

ASCI 311E: Beef Industry Study Tour Spring, 2023

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Reiling Office Hours: I do not maintain specific office hours. However, you are welcome to self-schedule an appointment through the Student Success Hub. If you cannot find any time that will work, send an e-mail providing 2-3 times that work for you. When received, I'll try to identify a time that also works for me and send you an email confirmation. I will also attempt to be present a few minutes immediately prior to class, and I'll "hang around" for as long as you need immediately after class. Bottom-line, if you have questions/concerns regarding this class or other factors that may contribute to your future and academic success, we can find a time to visit. I want to help you succeed!

McCarthy Office Hours: I do not maintain specific office hours; however, I will be on campus Mondays and Wednesdays. You are welcome to self-schedule an appointment through the Student Success Hub. If you cannot find a time that will work, please send me an email with at least 2-3 times that work for you, and we can try to identify a time that works either in person or via zoom. Please reach out or stop by if you ever need to chat.

Course Prerequisites: ASCI 281

Class Times / Location: Wednesday, 4:00-4:50 pm; A222 Animal Science

Reference: Canvas: my.unl.edu - The tools of CANVAS will be used to facilitate team discussions and disseminate needed course materials and references.

Course Overview: This course is designed to provide Nebraska Beef Industry Scholars students an exposure to different aspects of the beef industry through on-site tours and interaction with industry leaders.

Educational Objectives: Upon completion of this course, students should be able to do each of the following:

1. Describe overall structure of the beef industry along with advantages and disadvantages of that structure.
2. Outline the role of different beef industry sectors and describe how those different sectors interact.
3. Describe the role of support agencies and allied industries in facilitation of sustainable beef production.
4. Outline attributes of effective leadership within the beef industry.
5. Contact and comfortably engage leaders of the beef industry.

Grading:	Grade Points and Percentages	Points	~ % of Total
Weekly Class Participation.....		100 pts.....	16.7%
BIG Tour			
➤ Pre-Tour Planning Assignments		100 pts.....	16.7%
➤ Engagement (during the tour)		100 pts.....	16.7%
➤ Post-Tour Reflection & Thank you Notes		100 pts.....	16.7%
Nebraska Tour			
➤ On-site Tour, Presentation, & Thank you Notes		100 pts.....	16.7%
<u>Zoom Leadership Connections (20-25 pts/day, dependent on number).....</u>		<u>100 pts.....</u>	<u>16.7%</u>
Total Points.....		600 pts.....	100.0%

Explanation of Basic Grading Components

Weekly Class Participation (100 points)

- ✓ From January 25 to May 10, we have 14 "graded" class meetings scheduled. These weekly class meetings will be used to plan and discuss tour details, to interact with industry leaders, and for student presentations.
- ✓ You may earn up to 7 participation points for each scheduled weekly class meeting.
 - 7 pts: Excellent preparation & participation; significant input & asked questions.
 - 6 pts: Good preparation & participation; some input, may ask a question.
 - 5 pts: Marginal preparation & participation; minimal input & engagement; no questions.
 - 3-4 pts: Poor preparation &/or participation; no input or engagement.
 - 2 pts: Physically present, but that's it (completely "tuned out").
- ✓ Obviously, if you are not in attendance, you cannot earn any participation points.
 - For up to 2 excused absences, you will receive a participation score equivalent to the average of your participation scores earned throughout the semester.
 - For any additional absences (excused or not), you will receive a zero participation score.
 - and this will be used in the calculation of your "average participation score".
- ✓ COVID Notation - If you cannot attend class due to verifiable COVID issues ...
 - Contact us for a zoom attendance option.
 - The zoom option is ONLY for those medically unable to attend in person.
 - The zoom option is NOT an alternative to in-class attendance and participation.

