



SYLLABUS

**OSIE 488 Section 42108:
WINE MARKETING MANAGEMENT
Senior Instructor: Scott Day
SIENA, ITALY**

Contact Your Instructor: I get over 50 emails a day in my general uoregon.edu e-mail. Your e-mail could easily be lost in this box. I frequent the Canvas inbox daily. The canvas inbox date stamps your e-mail and your class section. This makes it easy for me to promptly read and reply to your e-mail. **Please use the canvas inbox only.**

Office Hour Appointments

If you cannot make one of the times during my office hours, I am happy to arrange the time with you via zoom. Please e-mail me through Canvas inbox with two or three different times you are available.

COURSE DESCRIPTION

For centuries, wine has been described as a function of three factors: soil, climate, and vintner's skill. Today a fourth dimension must be added: marketing. How a wine is marketed is now as fundamental to a winery's success as viticulture. The global wine marketplace continues to undergo dramatic shifts in consumer trends, pricing, distribution strategies, and winemaking itself. Today's wine marketing has to be smart, efficient, and focused.

Wine Marketing Management will provide students with a deep understanding of every aspect of real world wine marketing management. This course will teach students the unique aspects and attributes of the wine industry and how that drives marketing planning and decision making. The course begins with learning to understand the wine marketplace and the keys to success in today's saturated market. Students will learn how to evaluate customers and wine markets, ensuring that their marketing strategies will resonate with those customers and will get the desired results. As it relates to the wine industry, students will learn how to develop and apply product strategy, supply chain management practices, pricing strategies, and e commerce strategies. The development of a marketing plan for a winery will bring course content together. This project will be as close to real life as students will experience in their entire college career.



COURSE LEARNING OBJECTIVES

The objective of this course is to provide students with a working knowledge on how to develop, apply, and evaluate every aspect of wine marketing in real world scenarios. Understanding the unique attributes of the wine marketplace is where the course begins, with a focus on the American wine market and how Italian wineries can succeed in this very competitive environment. Students will learn the "language of wine marketing" used by practicing wine marketing managers. By the end of the course, students will have a solid understanding of the major decision areas under a wine marketer's responsibility. This includes the interrelationships of those decision areas, and how to apply them to gain competitive advantage.

COURSE CONTENT

Upon completion of this course, students will be able to:

- Understand the basics of wine, winemaking, and varieties.
- Understand the research process for wine consumers.
- Understand the strategic positioning process for wine brands.
- Create, position, and enhance the value of wine brands.
- Understand and know how to manage wine in the three tier system in America.
- Identify sales strategies best suited and most effective for any given winery.
- Utilize every component of digital marketing to reach target customers.
- Understand compliance with legal and regulatory issues related to the sale of wine.
- Understand the most effective promotion methods used in the wine industry.
- How to develop impactful wine packaging and labeling.
- Understand key factors in the global wine marketplace.

INSTRUCTIONAL METHODOLOGY

Course Organization

Classes will consist of lectures, videos, and class discussions. In addition, student presentations on assigned reading topics and a group project will challenge students to apply marketing concepts to actual wine marketing situations. The course is interactive. Students are encouraged to ask questions and actively participate. Given this, advanced class preparation is critical. Much of class time will be dedicated to discussing the assigned reading.

Approach

This course offers students a very special opportunity to learn about wine marketing management by combining it with the heritage and history of the Italian wine business. Numerous excursions to nearby wineries and historic sites will enrich students' learning experience. Students should think of this class as cultural and business immersion.

Class Participation and Professionalism

Participation includes class attendance, reading assigned materials in advance, overall preparation for class, and actively contributing their thoughts and personal experiences during class. Class will start promptly at the designated time. Students are expected to be **on time and attend all classes**. Intelligent participation will require you to have read and studied all assignments for that day.

Preparation, professionalism, and mutual respect are all important elements of your Siena experience. Professional behavior is expected at all times, both in class and especially on excursions. While in Italy, students should think of themselves as American Ambassadors. Everything they say and do should reflect well on themselves, America, and the GEO program. Right along with that is respect for the Italian culture and way of life.

