

# Advanced Public Relations Writing

PBRL 3431-001

Fall 2020

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## COURSE REQUIREMENTS

### Catalog description

Emphasis on the strategic aspects of public relations writing and further development of writing skills for a wide variety of public relations vehicles including preparation of more complex materials such as speeches, feature stories, white papers, videos, and materials for special events and crises.

### Prerequisites

PBRL 3421

### Textbooks, Software and Required Materials

The Associated Press stylebook 2018 (or 2017). New York: Basic Books.

A daily subscription to the *New York Times*, which can be obtained for free at various points on campus.

Additionally, we will be reading from the following trade publications regularly:

*PRNews*

*PR Tactics*

*PRWeek*

### COVID-19 Classroom format

Note: This format is subject to change as conditions in Shelby Co. and Tennessee change.

This for the first part of the semester (until September 30) we will meet and conduct all business online. Regardless of what UofM decides to do in October and November, you will have the option to continue the semester online.

Live lectures and office hours will happen on Mondays during class unless otherwise noted. You are not required to attend these sessions, but highly encouraged. Content heavy Zooms will be recorded and posted to eCourseware.

Wednesdays will be reserved for meeting with me and/or your group and working on your assignments in your own personal computer lab. Some Wednesdays will be mandatory check-ins and others will be voluntary drop-ins. Although this might be considered “free” time, I highly suggest that you not schedule anything during our time in case we need to meet a class. If needed, short lectures or group exercises will happen on Wednesdays as well.

Since this is an empowered learning environment, I expect that you show up ready to engage with myself and your classmates. Given the circumstances, a lot of this will be on you to pursue and initiate. It’s important to engage so you don’t get lost and ask questions if you’re confused.

It is my hope that you know and believe that I am always willing to help you. Always ask for clarification(s) if you have any questions or doubts: the sooner the better. It’s important to be proactive. If you’re having an issue, let’s work together to make sure you are doing what you can, when you can. Recognize that there’s a difference between reasons and excuses. I’m always willing to work with you if you’ve got a good reason—see a few examples below.

**Note on technology:** Students will write and submit assignments to eCourseware, which will be returned with feedback meant to encourage student improvement over the course of the semester. Access to a computer or mobile electronic device (tablet or smartphone) with internet access is required to complete all of your assignments. Please let me know if this is a burden.

I recommend visiting [IT’s recommendation page for remote learning](#). You’ll find information about hardware, [software](#), [the virtual private network](#), and [the help desk](#).

**Meeman Lab Availability:** If you need to come to Meeman to use the labs, you must email me within 48-hours of your preferred time. Labs will be available Monday-Thursday. You may arrive as early as 9 a.m and work until 4:30 p.m. In addition to Meeman, labs are available in the Tech Hub and the Library.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for PBRL 3431 - 001 to enter your course and read the instructions on the welcoming page

### Students with disabilities & accommodations

If you will need accommodations through [Disability Resources](#) to meet any of the requirements of this course, please let me know as soon as possible. Remember, this does not mean you are incapable or receiving special treatment. We all have specific tools we use to do our best work. I encourage you to consider which tools you need to be your best in this class.

### Trauma & emotional needs

This class is just one component of your life. It is important, but sometimes we experience trauma and crisis, and we need to reprioritize. As your instructor, I feel your health and well- being is more important than this class, especially under the circumstances. If completing this course or an assignment to the best of your abilities is challenging, please let me know as soon as possible. I am here for you and want to work with you.

## COVID-19 illness accommodations

I hope that this is the most worthless syllabus section I've ever written. I hope that COVID-19 comes nowhere near you or your loved ones, and doesn't affect you in any way, including physically, emotionally, spiritually, financially, and mentally. COVID-19 will likely affect one of us in one of those ways, however. Here's how we'll adapt:

### **If you get sick:**

I recommend you take an incomplete for the semester. Given that it's hard to know how your body will react, and cases range from asymptomatic to months of illness to death, we should prepare for you to dedicate a substantial amount of your time to feeling better. Your health is more important than this course. *Honor code: no documentation required.*

### **If you need to take care of someone who gets sick:**

Depending on the severity of their illness, I recommend you consider taking an incomplete. If you are the primary caretaker of someone who tests positive for COVID-19 with symptoms, your priority should be remaining healthy and supporting that person. *Honor code: no documentation required.*

### **If you are exposed to someone who tests positive:**

You must isolate and monitor your symptoms. Please let me know as soon as possible if that affects your access to resources and technology. *Honor code: no documentation required.*

### **Resources specific to physical health and wellness:**

[Mental health Services](#)

[UofM Student Health Center](#)

[Sexual, domestic, and intimate partner violence resources](#)

### **If you are affected financially because of COVID-19:**

There are many resources available through the Dean of Students including:

[Dr. Rosie Phillips Bingham Student Emergency Fund](#)

[Emergency Food Resources](#), which includes [Tiger Pantry](#)

[Emergency Housing](#)

[Specific COVID-19 relief funds](#)

## Course and Assignment Expectations

Course work will be accomplished every week, including readings, discussion posts, and quizzes to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Time), which may vary by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

Class discussion will involve the history, contemporary status, and future of the public relations field, along with the public relations four step process. Students will write and submit assignments that will be returned with feedback meant to encourage student improvement over the course of the semester.

## Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

### **Repetition of Courses and Coursework**

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the resume and logo).

### **Questions about Grades**

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. If you have a question or problem with a grade, exam question, or assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be turned in to the professor or sent via email within the stated time frame.

Additionally, you are responsible for tracking your grade online and meeting with me early in the semester if you are concerned about your overall grade. Meeting early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

## **ASSIGNMENTS**

### **Individual assignments**

1. News release (client work)
2. Op-Ed (client work)
3. PR Writing How-to vlog (e.g., how to write a fact sheet, use an analytics program, collect and evaluate sources)
4. Social media listening: scan and report (client work)
5. White paper (client work)
6. Portfolio
7. PR Trends Updates (pass/fail + exempt from the late policy)
  - a. You will lead one discussion (5 points)
  - b. You will participate in 10 (10 points)
8. AP Style quizzes (exempt from the late policy)
  - a. 10 quizzes (10 points)

## Client Team assignments

1. Blog and peer edit: Each client team member is responsible for writing one blog post and editing one blog post.
2. Twitter chat: Running a Twitter chat relevant to your client

## Plagiarism policy

*First offense:* Redo for 50%, plus meet with Teri

*Second offense:* Automatic 0, no redo

*Third offense:* Automatic class fail

*Final assignment, regardless of which offense:* Automatic 0 on assignment

## Late work

<24 hours late: -10% (perfect = 90% A)

24-48 hours late: -20% (perfect = 80% B)

48-72 hours late: -30% (perfect = 70% C)

Final call: Up to 50% credit (perfect = 50% F)

## Grading

A+ = 97-100%; A = 93-96%; A- = 90-92%

B+ = 87-89%; B = 83-86%; B- = 80-82%

C+ = 77-79%; C = 73-76%; C- = 70-72%

D+ = 67-69%; D = 60-66%

F 0-59%

White paper	20
News release	10
Op-Ed	10
Vlog	10
Social media listening/media audit	10
Blogs	3
Peer edits	2
Twitter chat design	5
PR trends discussion board (leader)	5
Participate in discussion board (10)	10
Weekly AP Quizzes (10)	10
Portfolio	5

## COURSE SCHEDULE

*Week 1, August 17: Introduction, course overview, PR writing*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Discussion board 1: Sign up for discussion board, vlogs, clients

*Week 2, August 24: Understanding audience and medium*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Discussion board 2  
AP style quiz

NOTE: August 30 is the LAST DAY TO DROP.

*Week 3, August 31: Advanced media and blogger relations*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Discussion board 3  
AP style quiz

*Week 4, September 7: Advanced social media strategy*

M: No class, Labor Day

W: Lecture via Zoom

Readings: see eCourseware and your reading schedule list

Assignments: News release due 9/13  
Discussion board 4  
AP Style quiz

*Week 5, September 14: Writing and design*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Blog post #1 due 9/20  
Twitter chat design due 9/20

*Week 6, September 21: Opinion and advocacy*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Blog post #1 edit due 9/27  
Blog post #2 due 9/27  
Discussion board 5  
AP Style quiz

*Week 7, September 28: White papers, infographics, and research*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Op-Ed due 10/4  
Blog post #2 edit due 10/4

NOTE: October 2 is the last day to WITHDRAW (Courses dropped during this period will have "W" grades assigned and will appear on your transcript. Courses cannot be dropped online after this period).

*Week 8, October 5: Midterm/"Fall Break"*

M: One-on-one meetings with Teri

W: One-on-one meetings with Teri + lab time. *You may come use the lab during class time (12:40-2:05 p.m.). Please let me know by 9 a.m. that morning so I can open the lab for you.*

Readings: see eCourseware and your reading schedule list

Assignments: White paper analysis due 10/11  
Discussion board 6  
AP Style quiz

*Week 9, October 12: Speeches*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Blog Post #3 due 10/18  
Discussion board 7  
AP Style quiz

*Week 10, October 19: Nonprofit Writing*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Social media listening/media audit report due 10/25  
Blog post #3 edit due 10/25  
Discussion board 8  
AP Style quiz

*Week 11, October 26: PRSSA Conference week*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Blog post #4 due 11/1  
White paper outline due 11/1  
Discussion board 9  
AP Style quiz

*Week 12, November 2: Corporate Writing*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Blog post #4 edit due 11/8  
Discussion board 10  
AP Style quiz

### *Week 13, November 9: Multimedia PR*

M: Lecture via Zoom

W: Work day, meeting day, lecture day (if needed)

Readings: see eCourseware and your reading schedule list

Assignments: Vlog due 11/15

Blog post #4 edit due 11/15

Discussion board 11

### *Week 14, LAST CLASS: November 16*

M: Last minute questions about the final white paper assignment

W: No class. This is the first day of finals

Readings: see eCourseware and your reading schedule list

Assignments: Portfolio due 11/20 at 11:59 p.m.