Excused vs. Unexcused Absences

- ✓ Excused absences include ...
 - Prior notification of a class conflict - (i.e., another class or club conducting a study tour, etc.)
 - Prior notification of a UNL excused activity absence (i.e., judging teams, athletic teams, etc.)
 - Verifiable personal absences including, but not limited to ...
 - Funerals, illness (COVID), traffic accidents, etc.
 - Please provide verifiable proof of the situation upon request as an "excused" absence.
 - Providing notification through another student does NOT qualify as "excused".
- ✓ Unexcused absences ...
 - 1st unexcused absence = Score of zero input for that week's participation score.
 - 2nd unexcused absence = A 20-percentage point reduction in your overall percentage score.
 - 80% would be the MAXIMUM score that you could earn = B-
 - 3rd unexcused absence = another 20-percentage point reduction to your percentage score.
 - 60% would be the MAXIMUM score that you could earn = D-

BIG Tour: Planning Assignments (100 pts)

- ✓ There will be a variety of assignments (variable points) associated with tour development. It is important that assignments be completed by the due date to facilitate class discussion and timely decisions critical for implementation of this tour.
- ✓ Late or incomplete assignments (tour responsibilities) will result in an immediate 30% deduction. If a planning responsibility is not completed within 3 days of the due date; you will receive a zero as somebody else will be required to "pick up your slack".
- ✓ Some assignments will be completed individually; others may be assigned to student teams.
- ✓ If you will be absent (excused) when an assignment (or assigned tour responsibility) is due, it must be completed in advance (before you leave) and a report provided to Dr. Reiling, Dr. McCarthy, or their designees. Otherwise, it will be considered late or incomplete.
- ✓ All assignments shall be typed and submitted through Canvas; no hand-written assignments accepted.

BIG Tour: Engagement (100 pts)

- ✓ Tour attendance is obviously REQUIRED for duration of the entire 3-4 day tour.
 - If you are unable or elect NOT to participate on the tour, you have 3 options ...
 - 1) Take an incomplete and participate on the tour in a later year.
 - For extenuating circumstances ONLY; instructor approval REQUIRED.
 - 2) Do not complete the tour, and automatically take a 2 full-grade deduction
 - In other words, an "A" (based on all other aspects of course) will revert to a "C"
 - 3) Withdraw from the course (last day to withdraw = Friday, April 21, 2023)
- ✓ Effectively, this is a subjective evaluation of your level of participation during the tour.
 - Students will be assigned to provide a professional & complete introduction of our hosts.
 - This should be prepared in advance, and you should be able to do it with minimal notes.
 - These students will also have primary responsibility for engaging discussion (may ask the first couple of questions to get discussion going, if needed)
 - These students are responsible for determining and relaying host's policy regarding pictures - All students will abide by the host's preferences regarding pictures.
 - All students are EXPECTED to actively listen and engage in discussion - ASK Questions!
 - All students are EXPECTED to be professional and courteous to our hosts.
 - Professionally, introduce yourself when given the opportunity.
 - Leave cell phones in your pocket (or better yet, in the van).
 - No chewing tobacco, etc.; No spitting.
 - Individually, thank our hosts with a good handshake upon departure.

BIG Tour: Post-Tour Report (100 pts)

- ✓ Upon conclusion of the BIG Tour (Dates TBD), you will have ~ 1 week to submit a 2-3 page reflection.
- ✓ In this report, you should provide a brief overview of locations visited, information gleaned, and tour highlights. Most importantly, REFLECT upon what you learned about the beef industry and what you personally gained from this experience.
- ✓ Additional and more specific report guidelines will be provided prior to start of the tour.
- ✓ Papers submitted AFTER the assigned due date/time will be penalized 10 pts (10%) per day.

Nebraska Tours (100 pts)

- ✓ Each team (pair or trio) of students will be required to complete one on-site visitation of a Nebraska beef industry operation, for which you have no connection.
 - Cow/calf (commercial &/or seedstock), Stocker/Feedlot, Meats, Allied Industry
 - The industry sector to be visited by each team will be determined "at random"
- ✓ During the tour, ask questions and take notes. With permission, you may also want to record audio or video, and take pictures - material that you may incorporate into a 10-minute class presentation.
- ✓ Nebraska Tour Presentations (April 26 or May 3)
 - 10-minute PowerPoint presentation; please incorporate pictures &/or video, when possible.
 - Thank you letters for Nebraska Tour hosts must be turned in at the time of presentation.

Zoom Leadership Connections (100 pts; 20-25 pts/day dependent on if have 4 or 5 connections)

- ✓ On 4-5 class days, after Spring Break, industry leaders, from across the country, associated with various beef industry support agencies will be "Zoomed In" to discuss their role and leadership philosophy relative to the beef industry.
 - ALL students are expected to actively participate by developing and asking relevant questions.

