PLANNING MANAGEMENT (RCPL 5053)
Spring Semester 2016
Five Saturdays, 8:00 a.m. to 5:00 p.m.
Gould Hall, Room 345: Duncan Studio

Instructor
Fernando Costa
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Assistant City Manager, City of Fort Worth
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Office hours: One hour after each class by appointment.

Course Description
This course explores the management of local planning agencies with an emphasis upon the knowledge, skills, and values that distinguish effective planning directors. Topics include the nature of leadership in local government, planning ethics, the internal and external dynamics of planning agency management, and the techniques that successful planning directors employ to produce positive and lasting change in their communities. Designed primarily as an exit course for RCPL students nearing graduation, Planning Management enables students to synthesize what they have learned in previous courses, studios, and internships and allows them to apply that knowledge to the challenges facing local planning agencies today. The course fulfills Planning Accreditation Board curriculum requirements 2f, Leadership; 3a, Professional Ethics and Responsibility; and 3b, Governance and Participation.

Textbooks


Optional Reading

Assignments
Recognizing the importance of communication skills to a planner’s success, the course requires each student to produce three short essays (each three to five double-spaced pages in length) on assigned readings and a longer research paper (approximately 20 double-spaced pages) on a relevant topic of the student’s choice. The course also requires each student to present his or her research paper orally, using any visual aids that might enhance the presentation. Class participation is essential, and each student is required to demonstrate leadership skills by
facilitating three or more discussions on assigned readings. The instructor expects students to attend all classes, to complete all assignments on time, and to produce work of professional quality.

**Grading System**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Essays (3 @ 5%)</td>
<td>15%</td>
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<tr>
<td>Research paper</td>
<td>30%</td>
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<tr>
<td>Presentation</td>
<td>10%</td>
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<tr>
<td>Class participation</td>
<td>15%</td>
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<tr>
<td>Attendance and punctuality</td>
<td>10%</td>
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<tr>
<td>Final exam</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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**Schedule of Classes**

1. **January 23**
   a. Topics: Course introduction; the nature of planning leadership; planning ethics.
   b. Guest speaker: Aubrey Hammontree, Planning Director, City of Oklahoma City (1:30 p.m.).
   c. Assigned readings: Hack, chapter 8; and Peters and Waterman, chapters 1 through 3.
   d. Work to be submitted: None.

2. **February 13**
   b. Guest speakers: Paula Dennison, Development Services Director, City of Stillwater (10:00 a.m.); and Susan Connors, Director of Planning and Community Development, City of Norman (1:30 p.m.).
   c. Assigned readings: Peters and Waterman, chapters 4 through 7; McClendon and Quay, chapters 1 through 4; and Zucker, chapters 1 through 7.
   d. Work to be submitted: Essay # 1; draft outline for research paper.

3. **March 5**
   a. Topics: Strategic planning, budgeting, and human resources management.
   b. Guest speakers: Dawn Warrick, Director of Planning and Development, City of Tulsa (10:00 a.m.) and Jane Jenkins, President and CEO, Downtown Oklahoma City, Inc. (1:30 p.m.).
   c. Assigned readings: Peters and Waterman, chapters 8 through 12; McClendon and Quay, chapters 5 through 7; and Zucker, chapters 8 through 13.
   d. Work to be submitted: Essay # 2; final outline for research paper, including bibliography.

4. **March 19**
   a. Topic: The institutional and political context of planning.
   b. Guest speaker: John G. Johnson, Executive Director, Association of Central Oklahoma Governments (1:30 p.m.).
   c. Assigned readings: Heller, chapters 1 through 8.
   d. Work to be submitted: Essay # 3.

5. **April 16**
   a. Topics: Presentation of research papers; final exam.
   b. Guest speaker: None.
   c. Assigned readings: None.
   d. Work to be submitted: Research paper.

April 30 shall be a contingency meeting date in the event that inclement weather or other circumstances require the cancellation of any class.
Standards of Behavior
Each student shall comply with the University’s codes, policies, and procedures dealing with academic misconduct, grievances, sexual and ethnic harassment, and discrimination based on physical disability. Any student engaging in academic misconduct shall receive no credit for the pertinent assignment and shall receive a grade no higher than C for the course.

Accommodation
Any student with a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible to discuss accommodations that may be necessary to ensure the student’s full participation and facilitate the student’s educational opportunities.

12/21/15