URBS 401/501: Foundations
Tuesdays, 6:00 pm
7700 France, Edina Campus
Spring 2010

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Mankato Office Hours:
Tuesday: 11:00 – 2:00
Wednesday: 10:00 – 4:00
Thursdays: 11:00 – 2:00

Edina Office Hours: By appointment

Course Description
Foundations is designed to give a broad survey of the fields of planning and management, and examine the intricate ties between the two fields. Public sector work is both internal (in the hierarchies and political processes followed by staff and elected officials) and external (by the constant contact with the public).

This course will provide an overview as to what planners and managers do, the vocabulary and legal aspects of the profession, the basic techniques of the field such as reading a plat, and insight into what it is like working in the profession of public service.

D2L Use
This course will rely heavily on D2L for communication and course materials. If you have not yet activated your account, you must do so immediately. If you experience trouble with activation, contact the Academic Computing Help Desk at 507-389-6654.

Books and Materials

Course Grades
Grades will be given based on a points system. 700 points available for the course. The University has adopted a new grading policy allowing “shaded” grades. This course will use this system:

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>97 - 100%</td>
</tr>
<tr>
<td>A+</td>
<td>94 – 96%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 93%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
</tr>
<tr>
<td>C</td>
<td>77 - 79%</td>
</tr>
<tr>
<td>C+</td>
<td>74 - 76%</td>
</tr>
<tr>
<td>C-</td>
<td>70 - 73%</td>
</tr>
<tr>
<td>D+</td>
<td>67 - 69%</td>
</tr>
</tbody>
</table>
Extra Credit Policy
By the time you reach this level in your academic career, you should be able to earn the grades you need based on performance of the requirements for the class. **There is no extra credit option for URBS 401/501: Foundations** (and this is non-negotiable, so don’t try).

Attendance
Class attendance is crucial. The class is held only once a week, and missing one means missing a significant amount of material. You are responsible for procuring notes from another student. If you want to discuss the notes with me to clarify the material, I am happy to sit down with you – **but you must bring notes along with you.** This is to avoid “starting from scratch,” as I will not do a second lecture.

Enrollment
You must be enrolled in the course during the semester to earn a grade. I will not “hold over” a grade, allowing you to take the class one semester and officially enroll in another. This sometimes happens if the tuition bill cannot be paid, or there is another dispute on student status. Basic rule: if you don’t have D2L access, you cannot participate in the class.

Students with Disabilities
MSU provides students with disabilities reasonable accommodation to participate in educational programs, activities, or services. Students with disabilities requiring accommodation to participate in class activities or meet course requirements should first register with the Office of Disability Services, located in 0132 Memorial Library, telephone 507/389-2825, TDD 711, and then contact me as soon as possible.

Cheating, Plagiarism, and Other Academic Fraud
Simply put, don’t do it, even for extra credit. The worst original work is better than the most perfectly plagiarized. It’s okay to insert other people’s ideas, just make sure you cite them; after all, you would want credit for an idea you had, right? And remember, I’ve read and seen a lot of stuff; they actually pay me to do it, so do you want to take the odds that it’s a paper I’ve used for my dissertation research?

Cheating is not tolerated in any case. If you are caught cheating (and both the T.A. and I are watching!), you will receive an automatic ‘F’ for the class and your case will be handled according to University policy.

General Education Requirements
This course does not fulfill a General Education category requirement.
This course fulfills an URSI Undergraduate Core requirement
This course fulfills an URSI Graduate Core requirement

Be sure you have not previously taken this course. **Dr. Heidelberg will not be responsible for checking past rosters to see if you were on there – if you accidentally repeat this course, it will not be counted toward your progress toward graduation.**

GRADUATES: If you took this course as an undergraduate at MSU, you may NOT repeat it as a graduate for graduate credit. If you are uncertain if you had this course before, please check your transcripts. **Dr. Heidelberg is NOT responsible for ‘accidental repeats’ or checking old rosters to see if you were on there.**
URBS 401/ 501: Foundations –
Practitioner Alternative

Course Projects
Because of the high number of practitioners we have in this class, in lieu of traditional student projects, you are going to be involved in developing training and orientation sessions on local government structures, management, and planning topics.