Guaranteed Grading Scale: The following overall course percentages represent guaranteed grade values.

A+ = Instructor Discretion	92% = A	89% = A-
86% = B+	82% = B	79% = B-
76% = C+	72% = C	69% = C-
66% = D+	62% = D	59% = D-

Are you looking for **ways to increase your academic success** either in this class or others? The First-Year Experience & Transition Programs (FYE&TP) office can help! The FYE&TP academic success coaches and weekly workshops support all UNL students with topics like time management, overcoming procrastination, and successful test-taking strategies. Schedule a coaching session on MyPLAN or call at 402-472-1880. Helpful resources can also be found on the FYE&TP website at <http://success.unl.edu>.

ASCI 311E Schedule - Spring, 2023

Date	Topic	Assignments (due following week, unless otherwise noted)
Jan 25	Course Introduction <ul style="list-style-type: none"> ➤ Discuss & Determine Tour Dates ➤ Discuss Nebraska Tour Assignment 	1) Focal tour stop idea (within 12 hrs of UNL); 20 pts <ul style="list-style-type: none"> ➤ 1 Slide, 1 minute "Sales" pitch ➤ 200-word abstract regarding stop
Feb 1	Focal tour stops → Where do we go? <ul style="list-style-type: none"> ➤ Each student presents "sales pitch" ➤ Class discussion & Vote 	"Winning" students - <ul style="list-style-type: none"> ➤ Contact stops to see if it's possible to "tour" <ul style="list-style-type: none"> • Need to verify 1st choice by M, 2/6 • If unable to host, verify 2nd choice by W, 2/8
Feb 8	Beef Industry Breakdown & Components <ul style="list-style-type: none"> ➤ Discuss industry segments & components. ➤ Students will be randomly assigned to an industry segment or component team. 	2) What else should we see? (Due 2/15; 30 pts) <ul style="list-style-type: none"> ➤ Each student team is to identify & research 3 possible stops associated with their assigned industry segment or component that is within reasonable proximity to the tour route. ➤ Oral, team presentation including 3 slides. ➤ Completed written forms for each.
Feb 15	What else should we see? <ul style="list-style-type: none"> ➤ Team presentations/recommendations ➤ In-class Activity: Sketch out itinerary. <ul style="list-style-type: none"> ▪ Day 1, Day 2, Day 3, Day 4 ▪ Students randomly assigned to Tour Day team for itinerary development. 	3) Itinerary Development (Due 2/22; 20 pts) <ul style="list-style-type: none"> ➤ Students will be assigned teams (one for each day of the tour). ➤ CONTACT projected tour stops before 2/22. ➤ Each team will outline the specific itinerary for their assigned day including ... <ul style="list-style-type: none"> • Timing ... • Meals ... • Lodging ... • Be sure to coordinate with other teams. ➤ Written & oral report (5-7 min) to class
Feb 22	Itinerary Development Workday <ul style="list-style-type: none"> ➤ Finalize daily tour stops, based on information gleaned from "contacts". 	Each Tour Day Team - continue to finalize itineraries

