

**AECN/ASCI 482**  
**Nebraska Beef Industry Scholars Program: Policy**

Departments of Agricultural Economics and Animal Science  
College of Agricultural Sciences and Natural Resources  
University of Nebraska-Lincoln  
Spring 2020

**Course Details**

AECN/ASCI 482, Section 001  
Credit Hours: 1  
Monday, 3:00 - 4:50 p.m.  
Filley Hall 210

Prerequisites: ASCI 481 and ASCI 395A, ASCI 395B, GRAS 490, AECN 495C, or equivalent

**Contact Information**

Instructor  
Dr. Bradley D. Lubben  
207A Filley Hall  
Phone: 402.472.2235  
E-mail: blubben2@unl.edu

Secretary  
Maddy Griep  
207 Filley Hall  
Phone: 402.472.1913  
E-mail: maddy.griep@unl.edu

**Course Objectives**

This course is designed to prepare Nebraska Beef Industry Scholars program participants to be leaders in the beef industry in addressing important public policy issues. The course objectives are to:

- Identify, analyze, and understand public policy issues affecting the beef industry.
- Attend and participate in the Cattle Industry Convention to observe and gain knowledge of the policy making process within a beef industry organization and policy stakeholder group.
- Understand public policy development and decision-making processes in various policy arenas.
- Identify and understand different policy stakeholder groups in the beef industry and their values, principles, and preferences.
- Develop appropriate policy action strategies to address public policy issues relevant to the beef industry.

## Course Materials

The course does not have a textbook. It will rely on regular readings from popular press, trade journals, academic studies, government reports, and other resources. The readings, or links to the readings, will be available on Canvas at *my.unl.edu*.

## Course Evaluation

Grades will be assigned based on a weighted average of each student's performance in the following areas:

Discussion and participation in class	20%
Participation in the Cattle Industry Convention	20%
Individual written assignments	20%
Individual report on policy issue analysis	20%
Team report and presentation on policy action strategy	20%

Letter grades for the course will be assigned according to the following schedule:

<u>Weighted Average Score</u>	<u>Letter Grade</u>	<u>Weighted Average Score</u>	<u>Letter Grade</u>
97-100	A+	77-79	C+
93-96	A	73-76	C
90-92	A-	70-72	C-
87-89	B+	67-69	D+
83-86	B	63-66	D
80-82	B-	60-62	D-
		0-59	F

Discussion and Participation. A key part of the course will focus on participation in class discussions of the various public policy issues affecting the beef industry. Students' grades will reflect their effort to provide meaningful contributions, including 1) responding to relevant policy questions posed by the instructor or by other students; 2) contributing questions that generate meaningful discussion by others in the class; 3) providing useful information or other resources relevant to a policy issue addressed in class; or 4) discussing the relevant policy developments of the day at the state, national, or international level.

Participation in the Cattle Industry Convention. Students are required to attend and participate in the Cattle Industry Convention. This year's annual convention will be in San Antonio, Texas on February 5-7. The convention and accompanying trade show gives students an opportunity to observe and participate in meetings of education, marketing, and policy committees as well as visits with various industry participants and representatives. Students will be responsible for participating fully in the educational sessions, committee meetings, and other opportunities and will be responsible for reporting their experiences and findings to the class.

Individual Written Assignments. The written assignments will include various opportunities for students to explore and analyze policy issues. Some assignments will ask students to research and examine the scope of policy issues. Other assignments may ask students to research and develop brief reports on various policy issues or policy stakeholders.

Individual Report and Discussion of Policy Issue Analysis. Students will prepare an individual report on an assigned policy issue selected from class discussion, supplemental reading, and policy issues addressed at the Cattle Industry Convention. The report will analyze the policy issue, the potential policy alternatives

and consequences, and the student's policy recommendation. The report will be presented as part of a class exercise with other reports on the policy issue for the consideration of the entire class.

Team Report and Presentation on Policy Action Strategy. A team report and presentation will be prepared to identify and present a strategy for policy action on a selected policy issue taken from the issues and policy recommendations discussed and reported in class.

Attendance. Regular attendance is expected and is necessary to perform well in the course. Students are responsible for knowing the material presented and discussed during the class meetings and on Canvas, including all of the class materials, readings, and assignments.

## Course Schedule

The course will meet from 3:00 - 4:50 p.m. on scheduled Mondays. This allows time for class discussion of multiple and complex policy issues that can't always be completed in 1 hour and recognizes that we will not be meeting every week of the semester due to travel and instructor conflicts. There will not be a final exam, but final reports will be due and presented on April 27.

