I. IDENTIFYING INFORMATION

Course: COM 560
Course Title: Communication and Social/Organizational Change
EPN: 22272616
Term: Fall I
Location: Fort Meade, RV Park
Course Dates: 8/15, 8/16, 8/29, 8/30, 9/12, 9/13/2015
Course Days and Times: Sat/Sun 9:00AM-4:30PM;
Prerequisites: COM 251, COM 301, with a grade of C (2.0) or better; or permission of the instructor.

Blackboard:
Blackboard is a web-based learning management system licensed by CMU. Within Blackboard, a course website, also known as a shell, is automatically created for every CMU course. Face-to-face courses may or may not incorporate Blackboard, whereas Blackboard course shells are always used for online courses and will be available to you prior to the course start date. Seeing the course shell listed in Blackboard with unavailable adjacent to its title is an indication that your instructor has not made it available and is in no way indicative of registration status. To access Blackboard, open a web browser and enter https://blackboard.cmich.edu/webapps/login/. After the site loads, enter your CMU Global ID and password in the respective spaces provided. Click the "login" button to enter Blackboard and then the link to the appropriate course to enter the course's Blackboard shell. If you need assistance, contact the IT Helpdesk at 989-774-3662 / 800-950-1144 x. 3662. Self-guided student tutorial resources are also available at https://blackboard.cmich.edu/webapps/login/.

Instructor: Chukwuka Onwumechili
Primary Phone Number: 301-919-2515
Secondary Phone Number: N/A
E-Mail Address: onwum1ca@cmich.edu
Availability: 5pm - 10pm Thursdays

Academic Biography:
Dr. Onwumechili is Professor of Strategic, Legal, & Management Communication at Howard University, Washington, D.C. He was previously Professor and Chair of the Department of Communications at Bowie State University, Bowie, Maryland. He has written/edited several books and peer-reviewed articles. Some of his articles have been published in the Communication Research Reports, The Howard Journal of Communications, and Telecommunications Policy. Dr. Onwumechili has also facilitated several communications workshops in the community including those focused on effective organizational communications, conflict management and negotiation, communications campaign, among others. In Summer of 2001 he had the opportunity to work as a Faculty Fellow with the Office of the Assistant Secretary of Defense/Public Affairs (OASD/PA) at the Pentagon. He has also appeared on Voice of America (VOA) television as well as local cable television and radio stations to discuss diverse topics.

II. TEXTBOOKS AND INSTRUCTIONAL MATERIALS

Order books from MBS at http://bookstore.mbsdirect.net/cmu.htm

Textbooks and Course Materials:
Title: Diffusion of Innovations
Author: Everett Rogers
Edition: 5th
ISBN: 0743222091
Publisher: The Free Press
Required: Yes
III. COURSE DESCRIPTION
Research and methods of communicating changes into existing social systems.

IV. COURSE GOALS AND OBJECTIVES
Upon completion of this course the student will be able to

1. Name and explain theoretical concepts central to the discipline, especially those connected to diffusion and organizing for social change theories, including those applicable to all communication contexts, and recognize action that reflects those concepts;

2. Criticize arguments in oral and written messages in a diffusion campaign. Assess ethical implications of a given behavior in a given context, especially those of a change agent;

3. Construct reasoned arguments for diffusion campaigns;

4. Solve problems connected to change and being a change agent in a systematic fashion;

5. Compete for career opportunities;

6. Advise others on communication strategies that will help others to establish mutually rewarding social and professional relationships; and

7. Select and apply communication strategies to establish mutually rewarding social and professional relationships.

V. METHODOLOGY
The methodology shall be focused on lectures and discussions that center on the course topics. There shall be expected assignments via Blackboard. In addition, in-class case discussions and out-of-class assignments are designed to supplement learning that takes place through lecture and discussion. These cases are brief scenarios that enhance the understanding of various topics. The out-of-class assignments provide the opportunity for students to apply what they have learned to simulated situations. Furthermore, there shall be discussion opportunities.

VI. COURSE OUTLINE/ASSIGNMENTS

Pre-Class Assignment:
It is strongly suggested that each student read chapter 1 of the required text before the first day of class.

Course Outline:

8/15 - An overview
Introduction to Communication and change.
Types of Change

8/16 - Generation of innovations
Attributes of innovation
Stages, communication channels
Processes of Communication during Change

8/29 - ASSIGNMENT I DUE & Presented.
Elements of diffusing change
Stakeholder Communication Model of Change

8/30 - ASSIGNMENT II DUE & Presented.
Adoption rates
Adopter categories
Characteristics of opinion leaders
Critical mass

9/12 - ASSIGNMENT III DUE
Power and Resistance to change
Storying & Framing
Innovative process in organizations
Consequences of innovations

9/13 -- ASSIGNMENT IV DUE & Presented. FINAL EXAM.

