



# **ANSC\*6610 Scientific Communication, Knowledge Dissemination and Professional Development**

Fall 2022  
Section(s): C01

Department of Animal Biosciences  
Credit Weight: 0.50  
Version 1.00 - October 11, 2022

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## **1 Course Details**

### **1.1 Calendar Description**

This course helps to foster graduate student career success in academia, government or industry by enhancing student skills in scientific communication and knowledge dissemination and by providing opportunities for personal growth in a chosen area of professional development.

**Restrictions:** Restricted to Animal Biosciences students.

### **1.2 Course Description**

This course is designed to foster graduate student career success in academia, government, or industry. Students will be provided opportunities to enhance their skills in scientific communication and knowledge dissemination through website, research-focused newsletter and infographic creation, and a 3-minute thesis presentation. Students will also be provided opportunities for professional development including curriculum vitae and employment cover letter design, and professional development in an area of their interest.

This course is required for all MSc (thesis), MSc (coursework) and PhD students. Students taking this course as an MSc student are not required to take it as a PhD student.

### **1.3 Timetable**

Mondays at 11:30am - 12:50pm

Room: To be arranged / online via zoom

**COVID-19 Disclaimer:** please be aware that the information on course delivery, accessibility and examinations presented in this outline were developed based on current University guidelines. However, due to the continuously evolving situation and resulting changes in public health recommendations, the format and delivery of this course may be revised with limited notice.

## 1.4 Final Exam

No final exam

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# 2 Instructional Support

## 2.1 Instructional Support Team

<b>Instructor:</b>	Michael Steele
<b>Email:</b>	mastele@uoguelph.ca
<b>Telephone:</b>	5194006556
<b>Office:</b>	ANNU 235

## 2.2 Teaching Assistants

<b>Teaching Assistant (GTA):</b>	Juanita Echeverry Munera
<b>Email:</b>	jechever@uoguelph.ca

## 2.3 Netiquette Expectations

**Inappropriate online behaviour will not be tolerated. Examples of inappropriate online behaviour include:**

- Posting inflammatory messages about your instructor or fellow students
- Using obscene or offensive language online

- Copying or presenting someone else's work as your own
- Adapting information from the Internet without using proper citations or references
- Buying or selling term papers or assignments
- Posting or selling course materials to course notes websites
- Having someone else complete your quiz or completing a quiz for/with another student
- Stating false claims about lost quiz answers or other assignment submissions
- Threatening or harassing a student or instructor online
- Discriminating against fellow students, instructors and/or TAs
- Using the course website to promote profit-driven products or services
- Attempting to compromise the security or functionality of the learning management system
- Sharing your user name and password
- Recording lectures without the permission of the instructor

## **2.4 Communicating with Your Instructor**

During the course, your instructor will interact with you on various course matters on the course website using the following ways of communication:

- **Announcements:** The instructor will use **Announcements** on the Course Home page to provide you with course reminders and updates. Please check this section frequently for course updates from your instructor.
  - **Ask Your Instructor Discussion:** Use this discussion forum to ask questions of your instructor about content or course-related issues with which you are unfamiliar. If you encounter difficulties, the instructor is here to help you. Please post general course-related questions to the discussion forum so that all students have an opportunity to review the response. To access this discussion forum, select **Discussions** from the **Tools** dropdown menu.
  - **Email:** If you have a conflict that prevents you from completing course requirements, or have a question concerning a personal matter, you can send your instructor a private message by email. The instructor will attempt to respond to your email within 24 hours.
  - **Video Call:** If you have a complex question you would like to discuss with your instructor, you may book a video meeting on Teams (or alternate platform being used by your instructor). Video meetings depend on the availability and are booked on a first come first served basis.
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## 3 Learning Resources

### 3.1 Course Technologies and Technical Support

#### System and Software Requirements

This course will use a variety of technologies including:

- Zoom
- CourseLink

To help ensure you have the best learning experience possible, please review the list of system and software requirements (<https://opened.uoguelph.ca/student-resources/system-and-software-requirements>)

#### CourseLink System Requirements

Students are responsible for ensuring that their computer system meets the necessary system requirements. Use the browser check tool to ensure your browser settings are compatible and up to date (Results will be displayed in a new browser window).

