1 Course Details

1.1 Calendar Description
This course will introduce skills required to organize equine events, such as horse shows and clinics. Major topics include event planning, and managing event staff and volunteers. Required activities outside of regularly scheduled class hours will be assigned. Students will assist in the planning and staging of equine events either on or off campus.

Pre-Requisite(s): EQN*1010
Restriction(s): EQN*1060 Registration in BBRM.EQM

1.2 Timetable
Lectures: 1 F 9:30 - 10:20 am; ANNU 030.
Lab: 3 F 2:30 - 5:20 pm; ANNU 110.

1.3 Final Exam
Final exam will take place on Monday December 3, 2018, 8:30-10:30am

2 Instructional Support

2.1 Instructor(s)
Katrina Merkies
Email: kmerkies@uoguelph.ca
Telephone: +1-519-824-4120 x54707
Office: ANNU 249
Office Hours: by appointment

2.2 Teaching Assistant(s)
Teaching Assistant: Julia Alebrand
Email: jalebran@uoguelph.ca
Office Hours: By appointment
3 Learning Resources

3.1 Recommended Resource(s)

**Recommended Texts (Textbook)**
- Equestrian Canada Rulebooks [https://www.equestrian.ca/programs-services/rules](https://www.equestrian.ca/programs-services/rules)
- Equestrian Canada Competition Organizers [https://www.equestrian.ca/programs-services/competition-organizers](https://www.equestrian.ca/programs-services/competition-organizers)

3.2 Additional Resource(s)

**Other Resources (Other)**
- All course material and grades available on Courselink. Binders of past events are available during lab time for students to consult.
- Information relevant to equine courses is available on the University of Guelph LibGuides [http://guides.lib.uoguelph.ca/sb.php?subject_id=46243](http://guides.lib.uoguelph.ca/sb.php?subject_id=46243)

4 Learning Outcomes

4.1 Course Learning Outcomes

By the end of this course, you should be able to:
1. develop a long-term and short-term plan for staging an equine event
2. administrate an equine event
3. know duties and responsibilities of event staff
4. appoint staff, delegate tasks
5. appoint, manage and oversee volunteers
6. develop a financial plan for a successful event
7. deal with organizational problems in a professional manner
8. be involved in decision-making at management level
9. identify health and safety risks to attending horse and human competitors and public
10. be aware of environmental effects

5 Teaching and Learning Activities

5.1 Lecture

**Fri, Sep 7, 9:30 AM - 10:20 AM**
**Topic(s):** Introduction to course and assignments. Event review and sign-up.

**Week 2**

**Topic(s):** Radio advertising

Guest lecturer Kim Logue, radio show host of Hoofbeats on CFRU

**Week 3**
Promotion and marketing of equine programs and events. Campus branding guidelines for ads/posters.

Guest lecturer Stephanie Craig, Communications Manager, OAC

Week 4

Topic(s): Hospitality, VIPs, ceremonies, entertainment

Week 5

Topic(s): Sponsorship – how to attract and promote event sponsors

Week 6

Topic(s): Making contacts, networking, business etiquette

Reference(s): Students to create their own business card to bring to class

Guest lecturer Dr Owen Roberts, Director, Research Communications, University of Guelph

Week 7

Topic(s): Post-event evaluation

Week 8

Topic(s): Preparation for the Equine Industry Symposium

Week 9

Topic(s): Review and evaluation of the Equine Industry Symposium

Week 10

Topic(s): Emergency action plans and risk management

guest lecturer Christi Cooper, Agricultural & Veterinary Safety Officer UG

Week 11

Topic(s): No class

Week 12

Topic(s): Review for final exam

5.2 Lab

Fri, Sep 7, 2:30 PM - 5:20 PM

Topic(s): Organization and planning of an event – long term and short term
planning Working with groups. Running effective meetings, chairing, preparing agendas, minutes.

**Group Meetings for EIS** – schedule chairs and secretaries for fall meetings. Develop a timeline of tasks to be done and resources needed to complete them.