Assignment Due Dates:

Assignment Due Dates:
Assignment I DUE on August 29, 2015
Assignment II DUE on August 30, 2015
Assignment III DUE on September 12, 2015 (Blackboard)
Assignment IV DUE on September 13, 2015

Assignment I

Each student will be required to compile annotated bibliography of at least 5 academic journal articles on topics covered in the course. Each annotation should be atlas half a page long (atlas 250 words) and use APA style. Students will choose the articles to be annotated and should expect to present these orally in class. the selected article must focus on organizational or social change and the annotation should identify a research method used by article author. Plagiarized submissions shall receive a 0 score.

Assignment II
Visit the following url: http://www.rbsgroup.eu/assets/pdfs/2013_THE_8-STEP_PROCESS_FOR_LEADINGCHANGE.pdf. Read the pdf document and then write a 4-page essay on how you may implement change in a police department in the wake of recent law enforcement crisis in America. Plagiarized submissions shall receive a 0 score.

Assignment III is DUE on Blackboard by September 12, 2015
Students will be required to view selected videos (on Youtube) that focus on communication and change. After viewing the videos, each student should participate in Blackboard discussion of each video using principles learned in class to interpret activities on the video. Each student's contribution is evaluated on frequency, volume, and the quality of contribution.

Assignment IV (Group)

Group assignment requiring investigation of major change within a community in the area. Each group must prepare Powerpoint presentation for the class and be ready to discuss the change in detail. Provide information, using sections in your paper, on innovation, channels, time, and social system. Prove graphs and visuals to support your case. The submitted work should be no more than five pages long plus a reference section.

Post-Class Assignment:
N/A

Student Involvement Hours:
Student involvement hours will vary depending on ability to read critically and concisely. Students need to read chapters in the textbook in order to prepare for each class session and then read class notes + text to prepare for examinations. Students also need to set out time to complete assignments.
VII. CRITERIA FOR EVALUATION

Evaluation Criteria:
Each assignment should be typed and submitted when due. All assignments should be submitted on or before they are due to avoid late submission penalties. There shall be no make-up assignments. Students should be prepared to present their assignments to the class as well as to participate in in-class discussions. These discussions are informed by pre-class readings.

Grading Scale:
There shall be four assignments (and presentations/participation), three of them worth 15 points each. Assignment IV (Group) is worth 20 points. The final examination is worth 25 points. Ten (10) points go to those who attend and participate regularly. The grading scale is as follows: A (96+), A- (90-95), B+ (87-89), B (83-86), B- (80-82), C+ (77-79), C (71-76), E (70 or below). An “I” is given only in exceptional circumstance where student has met attendance policy and has completed all but one examination or assignment.

Late Assignments:
One tenth (12%) of the maximum grade shall be deducted for each assignment that is turned in late. If you plan to be absent from class then make sure that an assignment that is due is submitted via email as an MS Word attachment no later than the class start time.

Make-ups and Rewrites:
There shall be no make-ups and rewrites.

VIII. EXPECTATIONS

Attendance and Participation:
Students are required to be in attendance no less than 75% of the days on which the class meets.

Academic Integrity:
Because academic integrity is a cornerstone of the University's commitment to the principles of free inquiry, students are responsible for learning and upholding professional standards of research, writing, assessment, and ethics in their areas of study. Written or other work which students submit must be the product of their own efforts and must be consistent with appropriate standards of professional ethics. Academic dishonesty, which includes cheating, plagiarism and other forms of dishonest or unethical behavior, is prohibited. A breakdown of behaviors that constitute academic dishonesty is presented in the CMU Bulletin (https://bulletins.cmich.edu/).

Student Rights and Responsibilities:
Each member of the Central Michigan University community assumes an obligation regarding self conduct to act in a manner consistent with a respect for the rights of others and with the University's function as an educational institution. As guides for individual and group actions within this community, the University affirms the general principles of conduct described in the Code of Student Rights, Responsibilities and Disciplinary Procedures at https://www.cmich.edu/ess/studentaffairs/Pages/Code-of-Student-Rights.aspx.

IX. SUPPORT SERVICES AND OTHER REQUIREMENTS

Global Campus Library Services (GCLS)
CMU offers you a full suite of library services through its Global Campus Library Services (GCLS) department. Reference librarians will assist you in using research tools and locating information related to your research topic. The library’s Documents on Demand office will help you obtain copies of the books and journal articles you need. Check out the GCLS website at http://gcls.cmich.edu for more information.