The MCMA has been actively trying to increase the presence of local government in high school curriculum. We will be developing a series of model presentations and proposed curriculum for the MCMA, who will then provide them to the committee for Local Government Education.

In addition, each team will be responsible for researching and developing training sessions for newly elected/ appointed public officials. This will require training that is both comprehensive and understandable for those new to the topic area. I have offered these sessions to LMC and have been discussing this with LMC officials.

There are several goals we are attempting to accomplish with this class model:
1) **Policy, process and legal education** - In the online lectures – to lay out some of the policies, procedures, and legal requirements of the management and planning professions. Practitioners – be sure to do this, even though you work in the field – there may be information that is new to you!
2) **Public service** – There is currently no curriculum to help the MCMA get their campaign for local government into civics courses. It may be easier to convince schools to include it if there was a way to make it easier for them to do so.
3) **Public service (2)** – While there are many training sessions for council members, there is very little consistency in how material is presented, the information being given, and the format it is presented in. We could provide that template for cities.
4) **Professional ethical responsibility** – Most professional organizations have a clause in their code of ethics about educating the public and new professionals. Grads and undergrad practitioners – this is your time; you can help your undergrad and non-practitioners develop these sessions and provide them some "tales from the trenches."
5) **Professional networking** – MCMA and LMC are real clients. Your names will be on every product we give them. Cities and schools who use the presentations are going to see your name. If you talk to professionals in the field, this, too, will get your name out. Networking!

The class will be broken up into two teams. You will appoint a practitioner as group leader that will serve as liaison to me. Teams will present their draft presentations to each other for comment and critique. It is, then, extremely important that you attend every class session (you will be given class time to work on your presentations). Each will be responsible for different information (for instance, with Management Basics, one team might be focusing on the 60 Day Rule, another on Management Ethics. Keep in mind that groups will focus on several topics during one presentation).

NOTE: High school curriculum sessions must be a minimum of 40 minutes, and can not exceed 50 minutes (typical length of a class period)
Commission and Council sessions should be approximately 1.5 to 2 hours.

Online Material
However, while this course is going to focus on service learning, there is still material I you will need to be familiar with. You will be presented with the traditional lecture information online; you should read it before class each week. I will provide a "highlights reel" and answer questions about the material each week, but it is up to you to look over the information.
NOTE: In order to read my explanation of the slides, you MUST HAVE THE NOTES PANE visible in Power Point. If you do not have Power Point at home, be sure to find a library or Kinkos that will allow you to print from Power Point. Be sure to print the “NOTES PAGES” from the print menu, or you’ll miss a good deal of material. Remember – you may have to pay for printed pages. Consult the agency where you plan to do your printing. However, viewing and taking your own notes is usually free.

It will provide material that you can synthesize into your presentations. Additionally, each online presentation is accompanied by supplemental readings (also available online). These provide more depth into the topic; I recommend you not only glance through these during the semester, but print them out for your files as you begin your career.

Final Product

Creativity in delivery is urged! Don’t lock yourself in to Power Point if you have other ideas (video, scripted melodrama, etc.). The only requirement is that a) it have substantial content, b) people can replicate it easily (i.e. if you do a series of plays, they must be fully scripted), and c) it can be distributed to cities across the state via electronic format or DVD.

After the draft presentations, your team will be responsible for taking the suggestions from that night’s discussion and revising your draft. These revised presentations will become the deliverables presented to the MCMA and LMC.

The final, revised deliverables are due:
- MARCH 16: The final management-related deliverables will be due at mid-semester
- MAY 4: The final planning related deliverables will be due during Finals Week.

It is highly recommended that you do your revisions the week you get them, instead of letting them pile up at the end.