March 1	Itinerary Reports - by Tour Day Teams ➤ Discussion: Any adjustments needed?	Once itineraries are approved, Tour Day Teams should confirm all dates/times with tour hosts. ➤ When so doing, identify who is most likely to be present for the tour so they may properly introduce those individuals as our tour hosts. 4) Develop Tour Host Introductions (10 pts); Due 3/8 ➤ Written out; ~ 1 paragraph for each stop. ➤ All must be involved; may need to "tag team" Will verbally practice during class on 3/8.
March 8	Tour Host Introductions - Practice Sign & mail Tour Verification Letters	5) Each individual student will develop 5 specific and individually tailored questions for each of 4 tour stops (20 pts); Due 3/22
March 15	Spring Break - No Class	
For the zoom connections, everyone must bring in a set of 5 questions (2 copies; 1 for instructors; 1 for themselves) to ASK of presenters, and everyone is expected to ASK at least one question.		
March 22	Industry Zoom Connections (Breed Associations) ➤ Mr. Mark McCully, Chief Executive Officer, American Angus Association ➤ Ms. Megan Slater, Executive Director, American Gelbvieh Association ➤ Mr. Mark Anderson, Executive Director, North American Limousin Foundation ➤ Mr. Montie Soules, Executive Director & CEO, American Shorthorn Association	
March 29	Industry Zoom Connections (Breed Associations) ➤ Dr. Clint Rusk, Executive Vice-President, American International Charolais Association ➤ Mr. Jack Ward, Executive Vice-President, American Hereford Association ➤ Mr. Tom Brink, Chief Executive Officer, Red Angus Association of America ➤ Mr. Chip Kemp, Director of ASA & ISG Commercial and Industry Operations, American Simmental Assoc.	
April 5	Industry Zoom Connections (Beef Councils) ➤ Ms. Ann Marie Bosshamer, Executive Director, Nebraska Beef Council ➤ Mr. Bill Dale, Executive Director, California Beef Council ➤ Ms. Ashley Russell, Executive Director, New York Beef Council	
April 12	Study Tour Review Day - What's done, and what needs to be done before our tour?	
April 19	Industry Zoom Connections (Beef Cattlemen's Associations) ➤ Ms. Laura Field, Executive Vice-President, Nebraska Cattlemen's Association ➤ Mr. Jim Handley, Executive Vice-President, Florida Cattlemen's Association ➤ Mr. Billy Gatlin, Executive Vice-President, California Cattlemen's Association ➤ Mr. Michael Kelsey, Executive Vice-President, Oklahoma Cattlemen's Association	
April 26	NE Tour Presentations (3 pairs; 12 min each) ➤ Group 1 - Cow/calf Sector ➤ Group 2 - Feedlot Sector ➤ Group 3 - Meats Sector	All non-presenting students are expected to ask at least one question of a group presenting on this day.
May 3	NE Tour Presentations (3 pairs; 10 min each) ➤ Group 4 - Allied Industry ➤ Group 5 - Wildcard -- this group won right to choose anything	All non-presenting students are expected to ask at least one question of a group presenting on this day.
May 10	Dead Week - No Class	

The BIG Tour Date Options:

- **Wed (5/24) to Fri (5/26) or Sat (5/27); week immediately after spring term Finals**
- **Week of August 14 (week immediately B4 start of fall term classes)**

University of Nebraska, Animal Science – General Class Policies

Instructional Continuity Plans: If in-person classes are cancelled by the University, you will be notified of the instructional continuity plan for this class with an announcement posted to Canvas. It is recommended that Canvas be set-up to automatically forward announcements to you, via email or text.

Grading Appeals: A student who feels that he/she has been unfairly graded must ordinarily take the following sequential steps in a timely manner, usually by initiating the appeal within the 1st 3 weeks of the semester following awarding of the grade:

- 1) Student should schedule a meeting with the course instructor to discuss the issue. Most concerns are resolved at this point.
- 2) If student is not satisfied with results of the instructor meeting, a written appeal may be submitted to the ASCI Undergraduate Coordinator who will then forward that appeal to the Animal Science Undergraduate Curriculum Committee. The committee decision will be forwarded, in writing or via email, to the student by the ASCI Undergraduate Coordinator with instructor copied.
- 3) If student is not satisfied with the committee decision, he/she may meet with the instructor's unit administrator (ASCI Department Head) to discuss the situation.
- 4) If the concern is not resolved at the departmental level, the final step is to submit a grade appeal to the CASNR Dean by contacting the Dean's Office, 103 Agriculture Hall. Notification to the Dean must be in writing and will include in the notice a statement of the grounds of appeal. Both the student and the instructor will be given an opportunity to present materials to the Dean in the presence of each other.

Photography and Videography in Areas with Animals: Contact between visitors (including students) to the University and animals used in research and teaching can constitute both a positive learning experience for the visitors, and a health risk to the animals and visitors. The following policy is intended to ensure a minimally disruptive environment to resident animals, to protect the health of research and teaching animals, to protect confidentiality and integrity of research, and to help in the accurate representation of the University's policies and procedures.