Reference librarian contact information:
1. By phone: (800) 544-1452.
2. By email: gclsref@cmich.edu
3. By online form: http://www.cmich.edu/library/gcls/Pages/Ask-a-Librarian-Request-Form.aspx
Documents on Demand office contact information:
1. By phone: (800) 274-3838
2. By email: docreq@cmich.edu
3. By fax: (877) 329-6257
4. By online form: https://illiad.cmich.edu/

Writing Center

The CMU Writing Center is a free online service for all CMU students, providing help with grammar, citations, bibliographies, drafts, and editing of academic papers. Suggestions and feedback are typically provided within two business days. For additional information and to submit work, visit http://webs.cmich.edu/writingcenter/

Mathematics Assistance Center

The CMU Mathematics Assistance Center provides free tutoring in mathematics and statistics to students enrolled in select courses. Tutoring is available online and via telephone. To see what courses qualify and to register with the Math Assistance Center, visit http://global.cmich.edu/mathcenter/tutoring-request.aspx.

ADA

CMU provides individuals with disabilities reasonable accommodations to participate in educational programs, activities and services. Students with disabilities requiring accommodations to participate in class activities or meet course requirements should contact Student Disability Services at (800) 950-1144, extension 3018 or email sds@cmich.edu, at least 4 weeks prior to registering for class. Students may find additional ADA information and forms at https://www.cmich.edu/ess/studentaffairs/SDS/Pages/default.aspx

Note to faculty: CMU Administration will notify you if applicable; otherwise, the student will provide a "Notification Letter to the Instructor" outlining the accommodations the student is approved to receive.

X. BIBLIOGRAPHY


Ft. Meade is a closed post. Regular access is granted to those with Military/DOD ID cards. All privately-owned vehicles driven onto Fort Meade are required to be licensed, registered, inspected and insured according to state and local laws. Vehicles entering the post are subject to a 100 percent identification check and all vehicles are subject to inspection by Fort Meade Force Protection personnel.

**Post Access for Civilians**

If you are a civilian and do not have a DOD ID card, the Fort Meade visitor's center has requested that the CMU Fort Meade Program Administrator provide them with your full name, social security number, driver's license number and state of issue, and date of birth so that a background check can be made prior to you entering the installation. Please provide this information to the CMU Fort Meade Program Administrator at least 17 days prior to the first class meeting date. The CMU Fort Meade Program Administrator can be contacted by phone at 301-621-9796.

Civilians who have provided the above required information to the CMU Ft. Meade Program Administrator by the due date should drive directly to the Vehicle Inspection Station. The inspection station should have your name on an event guest list for Central Michigan University. Please be prepared to show a valid driver’s license, proof of insurance and original and current vehicle registration and to have your vehicle inspected. Also, please bring at least one additional form of identification just in case such as a U.S. passport or social security card.

Visitor’s center gate is open 24 hours per day and is located on Reece Road directly off of Route 175 in Odenton, MD. All other gates are for DOD identification card holders only and the hours of operation vary.

**Directions to the Visitor’s Center, Vehicle Inspection Station, and Gate:**

- **From Washington D.C.:** Take Interstate 95 or I-295 N toward Baltimore to MD State Route 175 E. Follow 175 E until it turns into Annapolis Road. Follow the signs to the Reece Road main gate. Be prepared to present identification, vehicle registration and proof of insurance.
- **From Baltimore:** Take Interstate 95 or I-295 S toward Washington, D.C. to MD State Route 175 E. Follow 175 E until it turns into Annapolis Road. Follow the signs to the Reece Road main gate. Be prepared to present identification, vehicle registration and proof of insurance.
- **From Annapolis:** Take US 50/301 W to Interstate 97 N toward Baltimore. Take MD State Route 32 W toward Odenton/Fort Meade. Take MD State Route 175 W, Annapolis Road. Follow the signs to the Reece Road main gate. Be prepared to present identification, vehicle registration and proof of insurance.

**Directions from the Visitor’s Center Gate on Reece Road to the classroom at the Outdoor Recreation/RV Park**

From the guard gate on Reece Road, take immediate left on to Ernie Pyle Street, continue straight passing Mapes Road, take a right on to Llewellyn Avenue, and then after passing Kimbrough Ambulatory Care Center take immediate left on to Wilson Street. Building 2300 is on the left.

**Outdoor Recreation/RV Park Classroom Address:**

2300 Wilson Street room 119
Fort Meade, MD 20755

Classroom entrance: Use front door marked 117 Offices.

**IMPORTANT NOTE:** Most CMU Ft. Meade courses are scheduled to meet at the Ft. Meade Outdoor Recreation/RV Park classroom, but the location is subject to change.

All students are required to have a CMU Global ID and email account. All communication with students will be sent to their CMU email address to include course updates, classroom location changes, and announcements. Please check your CMU email frequently for updates and important information.