Course Name: JOUR 4270.001/5350.001 | Strategic Social Media  
Class Meetings: Wednesday, 3:30—6:20 p.m., CHEM 106

Instructor: Samra Jones Bufkins, MJ, APR  
Office: GAB 113   Office phone: 940-565-2167  
E-mail: Samra.Bufkins@unt.edu   Twitter: @samjb  
Cell phone: xxx-xxx-xxxx (text any time, include name & class, call if an emergency.)  
Office hours: Any time my door is open, Mondays 1-2 pm and 3:30—4:30, Wednesday 1-2 p.m, Tues. & Thurs by appointment.

Teaching Assistant: Adrian O’Hanlon III  
Email: georgeohanlon@my.unt.edu  
Cell: xxx-xxx-xxxx (text or call any time before 1 p.m.)  
Twitter: @aohanlon3  
Adrian doesn’t have office hours but tweets his location when he’s on campus and available for consultation.

Class blog: EagleStrategies.blogspot.com  Look for login instructions at LEARN.UNT.EDU

Course Description  
In a collaborative atmosphere we will explore strategic applications of a variety of social media platforms used for strategic communications and journalism. Students will be challenged to bring new ideas to the classroom while adapting social media tools to traditional communications planning and measurement methods. Students with specific expertise/interests will be encouraged to present to class.

Course Objectives  
After taking JOUR 4270/5350, each student will be able to:  
- Understand and apply the basic technologies of the most common social media platforms and the strategic uses for those platforms.  
- Analyze ethical dilemmas in social media strategic communications case studies.  
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.  
- Work ethically in pursuit of truth, accuracy, fairness and diversity.  
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes in which they work.

Texts  
There is no required text for this class.  
Recommended:  
Standage, Tom. Writing on the Wall Social Media, the first 2,000 years. Bloomsbury, 2014.

A list of blogs, websites and other resources will be uploaded to Blackboard for your perusal. Students are encouraged to add to that list as they find useful information to share.
Technical requirements:

- While not mandatory, it is highly recommended that you have access to a smart phone and home Internet access—many assignments require access outside of class time.
- All students must have a LinkedIn profile, must connect with the instructor and TA and each other by January 29. Post your link in the discussion area of LEARN.
- All students will open and maintain a Twitter account and monitor and send “tweets” to hashtag #untj4270 for discussion and links to supplemental reading material.
- All students will establish a splash page (I recommend About.me) with all social media links and make that available to all students via the discussion area of LEARN.
- Other social media account requirements are posted in Blackboard, and include a Facebook account and Pinterest account.
- Students must follow the instructor and TA and the required organizations on the Twitter assignment sheet. It’s recommended you follow other students in the class and should follow guest speakers.
- Sharing of relevant articles, blogs, websites and social media resources is expected in order to stimulate dialogue with a diverse community in and outside of class.
- Twitter activity will count as a percentage of your class participation grade—those who do not initiate at least one course-related Tweet per day will see their grade reduced. Live tweeting during class is also required.
- Students must maintain and use BlackBoard LEARN to access course materials and required supplemental readings, and regularly access e-mail through BlackBoard and UNT.

Classroom protocol. Class meetings will consist of a combination of lecture, guest speakers, discussion, case study analysis and group exercises. Participation in class discussion is mandatory and expected to be provocative, but must be conducted in an environment of respect and tolerance for differing perspectives, cultures, backgrounds, skill levels and opinions. I retain my nonnegotiable right to evaluate your in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes sleeping in class, working crossword puzzles, playing on Facebook or other platforms, working on assignments for other classes, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments directed at the instructor or other students.

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments on time in the proper format and participate in all online and social media activities as assigned. I may periodically give quizzes covering the week’s readings, speaker presentations, class discussions and current events—these will occur in the first 10 minutes of class. Be there. I take roll in writing at the beginning of each class.

- Journalism faculty have the discretion to drop any student who misses the first class meeting without prior notice.
- One absence is the limit without penalty toward your final grade, unless you have communicated with me, in writing, from the beginning about an extraordinary problem (like you’re planning to be on life support). This class meets once a week, so if you miss, you’ve missed a full week of class.
- The second absence will result in 10 points taken off your final course grade, with 10 points deducted for each subsequent absence.
- After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
- If you are absent you are still responsible for submitting your assignment on time. If you need to leave the classroom for any reason during an exam you will not be re-admitted to the classroom, and your exam will be graded accordingly.
Communication: Communicating with students using the UNT student email account is part of the university’s contract with students. Official course-related electronic communication with students in this class will be through the students’ myunt accounts rather than personal email accounts. That said, we will be using many other means of communications in this class including, but not limited to, blogs, Facebook, Twitter, LinkedIn and other social networking platforms. I only discuss grades via email or in person.

