



51121R

PPD 431 Undergraduate Policy, Planning and Development Studio 431

Wellness Enterprises in Compton and South LA

Units: 4

Fall 2023 | Tues & Thurs - 12-1:50pm

Location: RGL 219

Instructor: Lauren Quan-Madrid, MPL

Office Hours: By appointment in 107 RGL or Zoom

Contact Info:

Email: quanmadr@usc.edu

Course Description

Students will apply urban planning, public policy, and real estate concepts to supporting the growth of wellness focused social enterprises. Students will work in small groups to support two small businesses, Babes of Wellness (babesofwellness.com) in Compton and/or The Tree Yoga Cooperative (thetreeyogacoop.org) in South Los Angeles.

The Wellness Industry is a \$4.4 trillion dollar industry as it is vast and diverse, ranging from yoga studios, to health spas, to cannabis products and events. Los Angeles is commonly known as the “Wellness Mecca” and has an extremely strong wellness marketplace (ranking 6th out of 50 cities across the country in 2019) however vast health inequalities exist throughout the City and County. Depending on where one lives, their income, race, ethnicity, education and access, among other factors, one’s health and wellness varies, often dramatically. In South LA and Compton, for example, adults there have higher rates of diabetes (12%) and higher rates of dying from the disease (38%) compared to West LA where a smaller portion of adults have diabetes (5%) and the rate of dying from the disease is lower (8%).

Wellness-focused businesses have traditionally opened up and thrived in the affluent neighborhoods of Los Angeles leaving lower income communities of color in South, East and Southeast LA behind. However there has been a momentum shift in the last 10-15 years of a new generation of local entrepreneurs rooted in South LA, East LA and Compton who are opening wellness businesses to serve the people in their communities.

Through this studio, students will learn of the causes of existing health inequities and landscape within Los Angeles, develop an understanding of the client’s work in South LA and Compton to serve their communities and support these entrepreneurs to expand their businesses and impact. Drawing from their specific concentrations, this studio class will provide students the opportunity to support real world local entrepreneurs as they grow their business by expanding their physical footprint and impact in terms of adding a second location or relocating their physical business to a new site. Guest speakers from BLVD Market, Todo Verde and Inclusive Action for the City will enhance the lectures and discussions and all students will go on a minimum of 1 site visit to the client’s place of business to interview them.

Learning Objectives

Upon successful completion of the course, students will be able to:

- Define and explain the socio, cultural and historical context of health inequalities faced by communities in South Los Angeles and Compton

- Identify strengths, opportunities, weaknesses and constraints of community assets, market environment, local economic development efforts and the built form
- Develop and enhance communicative and leadership skills to work effectively in groups with fellow students and produce shared work
- Create professional-level reports to include analysis of land use and recommendations for real estate sites, appropriate public/private financing and creative commercial tenancy or ownership models
- Learn and enhance skills to speak and present in front of an audience

Prerequisite(s): none

Co-Requisite(s): none

Concurrent Enrollment: none

Recommended Preparation: It is recommended that students come in with some background, experience, or interest in conducting quantitative and/or qualitative research to help address challenges facing small businesses in low-income communities and real estate finance, or at least have a broad interest in health and wellness and real estate. The course is multi-disciplinary and intended for students of all concentrations.

Course Notes

Each class will roughly consist of a 60-minute lecture and class discussion, followed by 50 minutes of individual or group work. Some in-class assignments will require that students have access to a laptop for research and to complete written assignments. Alternative accommodations can be made with the instructor. Class information will be posted on Blackboard and/or DropBox, including assignments and lecture slides.

Technological Proficiency and Hardware/Software Required

Students will need access to a laptop during some class periods. If needed, laptops can be rented out from the [USC Computing Center Laptop Loaner Program](#). Link information for software support and availability. USC Technology Support Links [Zoom information for students](#), [Blackboard help for students](#), [Software available to USC Campus.](#)]

Required Readings and Supplementary Materials

All readings and supplemental materials will be provided via Blackboard and/or DropBox.

Optional Readings and Supplementary Materials

Optional readings and supplemental materials will be provided via Blackboard and/or DropBox.

Key Assignments

Certain specific assignments are required in this class; they are outlined below, keyed to class sessions, and repeated in the syllabus.

- Weekly Readings/ Assignments / Class participation: Students must complete assigned readings and review of background materials which will be evaluated based on in class participation and discussions and integration of assigned readings into submitted individual and group assignments.
- Individual Writing Assignment #1: (Homework) Due 9/12/23 From your perspective (including your chosen professional specialty) and experience, as well as the content of the initial readings, lectures and activities, how do government policies and market forces affect overall health inequality in Los Angeles and why does it matter? (2-3 pages). Individual assignments will be shared in class.

