

FOR 400 Human Dimensions of Forestry and Natural Resources

Project Paper – Assignment Description

Overview

This is a writing-intensive course approved to fulfill the Graduation Composition and Communication Requirement (GCCR) for forestry majors. To receive GCCR credit for this course, you must 1) already have sophomore status (completed 30 credit hours), 2) earn an average grade of C or better on the designated Composition and Communication intensive assignments, and 3) complete this course and the other approved GCCR course, FOR 480. This course provides partial credit for the written component of the GCCR for the forestry major in conjunction with FOR 480.

This course is a Composition and Communication intensive course and by the end of the course you will be able to successfully:

- a. Write a paper that is essentially free of mechanical errors (grammar, punctuation, spelling, and syntax) and awkwardness, using a style that is appropriate to the purpose and audience.
- b. Demonstrate an ability to discover, evaluate, and clearly present evidence in support of an argument in the subject area and utilize documentation that conforms to the formats and the citation conventions of the subject area.
- c. Be aware that composing a successful text frequently takes multiple drafts, with varying degrees of focus on generating, revising, editing, and proofreading.
- d. Write a capable, interesting essay about a complex issue in forestry and natural resources for a general university audience.

During the video conference days, each group will need to bring 1 laptop with a camera for the video conference. The Zoom Plug-In must be installed prior to the first video conference.

Groups

The class will be divided into four groups. Groups will be assigned by the instructors.

Group 1 – Appalachian Mountains Joint Venture (AMJV)

You work for the Appalachian Mountains Joint Venture. You have been tasked with assisting the AMJV with “the conservation of habitat for the benefit of birds, wildlife, and people in the core of the Appalachian Region” (<http://amjv.org/about/>). Use the TELE approach to engage landowners and other stakeholders in your area. <http://amjv.org/>

Group 2 – Kentucky Woodland Owners Association (KWOA)

You work for the Kentucky Woodland Owners Association. You have been tasked with assisting the KWOA in promoting sustainable forest management in Kentucky and grow their membership. Use the TELE approach to engage landowners and other stakeholders in your area. <https://kwoa.net/>

Group 3 – White Oak Initiative (WOI)

You work for the White Oak Initiative. You have been tasked with assisting the WOI in getting white oak (and other upland oaks) management prescriptions implemented on private property in Kentucky and the white oak range. Use the TELE approach to engage landowners in your area. https://forestry.ca.uky.edu/white_oak

Group 4 – Natural Resources Conservation Service (NRCS) - Kentucky

You work for Natural Resource Conservation Service in Kentucky. You have been tasked with assisting the NRCS to increase their involvement and support of forest resources related conservation work in Kentucky. Use the TELE approach to engage landowners in your area. <https://www.nrcs.usda.gov/wps/portal/nrcs/site/ky/home/>

Project Paper

There are eight sections to the Project Paper. Students will work **individually** to prepare each section of the paper by the assigned due date. The instructors will provide you with feedback on each section. You will revise each section based on the instructors' comments and any additional information that has been collected relative to the topic. These revisions and additional comments will be compiled into a final draft of the Project Paper. This draft will then be peer-reviewed by your classmates. A final individual Project Paper will be due to the instructors near the end of the semester.

For the most part, these sections correspond to the sections in *Engaging Landowners in Conservation – A Complete Guide to Designing Programs and Communications (Tools for Engaging Landowners Effectively - TELE)*. <https://www.engaginglandowners.org/guide>

Section 1. IDENTIFY THE PROBLEM

What are the challenges facing your employer in addressing this problem/situation? What is the context for those challenges? Do these challenges exist elsewhere? If so, what can we learn from the success or failures of how these challenges were addressed elsewhere?

Section 2 SETTING GOALS AND OBJECTIVES

- 2.1 Defining Project Goals
- 2.2 From Project Goals to Landowner Actions
- 2.3 Choosing SMART Objectives

Section 3 WORKING WITH PARTNERS

- 3.1 Identifying Potential Partners
- 3.2 Framing the Partnership
- 3.3 Choosing Representatives
- 3.4 Managing the Partnership

Section 4 UNDERSTANDING YOUR AUDIENCE

- 4.1 Why Choose an Audience Segment?
- 4.2 How to Pick a Target Audience
- 4.3 The TELE Landowner Types
- 4.4 What Is an Audience Profile

4.5 How to Develop an Audience Profile

Section 5 DESIGNING MESSAGES

5.1 Components of an Effective Message

5.2 The Reason to Act

5.3 Messages with Personality

Section 6 DEVELOPING MATERIALS

6.1 Writing for Impact

6.2 Imagery to Support Your Message

6.3 Useful Design Tools

6.4 Working with Professionals

6.5 Testing Materials

Section 7 GETTING THE WORD OUT

7.1 Achieving Multiple Touches

7.2 Planning Your Outreach Effort

7.3 Reaching Landowners via Direct Mail

7.4 Reaching Landowners via Local Media

7.5 Reaching Landowners via Phone Calls

7.6 Reaching Landowners via Email

7.7 Reaching Landowners via Social Media

Section 8 EVALUATION AND LEARNING

8.1 Approaching Evaluation with a Learning Mindset

8.2 Selecting Metrics and Collecting Data

8.3 Harvesting Learnings and Adapting Your Work

8.4 Creating a Culture of Learning

Guidelines for Each Section:

- ✓ **Each Section should be 600-800 words.**
Points will be taken off if your Section is too short or too long.
- ✓
- ✓ **Include the Word Count at the top of your Section below your name.**
The Word Count should only count words in the main body of your Section paper. Do not include your work cited in your Word Count. To do a Word Count in Word, select your text → click the Review tab → Select Word Count → Report the number of 'Words' that are listed.
- ✓ **Sections should be single spaced, 12 pt font, and 1 inch margins.**
- ✓ **Use headings and subheadings to make your Section easier to follow.**

- ✓ **Use maps, tables, charts, graphs, etc. as needed to help convey your message.**
Tables, figures, etc. should be properly labeled with a title and source. These items should be referred to appropriately in the text.

- ✓ **You must use at least three (3) different peer-reviewed sources in each Section.**
You may cite Engaging Landowners in Conservation as one of the sources. You may also use our in class readings as a source. Once all 8 Sections are compiled you must have a total of 10 different peer-reviewed sources total. Be sure you are incorporating multiple sources throughout all of your sections,

- ✓ **Include a Work Cited at the end of each Section.**
You must follow proper journal citation format. For this class we will use the Journal of Forestry Style and Form for in-text citations and Work Cited.
https://academic.oup.com/jof/pages/General_Instructions#StyleForm

- ✓ **The Section must be proofread, spell checked, and contain proper grammar.**
Carefully review your paper. Omit needless words. You want your paper to be clear and to the point.

DRAFT