Description of Assignments

A NOTE ON RESEARCH SOURCES: Answers.com, Ask Yahoo!, Quora, Wikipedia and similar, unverified, user-generated sites are not acceptable research sources, although they are often good places to start looking for ideas. Don’t be lazy and quote the first one or two things that pop up on Google. Use of Google Scholar is fine. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research, even though this is a social media class.

Tentative Evaluation (grad students, see addendum)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Exercises and assignments</td>
<td>210 points</td>
</tr>
<tr>
<td>Postings to class blog (bi-weekly minimum, grad students weekly)</td>
<td>140 points UG</td>
</tr>
<tr>
<td>Book Review</td>
<td>100 points</td>
</tr>
<tr>
<td>Class participation and online engagement</td>
<td>150 points</td>
</tr>
<tr>
<td>Group project 1</td>
<td>100 points</td>
</tr>
<tr>
<td>Group project 2</td>
<td>100 points</td>
</tr>
<tr>
<td>Exam and quizzes</td>
<td>200 points</td>
</tr>
</tbody>
</table>

Grading System for 4270 (grad students see addendum)

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>90%</td>
<td>A (outstanding)</td>
</tr>
<tr>
<td>80% -- 89%</td>
<td>B (excellent)</td>
</tr>
<tr>
<td>70% -- 79%</td>
<td>C (satisfactory)</td>
</tr>
<tr>
<td>60% -- 69%</td>
<td>D (unsatisfactory)</td>
</tr>
<tr>
<td>Lower than 60%</td>
<td>F (failing)</td>
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</tbody>
</table>

Blackboard Gradebook:
Grades posted in the Blackboard gradebook are nothing more than points accrued for each project recorded, or each exam. Not all individual project grades are recorded in the Blackboard gradebook. Weighting of assignments, quizzes, attendance, and class participation are not included. Total points accrued in Blackboard may not be a true reflection of your potential or actual grade in this course. Because of the large number of students I have in all my classes, I will not do individual grade calculations on demand. You are responsible for keeping track of your graded assignments and track your progress in this course.

Activities/Assignments/Assessments
Unless specifically instructed otherwise, all assignments are to be uploaded to Turnitin via Blackboard.

- **Upload of required information to discussion board by second class period**—10 points
- **Individual Exercises—subject to change** if something new comes along—20 points each
  - #1 Online personal profile of one classmate and your instructor—see class handout.
  - #2 Twitter assignment—see class handout
  - #3 One-page bullet summary of each guest speaker’s presentation, due before the beginning of the next class period (Approximately 4 total)
  - #4 Weekly monitoring of your social media influence and reach
#5 Social Media plan
#6 Daily Paper.Li or other social media aggregator of your choice
#7 One online storytelling project
#8 LinkedIn profile: post link in discussion area of Blackboard and follow posted instructions
#9 Minimum of four Tweetchats—see class handout & online content folder.
#10 Assignment TBA—can be your choice.

- **Class blog**—Write about new elements, uses, issues, platforms or channels of social media (NOT discussed in class) as you discover them, including an analysis of what strategic applications you see for it OR if you think it’s useless. You must include a graphic or photo with each post. Comment on other postings. Post any time, as long as you do it at least once during your assigned two week window. **See Blackboard for specific deadline dates, which are posted with the blog groups and in the Turnitin folders.** *Graduate students must post weekly.** All blogs are due at 11:59 p.m. on Sunday. Submit through the Turnitin box in Blackboard—do not use Turnitin.com. Whenever you post, be sure your name is on your post, and tweet the link to that post using the #untj4270 hashtag.

- **Book Review** Each student will read a book about social media of their choice (which I approve) and write a review of the book. You’ll write a 2-3 page critical summary and provide copies of a summary for each class member. *(Graduate students will present their book review to the class.)*

- **Class participation and online engagement**—Showing up and contributing to the conversation in class and online. This includes your daily Twitter activity, commenting on blogs—preferably professionals’ blogs, not just your classmates’ blogs, sharing links via Twitter, and any other activities we think of. Live tweeting of class using the hashtag is also required—at least one tweet (relevant material) per class meeting. Part of this will be documented through your **weekly personal analytics report, which should include a list (or better yet, links) of all blogs you commented on.**

- **Exam, quizzes, etc.** Yep, gotta do it. Will mainly cover terminology, but will also include elements of communications planning and other concepts introduced in class, including information provided by guest speakers (including graduate student presentations).

- **Two small group projects TBA.**

### Electronic Device Policy
Most faculty prefer to limit the use of electronic devices in classes, but it would be counterproductive and hypocritical to enforce that rule in this class. Please refrain from any texting, tweeting, surfing, shopping, Googling, or whatever that is not related to this course material. The Twitter feed will be displayed on the screen at all times. Be considerate of your classmates and all guest speakers. Live Tweeting relevant class discussions or speaker quotes (with the class hashtag) is encouraged, but let’s not be excessive about it. I do reserve the right to ask you to leave if you are using this class time to work on projects for another class. I also don’t mind if you eat or drink in the classroom, but be considerate of others, pick up and dispose of your trash properly, and try not to stink up the place.

