

1. First Class:

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2. Outline:

- Introductions - Who Am I?
- What's my new class about?
- Any Questions?

3. Introduction

- PhD Student
- Our Opportunity
- The New Class

4. The New Class Methods

- Opportunity, Mission, Action
- Creativity, Cooperation, Completion
- Interdisciplinary/Cross-cutting Competencies

5. Interdisciplinary/Cross-cutting Competencies

- **Leadership**

The ability to create and communicate a shared vision for a changing future; champion solutions to organizational and community challenges; and energize commitment to goals.

- **Professionalism**

The ability to demonstrate ethical choices, values and professional practices implicit in public health decisions; consider the effect of choices on community stewardship, equity, social justice and accountability; and to commit to personal and institutional development.

- **Systems Thinking**

The ability to recognize system level properties that result from dynamic interactions among human and social systems and how they affect the relationships among individuals, groups, organizations, communities, and environments.

6. Social Entrepreneur:

- Identify Skills
- Team Exercises
- Urban Agriculture

7. Passion

- Setting the frame
- Being in the Flow
- Taking Appropriate Action

8. Team Building Opportunities – Your Leadership

- Top Ten – In Class Written.
- Name Game – In Class Exercise.
- Class Evaluations – Peer Reviews.

9. Any Questions?

Name: _____

Title: _____

Date: _____

One Word Name:

One Word Job:

One Word Passion:

TOP TEN SKILLS 1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

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Name: _____

Title: _____

Date: _____

Peer Evaluations:

Excellent (5)

Work met all requirements with concise skill and passion.

Very good (4)

Work met all requirements.

Satisfactory (3)

Work had one or two errors.

Ordinary (2)

Work had one or three or more errors.

Marginal (1)

Work missing fundamental format and structure completely.

Unsatisfactory (0)

Not done or fundamentally wrong.

Students:	1	2	3	4	5	6
1. Assignment required three components for completion:						
2. Format and structure match samples as provided:						
3. Information provided was clearly understandable:						
4. Information provided was directly relevant and inspiring:						
5. Overall clarity and synergy of product:						
Totals:						

What could be done better?

Aside from the quality of the assignment, what would you change?

Would you strongly recommend this assignment as a new sample? Why or Why not?

Other Comments or suggestions:

Name: _____

Title: _____

Date: _____

Audience Evaluations:

1. Target Audience:

Describe the person that you want to reach with your communication. What do they value? How do they see themselves? What are their aspirations?

2. Objective:

What do you want your target audiences to think, feel, or do after experiencing the communication?

3. Obstacles:

What beliefs, cultural practices, pressure, misinformation, etc. stand between your audience and the desired behavior?

4. Key Promise:

Select one single benefit that will outweigh the obstacles in the mind of your target audience. Suggested format: If I (desired behavior), then (immediate benefit).

Name: _____

Title: _____

Date: _____

4- P's Evaluations:

1. Product/Service:

Describe what does the customer want from the product/service? What needs does it satisfy?
What features does it have to meet these needs?

2. Place:

Where do buyers look for your product or service? If they look in a store, what kind? A specialist boutique or in a supermarket, or both? Or online? Or direct, via a catalogue? How can you access the right distribution channels?

3. Price:

What is the value of the product or service to the buyer? Are there established price points for products or services in this area? Is the customer price sensitive?

4. Promotion:

Where and when can you get across your marketing messages to your target market? Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards? By using direct marketing mailshot? Through PR? On the Internet?

Name: _____

Title: _____

Date: _____

New Class Evaluation & Modification Opportunity

1. The course as a whole was: Excellent Very Good Good Fair Poor Very Poor
2. The instructor's effectiveness was: Excellent Very Good Good Fair Poor Very Poor
3. Opportunity for practicing was: Excellent Very Good Good Fair Poor Very Poor
4. Sequential development of skills was: Excellent Very Good Good Fair Poor Very Poor
5. Explanations of new techniques were: Excellent Very Good Good Fair Poor Very Poor
6. Demonstrations of expected skills were: Excellent Very Good Good Fair Poor Very Poor
7. Instructor's confidence in students was: Excellent Very Good Good Fair Poor Very Poor
8. Recognition of student progress was: Excellent Very Good Good Fair Poor Very Poor
9. Student confidence in instructor was: Excellent Very Good Good Fair Poor Very Poor
10. Use of class time was: Excellent Very Good Good Fair Poor Very Poor
11. Amount you learned in the course was: Excellent Very Good Good Fair Poor Very Poor
12. Relevance of course content was: Excellent Very Good Good Fair Poor Very Poor
13. Evaluative and grading techniques were: Excellent Very Good Good Fair Poor Very Poor
14. Reasonableness of assigned work was: Excellent Very Good Good Fair Poor Very Poor
15. Clarity of student responsibilities was: Excellent Very Good Good Fair Poor Very Poor

What could the instructor do better?

Aside from the quality of the instructor, what would you change in the course?

Would you strongly recommend this instructor to a friend? Why or Why not?

Other Comments or suggestions: