# **RESM 3050**

## **Event Operation Logistics and Delivery**

## **Instructor Contact**

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**Office Hours: Monday & Tuesday 1pm -2:30pm**

The majority of your communication with me out-of-class will likely be through e-mail. You can e-mail me directly or through the CANVAS portal. I deliver all of the announcements about the class, updates, changes, and notifications through CANVAS. I try to reply to all e-mails directly within 24 hours. However, if I get multiple questions on the same topic for a class assignment I may reply using a class announcement in CANVAS. The majority of homework assignments are grades within one week of the due date, but this timeline may be suspended if multiple students need additional time due to heath or access issues caused by the impacts of COVID. All homework is turned in on-line through CANVAS and all testing is completed through CANVAS (however, in person testing can be arranged if ODA supported). Please review the CLEAR on-line materials on proper communication policies and netiquette. [Online Communication Tips](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips).

## Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

## Course Description

development of the skills needed to succeed in program planning/production using techniques of identifying and analyzing required operation variables and development strategies. Content includes examining event design and operation for a variety of population groups provided by a multiple leisure service agencies.

## Course Structure

This course meets two days a week in a face-to-face format and supplemented with a large portion of the materials and learning module content acquired and completed using the CANVAS course modules. All homework is turned in on-line. All testing is completed on-line through CANVAS. The course has multiple modules and topics covered in a 15-week period. There are multiple in-class activities, demonstrations, and external professional development opportunities to earn the 100 points for engagement.

## Course Prerequisites or Other Restrictions

Students need to have a working knowledge and basic use history with MS Excel and Word or similar data management and typing operation systems.

## Course Objectives

1. To introduce the recreation, event, and sport program /product planning or production processes (task sequencing) and implementation procedures in various settings currently provided by a variety of agencies (Municipal Recreation, Non-Profit, Commercial, Pro Sport).

2. To discuss six interactive elements that influence the consumption of a recreation, event or sport program/product experience.

3. To examine facilities and facility layouts that meet the space and safety demands of the planned program or event.

4. To examine the process of risk assessment and safety measures that are common practice in the delivery of program services and events.

5. To examine the variable that influence the selection of and individual types of registration strategies used to process the customers’ purchase or reservation of space to participate or attend.

6. To engage the students with the cost calculation for specific promotion deliverables for a specific event.

7. To examine strategies for estimating staffing needs, identifying staff positions, and determining staffing strategies (part-time, full-time, vendor, contractual) for the production of the program/product

8. To learn how to track cost and revenues for a specific program and to complete a cost-profit volume analysis to help guide pricing to meet cost recovery goals of the organizations.

9. To introduce ethical and professional practices in the development of the scope of services within the program cycle.

## Materials

## **All materials needed for the class are provided in CANVAS or are available in the classroom storage closet.**

## **Students will need to be able to travel to some locations to acquire event participation points.**

## Teaching Philosophy

I provide instruction and demonstration on what to consider and how to organize the resources needed to provide sport and special event products to customers. I provide lectures and readings on the content to help the student understand the scope of the topics and homework assignments that are identical to a development and planning strategy used in industry. My goal is to educate the student to what elements matter and how these influence product consumption; as well as train the student to prepare and execute the tasks needs to provide the product.

## Course Technology & Skills

* Access to a Computer
* Reliable internet access
* Speakers
* Microphone
* Plug-ins
* Microsoft Office Suite
* [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (https://clear.unt.edu/supported-technologies/canvas/requirements)

### Computer Skills & Digital Literacy

Provide a list of course-specific technical skills learners must have to succeed in the course, such as:

* Using Canvas
* Using email with attachments
* Downloading and installing software
* Using spreadsheet programs (EXCEL)
* Using presentation and graphics programs (MS Word and Power-Point)

### Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UNT IT Help Desk**

**Email**: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)   
**Live Chat**: <https://it.unt.edu/helpdesk/chatsupport>   
**Phone**: 940-565-2324

**In Person**: Sage Hall, Room 330

**Hours and Availability:** Visit <https://it.unt.edu/helpdesk> for up-to-date hours and availability

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (https://community.canvaslms.com/docs/DOC-10554-4212710328)

### Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

* While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
* Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
* Ask for and use the correct name and pronouns for your instructor and classmates.
* Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
* Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
* Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
* Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
* Avoid using “text-talk” unless explicitly permitted by your instructor.
* Proofread and fact-check your sources.
* Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

**Course Calendar (Tentative):**

It is expected that you will have read assignments prior to coming to class, as pop quizzes to confirm this may be possible.

**Date Topic Reading**

Week 1 Course Introduction & Overview (The foundation class of the Major) Walker

The Big Picture (Programs, Facilities, Funding, Sustainability)

The Event Timeline

The Basic Program Blueprint (GANTT & PERT)

Programming Concepts, Leisure, Six Key Elements - Messaging

Week 2 Operation Logistics / Program Proposals CANVAS

Week 3 Facility Selection (Floor plans/Set-up maps/ set up schedules) Walker

Event and Facility Management

Week 4 Pre Event – Event – Post Event – Scope/ Strategies CANVAS

Risk Management

Goals and Objectives + Floor Plan and set up diagrams

**Week 5 Review for Test #1 + Test #1 / On-line Program Review Video**

Week 6 Registration **(Program Proposal Due)** Google Search

Week 7 Marketing & Promotion (Flyers) / Production Partners Walker

Week 8 Staffing Google Search

Week 9 Evaluation of Program Operation/ Data and Metrics Walker

Week 10 Cost, Pricing / Budgeting, Spreadsheets Walker

**Week 11 Review for test #2 Test #2 Gantt Chart Development**

Week 12Innovation & The DFW Recreation Organizations Walker

Week 13 Sustainability (Southpark Film Festival) Walker

Week 14 Outcome Programming Walker

Week 15 Program Review Due

**Week 16 Test #3**

## Grading

Your grade is calculated by a percentage of total points accumulated on all assigned work and bonus work assigned or provided as part of the class. This percentage is calculate by dividing total points acquired for the individual student by the total points that were possible for all class work assigned.