### *Exams week: November 18-24*

Assignments: White paper due 11/23 at 11:59 p.m.

## **ASSESSMENT AND OUTCOMES**

### **Five Pillars in PBRL 3431**

- *Critical Thinking:* Students must demonstrate an understanding of writing for a specific public, writing from a specific point of view for an organization and how to choose the best media channel to communicate their message to a target audience.
- *Media Literacy:* Students learn how to engage with both traditional and social media; how relationships and communities are built within these channels; and how to choose the appropriate media channels based on their desired target audience.
- *Multimedia:* Students look at the use of social media in public relations, including the potential for community engagement and management, the importance of consistent organizational voice across multiple platforms and how to translate one message into a variety of social media platforms. Students also add collateral pieces to their online portfolios.
- *Professionalism:* Students learn the professional and ethical standards of the public relations industry by discussing ethics statements from a variety of professional organizations, working through simulated ethical scenarios from a variety of perspectives and learning how and why legal ramifications may exist within the field. Students continue work on their personal portfolio sites as a way of establishing their personal professional brand.
- *Writing:* Students focus on writing for a variety of public relations formats, including press releases, position or white papers, fact sheets, press conference statements, brochures and newsletters, various social media platforms, and feature releases. Students edit and critique not only their work but also the work of their peers.

### **Professional values and competencies for PBRL 3431**

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and



petition for redress of grievances.

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### **How professional values and competencies will be met**

#### *Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Recognize the importance of understanding the diversity (gender, race, ethnicity, etc.) of stakeholder groups and audience to developing content for public relations products and appropriate channels to reach the target audience.
- Explain how the writer's purpose, intended public and requirements of the medium affect style and content.
- Recognize legal and ethical problems associated with public relations writing, including within the freedoms of speech and the press.
- Recognize potential problems and solutions in media relations.
- Understand the differences between writing for various mediums.
- Evaluate their own and other's public relations writing for accuracy, clarity, grammatical correctness and appropriate use of AP style, as well as suitability for specified medium.
- Understand how to use appropriate software and hardware to create public relations products, as well as how to effectively utilize social media channels to communicate with the target audience.

#### *Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Earn a passing score on written assignments, quizzes and exams.
- Identify an organization's stakeholders and target audiences and the channels that can be used to communicate and engage with them.
- Identify appropriate images/graphics to accompany public relations products based on medium, platform and target audience.
- Identify common legal and ethical problems associated with public relations writing.
- Write a press release, position or white paper, fact sheet, press conference statement, brochure and newsletter for an organization and assemble a press kit, including required images and graphics.
- Apply Associated Press guidelines to written public relations materials.
- Proofread and edit their own work and the work of others.

- Create public relations products using appropriate software and hardware ensuring that products are formatted correctly selected media channels.

## How assessment of student learning will be met

### *Awareness*

- Learn the important role of writing in public relations, including journalistic news values, AP style and the various forms of writing for different media.
- Learn about the importance of understanding the diversity and cultural differences of an organization's stakeholders and target audience when developing public relations content.
- Learn about the ethical and legal problems associated with public relations writing.
- Learn about the different public relations products, which tools are used to create them, and what media each is best suited for.

### *Understanding*

- Understand how to be strategic in public relations writing.
- Recognize how the diversity and cultural difference of an organization's stakeholders and target audience inform the development of public relations content.
- Recognize potential ethical and legal problems associated with public relations writing.
- Understand how to proofread their own and other's writing for clarity, grammatical correctness and appropriate use of AP style.
- Understand which public relations products are appropriate based on the platform and how to create specific public relations products.

### *Application*

- Identify an organization's stakeholders and target audiences and the channels that can be used to communicate and engage with them.
- Write a press release, position or white paper, fact sheet, press conference statement, brochure and newsletter for an organization and assemble a press kit, including required images and graphics.
- Proofread and edit their own work and the work of others for clarity, grammatical correctness and appropriate use of AP style.
- Create public relations products using appropriate software and hardware ensuring that products are formatted correctly selected media channels.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

### Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting

if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

## Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

## Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

## Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

## Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially

rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### **Academic integrity**

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for

Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

## **COVID-19 protocols for this course**

### **COVID-19 Health and Safety Policy - Masks and Social Distancing**

All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

### **Student Health**

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu).

### **Student Accommodations**

If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at [drs@memphis.edu](mailto:drs@memphis.edu).

(<https://www.memphis.edu/drs/index.php>)

### **Student Resources**

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.