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**Week 2**

**Topic(s):** Training and managing volunteers. Volunteer opportunities – guests from Equine Guelph, DSC.

**Group Meetings for EIS**

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**Week 3**

**Topic(s):** Public Relations – How to write a Press release, PSA

**Group Meetings for EIS**

**Reference(s):** Guest lecture Dr Lori Bona Hunt, Director, Integrated Communications, University of Guelph

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**Week 4**

**Topic(s):** Production logistics – bookings, rentals and contracts

**Group Meetings for EIS**

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**Week 5**

**Topic(s):**

**Group Meetings for EIS**

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**Week 6**

**Topic(s):** Programs. Signage necessary for event

**Group Meetings for EIS**

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**Week 7**

**Topic(s):** Preparation for the Equine Industry Symposium

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**Week 8**
**6 Assessments**

**6.1 Marking Schemes & Distributions**

<table>
<thead>
<tr>
<th>Name</th>
<th>Scheme A (%)</th>
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<tbody>
<tr>
<td>Equine Industry Symposium</td>
<td>50</td>
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<tr>
<td>Animal Care Course</td>
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<tr>
<td>Volunteer Assignment</td>
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<td>Winter Event Plan</td>
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<tr>
<td>Final Exam</td>
<td>20</td>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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**6.2 Assessment Details**

**Equine Industry Symposium (50%)**

1. Group meeting minutes (13% - 1%/submission): each week during lab you will meet with your sub-committee to discuss and plan details for the symposium. Agendas for each meeting need to be submitted to Courselink by **Wednesday** each week, and minutes from the meeting need to be submitted to Courselink by **Friday** each week (Weeks 1-8).
The chair and secretary for each meeting should be rotated through all the sub-committee members. All group members will receive the same mark on this.

2. Reflective writing (5% each x 2): You have chosen this degree program because you are interested in horses and perhaps will make a career in the industry. As such, the EIS has a direct impact on you. In keeping with this year’s theme of “professionalism and standards”, you will write a reflection both before and after the symposium.
   a. Write a one-page reflection before the symposium focusing on what you think might occur, how it will impact you, and how you can be prepared to take the most out of the experience. **Due October 19 by 11:59pm on Courselink.**
   b. Write a one-page reflection on how the EIS impacted you. Was it what you thought it would be? Was there anything surprising? Could you have prepared yourself better? What did you take away from it personally? **Due November 2 by 11:59pm on Courselink.**

3. Horse Portal discussion (3% each x 3): the Horse Portal is a clearing house for connecting the industry to participants. The EIS has a dedicated Horse Portal discussion site. Each student is expected to contribute at least three posts during the semester. Posts will be graded on content – ie. It is not sufficient to simply agree with someone else’s post, but you must provide some facts relevant to the discussion or an opinion based on facts or interviews with equine professionals. Better quality posts will generate significant discussion. You can post at any time during the semester, but at least one post must be submitted before **October 27** and all posts must be submitted by **November 30**.

4. Subcommittee productivity (13%): your sub-committee will be graded as a group on how well your tasks were completed. Consideration is given to quality of work, timeliness, creativity, and professionalism. All group members will receive the same mark on this.

5. Individual and group assessment (5%) – following the EIS, you will evaluate your own and your group members’ performance using the rubric available on Courselink and the link to the PEAR assessment tool. Assessments must be completed by **November 2 by 11:59pm.**

**Animal Care Course (5%)**
**Date:** Nov 9 (in class), ANNU102
All students must complete the College Royal Animal Care Short course available online. Instructions will be given in class

**Volunteer Assignment (10%)**
**Date:** one week after event or no later than Dec 3
All students will complete 8 hours of volunteer service assisting at an equine event. Please see volunteer template and rubric on Courselink. All volunteer summaries are due **one week** after your volunteer event, or no later than December 3. Below are some possible events to volunteer at:

- BBRM Alumni Night, September 22
- PACE for the Donkeys, September 30
Winter Event Plan (15%)
Choose one of the following sub-committees (1-5) to plan upcoming events (15%)

A. ISES annual conference: The International Society for Equitation Science (ISES) annual conference is being held in Guelph on August 19-21, 2019. Students will assist in aspects of planning for this event by signing up for one of the following sub-committees:

1. Tourism – this is a destination event, meaning people will be attending from all over the world, and many will take this opportunity to explore Canada, Ontario, and Guelph. What information and opportunities can you provide to delegates to make their visit most rewarding (this would be anything off campus)?
2. Hospitality – delegates from all over the world and selected VIPs will be attending this event. What information and opportunities can you provide to make the conference most rewarding for them (this would be everything on campus)?
3. Volunteers – to make the event run smoothly, many volunteers are needed. Working with each LCOC sub-committee, outline the number and type of volunteers needed. Create a volunteer package and training manual.
4. Risk management – any event requires an analysis of the risks, especially as this event includes a practical day of demonstrations. Define all the areas that could propose risks, create a risk analysis, and outline ways to reduce or eliminate risk in these areas. Develop an emergency action plan for those times when risk is not able to be mitigated.

B. Equine Career Night The EQN*2070 class will be hosting the Equine Career Night in Winter 2019.

5. Planning committee – work on the event logistics to determine the date, time and location of this event. Plan out the advance details (vision, promotion, contacts) so that the event can run smoothly in the winter semester.