Absences

While students are here in Siena for the full Italy experience, attendance in class and program excursions is required. *This is a face-to-face course. Attendance is important because we will develop our knowledge through in-class activities that require your active engagement. We'll have discussions, small-group activities, and do other work during class that will be richer for your presence, and that you won't be able to benefit from if you are not there. Excessive absences make it impossible to learn well and succeed in the course. While there is not an automatic grade deduction for missing classes, it is unlikely that students who miss 4 or more classes will be able to pass this course.*

COURSE MATERIALS

Required Book

Wine Marketing & Sales, 3rd. Edition, Wagner, Olsen, and Thatch, 2017. Available in digital and hardback form at Amazon.

The remaining assigned materials (readings, videos, websites, and other media) will be free and available on the Canvas course page in the Modules section.

Please note that I may adjust readings/assignments/workbooks on rare occasions during the term, but I will let you know well in advance if that occurs.

Reading Assignments

Wine related reading assignments for every class will be posted on Canvas. Its critical students read these articles in advance as that will be the focus of class discussion.

Instructor's Note

The wine marketplace worldwide is a rapidly changing landscape. Any wine marketing management class like this must rely on current data and information from industry publications, news services, and the like. Given this, the instructor will begin attending the top Wine Marketing Program in the world going right up to the time classes begin in Siena. The instructor subscribes to multiple daily, weekly, and monthly publications which will have the latest news and trends on just about every topic in this class schedule. Annual consumption, demographic, and other data from the previous year (2022) is typically available in February.

The reading assignments shown in this class schedule reflect the kind articles and information that will be integrated into each class.

This approach supports and compliments this class as being a real world experience for students.

As a result, the weekly class schedule is *Tentative and will change.*

GRADING

Student grades will be based on several components. Rubrics for each of these grading areas will be provided on arrival in Siena.

Class Participation (100 Points)

Class attendance, advance reading of homework assignments, and contribution to class discussions all contribute to a student's individual participation score.

We are fortunate to be visiting a number of wineries and other places such as Florence. These events are an important part of a student's learning experience. Points will be earned for active participation during these excursions, professional behavior, and a student's ability to **absorb and utilize** information provided during these site visits. Much of what students need to know to develop their winery marketing plan will come from these excursions.

Discussion Board (4 - 50 Points Each, 200 Total)

Canvas discussion assignments are intended to expand and deepen your understanding of the concepts and principles we address in our in-class discussions.

What You Need to Do

- Read or watch the articles and/or videos posted below. I'll post them by the Monday before the Sunday due date.
- Working on your own, start a new thread in this discussion board and submit a post that responds to the discussion questions.
- Your post should be a minimum of 300 words.
- You can earn a higher score by submitting a creative and thoughtful post rather than simply answering the questions.
- I encourage you to comment on some of your classmates' replies but doing so is not required.

Paired Presentations (100 points)

Students shall pair up to make a 10-minute presentation on a suggested wine topic or one of their own. If you choose one of your own, you must get my approval first. The presentation should be no more than 10 PowerPoint slides. You will each be evaluated on your part of the presentation (in each and every of the four bullet points listed below) and it is very important that you share equal presentation time. The topics and dates for the presentation will be given in class. Presentations should address four things:

1. Summarize the wine topic including major points – cite your resources on the slides or appendix.
2. Explain how the wine topic ties in with any topics you have learnt in class or in the book.
3. Why is your wine topic important?
4. How will you use what you learned from this presentation in your group project.

Exam (100 points)

There will be one exam covering all the material in the book, lectures, wine excursions and videos. The exam will be a closed book exam and will mostly be multiple choice and/or fill in the blank.