Remember Your Audience
Your audience is not as familiar with the topics as you are. Avoid jargon, terminology without explanation, acronyms without the whole name spelled out, etc.

Presentation Details and Required Topics

MCMA – Local Government Structures
- MCMA Audience
- Topic Cluster: Local Government Structures
- Required Topics* (to be divided between the teams)
  - Organizational structure of a typical local government unit
  - Where the local government unit fits in to the federal, state, regional, et cetera hierarchy
  - Difference between a statutory city and charter city
  - What a City Council is and how it functions
  - Commissions – who they are and how they relate to the City Council
  - Major City staff (and note the difference between elected, appointed, and staff positions)
**LMC – City Council Laws, Policies, and Practices**
Audience – LMC, new Council members
- Topic Cluster: City Council Laws, Policies and Practices
- Required Topics (to be divided between teams)
  - Open Meeting Law
  - Gift Law
  - Parliamentary Procedure
  - First Annual Meeting requirements
  - Conflict of Interest

**LMC – Management/ Budget Basics**
- Audience: LMC, new Council members
- Required Topics:
  - The role of a City Manager/ City Administrator
  - Ordinance Development
  - Budgeting – Developing the Annual Budget
  - Budget Reporting
  - Truth in Taxation
  - TIF
  - Sources of revenue

**MCMA – Planning and Community**
- Audience: MCMA, high school civic teachers
- Required Topics:
  - What planning is and why it’s necessary
  - Comprehensive Plan
  - Zoning
  - Planning Commission role

**LMC – Planning Practice and Policy**
- Audience: LMC, new Planning Commission members
- Required Topics:
  - Subdivision regulations – what needs to be in there
  - Elements of a plat/ how to read a plat
  - Eminent Domain
  - Annexation
  - 60 Day Rule (and 120 Day Rule for subdivision review)

**LMC Contracts and City-Side Contract Management**
- Audience: LMC Planning Commission and Staff Continuing Education
- Required Topics:
  - RFP contents and distribution
  - RFP Responses – What should cities look for in a proposal?
  - Competitive Bidding requirements
  - Best Value Contracting – MN requirements
**Freestyle Session**

Audience – Hypothetical new council members

Required Topics – Anything you are interested in learning more about

This is your opportunity to investigate a topic area of your choice

Required: You must talk to a practitioner in the field, and present your “findings,” specifically on:

- When they hire new people, what skills/ training do they expect them to have as they start the new job?
- What are the guiding laws/ policies that they most frequently use or encounter?
- What advice do they have for someone who is new to the field?

**GRADING**

Some of the factors that will be considered with the final grading include (but are not limited to):

- I highly encourage you to get creative in your delivery. Find case studies. Talk to professionals in the field and get their insight into these topics. Ask them about what laws and policies they most use. A “B” level presentation will be “just the facts,” and “A” level will go beyond what you can read online or in books.

- Presentations addressed the required topics.

- Slide is accompanied by explanatory text; slides should never serve as a full script, unless they’re meant to be read, not presented (such as an online session).

- Presentations were original work, not ‘lifted’ and re-arranged from Dr. Heidelberg’s slides posted on D2L.

- Presentations met, but did not fall short or greatly exceed, the time limits:
  - MCMA – 45(min) to 50 (max) minutes, to coincide with the average high school class period
  - LMC – 1 hour to 1 hour 15 minutes
    - Groups may want to use some of the work session time to practice their verbal presentation

- Draft presentations were presented on their scheduled night (re-scheduling will result in a whole grade deduction)

- Final presentations were revised and submitted by deadline (points will be reduced per day late)
FAQs

What about copyrighting the material?
All Power Point presentations will be given to the MCMA and offered to the LMC, and will become open for public use (no copyrighted material, no personal copyrights are to be given for the deliverables, but your names will be credited as the principle authors of the final product).