### My policy on Academic Honesty:
The assignment in question will earn an automatic grade of ZERO, and depending on the severity of the infraction and the importance of the assignment, a failing grade in the course may be assigned. **Work that has been previously written for personal blogs or other classes** (past or present), including blog posts, articles or publications, may not be submitted for credit in this class even if it is your original work. You may refer to these pieces if appropriate, but re-submission will result in a grade of zero and possible investigation for violation of the academic integrity policy.

**For this class, copying from any blog, website, or other materials without a link to the original source and/or a proper citation is plagiarism.** If you are in doubt or have a question contact me immediately. It is better to ask for clarification than to find yourself dealing with an academic integrity issue that will go on your permanent academic record.
I have zero tolerance for cheating, and will not hesitate to file a report with the Office of Academic Integrity for any instance of suspected cheating including plagiarism, dual submission of work (work you submitted for another class) or falsifying research (including lying about personally interviewing sources or clients).

Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. Raw links will not be accepted as citations or bibliography entries.

Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. Raw links will not be accepted as citations or bibliography entries.

Final Note
I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. I’m here to help you, and I care deeply about all my students. I have 23 years of professional PR experience and many professional contacts in the industry. Come see me in my office any time, about anything, and if I can help, I will. If you can’t meet me in my office, I will meet with you at a mutually convenient time and location. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.

Syllabus © 2014 by Samra Jones Bufkins, MJ, APR.

The Fine Print: MSOJ Syllabus Statements
(All the stuff we’re required to include and you should read.)

*Add the following wording verbatim to your syllabi:*

**JOURNALISM REQUIREMENTS & GUIDELINES**

*(Statement for JOUR 1210, 2000, 2300 and 2310)*
For journalism majors, not minors: This is a foundational (formerly called pre-major) class. Once you have completed all foundational requirements you will have access to upper-level journalism courses. If you have questions about what your foundational requirements are, please see an advisor.

*(Statements for all JOUR courses)*

**JOURNALISM COURSE REGISTRATION**

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.

2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.

3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

**RE- TAKING FAILED JOURNALISM CLASSES**
Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**TEXTBOOK POLICY**
The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**FIRST CLASS DAY ATTENDANCE**

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

**FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

*If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.* Please visit [http://financial.aid.unt.edu/satisfactory-academic-progress-requirements](http://financial.aid.unt.edu/satisfactory-academic-progress-requirements) for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

**ACADEMIC ADVISING**

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 28) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student’s responsibility to ensure all payments have been made.

**IMPORTANT SPRING 2014 DATES***

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 20</td>
<td>Martin Luther King Jr. Day – University closed.</td>
</tr>
<tr>
<td>January 17</td>
<td>Last day to add a class.</td>
</tr>
<tr>
<td>January 27</td>
<td>Census date. Beginning this date, a student must first receive written consent of the instructor to drop a course.</td>
</tr>
<tr>
<td>February 4</td>
<td>Last day to drop with an automatic W. The W does not impact a student’s GPA.</td>
</tr>
<tr>
<td>February 4</td>
<td>Spring 2014 undergraduate graduation application due.</td>
</tr>
<tr>
<td>February 21</td>
<td>Beginning this date, instructors may drop students with grade of WF for nonattendance.</td>
</tr>
<tr>
<td>March 10 – 14</td>
<td>Classes dismissed for Spring Break. University closed on March 10 only.</td>
</tr>
<tr>
<td>March 25</td>
<td>Last day to drop with W or WF.</td>
</tr>
<tr>
<td>March 25</td>
<td>Last day for an instructor to drop a student with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>Late March</td>
<td>Registration begins by classification for Summer 2014/Fall 2014.</td>
</tr>
<tr>
<td>April 18</td>
<td>Last date to withdraw from classes.</td>
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<tr>
<td>April 26</td>
<td>Pre-finals week begins.</td>
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<tr>
<td>May 2</td>
<td>Reading day. No classes.</td>
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<tr>
<td>May 3-9</td>
<td>Finals week.</td>
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<tr>
<td>May 9-10</td>
<td>Commencement – Details to be announced.</td>
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</tbody>
</table>

*Some dates are subject to change. Check the registrar’s website for updates: [http://registrar.unt.edu/registration/spring-registration-guide](http://registrar.unt.edu/registration/spring-registration-guide)
ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

Individual Faculty Member/Advisor
Associate Dean, Mayborn School of Journalism
Dean, Mayborn School of Journalism

OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at reduced rates. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

In my classes academic dishonesty is an automatic F in the course.
ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

CLASSROOM POLICIES

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/bepers, dressing inappropriately).

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.
EMERGENCY NOTIFICATION & PROCEDURES
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include:
1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.