GRADING SUMMARY

INDIVIDUAL WORK:	POINTS
Participation (all inclusive)	100 points
4 Discussion Boards – 50 points each	200 points
Paired Presentations	100 points
Exam	100 points
TEAM PROJECTS:	POINTS
Initial Business Model Canvas due	25
SWOT analysis due	25
Project Plan	300
Project Plan Presentation	100
Peer Evaluation Adjustment	50
<i>TOTAL</i>	1000 points

This course will follow Lundquist College of Business grading guidelines for the class as a whole.

Individual grades will be assigned using the standard grading scale below:

A	93% and above	B-	80% to 82.99%	D+	67% to 69.99%
A-	90% to 92.99%	C+	77% to 79.99%	D	63% to 66.99%
B +	87% to 89.99%	C	73% to 76.99%	D-	60% to 62.99%
B	83% to 86.99%	C-	70% to 72.99%	F	Below 60%

Siena Term Project

Marketing for a Winery Client Report (300 points)

Note from the Marketing Instructor: This is two projects in one. You will be graded differently in your marketing analysis and the points may be different on the sustainability portion of the project. Your team will need to strategize to make sure all elements of the project are covered in both classes. You will only submit one pitch book for both classes.

Project Description: The project involves working with a local winery client to develop a comprehensive strategy that will increase the winery's brand awareness, expand its customer base, increase sales, and improve its sustainable business practices. To do this, you will need to gather information on the winery's current sustainability practices and marketing strategies. Your team can then use this information to identify opportunities for improvement and growth.

A SWOT analysis can help us identify strengths, weaknesses, opportunities, and threats in the winery's current operations. In order to maximize the impact of the project, it would be important to focus on practical and actionable solutions that can be implemented by the winery client. This could involve developing a Business Model Canvas that outlines the key elements of the winery's operations and identifies areas for improvement. It could also involve conducting competitive research and marketing analysis to identify opportunities to differentiate the winery's products and services from those of its competitors.

Overall, the key to success in this project would be to strike a balance between theory and practice, and to collaborate effectively with the winery client, industry experts, and the students themselves. By doing so, it should be possible to create a valuable learning experience for the students while also providing real-world benefits to the winery client.

Once we have a clear understanding of the winery's current position and opportunities for growth, we can begin to research the competition and perform a marketing analysis to determine the best ways to reach and engage with customers. From there, we can develop a solution description that outlines our proposed plan for achieving the sustainability and marketing goals we have set with the winery client. Throughout this process, it is important to consider the impact your team's proposed solutions will have on the winery and its stakeholders. By working on a project that is both sustainable and profitable, we can help the winery thrive while also making a positive impact on the environment and community. The project analysis and findings must include the reports from all team members: sustainability manager, vineyard manager, wine maker, wine tasting room manager, marketing manager, sales manager, logistics coordinator and cost accounting manager.

When confronted with choices, decisions should be made based on what will benefit the winery the most. Reasoning should be provided for all ideas and decisions in order to ensure the project's effectiveness and to justify any changes made to the original plan.

In conclusion, the task requires a thorough understanding of the objective, efficient planning, and execution, and making decisions that benefit the winery while providing reasoning for those decisions.

A. Executive Summary (25 points):

Prepare a concise summary that highlights the key aspects of the project, including the winery client's objectives, the focus on sustainability and marketing, and the anticipated impact on the winery's business. Explain the nature of the business, your strategic recommendation and its rationale, and the implementation plan. This section should be no more than one page long and should motivate the reader to continue.

B. Clear Market, Stakeholder & Customer Description (75 points):

Conduct market research to gain a comprehensive understanding of the target market for the winery's wines. Identify key stakeholders and analyze customer segments to create detailed profiles, including demographics, preferences, and purchasing behaviors.

C. Opportunity Identification (SWOT) (25 points):

Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for the winery, considering both sustainability and marketing aspects. Identify the winery's internal strengths and weaknesses, as well as external opportunities and threats. Based on the analysis, highlight potential opportunities for improving sustainability practices and enhancing marketing strategies.

