



COURSE OUTLINE: ESA104 - PUBLIC AWARE & COMMS

Prepared: Conor Mihell

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	ESA104: PUBLIC AWARENESS AND COMMUNICATIONS
Program Number: Name	5255: ENV. SUSTAINABILITY
Department:	NATURAL RESOURCES PRG
Academic Year:	2023-2024
Course Description:	This environmental communications course supports students in developing and applying effective written and oral communication skills to share the values of sustainability with a diverse range of audiences. Lectures will examine examples of public engagement in forestry, energy, mining and other natural resources sectors in Ontario and Canada, in the process revealing critical insights into how existing procedures reflect the goals of sustainability and increasingly diverse audiences. Students will consider case studies in media relations, analyzing overall impacts and exposing broader messages of campaigns. Discussion-based workshops will provide students with real-world examples of supporting cultural diversity and developing meaningful strategies for effective Indigenous and community consultation. Written reflection assignments will encourage students to practice and refine their own communication skills.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	5255 - ENV. SUSTAINABILITY
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Develop scientific reports to communicate data, analysis and conclusions to community stake holders.
	VLO 7 Develop and implement a model to Build community engagement and capacity to achieve the desired organizational outcomes.
	VLO 8 Apply principles of project management and leadership to complete projects on time and within scope.
	VLO 9 Develop and implement an interdisciplinary perspective to evaluate goals, objectives, and strategies for approaching environmental problems.
	VLO 10 Apply principles and practices of community and industry development to increase resiliency, innovation and transformation toward greater sustainability.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.



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	<p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> <p>EES 11 Take responsibility for ones own actions, decisions, and consequences.</p>												
Course Evaluation:	<p>Passing Grade: 50%,</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p>												
Other Course Evaluation & Assessment Requirements:	<p>Academic success is directly linked to attendance. Missing more than 1/3 of the course hours in a semester shall result in an F grade for the course.</p>												
Books and Required Resources:	<p>Environmental Communication and the Public Sphere by Phaedra C. Pezzullo & Robert Cox Publisher: Sage Publications Edition: Sixth ISBN: 9781544387031</p>												
Course Outcomes and Learning Objectives:	<table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>Understand the importance of public awareness and engagement in achieving a sustainable future.</td> <td> 1.1 Define sustainability and make it relevant to a variety of audiences, including the general public, Indigenous communities and New Canadians 1.2 Discuss the importance of effective environmental communication and how it relates to achieving sustainable outcomes 1.3 Understand the importance of engaging the public in making equitable and sustainable management decisions on public lands and traditional Indigenous territories 1.4 Define the greater importance of discussing critical issues such as climate change, biodiversity and resource development with the broader public </td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>Identify and define discrete audience types and apply effective communication strategies to address their specific needs.</td> <td> 2.1 Identify different types of audiences, including urban and rural, Indigenous and other cultural backgrounds 2.2 Define stakeholders and affected communities in a sensitive manner 2.3 Develop strategies to equitably and effectively engage all types of audiences in environmental decision-making 2.4 Appreciate Indigenous worldviews as they relate to sustainability 2.5 Apply effective communication for a wide range of audiences </td> </tr> <tr> <th>Course Outcome 3</th> <th>Learning Objectives for Course Outcome 3</th> </tr> <tr> <td>Explore the history of public</td> <td>3.1 Examine existing policy frameworks including Forest</td> </tr> </tbody> </table>	Course Outcome 1	Learning Objectives for Course Outcome 1	Understand the importance of public awareness and engagement in achieving a sustainable future.	1.1 Define sustainability and make it relevant to a variety of audiences, including the general public, Indigenous communities and New Canadians 1.2 Discuss the importance of effective environmental communication and how it relates to achieving sustainable outcomes 1.3 Understand the importance of engaging the public in making equitable and sustainable management decisions on public lands and traditional Indigenous territories 1.4 Define the greater importance of discussing critical issues such as climate change, biodiversity and resource development with the broader public	Course Outcome 2	Learning Objectives for Course Outcome 2	Identify and define discrete audience types and apply effective communication strategies to address their specific needs.	2.1 Identify different types of audiences, including urban and rural, Indigenous and other cultural backgrounds 2.2 Define stakeholders and affected communities in a sensitive manner 2.3 Develop strategies to equitably and effectively engage all types of audiences in environmental decision-making 2.4 Appreciate Indigenous worldviews as they relate to sustainability 2.5 Apply effective communication for a wide range of audiences	Course Outcome 3	Learning Objectives for Course Outcome 3	Explore the history of public	3.1 Examine existing policy frameworks including Forest
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	awareness in resource management decision-making in Canada at a provincial and federal level--and form a critical analysis of the strengths and weaknesses of current practices.	Management Planning, Environmental Assessment, the Ontario Environmental Bill of Rights and others 3.2 Understand the history of these policy frameworks and how they reflect a growing public appetite for sustainable resource development 3.3 Understand how these frameworks engage the public 3.4 Analyze existing frameworks to better reflect diverse audiences 3.5 Analyze improvements to existing frameworks better achieve sustainable outcomes
	Course Outcome 4	Learning Objectives for Course Outcome 4
	Appreciate the unique needs of Indigenous communities, as well as the importance of Treaty Rights and the role of effective communication in promoting reconciliation and attaining sustainable resource management decisions.	4.1 Understand the legal and cultural significance of Treaties 4.2 Appreciate the importance of Traditional Indigenous territories 4.3 Explore the unique attributes of Indigenous worldviews as they relate to the natural environment 4.4 Define Free, Informed and Prior Consent 4.5 Apply effective communication to support positive relationships with Indigenous communities
	Course Outcome 5	Learning Objectives for Course Outcome 5
	Develop and demonstrate effective communication techniques to relay information to a variety of audiences in a variety of forms.	5.1 Understand the fundamental Sender-Message-Receiver framework of communication in the context of the natural environment and sustainability 5.2 Apply techniques to communicate complex issues of science, nature, policy and management to general audiences 5.3 Apply effective written communication 5.4 Apply effective oral communication 5.5 Apply different forms of media to improve the effectiveness of public communication

Evaluation Process and Grading System:	Evaluation Type		Evaluation Weight
	Final test		10%
	Interpreting an issue in sustainability for a general audience (final paper)		20%
	Interpreting an issue in sustainability for a general audience (plan)		10%
	Participation in discussions		10%
	Reflection assignment: Existing strategies for public engagement		20%
	Reflection assignment: Review and analyze an environmental media campaign		20%
	Role play: Communication basics, sender-message-receiver		10%

Date:	July 20, 2023
Addendum:	Please refer to the course outline addendum on the Learning Management System for further information.