- 1) Use of recording devices such as cameras, video recorders, tape recorders, camera phones, etc. in a secured animal facility must receive prior approval from the Department Head, IACP Attending and/or Clinical Veterinarian, or the IACUC Compliance Coordinator, with the following exceptions.
 - a. When performed by authorized PI or designee when required for scientific or publicity reasons, when due consideration is given to ensuring that the University of Nebraska is accurately represented.
 - b. When performed by authorized personnel when required to assist in clinical diagnosis of disease.
 - c. When performed by authorized personnel when required to document compliance or animal handling issues at the direction of University officials, IACUCs, veterinarians, and representatives of federal agencies
- 2) This requirement is waived for government inspectors, and other visitors present at the request or as a requirement of the University (e.g., AAALAC site visitors, IACUC members, Laboratory Animal Veterinarians).
- 3) All approved recording procedures have been documented in the Animal Use Protocol on file for this course.
- 4) All visitors must abide by individual facility Standard Operating Procedures pertaining to protective clothing, TB testing, etc. If protective clothing is required for any particular activity conducted within this course, students will be notified of such needs (i.e., hard-soled shoes, etc.), or such protective gear will be provided (i.e., frocks and hard hats in the meat lab, etc.).
- 5) Every effort should be made to show appropriate and accurate context when audio or visual recordings are made (i.e., if an animal is anesthetized or sedated, include the vaporizer or tray holding the bottle of injectable drug).
- 6) The IACUC reserves the right to review any and all pictures and video recordings, tape recordings, or camera (film or digital) images before release and may require that these images/recordings be destroyed.

University-wide Course Policies and Resources (<http://go.unl.edu/coursepolicies>).

Academic Honesty: Students are expected to adhere to guidelines concerning academic dishonesty outlined in Section II (<https://studentconduct.unl.edu/student-code-conduct#sectionii>) of the UNL Student Code of Conduct. Students are encouraged to contact the instructor for clarification of these guidelines if they have questions or concerns. Academic dishonesty may involve cheating; fabrication or falsification of information; plagiarism, including copying of written materials or "cutting and pasting" from websites without proper referencing; destroying, defacing, stealing, or making inaccessible library or other academic resource material; complicity in the academic dishonesty of others; falsifying grade reports; or misrepresenting illness, injury, accident, etc., to avoid or delay an examination or the timely submission of academic work. Consequences of academic dishonesty in Animal Science courses, depending upon degree of severity as interpreted by the instructor, may range from a warning to receipt of an "F" for the course. The instructor may also choose to assign a zero or partial credit for a specific

assignment, quiz, examination, or laboratory report in which dishonesty was involved. If a student facing sanctions due to academic dishonesty in an Animal Science course wishes to appeal such a sanction, the following process must be followed. First a written appeal is submitted by the student to the chief instructor of the course. If resolution is not obtained, the student may submit a written appeal to the Animal Science Department Head who will forward the matter to the Animal Science Curriculum Committee. If a satisfactory solution is still not achieved at the departmental level, the student may then appeal through the CASNR Dean's Office and the University Director of Student Judicial Affairs, in that order and subject to the processes and requirements of those offices.

Emergency Responses (<https://emergency.unl.edu/>)

- 1) **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 the building, unless told to do so by emergency personnel.
- 2) **Tornado Warning:** When sirens sound, move to the lowest interior area of the building or designated shelter. Stay away from windows and stay near an inside wall when possible.
- 3) **Active Shooter:**
 - a. **Evacuate** - If there is a safe escape path, leave belongings behind, keep hands visible and follow police officer instructions.
 - b. **Hide out** - If evaluation is impossible, secure yourself in your space by turning out lights, closing blinds, and barricading doors, if possible.
 - c. **Take action** - As a last resort, and only when your life is in imminent danger, attempt to disrupt and/or incapacitate the active shooter.
- 4) **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>.
- 5) **Additional Emergency Procedures** can be found at ...
 - a. <https://emergency.unl.edu/>.

Disability Clause: 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, see me as soon as possible to discuss your accommodations so they can be implemented in a timely manner. SSD contact information: 117 Louise Pound Hall Bldg., 402-472-3787.

Mental Health and Well-being Resources: UNL offers a variety of options to students to aid them in dealing with stress and adversity. Counseling and Psychological & Services (CAPS) 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 issues arise. CAPS can be reached by calling 402-472-7450. 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.

Face Coverings: We do not know everyone's individual situation, and we should fully respect everyone's right to wear a face covering to protect themselves from communicable diseases including COVID-19. Face coverings will only be required, if mandated by upper administration in efforts to protect the general and University community.

We, the members of the University of Nebraska community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.