<http://spaces.uoguelph.ca/ed/system-requirements/>

<https://courselink.uoguelph.ca/d2l/systemCheck>

## Course Technologies

### CourseLink

This course is being offered using CourseLink (powered by D2L's Brightspace), the University of Guelph's online learning management system (LMS). By using this service, you agree to comply with the University of Guelph's Access and Privacy Guidelines. Please visit the D2L website to review the Brightspace privacy statement and Brightspace Learning Environment web accessibility standards. <http://www.uoguelph.ca/web/privacy/>  
<https://www.d2l.com/legal/privacy/> <https://www.d2l.com/accessibility/standards/>

### CourseLink Technical Support

If you need any assistance with the software tools or the CourseLink website, contact CourseLink Support. ([courselink@uoguelph.ca](mailto:courselink@uoguelph.ca); Tel: 519-824-4120 ext. 56939 Toll-Free (CAN/USA): 1-866-275-1478

Support Hours (Eastern Time): Mon thru Friday 8:30am-8:30pm; Saturday: 10am-4pm; Sunday 12pm-6pm

## 3.1 Library Access

As a student, you have access to the University of Guelph's library collection, including both physical and electronic materials. For information on checking out or couriering physical library items, accessing electronic journals and returning items to the library, visit the library's website. If you are studying off campus and would like to access the library's electronic resources, use the Off Campus Login and login using your Single Sign On credentials or using your last name and library barcode. <https://www.lib.uoguelph.ca/>  
<https://www.lib.uoguelph.ca/campuslogin>

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## 4 Learning Outcomes

### 4.1 Course Learning Outcomes

By the end of this course, you should be able to:

1. *Create* a personal website that *disseminates knowledge* about your research and relevant experience to the global community
2. *Critically* review a recently published journal article from your advisor's lab and *articulate* your comprehension of the material by *composing* a promotional article for the department newsletter, which targets the undergraduate community
3. Using the "three-minute thesis" format, orally *communicate* your research to the general public.

4. *Create* an infographic poster that visually *communicates* your planned thesis research to the general public.
  5. *Create* a promotional cover letter for your dream job.
  6. *Design* your curriculum vitae for a job application.
  7. *Undertake* 8+ hours of professional development, then *present* and *discuss* this newly acquired skillset to your colleagues.
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## 5 Teaching and Learning Activities

### 5.1 Lecture

**Mon, Sep 12**

**Topics:**

- **Course instructor:** Introduction to the course
- **Michael Steele (Animal Biosciences; wpearson@uoguelph.ca):** *Applying for a job in academia or industry: communicating your candidacy*

**Mon, Sep 20**

**Topics:**

- **Robert Jones** (Animal Biosciences; rjones12@uoguelph.ca): *Webpage design and the department newsletter*
- **Dave Seymour** (Trouw Nutrition, dave.seymour@trouwnutrition.com) *The keys to becoming literate in statistics*

**Mon, Sep 26**

**Topics:**

- **Michael Steele** (Animal Biosciences; masteele@uoguelph.ca): *Effective slide design*
- **Karolina Rachtan** (Experience Guelph; krachtan@uoguelph.ca): *Writing the perfect curriculum vitae/resume and cover letter*

**Mon, Oct 3**

**Topics:**

- **Jennifer Marvin** (UofG Library Services, jmarvin@uoguelph.ca): *Effective use of infographics*
- **Jacqueline Kreller-Vanderkooy** (UoG Library; jkreller@uoguelph.ca): *Effective literature searching \reference programs*

**Mon, Oct 17****Topics:**

- **Leigh West** (OAC Deans Office; lewest@uoguelph.ca) *The 3-minute thesis, finding your path, and dealing with nerves on stage*
- **Michael Steele** (Animal Biosciences; masteele@uoguelph.ca) *Informing and engaging your audience in an oral presentation*

**Mon, Oct 24****Topics:**

- **Karolina Rachtan** (Experience Guelph, career advisor; krachtan@uoguelph.ca) *How to network*
- **Angela Guerra** (Office of Diversity and Human Rights; guerra@uoguelph.ca) *Equity, Diversity and Inclusion*

**Mon, Oct 31****Topics:**

- **Rebecca Skelhorn** (Student Wellness; skelhorn@uoguelph.ca): *Mental Health*
- **Victoria Fritz** (U of G Library Learning Services; vfritz@uoguelph.ca) *How to cope with criticism and failure*

**Mon, Nov 7****Topics:**

- **Elijah Kiarie** (Department of Animal Biosciences; ekiarie@uoguelph.ca): *Life in academia vs industry*
- **Kate Shoveller** (Department of Animal Biosciences; ashovell@uoguelph.ca): *Life in academia vs industry*

**Mon, Nov 14**

**Topics:**

- **Dan Tulpan** (Animal Biosciences; dtulpan@uoguelph.ca): *Life in academia versus government*
- **Jennifer Ellis** (Animal Biosciences; jellis@uoguelph.ca): *Life in academia versus industry*

**Mon, Nov 21****Topics:**

Networking event - to be determined

**Mon, Nov 28****Topics:**

No class today. Work on Professional Development Presentations

## 5.2 Additional information

Students are advised that this schedule may change during the semester due to evolving availabilities of guest lecturers. If there are changes in the schedule, students will be notified by email as soon as possible.