D. Business Model Canvas (50 points):

Develop a business model canvas specifically tailored to the winery's sustainability and marketing goals. Map out the winery's key activities, resources, partnerships, revenue streams, and cost structure. This canvas will serve as a visual representation of how the winery creates, delivers, and captures value.

E. Competitive Research, Marketing Analysis (50 points):

Conduct thorough research on competitors in the wine industry, with a specific focus on their sustainability practices and marketing strategies. Analyze their strengths and weaknesses, pricing strategies, distribution channels, branding, and communication tactics. Identify areas where the winery can differentiate itself and gain a competitive advantage.

F. Solution Description (50 points):

Propose a comprehensive solution and implementation plan that integrates sustainability and marketing initiatives for the winery. Develop strategies and tactics that align with the winery's unique characteristics, target market, and available resources. This section should outline specific actions and campaigns that enhance sustainability practices while effectively promoting the winery's wines.

G. Impact to Winery (50 points):

Assess and quantify the potential impact of the proposed sustainability and marketing initiatives on the winery's operations, brand image, customer base, and financial performance. Evaluate the feasibility, expected outcomes, and potential risks associated with the proposed solution. Provide recommendations for implementing the solution effectively, ensuring long-term success for the winery. Throughout the six-week course, students will actively engage with the winery client, conduct research, analyze data, and develop a comprehensive project that addresses the sustainability and marketing needs of the winery. The final deliverables will provide actionable recommendations and a roadmap for

the winery to enhance its sustainability practices while effectively reaching its target market and achieving its marketing objectives.

Report Details:

Group Composition: This is a group project, with groups consisting of 8 people. You will be given an opportunity to evaluate your group members to prevent “free-riding” and acknowledge those who have led the project.

Format: Each part of your report should be presented in a slide deck “pitchbook” style format. Examples can be found in posted on Canvas. This is a complete written report done on slides. These slides will be different from your presentation.

References: Include sufficient references for statements in your plan, with a list of full citations as separate slides in the appendix. Use the Knight library unabashedly and completely, especially their printed resources. Do not limit yourself to on-line resources. If you do use on-line data resources, you must provide references to these as well. Use the Wall Street Journal, Business Week, Fortune, Forbes, and other business publications. For more sources, see the Library Research Help in Canvas.

Writing style: Your plan should be coherent and well flowing, as well as grammatically correct. Please use the writing assistance resources of the university if you feel it would benefit your plan.

Presentation for Recommendation, Implementation & Final Presentation to the Client (100 points):

You will be evaluated upon:

1. **Content (50):** Clearly state what is being proposed and include relevant materials from the plan. Have an appealing introduction, summarize the motivation to change, present relevant aspects of the recommendation itself and its implementation, overview the financial projections and state your assumptions, discuss projected outcomes and risks, and offer a well-argued conclusion. The level of detail is important here.

2. **Delivery and Pacing (30):** This evaluation is based upon how effectively and smoothly your group presented its ideas, including your efficient use of time, eye contact and engagement with the audience, and answering questions fully and non-defensively. It also involves the flow of your presentation, professionalism, and continuity.

3. **Visual Aids (20):** Criteria in this area include the clarity of your visual aids, their consistency with your verbal presentation and with your written plan, and the appropriateness of the level of detail. Be creative and imaginative but be professional.

Note: Every team member is not required to present period. In the delivery and pace section above, you'll be judged on how well you determine the number of team members presenting.

Team Roles for the Wine Management Project Team

Each team member will bring their unique expertise and perspective to the project, collaborating with the winery client to address specific challenges, capitalize on opportunities, and ultimately contribute to the growth and success of the winery. Even though you have a specific role, all team members are responsible for the final product of your project. All team members must know everything about your specific winery. In other words, you should be able to do the entire final project presentation by yourself.

Sustainability Manager:

The sustainability manager is responsible for ensuring that the winery operates in an environmentally friendly and sustainable manner. They focus on implementing practices that reduce the winery's carbon footprint, minimize waste, and promote sustainable farming techniques. This team member will collaborate with the client to develop and implement sustainability initiatives that align with the winery's goals and values. You will be responsible for the analysis of the sustainability of the winery project.