- Individual SWOT Analysis: (Homework) Due 10/3/23 | Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of the study area (either South LA or Compton); laying out initial study issues
- Group SWOT Presentation (Midterm) Due 10/31/23 Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis and 10-15 minute presentation laying out initial study issues and preliminary concept for Client Report
- Group Final Presentation Assignment: (Final) Due 12/12/23 Provide for your client a final report of your recommendations and conduct a 20 minute PowerPoint presentation including all the key components of your Client Report.
- Individual Writing Assignment #2: (Final) Due 12/12/23 Do you support the group work? Choose one aspect (for example, real estate recommendation, financing, tenancy model) and take a closer examination. Do you want to communicate a different perspective from your group? If so, what concepts would deviate from the group? What worked well within the group process? What would have made the group dynamic better? (2-3 pages).

Assignment Submission

The individual assignments, group midterm and final group projects shall be submitted in electronic format by the beginning of class on the due date. Supplemental materials may be submitted for projects, including references. Homework and other assignments shall be submitted electronically. Assignments are due via Blackboard.

Late submissions

May be accepted at the Instructor’s discretion, and subject to a grade reduction.

Class Participation

Students are expected to attend all classes and to participate in both written and oral exercises and discussions. Oral and written exercises are intended to develop professional presentation skills. Communicate with your instructor of planned absences and / or special circumstances as non-attendance can be the basis for lowering your overall grade.

Grading Breakdown

Assessment Tools (Assignments)	% of grade
In-class Participation (Discussion and In- Class Work)	15%
Individual Assignments (written assignments and assignments specific to project)	25%
Midterm (group)	30%
Final Project (group)	30%
TOTAL	100%

Grading Scale

Letter grade	Corresponding numerical point range
A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Additional Policies

The instructor *may revise the syllabus* depending on progress and student feedback throughout the course.

Grading Timeline

Grading will be done in a timely manner to provide feedback that will inform the final project.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Course Schedule

	Topics/Daily Activities	Deliverable/ Due Dates (Assignments due by start of class unless otherwise noted) NOTE: Readings subject to change as announced by instructor.
Week 1 Tues Aug 22	Health and Wellness Welcome and introductions, review syllabus, goals and learning objectives, class flow, expectations, assigned readings and where to access them. Introduction to “Wellness”	In Class Assignment: Student Survey of interests, field of study, strengths, opportunities Readings #1 due 8/24
Week 1 Thurs Aug 24	Health and Wellness in Compton, East LA and South LA Lecture: Health and Wellness landscape of Los Angeles neighborhoods and introduce clients The Tree Yoga Coop and Babes of Wellness and define the role of a consultant	In Class Reflections #1 Readings #2 due 8/29
Week 2 Tues Aug 29	History of Indigenous Los Angeles Lecture: Brief introduction to Tongva and Tataviam history and current issues and why this matters for Los Angeles	In Class Training #1 In Class Reflections #2 Readings #3 due 8/31
Week 2 Thurs Aug 31	History of Built Environment and Health in Los Angeles Lecture: Brief history of 20th century government policies that affected the built environment in Los Angeles	In Class Reflections #3 Readings #4 due 9/5
Week 3 Tues Sept 5	Neighborhood Health - Redlining and Zoning Lecture: Further understanding of how Redlining and Racially Restrictive Covenants impacts community health today	In Class Training #2: In Class Training #3: Readings #5 due 9/7
Week 3 Thurs Sept 7	Neighborhood Health - Access to Nature Lecture: Access to nature affects health	2-3 page Individual Writing Assignment #1 (see Key Assignments above) Due 9/12 In Class Training #4
Week 4 Tues Sept 12	Entrepreneurship in South LA and Compton Communities Lecture: Small Businesses and Entrepreneurship	2-3 page Individual Writing Assignment #1 (see Key Assignments above) Due TODAY In class Training #5 Readings #6 due 9/14