Keep in mind, too, that you, too, will be able to use these presentations in your professional life. For those of you having your tuition paid by your organization, this could be very beneficial — it could be a tangible way to demonstrate to your employers that your tuition not only benefits you, but them by providing informational sessions to your elected officials and employees.

You want us to cover a topic area that isn’t in your slides!
Yes. In these cases, I am asking you to do individualized, self-directed research. It might even mean going to a library! This work is best suited to the graduate students in the group.

I have expertise in X., or I want to learn more about a certain topic that you don’t have listed in the requirements. Can I include this in the presentation?
Yes, absolutely. So long as all the required topics are covered, you have carte blanche to investigate areas of study that you want to know more about. In fact, it might even enhance your overall score! Topic creativity is encouraged, as it provides a broader perspective in the field of urban and regional studies.

My group member failed to do the part of the project they promised, or performed poorly. Do the rest of us have to pick up the slack?
Short answer, yes. Your team, however you distribute the work, is expected to output certain deliverables to our clients. I am not going to lay out how you distribute the work or how you get it to come together. I want to see the results, not the process (practitioners, this is likely not a new concept for you).

However, your team will be conducting an anonymous peer evaluation of the group members. If there is a team member that is not fulfilling their obligations, they will not receive the same final score as the rest of the team.

Who is the “MCMA audience?”
MCMA Audience refers to the committee working on increasing the presence of local government curriculum material in local high school civics courses. Therefore, the material is targeted towards high school educators who need to have a slightly more in-depth level of knowledge on the matter than the students. Your task is to develop presentation slides and accompanying text that provide both the “basics” (on the slide) and a greater topic depth (for the teacher). Keep in mind that many of these teachers have probably studied state and level government, but have rarely, if ever, studied local government processes.

Presentations for the MCMA audience need to be approximately 45-50 minutes long, the length of a typical secondary class period.

Who is the “LMC audience?”
The LMC audience is comprised of local government officials; newly elected Council members, newly appointed Commission members, city staff in need of additional training/ information.
Presentations to the LMC audience should be approximately 1 hour, not to exceed 1 hour 15 minutes.

**You’ve put together a bunch of Power Point slides. Can’t we just use those?**
No. First, I want to see how you interpret and absorb what I’ve developed, to ensure that you have a strong grasp of this foundational material, and second, my presentations are geared toward students of planning and public administration. You need to reinterpret it for a different audience, people who have had limited, if any, exposure to the real inner workings of local government. In fact, it will count against you if I simply see my slides cut-and-paste.

**Do we have to use Power Point?**
Absolutely not. As noted before, creativity of presentation is encouraged. However, whatever you produce must be something that can be replicated and mass distributed at minimal cost.