Vineyard Manager:

The vineyard manager plays a crucial role in overseeing the vineyard operations. They are responsible for managing the vineyard, including tasks such as planting and pruning vines, managing irrigation systems, monitoring vine health, and coordinating harvest activities. This team member will work closely with the winery client to optimize vineyard management practices, ensure grape quality, and maximize yields. You will lead the team project and help everyone complete their task. In addition, you are responsible for the completion of all projects on time and according to the project details.

Wine Maker:

The wine maker is an expert in the art and science of wine production. They have in-depth knowledge of fermentation, blending, aging, and quality control processes. This team member will collaborate with the winery client to create and refine wine recipes, monitor fermentation, conduct sensory evaluations, and ensure the production of high-quality wines that reflect the winery's vision and style. You will be responsible for knowing the varietals that the winery is making, the amount of production for 2022 and the expected results for 2023. In addition, be able to share this information and help others on the team evaluate their results based on your numbers.

Wine Tasting Room Manager:

The wine tasting room manager oversees the winery's hospitality operations, focusing on creating an exceptional experience for visitors. They are responsible for managing the tasting room staff, organizing wine tastings, and providing educational information about the wines. This team member will work closely with the winery client to enhance the tasting room experience, develop engaging programs, and promote the winery's brand and products. Your role once you get on site to your winery is to do a complete analysis of the wine tasting room. Share your results with the rest of the team and be prepared to explain your analysis and recommendations.

Marketing Manager:

The marketing manager is responsible for developing and executing effective marketing strategies to promote the winery's brand and increase sales. They will conduct market research, identify target markets, develop marketing campaigns, manage social media presence, and collaborate with the team to create compelling content. This team member will work closely with the winery client to understand their target audience and craft marketing initiatives that effectively communicate the winery's unique offerings. You will be the coordinator of all marketing analysis. You will share your information with everyone in the team for completion of the marketing project.

Sales Manager:

The sales manager focuses on driving revenue and expanding the winery's customer base. They are responsible for developing sales strategies, managing distributor relationships, coordinating wine distribution, and analyzing sales data. This team member will collaborate with the winery client to identify sales opportunities, explore new markets, and implement sales techniques that align with the winery's objectives. Once on site, you'll do a complete analysis of where all the sales for all products of the winery are and projections for sales for this year and next year.

Cost Accounting Manager:

The cost accounting team member plays a critical role in managing the financial aspects of the winery's operations. They track and analyze costs associated with vineyard management, wine production, and marketing initiatives. This team member will work closely with the winery client to evaluate profitability, identify cost-saving measures, and provide financial insights that contribute to the winery's overall success. Depending on your client's availability for sharing numbers, you are to complete an analysis of the cost accounting for your clients and share the numbers with your team.

Logistics Coordinator:

The Logistics Coordinator works diligently to ensure that the logistics function within the winery is executed in a professional, timely, and customer service focused manner. Interacts with Customer Service and Distribution internally and external vendors as well. This position also handles the logistics scheduling for imports and works closely with receiving wineries and warehouses to ensure the import schedule is attainable. In addition, this team member is responsible for the slide decks.

Lundquist College of Business Academic Policies & Resources Plagiarism and Academic Misconduct

The University Student Conduct Code (see Student Conduct Code and Procedures | Dean of Students (uoregon.edu)) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g., quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. Additional information about a common form of academic misconduct, plagiarism, is available at researchguides.uoregon.edu/citing-plagiarism.

If the student engages in academic misconduct, at minimum, students will receive a zero on the assignment and the instructor will submit the incident to the Office of Student Conduct and Community Standards.

Lundquist College of Business Code of Conduct

The Lundquist College of Business learning community is committed to a set of core values that guide our interactions with one another. Our values are as important within our Lundquist College community as within the business community. Our values help define both how we aspire to act and what it means to be a business professional. (See <https://business.uoregon.edu/code-of-conduct/>.)