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# 6 Assessments

## 6.1 Marking Schemes & Distributions

Name	Scheme A (%)
Online profile	15
Application materials	85
Total	100

## 6.2 Assessment Details

**Online Profile (15%)****Date:** Mon, Oct 24**Learning Outcome:** 1, 2

- Personal Webpage (30%)
- Departmental newsletter contribution (50%)
- other professional online presence (eg. LinkedIn, etc) (20%)

**Application materials (85%)**



**Date:** Mon, Nov 28

**Learning Outcome:** 3, 4, 5, 6, 7

- cover letter (10%)
  - resume / CV (10%)
  - 3MT recorded presentation (25%)
  - research infographic (20%)
  - 5 minute professional development presentation (35%)
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## 7 Course Statements

### 7.1 Late Policy

If you choose to submit assignments to the **Dropbox** tool late, the full allocated mark will be reduced by 10% per day after the deadline for the submission of the assignment to a limit of 3 days at which time access to the **Dropbox** folder will be closed. Late Graded Homework Assignments will NOT be graded if they are submitted after the solutions have been posted to CourseLink.

Extensions will be considered for medical reasons or other extenuating circumstances. If you require an extension, discuss this with the instructor as soon as possible and well before the due date. Barring exceptional circumstances, extensions will not be granted once the due date has passed. These rules are not designed to be arbitrary, nor are they inflexible. They are designed to keep you organized, to ensure that all students have the same amount of time to work on assignments, and to help to return marked materials to you in the shortest possible time.

### 7.2 Dropbox Submissions

Assignments should be submitted electronically via the online **Dropbox** tool, unless otherwise indicated by your instructor. When submitting your assignments using the **Dropbox** tool, do not leave the page until your assignment has successfully uploaded. To verify that your submission was complete, you can view the submission history immediately after the upload to see which files uploaded successfully. The system will also email you a receipt. Save this email receipt as proof of submission.

Be sure to keep a back-up copy of all of your assignments in the event that they are lost in transition. In order to avoid any last-minute computer problems, your instructor strongly

recommend you save your assignments to a cloud-based file storage (e.g., OneDrive), or send to your email account, so that should something happen to your computer, the assignment could still be submitted on time or re-submitted.

It is your responsibility to submit your assignments on time as specified on the Schedule. Be sure to check the technical requirements and make sure you have the proper computer, that you have a supported browser, and that you have reliable Internet access. Remember that **technical difficulty is not an excuse not to turn in your assignment on time**. Don't wait until the last minute as you may get behind in your work.

If, for some reason, you have a technical difficulty when submitting your assignment electronically, please contact your instructor or CourseLink Support.

<http://spaces.uoguelph.ca/ed/contact-us/>

## 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 grounds for Academic Consideration are detailed in the Undergraduate and Graduate Calendars.

Undergraduate Calendar - Academic Consideration and Appeals

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Graduate Calendar - Grounds for Academic Consideration

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

Associate Diploma Calendar - Academic Consideration, Appeals and Petitions

<https://www.uoguelph.ca/registrar/calendars/diploma/current/index.shtml>

### 8.3 Drop Date

Students will have until the last day of classes to drop courses without academic penalty. The

deadline to drop two-semester courses will be the last day of classes in the second semester. This applies to all students (undergraduate, graduate and diploma) except for Doctor of Veterinary Medicine and Associate Diploma in Veterinary Technology (conventional and alternative delivery) students. The regulations and procedures for course registration are available in their respective Academic Calendars.

Undergraduate Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Graduate Calendar - Registration Changes

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/genreg-reg-regchg.shtml>

Associate Diploma Calendar - Dropping Courses

<https://www.uoguelph.ca/registrar/calendars/diploma/current/c08/c08-drop.shtml>

## 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 make a booking at least 14 days in advance, and no later than November 1 (fall), March 1 (winter) or July 1 (summer). Similarly, new or changed accommodations for online quizzes, tests and exams must be approved at least a week ahead of time.

For Guelph students, information can be found on the SAS website

<https://www.uoguelph.ca/sas>

For Ridgetown students, information can be found on the Ridgetown SAS website

<https://www.ridgetownc.com/services/accessibilityservices.cfm>

## 8.6 Academic Integrity

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 encourages academic integrity. 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.

Undergraduate Calendar - Academic Misconduct

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Graduate Calendar - Academic Misconduct

<https://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/index.shtml>

## 8.7 Recording of Materials

Presentations that are made in relation to course work - including lectures - cannot be recorded or copied without the permission of the presenter, whether the instructor, a student, 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 that apply to undergraduate, graduate, and diploma programs.

Academic Calendars

<https://www.uoguelph.ca/academics/calendars>

## 8.9 Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email.

This includes on-campus scheduling during the semester, mid-terms and final examination schedules. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

## 8.10 Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g.. final exam or major assignment).

## **8.11 Covid-19 Safety Protocols**

For information on current safety protocols, follow these links:

- <https://news.uoguelph.ca/return-to-campus/how-u-of-g-is-preparing-for-your-safe-return/>
- <https://news.uoguelph.ca/return-to-campus/spaces/#ClassroomSpaces>

Please note, these guidelines may be updated as required in response to evolving University, Public Health or government directives.

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