Please check all that apply)

☐ Course Number/Division
☒ Title
☐ Credit hours
☐ Pre- or Co-requisite(s)
☒ Format

☒ Learning Outcomes
☒ Concepts, Content
☒ Catalog Description
☒ Instructional Methods

☐ Institutional Resources
☒ Semester Offered
☐ Course Inactivation
☐ Course Reactivation
☐ General Education

1.3 General Education knowledge and skills area (if applicable): If none, check here ☒

☐ American History
☐ The Arts
☐ Basic Communication
☐ Humanities
☐ Mathematics
☐ Natural Sciences

☐ Other World Civilizations
☐ Social Sciences
☐ Western Civilization
2. Proposer Need Statement:

2.1 Describe why this course (or course revision) is needed to meet current or proposed goals and outcomes of the program or College, and, if a revision, provide an explanation of and justification for the revision. This course revision reflects a more contemporary perspective on risk communication, including the need to understand and analyze its relationship to public perception. The addition of communication of "science" is important to students studying environmental communication. Meets requirements for graduate students in Environmental Studies/GPES students in Communication-related areas. Open to graduate students at both ESF and SU.

2.2 List the pre-requisite or co-requisite courses (taught within the home department or taught by another department) and explain their relationship to the proposed course. N/A

2.3 Explain the impact of this course in meeting the goals and outcomes of other Departments/programs (if any). N/A

2.4 If the proposed course is designed to fulfill SUNY General Education Requirements, the Associate Provost for Instruction must review this proposal to ensure that General Education Requirements will be met for the specified knowledge area (See Instructions and Guidance). Please provide an explanation of how this course fulfills SUNY General Education Requirements.

2.5 What are the staffing requirements (instructor, TA, Lab tech, etc.) for this course? If a new course, are there new staffing needs or are there adequate staff members already in place? If a revised course, are there additional staffing needs? N/A

2.6 What Department (or extra-Department) resources are or will be made available to support the course or course revision?

2.7 Anticipated Enrollment (enter where applicable)

<table>
<thead>
<tr>
<th>Semester</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Semester</td>
<td></td>
</tr>
<tr>
<td>Summer Semester</td>
<td></td>
</tr>
<tr>
<td>Spring Semester</td>
<td>10</td>
</tr>
</tbody>
</table>

2.8 Anticipated frequency of class meetings. Content of this hybrid course will be divided between 70% online materials and 30% in-person sessions, for a total of 3 hours of course delivery per week.
3. DETAILED COURSE DESCRIPTION

3.1 COURSE IDENTIFICATION AND FORMAT:

3.1.1 Course Prefix and Number: EST 606
3.1.2 Course Name: Public Perception and Communication of Risk, Science and Environment
3.1.3 Credit Hours: 3
3.1.4 Semester (check all that apply): Fall [ ] Spring [x] Summer [ ]
3.1.5 Format (check as appropriate): Lecture [ ] Online [x] Lab [ ] Field [ ]
Other [ ] (explain) Hybrid of online and lecture
3.1.6 Contact hours per week: 3
3.1.7 Prerequisite(s) – if none, please enter “None” (Be specific, as Upper Division courses and Graduate courses will likely have some pre-requisite knowledge) Graduate student status.

3.2 SCOPE:

3.2.1 Level of Instruction (check one, or two if a shared resource course):
- Lower Division [ ]
- Upper Division [ ]
- Beginning Graduate [ ]
- Advanced Graduate [x]

3.2.2 Relation to curriculum or to other ESF or Syracuse University courses:
- a. Is this a required course? No [ ] Yes [ ]
- If Yes, please list the program(s) for which it is a requirement:
- b. Is this an elective course within your department? No [ ] Yes [x].
- c. Is enrollment in this course restricted? No [ ] Yes [x]
- If Yes, please explain: Restricted to those with graduate student status.
- d. Are other ESF or SU courses similar or identical to this course? No [x] Yes [ ]
- If Yes, please identify the courses:
- e. Is this course a shared resource offering (i.e. is there a graduate or undergraduate concurrent offering)? No [x] Yes [ ]
- If Yes, what is the course number of the concurrent offering?

3.3 STUDENT LEARNING OUTCOMES:

Identify the student learning outcomes associated with this course.

• Develop targeted audience specific risk, science and or environmental communication messages.
• Identify, analyze and describe the factors influencing public perception of science, risk and environmental related issues.
• Analyze and assess how communication influences public perception and acceptance of risk.
• Analyze environmental, risk and science issues utilizing relevant theoretical and conceptual frameworks.
• Foster effective communication and dialogue of science and risks in environmental decision-making.

3.4 **MAJOR CONCEPTS, PROCESSES or TOOLS:**

Identify the course content and themes (e.g. Table of Contents) consistent with the learning domains and outcomes.

Public perception

- Which factors influence public perception of risk, science and environment?

Communication

- How does the mass media and other actors communicate about science, risk and the environment?

Communication and its influence on public perception

- What do we know about how media coverage influences public perception, acceptance and decision-making about science, risk and the environment?

3.5 **INSTRUCTIONAL METHODS:**

Identify the methods used to meet the course outcomes, as well as the principal instructional methods. Content of this hybrid course will be divided between 2/3 online and 1/3 in-person sessions, with in-person sessions occurring during 5 weeks spread out across the semester. Methods include: video and audio content presentations; in person lecture and discussions; readings based on course themes; written responses to readings; online and in person group meetings; online asynchronous discussions; listening to podcasts and engage in discussions about those; peer reviews; individual and/or group projects that require the application of course concepts and skills and culminate in presentations of research findings or products generated to the rest of the students.