Grade Scale (Due to opportunities for bonus points I do not round up for the final grade)

A = 90% or higher

B = 80% to 89.9%

C =70% to 79.9%

D = 60% to 69.9%

F = 59.9% or lower

Details for the point/percentage values for each assignment/type of assignment are posted along with grading rubrics when deemed needed.

## **Course Evaluation**

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

## Course Policies

### Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines.  Face covering guidelines could change based on community health conditions.

### Attendance

Students are expected to attend class meetings regularly but there is no required attendance. All needed materials, content, and lectures are available on-line (recorded lectures).

It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals.  Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

## Class ParticipationLate Work **All work is to be turned in by the due date posted for each assignment. Point deductions occur for later work. Each day is a minimum of 5% deduction starting immediately after the deadline, and a continued 5% for each 24 hour period after that deadline not to exceed 50% of the assignment point value.**

### Examination Policy

Students are required to complete all posted assignments to acquire the points for the overall grade in the class. All needed materials for testing, and homework assignments are posted in CANVAS. In class participation is highly recommended but not necessary. Students must complete a tournament delivery (participation) activity and assignment either as part of class or externally with an instructor approved activity. (

All tests are open resource – on-line in CANVAS (unless prior individual arrangements are established). Test are open for multiple days, but have a time limit – with a running clock, once started you have a limited time to complete. Should you lose internet connection a make-up can be provided but you must document the loss of service.

### Assignment Policy

All assignment details and due dates are posted in the CANVAS class for this sections.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: [helpdesk@unt.edu](mailto:helpdesk@unt.edu) or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Instructor Responsibilities and Feedback

It is my responsibilities in the course to help you the student grow and learn; by providing clear instructions for projects and assessments, answering questions about assignments, identifying additional resources as necessary, providing grading rubrics, reviewing and updating course content.

Syllabus Change PolicyThe posted syllabus and the current content and assignment due dates are TENATIVE and I hold the right to changes these with sufficient notice. I will provide ample notification of changes allowing for an adequate amount of time for the student to review the needed materials to complete the assignment.

## UNT Policies

### Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.]

### ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

### Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

### Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student’s records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University’s policy. See UNT Policy 10.10, Records Management and Retention for additional information.

### Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT’s [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (https://deanofstudents.unt.edu/conduct) to learn more.

### Access to Information - Eagle Connect

Students’ access point for business and academic services at UNT is located at: [my.unt.edu](https://my.unt.edu/). All official communication from the University will be delivered to a student’s Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (https://it.unt.edu/eagleconnect).

### Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (http://spot.unt.edu/) or email [spot@unt.edu](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\spot@unt.edu).

### Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-5652648.

### Important Notice for F-1 Students taking Distance Education Courses

**Federal Regulation**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

**University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

### Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (https://policy.unt.edu/policy/07-002).

### Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student’s permission unless all of the following criteria are met:

* The work is used only once.
* The work is not used in its entirety.
* Use of the work does not affect any potential profits from the work.
* The student is not identified.
* The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student’s written permission.

Download the UNT System Permission, Waiver and Release Form

**Transmission and Recording of Student Images in Electronically-Delivered Courses**

***This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.***

## Academic Support & Student Services

### Student Support Services

#### Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

* [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
* [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
* [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)
* [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
* [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

#### Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

* [UNT Records](https://registrar.unt.edu/transcripts-and-records/update-your-personal-information)
* [UNT ID Card](https://sfs.unt.edu/idcards)
* [UNT Email Address](https://sso.unt.edu/idp/profile/SAML2/Redirect/SSO;jsessionid=E4DCA43DF85E3B74B3E496CAB99D8FC6?execution=e1s1)
* [Legal Name](https://studentaffairs.unt.edu/student-legal-services)

*\*UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

#### Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don’t assume someone’s name, we should also ask and not assume someone’s pronouns.

You can [add your pronouns to your Canvas account](https://community.canvaslms.com/docs/DOC-18406-42121184808) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

* [What are pronouns and why are they important?](https://www.mypronouns.org/what-and-why)
* [How do I use pronouns?](https://www.mypronouns.org/how)
* [How do I share my pronouns?](https://www.mypronouns.org/sharing)
* [How do I ask for another person’s pronouns?](https://www.mypronouns.org/asking)
* [How do I correct myself or others when the wrong pronoun is used?](https://www.mypronouns.org/mistakes)

#### Additional Student Support Services

* [Registrar](file:///C:\Users\jdl0126\AppData\Local\Temp\OneNote\16.0\NT\0\Registrar) (https://registrar.unt.edu/registration)
* [Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
* [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
* [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
* [Multicultural Center](https://edo.unt.edu/multicultural-center) (https://edo.unt.edu/multicultural-center)
* [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
* [Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)
* [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (https://deanofstudents.unt.edu/resources/food-pantry)

### Academic Support Services

* [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
* [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
* [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
* [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)