

ECDEV 604 Management and Policy Tools for Economic Development and Sustainability Professionals

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Lectures: Wednesdays 11:30am-2:20pm, EVOLV1

Office Hours: Wednesdays 2:30pm-4:00pm; Also available to schedule appointments at another mutually agreed upon time.

Delivery of Course Material: Material for this course will be delivered by the LEARN system. Go to <https://learn.uwaterloo.ca/>

TERRITORIAL ACKNOWLEDGEMENT

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River. Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is centralized within our [Indigenous Initiatives Office](#).

Course Objectives and Description

An integral part of the economic development profession involves critically evaluating and communicating information that is central to decision-making. This course introduces a variety of tools frequently used by economic development professionals, including policy briefs, place marketing strategies, grant/proposal writing, feasibility studies, needs assessments, and program evaluations. These tools are often used to communicate information to a wide variety of stakeholders from councillors and staff, to other levels of government, citizens, businesses, and potential investors. Through lectures, assignments, and critical discussions, students will learn how to: (1) critically evaluate information; (2) present information in a succinct manner; (3) effectively communicate information using multiple platforms; and (4) engage a variety of stakeholders in the economic development process.

COURSE ASSESSMENT:

Activities & Assignments	Assessment
Place Marketing Team Project	40%
PhotoVoice Assignment	10%
Case Study: Innovative LED Response to COVID-19	20%
Policy Brief/Program Development Report	20%
Course Engagement*	10%

* This seminar will be run in a workshop format that requires active participation and attendance on a weekly basis. Students will often be assigned tasks to complete before or during seminars that will contribute to their participation mark.

SUMMARY OF DUE DATES:

Activities & Assignments	Due Date
Place Marketing Team Project	
○ Community Profile & Communication Audit	October 8 th @ 11:00pm
○ Community Brand Pitch	December 1 st in-class
○ Community Brand & Marketing Strategy	December 3 rd @ 11:00pm
Individual Assignments	
○ PhotoVoice Assignment	October 18 th @ 11:00pm
○ Policy Brief/Program Development Report	November 5 th @ 11:00pm
○ Case Study	November 19 th @ 11:00pm

ANNOUNCEMENTS

Your instructor uses the Announcements widget on the Course Home page during the term to communicate new or changing information regarding due dates, course content, etc., as needed. You are expected to read the announcements on a regular basis. To ensure you are viewing the complete list of announcements, you may need to click Show All Announcements.

DISCUSSIONS

We have created an **Ask the Instructor** discussion forum. Use the Ask the Instructor Forum when you have a question that may benefit the whole class. Also, check this forum to see if your question has already been answered before reaching out to your instructor.

MATERIALS AND RESOURCES

All resources can be acquired and downloaded either through Course Reserve or via the links provided. Course Reserves can be accessed using the **Library Resources** widget on the **Course Home** page.

Important notes about Library resources: [Library COVID-19: Updates on library services and operations.](#)

COVID-19 Guidelines for Instructional Space

SHORT-TERM PLAN

In the event of a short-term (e.g., one-week) cancellation of in-person classes, whether for ECDEV 604 or University-wide, ECDEV 604 will be offered online, synchronously on the scheduled day and time (Wednesdays 11:30am-2:20pm). We will use Zoom and a meeting link will be posted in the announcements on the course Learn site and be shared via email.

LONGER-TERM CANCELLATION PLAN

In the event of a longer-term (e.g., more than one-week) cancellation of in-person classes, whether for ECDEV 604 or University-wide, ECDEV 604 will be offered online, synchronously on the scheduled day and time (e.g. Wednesdays 11:30am-2:20pm). This might include using a flipped classroom model (e.g. some narrated lecture content provided on the course Learn site prior to the scheduled synchronous class time depending on technology). This approach will be communicated via email and posted in the announcements on the course Learn site. We will use Zoom and a meeting link will be posted in the announcements on the course Learn site and be shared via email.

ACCOMMODATIONS FOR STUDENTS WHO CANNOT ATTEND CLASSES DUE TO SELF-ISOLATION

If you are ill and/or required to self-isolate, you will be provided with the option to join ECDEV 604 online synchronously on the scheduled day and time (e.g. Wednesdays 11:30am-2:20pm) **(pending the availability of classroom technology)** and/or you can receive a narrated version or recorded version of the lecture material and meet with the course instructor to ask questions or discuss content at a mutually agreed upon day and time.