3.6 **CATALOG DESCRIPTION**

Provide the course description using the precise format to be included in the ESF catalog (i.e. course number and title; format; brief description; semester(s) offered; and pre-/co-requisites). Please do not exceed 1000 characters.

EST 606. Public Perception and Communication of the Environment, Science and Risk (3)

Scientific and technological advancements entail both benefits and risks. How people perceive those benefits and risks will influence their acceptance or rejection of specific advances. In this class you will learn about the factors that influence people’s perception of risk, science and environmental change, and learn how communication shapes the possibilities for dialog and decision-making. Content of this hybrid course will be divided between 70% online materials and 30% in-person sessions, for a total of 3 h/week. Spring.
3.7 COURSE HISTORY:

Provide the dates of prior approval of this course, and its revision history. This course was previously taught as EST 606. Approved by faculty Action 4/13/2009.

3.7.1 Relationship to current ESF courses

This course is replacing a current ESF course ☐ YES ☒ NO

If NO, then proceed to section 4 below.

If YES, then provide below the number and name of the course to be deactivated and removed from the catalog once this course proposal has been approved:

Course Number (of the course to be replaced)
Course Name (of the course to be replaced)

If the course to be replaced is used by departments other than the department sponsoring this proposal, please indicate below which departments are affected and the date they were notified about the course replacement.

Department: Date of Notification:
Department: Date of Notification:
Department: Date of Notification:
Department: Date of Notification:
4. Institutional Impacts:

This section pertains to forecasting institutional resource needs to support the course or course revision. Provide clear statements regarding the needs and current availability (or absence) of resources. Note that, if this is a course revision, only the impacts of the revision should be included.

Staffing needs: One instructor from core faculty.

Classroom resources (e.g. physical facilities in a laboratory, lecture hall, flexible space, academic computing): Lecture room for the face-to-face meetings

Technology Resources: Use of video and audio recording technology of the Digital Storytelling Studio, including technology to record video and audio phone calls, online ability to share large video and audio files.

Computing Resources (software licensing, hardware, access): Access to Blackboard.

Library Resources (subscriptions, services): Access to ESF library materials and e-journals as needed for research.

Transportation Requirements (budget, fees, fleet vehicles):

Forest Properties or Field Practicum Facilities:
5. **Health and Safety Considerations:**

Will any of the conditions or situations outlined below be present in association with the course? Yes / No

5.1. **Will substances with any of the following properties be used during instruction:** flammability, toxicity, corrosivity, reactivity, registered pesticide, legally controlled, or other characteristics with the potential to cause harm or injury? ☐ / ☒

5.2. **Will any physical hazards be present during instruction?** (e.g., machines that need safety guards; razor blades or syringes; compressed gases, etc.). ☐ / ☒

5.3. **Will any biological hazards be present during instruction?** (e.g., handling animals (rabies or hantavirus); cultures or stocks of infectious agents (fungal spores, viruses, bacteria, etc.). ☐ / ☒

5.4. **Will any radiation hazards be present during instruction?** (e.g., radioisotopes, X-rays, ultraviolet rays, lasers, etc.). ☐ / ☒

5.5. **Will any electrical equipment that, due to its design, location, or method of use, pose any threat to safety during instruction?** (Give considerable thought to electrical use outdoors, or any potentially wet location.). ☐ / ☒

5.6. **Will there be any personal safety issues related to the class?** (e.g., due to time of day or location, at the end of any organized class exercise, will students be in danger of physical assault, etc.). ☐ / ☒

5.7. **Will any students be driving official state or research sponsored land or water vehicles during any class or instructional exercise?** ☐ / ☒

5.8. **Will any type of personal protective equipment be necessary during class exercises?** (e.g., hard-hats, eye/face protection, hearing protection, hand/foot protection, lab coat, visibility clothing, etc.) ☐ / ☒

If the answer was “Yes” to any of the HEALTH AND SAFETY questions, please explain:

For lab and field courses to which all answers are “no”, you should explain that here, also. Normally, we would expect some safety precautions for such courses.
6. Coordination and Consultation

Emails/letters, as noted below and attached to this proposal, or signatures below, indicate that the affected departments, programs or units have been notified of this proposal and have had an opportunity to assess the impact of the proposal on their respective units.

**Affected Academic Department(s) or Program(s) – other than the sponsoring department:**

<table>
<thead>
<tr>
<th>Department/Program</th>
<th>Name of Chair/Program Director</th>
<th>Chair Signature</th>
<th>Date</th>
<th>Or letter attached □</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(if more than three Departments/Programs, please continue on a separate page)

**Other Units:**

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>Chair Signature</th>
<th>Date</th>
<th>Or letter attached □</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Provost for Instruction &amp; Dean of the Graduate School (for Gen Ed courses only)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Registrar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Director</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computing and Network Services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Plant</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forest Properties</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environmental Health and Safety</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
7. Proposer Information and Sponsoring Department Chair
Affirmation:

Contact Person:
Name: ___________________________  Department: ___________________________
Email: ___________________________  Phone: ___________________________

This proposal has been reviewed and approved by the sponsoring Department. Affected departments have been notified and given the opportunity to provide feedback. Department resources are or will be made available to support the course, or a plan is in place to meet the resource needs as identified in the Institutional Impacts section of this proposal (see Section 4, above).

Name: ___________________________  Date: ______
Department Chair (or designated curriculum representative)

Signature: ___________________________  Or letter attached □
Department Chair (or designated curriculum representative)

8. Approvals:

________________________________________  __________________________
Curriculum Committee  Date

________________________________________  __________________________
Faculty Governance  Date

________________________________________  __________________________
Provost  Date