Integrity

Members of our community act with integrity and honesty. These qualities are essential in providing a basis for trust and go to the core of what is expected from business professionals.

Respect

Our community conveys respect for the dignity of all people. Our relationships are based on mutual respect. Differences of opinion are discussed openly and civilly. These discussions focus on issues and are presented in a courteous manner. We are sensitive to the impacts of both our words and actions on others.

Openness

We encourage all members of our community to exchange ideas freely within the bounds of reasonable behavior. We recognize that learning requires an open environment.

Responsibility

We act publicly and accept responsibility for our actions. We understand that the community will keep us accountable for our dealings. We deliver on the commitments and promises we make to others.

Teamwork

Our community is stronger when we work as a team. We foster attitudes encouraging members of the community to give and receive constructive criticism and develop creative solutions to challenges.

Accessible Education

The University of Oregon is working to create inclusive learning environments (see <https://aec.uoregon.edu/>) Please notify me if there are aspects of the instruction or design of this course that result in disability-related barriers to your participation. You are also encouraged to contact the Accessible Education Center in 164 Oregon Hall at 541-346-1155 or uoaec@uoregon.edu.

Help for Victims and Survivors

If you are a victim or survivor of sexual assault, sexual harassment, dating or domestic violence, gender-based harassment or bullying, and/or stalking and need help, start here: <https://safe.uoregon.edu/>. There are staff available 24 hours a day for confidential advice and assistance. Even if you are unsure what to do, call 541-346-7233 (SAFE) and you'll be connected with somebody who will listen to you and help guide you as you figure out what you want to do next. We are here to support you and help provide the assistance and services you need.

Bias Education and Response Team

The University of Oregon Bias Education and Response Team (BERT), <http://dos.uoregon.edu/bias>, based in the Office of the Dean of Students, works to provide those who have witnessed, or themselves become a target of an act of bias, an opportunity to be heard and supported. The fundamental role of BERT is to respond to situations that affect the larger University of Oregon community through education about current and historical issues surrounding bias. Utilizing best practices in our field, the BERT provides services to witness(es), bystander(s), targeted individual(s), offender(s), or a member(s) of the community in order to create change in a timely, effective, and comprehensive way. It is through our education services and initiatives that we hope to eliminate acts of bias within our community.

If you have witnessed or experienced bias and would like more information or would like to report it, please visit <http://dos.uoregon.edu/bias>.

Title IX

If you or someone you know (student, faculty, or staff) has experienced gender discrimination, sexual harassment, or sexual violence, the university can offer assistance, support, and resources: <http://titleix.uoregon.edu/how-report>.

Prohibited Discrimination and Harassment Reporting

Any student who has experienced sexual assault, relationship violence, sex or gender-based bullying, stalking, and/or sexual harassment may seek resources and help at safe.uoregon.edu. To get help by phone, a student can also call either the UO's 24-hour hotline at 541-346-7244 (SAFE), or the non-confidential Title IX Coordinator at 541-346-8136. From the SAFE website, students may also connect to Callisto, <https://uoregon.callistocampus.org/>, a confidential, third-party reporting site that is not a part of the university.

Students experiencing any other form of prohibited discrimination or harassment can find information at respect.uoregon.edu or aaeo.uoregon.edu or contact the non-confidential of Affirmative Action and Equal Opportunity (AAEO) office at 541-346-3123 or the Dean of Students Office at 541-346-3216 for help. As UO policy has different reporting requirements based on the nature of the reported harassment or discrimination, additional information about reporting requirements for discrimination or harassment unrelated to sexual assault, relationship violence, sex or gender based bullying, stalking, and/or sexual harassment is available at Discrimination & Harassment.

Specific details about confidentiality of information and reporting obligations of employees can be found at titleix.uoregon.edu.