EXPECTATIONS FOR STUDENTS

- **Attendance:** Students are to attend only the section for which they are registered.
- **Absence:** Students shall not attend class if they are experiencing influenza-like illness, have been in close contact with someone who is ill, or have travelled outside of Canada within the past 14 days.
- **Face coverings:** Wearing of face-covering/mask is a requirement in all common areas on campus, including all indoor instructional spaces.
 - As such, no food is allowed to be consumed in instructional space. Beverages are allowed if a straw is used or if the mask is lowered only for a brief period.
 - When a student asks or answers a question it may be difficult for them to be heard while wearing a mask. A student may briefly lower their mask to ask/answer the question and then the mask must be replaced.
- **Hand hygiene:** Students are expected to practice frequent hand hygiene (handwashing with soap and water or use of hand sanitizer), including immediately before coming into an instructional space
- **Seating:** Students are permitted to sit where they wish. For fall term, many classes have enrolments only up to 50% of seating capacity. Students are encouraged to sit with one seat left empty between them and other students when possible.

Course Policies

Grading

The following table provides students with a basic guideline to grading in this course. All assignments will be graded based on content, structure and references.

Mark	Expectations/Requirements
>90	Exceptional: Demonstrates a very strong grasp of subject matter and underlying substantive material. Few or no technical errors (typos, spelling, grammar). Clarity in writing style; coherent structure and flow; a degree of true originality; appropriate reference to source materials; presents a coherent and persuasive point of view.
80-90	Very good: Demonstrates a strong grasp of subject matter and underlying substantive material. Few technical errors; appropriate reference to source material; some attempt at originality; perhaps a few unreferenced points; well-structured
70-80	Good: Demonstrates solid understanding of material; few technical errors; well referenced.
65-70	Satisfactory: Demonstrates a basic understanding of material; some technical errors; some structure; some missing or inappropriate references.
50-65	Marginal: An unacceptable number of technical errors; little attempt to present coherent viewpoint; demonstrates a weak or superficial understanding of material; inappropriate or missing references; lack of structure
<50	Inadequate

Policy on Late Submissions

Submissions received up to 24 hours after the due date and time indicated above will have a 10 per cent penalty applied to them (of the 100 available per cent for that assignment). Submissions received 24-48 hours AFTER the due date and time indicated above will have a 20 per cent penalty applied to them (of the 100 available per cent for that assignment). Students not handing in their submissions within TWO DAYS of the due date and time will receive a mark of zero on that assignment. Exceptions will be made in extraordinary circumstances (usually related to medical emergencies supported by documentation). Students anticipating that their assignment will be submitted late are encouraged to contact the course instructor at the earliest possible time.

Note on Digital Submissions

Please submit your assignments to the appropriate Dropbox on Learn. By submitting an assignment to Learn, you are agreeing to the following:

- You have properly referenced and footnoted all ideas, words or other intellectual property from other sources used in the completion of this assignment.
- You have included a proper bibliography, which includes acknowledgement of all sources used to complete this assignment.
- The assignment was completed by your own efforts. You did not collaborate with any other person for ideas or answers (with the exception of any group project)

- This is the first time you have submitted this assignment or essay (either partially or entirely) for academic evaluation.

Protocol for Contesting Graded Assignments

Upon receipt of your graded assignment should you wish to contest the grading of your assignment (outside of simple errors in the addition of marks) the following protocol must be followed:

1. Read comments provided thoroughly.
2. After 24hours, submit an email to the course instructor detailing why your assignment warrants a review. Please be sure to provide specific examples and justification as to why you feel your grade should be reconsidered. Be sure to include a copy of your graded assignment in the email.
3. The instructor will then review the stated reasons and decide whether re-grading of the assignment is warranted.
4. Should the instructor deem that re-grading is warranted, the instructor will then ask the student whether they would like their assignment re-graded, recognizing that the student's grade could go up or down depending on the instructors' assessment.
5. The student can choose to either have the instructor go ahead with re-grading the entire assignment or stick with their original grade.

Course Material is Intellectual Property for your Use Only

All materials included in the course (e.g., PowerPoint slides) are made available digitally for your convenience, and are accessible through the LEARN course page. THIS IS NOT A RIGHT BUT A PRIVILEGE. Please note that the use of these materials is intended for students currently enrolled in ECDEV 604 only. Recording of the lectures (i.e. audio or video) is prohibited without the express written consent of the instructor. The distribution of PDF files, PowerPoint slides or any other media, either to individuals or to third-party websites (e.g., CourseHero) is strictly prohibited. If there is any evidence that students have distributed materials from this course, the instructor will remove posted material, and cease posting intellectual property (e.g., PowerPoint slides) online and may pursue disciplinary action against the students in question.

Electronic Communications and Classroom Etiquette

- Electronic communication with the Course Instructor must be sent through LEARN or via your UW email.
- The instructor will try to reply to inquiries from students within two business days. Please ensure that you include the course name and code in the email subject (e.g. ECDEV 604) and be sure to include your name.
- Make sure you consult the course outline/syllabus, LEARN and other course materials before submitting inquiries through LEARN. The instructor will not respond to any requests or messages sent via personal email accounts or social media. Queries made near the due dates of assignments or tests may not be answered.