**BEWARE COPYRIGHTS!**
Remember, your work is going to be mass distributed. Be sure not to use images/graphics, text, video, music, etc. that falls under copyright protection.
### Schedule of Events (Subject to Change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Session Type</th>
<th>D2L Session (to be viewed before class)</th>
<th>Session Activity</th>
<th>TOPICS YOU SHOULD BE WORKING ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12</td>
<td>WORK</td>
<td>None (although it will be posted)</td>
<td>Divide into groups/ exchange contact information&lt;br&gt;Divide required topics between groups/&lt;br&gt; MCMA Local Gov’t Structures&lt;br&gt;D2L/ Facility Orientation for those who need it</td>
<td>MCMA – Local Government Structures</td>
</tr>
<tr>
<td>Jan 19</td>
<td>WORK</td>
<td>01: City Structure&lt;br&gt;02: City Council, Open Meeting Laws, Meetings</td>
<td>Meet with Dianne Lord, MCMA representative&lt;br&gt;Divide required topics between groups/&lt;br&gt; LMC City Council Laws, et al</td>
<td>MCMA – Local Government Structures&lt;br&gt;LMC – City Council Laws, Policies, and Practices</td>
</tr>
<tr>
<td>Jan 26</td>
<td>GUEST</td>
<td>None</td>
<td>St. Louis Park City Council Member C. Paul Carver</td>
<td></td>
</tr>
<tr>
<td>Feb 2</td>
<td>NONE</td>
<td>NO CLASS SESSION (University policy)</td>
<td></td>
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<tr>
<td>Feb 9</td>
<td>PRES</td>
<td>03: Management Overview, Conflict of Interest</td>
<td><strong>MCMA Local Gov’t Structure</strong>&lt;br&gt;Both teams present draft Comment period</td>
<td>LMC – City Council Laws, Policies, and Practices</td>
</tr>
<tr>
<td>Feb 16</td>
<td>WORK</td>
<td>04: Budgeting</td>
<td>Divide required topics between groups/&lt;br&gt; LMC Management/ Budget Basics</td>
<td>LMC – City Council Laws, Policies, and Practices&lt;br&gt;LMC – Management/ Budget Basics</td>
</tr>
<tr>
<td>Feb 23</td>
<td>GUEST</td>
<td>05: Data Practices</td>
<td>Guest Speaker – Jamie Verbrugge, City of Brooklyn Park (Meet at Brooklyn Park city offices)</td>
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</tr>
<tr>
<td>Mar 2</td>
<td>PRES</td>
<td>06: Comp Planning and Zoning</td>
<td><strong>LMC City Council Laws, Policies, and Practices</strong>&lt;br&gt;Both teams present draft Comment period</td>
<td>LMC – Management/ Budget Basics</td>
</tr>
<tr>
<td>Mar 9</td>
<td>NONE</td>
<td>No Class Session – SPRING BREAK</td>
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<tr>
<td>Mar 16</td>
<td>PRES</td>
<td>07: Subdiv. Regulation and Plat Elements</td>
<td><strong>LMC Management / Budget Basics</strong>&lt;br&gt;Both teams present draft Comment period</td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Time</td>
<td>Topic</td>
<td>Description</td>
<td>Responsible Parties</td>
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<tr>
<td>Mar 23</td>
<td>Work</td>
<td>08: Eminent Domain/ 60-Day Rule/ Plng Comm</td>
<td>Divide required topics between groups/ MCMA Planning and Community LMC Planning Practice and Policy</td>
<td>MCMA – Planning and Community LMC – Planning Practice and Policy</td>
</tr>
<tr>
<td>Mar 30</td>
<td>Work</td>
<td>09: Competitive Bidding, Best Value Contracting</td>
<td>Divide required topics between groups/ LMC Contracts and City-Side Contract Management</td>
<td>MCMA – Planning and Community LMC – Planning Practice and Policy LMC – Contracts and City-Side Contract Mgmt</td>
</tr>
<tr>
<td>Apr 6</td>
<td>Pres</td>
<td>10: Comm Development/ Redevelopment</td>
<td><strong>MCMA Planning and Community</strong> Both teams present draft Comment period</td>
<td>LMC – Planning Practice and Policy LMC – Contracts and City-Side Contract Mgmt</td>
</tr>
<tr>
<td>Apr 13</td>
<td>Pres</td>
<td>11: Capital Improvements Planning (CIP)</td>
<td><strong>LMC – Planning Practice and Policy</strong> Both teams present draft Comment period</td>
<td>LMC – Contracts and City-Side Contract Mgmt “Freestyle” Session</td>
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<tr>
<td>Apr 20</td>
<td>Pres</td>
<td>None – Use the time for personal research</td>
<td>LMC Contracts and City-Side Contract Management Both teams present draft Comment period</td>
<td>“Freestyle” Session</td>
</tr>
<tr>
<td>Apr 27</td>
<td>Pres</td>
<td>None – Use the time for research</td>
<td>“Freestyle” session presentations</td>
<td>None</td>
</tr>
<tr>
<td>May 4</td>
<td></td>
<td><strong>FINALIZED PRESENTATIONS DUE (LMC Management/ Budget Basics, all Planning)</strong></td>
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