The tentative schedule for the semester is below, with guest speakers identified and tentatively scheduled. These plans are subject to change, but this provides some planning for the semester:

January 13 - Session 1 Introductory discussion Lecture 1 Assignment 1 – due online January 24	March 2 – No class meeting
January 20 - MLK Day - No class meeting	March 9 – Session 5 Policy Analysis Reports Assignment 3 – due online March 16
January 27 – Session 2 Assignment 1 review Beef Industry Issues and Convention Primer Pete McClymont, Nebraska Cattlemen Trip logistics and discussion Assignment 2 – due online before class February 10	March 16 or April 6 – Session 6* State Issues and Legislative Discussion Nebraska Cattlemen (invited)
February 3 – No class meeting	March 23 – Spring Break – No class meeting
February 5-8 Class trip to 2020 Cattle Industry Convention and NCBA Trade Show	March 30 – No class meeting
February 10 - Session 3 Lecture 2 Assignment 2 review Identification of policy issues	March 16 or April 6 – Session 6* State Issues and Legislative Discussion Nebraska Cattlemen (invited)
February 17 – No class meeting	April 13 - Session 7 Assignment 3 review Beef Checkoff Programs, Priorities, and Issues Dawn Caldwell, Nebraska Beef Council – (invited)
February 24 – Session 4 Lecture 3 National policy issues and policy analysis	April 20 – Session 8 Policy Leadership and Development Terry Hejny, Nebraska LEAD Program (invited)
	April 27 - Session 9 - Final class meeting Team Reports and Presentations (NBIS faculty invited)

## **Academic Integrity**

Academic honesty is essential to the existence and integrity of an academic institution. The responsibility for maintaining that integrity is shared by all members of the academic community. The University's Student Code of Conduct (<https://studentconduct.unl.edu/student-code-conduct>) addresses academic dishonesty. Students who commit acts of academic dishonesty are subject to disciplinary action and are granted due process and the right to appeal any decision.

In this course, academic dishonesty will not be tolerated and any student directly or indirectly involved in any form of academic dishonesty related to the class may receive a grade of "F" for the assignment, the quiz or exam, or the course.

## **Writing Center**

The Writing Center, located in 102 Andrews Hall and satellite locations from 5-7 pm in Adele Hall, is a free service for all UNL students, faculty, and staff. You can work with an individual writing consultant on any type of writing at any stage in your writing process. For an appointment, call 472-8803 or schedule online (<https://www.unl.edu/writing/home>).

## **Services for Students with Disabilities**

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can discuss options privately. To establish reasonable accommodations, I may request that you register with Services for Students with Disabilities (SSD). If you are eligible for services and register with their office, make arrangements with me as soon as possible to discuss your accommodations so they can be implemented in a timely manner. SSD contact information: 232 Canfield Admin. Bldg.; 402-472-3787.

## **Academic Support Services**

You can schedule free appointments for individual academic coaching with First-Year Experience and Transition Program staff through MyPLAN. You can also take advantage of study stops--which provide individual and group study with learning consultants in a variety of disciplines--and free group workshops on topics such as time management, goal setting, test preparation, and reading strategies. See the website (<http://success.unl.edu/>) for schedules and more information.

## **Health and Well-Being**

The University offers a variety of options to students to aid them in dealing with stress and adversity. Counseling and Psychological & Services (CAPS) (<https://caps.unl.edu/>) is a multidisciplinary team of psychologists and counselors that works collaboratively with Nebraska students to help them explore their feelings and thoughts and learn helpful ways to improve their mental, psychological and emotional well-being when issues arise. CAPS can be reached by calling 402-472-7450. Big Red Resilience & Well-Being (<https://resilience.unl.edu/big-red-resilience-well-being>) provides one-on-one well-being coaching to any student who wants to enhance their well-being. Trained well-being coaches help students create and be grateful for positive experiences, practice resilience and self-compassion, and find support as they need it. BRRWB can be reached by calling 402-472-8770.

## Classroom Emergency Preparedness and Response

The following is provided for student information in the event of an emergency:

Fire Alarm (or other evacuation) – In the event of a fire alarm: Gather belongings (purse, keys, cellphone, N-Card, etc.) and use the nearest exit to leave the building. Do not use the elevators. After exiting notify emergency personnel of the location of persons unable to exit the building. Do not return to building unless told to do so by emergency personnel.

Tornado Warning – When sirens sound, move to the lowest interior area of building or designated shelter. Stay away from windows and stay near an inside wall when possible.

Intruder Threat/Other Dangerous Situations - For other emergency situations, consider the following:

- If immediate evacuation seems to be the best option, direct students to the closest exits away from the source of the emergency. Students should hold hands in the air when exiting the building.
- If immediate evacuation does not appear to be safe or feasible consider one of these options.
  - If your room has a solid door with a lock, lock the door. If there is a second door in the room, also lock that door.
  - If the room is unable to be locked, consider whether a door that opens inward can be blocked.
    - If the room is unable to be locked or the door blocked, consider having personnel hide in locations where appropriate.
- If staying in the room:
  - Turn off the light.
  - Have students get low and away from the door.
  - Have everyone silence their cell phones and stay quiet
- When the emergency is over and the group is exiting, remind everyone to move slowly and hold their hands in the air.

UNL Alert – Notifications about serious incidents on campus are sent via text message, email, unl.edu website, and social media. For more information go to: <http://unlalert.unl.edu>.

Additional Emergency Procedures – Additional information is posted on Canvas on the home (syllabus) page for AECN 345 as well as at [http://emergency.unl.edu/doc/Emergency\\_Procedures\\_Quicklist.pdf](http://emergency.unl.edu/doc/Emergency_Procedures_Quicklist.pdf).