- Laptops, smart phones and tablets are permitted in class for course-related purposes only. Anybody found accessing the internet for other purposes (e.g. checking email, chatting, social media, non-course sites, playing on-line games, etc.), or using laptops off-line for non-course purposes (e.g., games, movies, music), will be asked to leave the class.
- Devices should be silent in-class.

University Academic Policies & Other Information

INTELLECTUAL PROPERTY: Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
- Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner).

Course materials and the intellectual property contained therein, are used to enhance a student's educational experience. However, sharing this intellectual property without the intellectual property owner's permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).

ACADEMIC INTEGRITY: In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the [Office of Academic Integrity](#) for more information.]

GRIEVANCE: A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read [Policy](#)

[70, Student Petitions and Grievances, Section 4](#). When in doubt, please be certain to contact the department's administrative assistant who will provide further assistance.

DISCIPLINE: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check the [Office of Academic Integrity](#) for more information.] A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

APPEALS: A decision made or penalty imposed under [Policy 70, Student Petitions and Grievances](#) (other than a petition) or [Policy 71, Student Discipline](#) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to [Policy 72, Student Appeals](#).

RESEARCH ETHICS: Please also note that the 'University of Waterloo requires all research conducted by its students, staff, and faculty which involves humans as participants to undergo prior ethics review and clearance through the Director, Office of Human Research and Animal Care (Office). The ethics review and clearance processes are intended to ensure that projects comply with the Office's Guidelines for Research with Human Participants (Guidelines) as well as those of provincial and federal agencies, and that the safety, rights and welfare of participants are adequately protected. The Guidelines inform researchers about ethical issues and procedures which are of concern when conducting research with humans (e.g. confidentiality, risks and benefits, informed consent process, etc.)' (<http://www.research.uwaterloo.ca/ethics/human/>).

Students in ECDEV 604 have permission to discuss their place marketing strategy with people they know who are over the age of 18. See professional skills development and entrepreneurial activities - <https://uwaterloo.ca/research/office-research-ethics/research-human-participants/pre-submission-and-training/human-research-guidelines-and-policies-alphabetical-list/definition-professional-skill-development-0>

NOTE FOR STUDENTS WITH DISABILITIES: [AccessAbility Services](#), located in Needles Hall, Room 1401, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term.

TURNITIN.COM: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first

week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit alternate assignment.

MENTAL HEALTH: The University of Waterloo, the Faculty of Environment and our Departments/Schools consider students' well-being to be extremely important. We recognize that throughout the term students may face health challenges - physical and / or emotional. **Please note that help is available.** Mental health is a serious issue for everyone and can affect your ability to do your best work. Counselling Services <https://uwaterloo.ca/campus-wellness/> is an inclusive, non-judgmental, and confidential space for anyone to seek support. They offer confidential counselling for a variety of areas including anxiety, stress management, depression, grief, substance use, sexuality, relationship issues, and much more.

All students are encouraged to download the WatSAFE app which is available free through the google and iOS app stores. The WatSAFE app provides on- and off-campus contacts for students in distress, including international students, and other information related to campus safety and security.

RELIGIOUS OBSERVANCES: Please inform the instructor at the beginning of term if special accommodation needs to be made for religious observances that are not otherwise accounted for in the scheduling of classes and assignments.

UNCLAIMED ASSIGNMENTS: Unclaimed assignments will be retained until one month after term grades become official in quest. After that time, they will be destroyed in compliance with UW's [confidential shredding procedures](#).

RECORDING LECTURES: Use of recording devices during lectures or meetings is only allowed with explicit permission of the instructor of the course. If allowed, video recordings may only include images of the instructor and not fellow classmates. Posting of videos or links to the video to any website, including but not limited to social media sites such as: facebook, twitter, etc., is strictly prohibited.

CORONAVIRUS INFORMATION: [Coronavirus Information for Students](#) This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

ECDEV 604

Schedule & Summary of Topics

Part I

Introduction

September 8	Introduction & Course Overview
September 15	Place Branding & Marketing
September 22	Asset-Based Community Development

Part II

Engagement & Relationship Building

September 29	Public Engagement
October 6	Engaging with Council
October 13	Reading Week
October 20	Developing Policies, Programs, & Briefs
October 27	Building Relationships with Indigenous Communities

Part III

The Toolkit

November 3	Economic Recovery Planning
November 10	Economic Development (Strategic) Planning
November 17	Grant Writing
November 24	Needs Assessments & Feasibility Studies
December 1	Place Marketing Presentations