Each group must submit four reports for grading. Please see the rubric on Courselink for details on the expectations for each section. Assignments are due by Friday midnight of the due date. All members of a group will receive the same mark for all assignments unless otherwise agreed upon.
1. Report 1 (3%): Organization and planning. Create a list of tasks to be completed along with resources required to complete them. Create a timeline of when each task should be completed. Detail how your sub-committee will operate to complete all the tasks. Due November 2, 2018

2. Report 2 (4%): Submit a formal report outlining how, when, where, why, and what tasks have been completed to date, what tasks are still outstanding and how they will be achieved. Include all details. Indicate any issues encountered with a plan to overcome them. Due November 9, 2018

3. Report 3 (4%): Submit a formal report outlining how, when, where, why, and what tasks have been completed to date, what tasks are still outstanding and how they will be achieved. Include all details. Indicate any issues encountered with a plan to overcome them. Due November 16, 2018

4. Report 4 (4%): Submit a final formal report which should summarize all the tasks completed and be ready to take forward in the continued planning of this event. Due November 23, 2018

Final Exam (20%)
Date: Mon, Dec 3, 8:30 AM - , 10:30 AM, TBD
Final exam will be comprehensive of all material covered during the semester

7 Course Statements

7.1 Grading Policies

The assignment of grades is based on the clearly defined standards published in the Undergraduate Calendar as follows (Undergraduate Grading Procedures):

- **80 - 100 (A) Excellent.** An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.

- **70 - 79 (B) Good.** A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.

- **60 - 69 (C) Acceptable.** An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.

- **50 - 59 (D) Minimally Acceptable.** A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the
material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.

- **0 - 49 (F) Fail.** An inadequate performance

Evaluation criteria used gives a measure quality of performance and not merely activity, including consideration of the student’s ability to use correctly and effectively the language appropriate to the assignment. Assignments must be submitted electronically via CourseLink unless otherwise noted. Due dates and times are explicitly stated in the assignment information. Assignments are graded by rubrics where noted, which are available on CourseLink.

In this course, your instructor will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph. All submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site. A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

All tests, assignments, reports, etc., will be returned to, or discussed with students, without undue delay and in any case before the last day of the examination period.

### 7.2 Missed Assessments & Classes

Alternate assessments will be offered only to students with documented medical, psychological, or compassionate reasons for missing a scheduled assessment [see Academic Consideration]. It is the student’s responsibility to obtain notes/learning materials from a missed class. Late assignments without the aforementioned documentation will be accepted with a penalty of 20% per day, up to a maximum of three days late. Assignments submitted later than 3 days will not be accepted and will result in a zero grade.

### 7.3 Group Work

Assignments are expected to be individual work unless otherwise noted, and are graded as such. However, this course contains a large proportion of group work. All group members will receive the same grade for group work assignments unless otherwise approved by the Instructor. Any problems associated with group work should be brought to the attention of the instructor as soon as possible.

### 7.4 Additional Course Information

This course requires a significant amount of time input outside of classroom hours. Lab time will be spent in planning, marketing, organizing and running equine events. Learning concepts will occur in practical application of learning objectives. Appropriate and professional attire is expected when attending equine events (e.g. long pants, shirt with collar, boots must be worn when in the barns or arena areas). Polo shirts may be supplied for students to wear during events but must be returned.
8 University Statements

8.1 Email Communication

As per university regulations, all students are required to check their e-mail account regularly: e-mail is the official route of communication between the University and its students.

8.2 When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. The regulations and procedures for Academic Consideration are detailed in the Undergraduate Calendar.

8.3 Drop Date

Courses that are one semester long must be dropped by the end of the fortieth class day; two-semester courses must be dropped by the last day of the add period in the second semester. The regulations and procedures for Dropping Courses are available in the Undergraduate Calendar.

8.4 Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

8.5 Accessibility

The University promotes the full participation of students who experience disabilities in their academic programs. To that end, the provision of academic accommodation is a shared responsibility between the University and the student.

When accommodations are needed, the student is required to first register with Student Accessibility Services (SAS). Documentation to substantiate the existence of a disability is required, however, interim accommodations may be possible while that process is underway.

Accommodations are available for both permanent and temporary disabilities. It should be noted that common illnesses such as a cold or the flu do not constitute a disability.

Use of the SAS Exam Centre requires students to book their exams at least 7 days in advance, and not later than the 40th Class Day.

More information: www.uoguelph.ca/sas

8.6 Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.
Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar.

8.7 Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

8.8 Resources

The Academic Calendars are the source of information about the University of Guelph’s procedures, policies and regulations which apply to undergraduate, graduate and diploma programs.