Emergency Response

Active shooter

In the unlikely event of an active shooter on campus, all students should "run – hide – fight." Our first line of defense will be to run from the classroom and away from campus. (You are to get yourself to safety. There will be no class meeting spot in this emergency.) If running is not an option, we will

attempt to hide in the classroom by turning off the lights and getting on the ground. If hiding is not an option, we will fight the active shooter by throwing objects at his/her eyes (books, laptops, water bottles, etc.) and then tackling him/her until help arrives.

Earthquake or fire

Students should leave the building by the nearest, safe exit and gather on the north side of Lillis by the wind sculpture.

Accommodations for Religious Observances

The University of Oregon respects the right of all students to observe their religious holidays, and will provide reasonable accommodations, upon request, for these observances. If you need to be absent from a class period this term because of a religious obligation or observance, please fill out the Student Religious Accommodation Request fillable PDF form and send it to me within the first weeks of the course so we can make arrangements in advance.

Your Wellbeing

Life at college can be very complicated. Students often feel overwhelmed or stressed, experience anxiety or depression, struggle with relationships, or just need help navigating challenges in their life. If you're facing such challenges, you don't need to handle them on your own--there's help and support on campus.

As your instructor if I believe you may need additional support, I will express my concerns, the reasons for them, and refer you to resources that might be helpful. It is not my intention to know the details of what might be bothering you, but simply to let you know I care, and that help is available. Getting help is a courageous thing to do—for yourself and those you care about.

University Health Services help students cope with difficult emotions and life stressors. If you need general resources on coping with stress or want to talk with another student who has been in the same place as you, visit the Duck Nest (located in the EMU on the ground floor) and get help from one of the specially trained Peer Wellness Advocates.

University Counseling Services (UCS) has a team of dedicated staff members to support you with your concerns, many of whom can provide identity-based support. All clinical services are free and confidential. Find out more at counseling.uoregon.edu or by calling 541-346-3227 (anytime UCS is closed, the After-Hours Support and Crisis Line is available by calling this same number).

Basic Needs

Being able to meet your basic needs is foundational to your success as a student at the University of Oregon. If you are having difficulty affording food, don't have a stable, safe place to live, or are struggling to meet another need, visit the UO Basic Needs Resource page for information on how to get support. They have information about food, housing, healthcare, childcare, transportation, technology, finances (including emergency funds), and legal support.

If your need is urgent, please contact the Care and Advocacy Program by calling 541-346-3216, filling out the Community Care and Support form, or by scheduling an appointment with an advocate.

Respect for Diversity

You can expect to be treated with respect in this course. Both students and your instructor(s) enter with many identities, backgrounds, and beliefs. Students of all racial identities, ethnicities, genders, gender identities, gender expressions, national origins, religious affiliations, sexual orientations, citizenship statuses, ability and other visible and non-visible differences belong in and contribute to this class and this discipline. All students are expected to contribute to a respectful, welcoming and inclusive environment for every other member of the class.

Class rosters are provided to instructors with students' legal names. Please let me know if the name or pronouns I have for you are not accurate. It is important to me to address you properly.

Please let me know if aspects of the instruction, course design, or class activities undermine these principles in any way. You may also notify the [Home Department] at [contact information]. For additional assistance and resources, you may also consider contacting the Division of Equity and Inclusion through their website or by phone (at 541-346-3175), or the Center for Multicultural Academic Excellence through their website or by phone (at 541-346- 3479).

Student Experience Surveys

The midway and end-of-term Student Experience Surveys will be conducted in class. These happen during week five, then week 10. These are important opportunities to provide feedback about your learning experiences. I value this feedback and am continually improving the course with students' responses in mind. The key parts of the survey are the open-ended questions where you share concrete, actionable feedback and about the teaching practices that stand out to you. Thank you for your thoughtful reflections!

Inclement Weather

It is generally expected that class will meet unless the University is officially closed for inclement weather. If it becomes necessary to cancel class while the University remains open, this will be announced on Canvas and by email. Updates on inclement weather and closure are also communicated as described on the Inclement Weather webpage.