Week 4 Thurs Sept 14	Entrepreneurship 101 Lecture: Intro to Business 101, business plans and profit and loss statements	In class training #6 Readings #7 due 9/19
Week 5 Tues Sept 19	Understanding the Clients Further deep dive in to clients Babes of Wellness and The Tree Yoga Cooperative and group assignments	In Class Training #7: Take Home Assignment: #1 Group SWOT Presentation (Midterm - see Key Assignments above) due 10/31
Week 5 Thurs Sept 21	Site Visit Preparation Preparing interview questions for upcoming site visit	Readings #8 due 9/26 In class training #8 In Class Training #9
Week 6 Tues Sept 26	Visit and Interview The Tree Yoga Cooperative Location: 918 E 6th Street, #B, Los Angeles, CA 90001 Time: TBD	Individual SWOT Analysis (see Key Assignments above) Due 10/3
Week 6 Thurs Sept 28	Visit and Interview Babes of Wellness Location: 855 W. Victoria, #D, Compton, CA, 90220 Time: TBD	
Week 7 Tues Oct 3	Real Estate Challenges for Small Business Lecture on real estate related challenges that small business owners face and resources to help	Individual SWOT Analysis (see Key Assignments above) Due TODAY Readings #9 due 10/5 In class training #10
Week 7 Thurs Oct 5	Guest Speakers: Barney & Evelyn Santos, Co-founders of BLVD Market and Gentefy Topic: Public / Private partnerships + Lease vs Buy	Take home assignment due 10/10 In class training #11
Week 8 Tues Oct 10	Research Day: Research real estate options for your client. Review Competitors and/or synergistic Business in the area	Readings #10 due 10/17 In Class training #12
Week 8 Thurs Oct 12	No class Fall Recess	
Week 9 Tues Oct 17	Guest Speaker: Jocelyn Ramirez, CEO, Todo Verde Topic: Small Business / Big Decisions - Strategy for Capital, Grants, Loans, Fellowships and Go/No Go decisions	Readings #11 due 10/19 In Class Training #13

Week 9 Thurs Oct 19	Creative Tenancy and Ownership Models Lecture: Explore alternative and creative tenancy and ownership models such as non-profit/for profit partnerships, affordable housing partnerships, city owned land, cooperative ownership models, etc	Readings #12 due 10/24 In class Training #14
Week 10 Tues Oct 24	Public Speaking 101 Lecture: How to speak in front of an audience	In Class: Work on SWOT analysis and presentation and prepare for group presentations Group SWOT Presentation (Midterm - see Key Assignments above) due 10/31
Week 10 Thurs Oct 26	Work Day Finish SWOT analysis and presentation and prepare for group presentations	Group Presentation due 10/31
Week 11 Tues Oct 31	Mid Term Group Presentations 10-15 minute presentation and submit SWOT Analysis of the direction you are headed for your client	Group SWOT Presentation (Midterm - see Key Assignments above) Due TODAY Readings #13 due 11/2
Week 11 Thurs Nov 2	Guest Speakers: Briana Tetsch & Karina Guzman - Inclusive Action for the City Topic: Impact loans, Creative investment models, Creative land ownership models Types of funds: VC, Angel, Crowdfunding	Readings #14 due 11/7 In Class Training #15
Week 12 Tues Nov 7	Work Day Shifting from SWOT to Final Report and Presentation. Review final and what's expected.	Group Final Presentation Assignment: (Final - See Key Assignments Above) Due 12/12 Individual Writing Assignment #2: (Final - See Key Assignments Above) Due 12/12
Week 12 Thurs Nov 9	Guest Speaker: TBA Lecture: Small business and the ins and outs of operating 2+ locations	In Class Activity: Draft considerations for their client
Week 13 Tues Nov 14	Professional Reports Lecture: How to create final reports and recommendations with professionalism, authority and humility	In Class Activity - Work on report and presentation
Week 13 Thurs Nov 16	Presentations and Working in Groups Lecture: How to create dynamic presentations that are interesting, useful and creative and work effectively in groups	In Class Activity - Work on report and presentation
Week 14 Tues Nov 21	Public Speaking 102 Lecture: How to speak in front of an audience part 2 Potluck :-)	In Class Activity - Work on report and presentation
Week 14 Thurs Nov 23	No Class	

Week 15 Tues Nov 28	Group work	In Class Activity - Work on report and presentation
Week 15 Thurs Nov 30	Group work	In Class Activity - Work on report and presentation
Week 16 Finals- Tues Dec 12	Final Exam - Group Presentations + Submit Client Report	Group Final Presentation Assignment: (Final - See Key Assignments Above) Due TODAY Individual Writing Assignment #2: (Final - See Key Assignments Above) Due TODAY

Statement on Academic Conduct and Support Systems

Academic Integrity:

The University of Southern California is a learning community committed to developing successful scholars and researchers dedicated to the pursuit of knowledge and the dissemination of ideas. Academic misconduct, which includes any act of dishonesty in the production or submission of academic work, compromises the integrity of the person who commits the act and can impugn the perceived integrity of the entire university community. It stands in opposition to the university's mission to research, educate, and contribute productively to our community and the world.

All students are expected to submit assignments that represent their own original work, and that have been prepared specifically for the course or section for which they have been submitted. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s).

Other violations of academic integrity include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), collusion, knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university. All incidences of academic misconduct will be reported to the Office of Academic Integrity and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see [the student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. [The Office of Student Accessibility Services](#) (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

[Counseling and Mental Health](#) - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

[988 Suicide and Crisis Lifeline](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[Relationship and Sexual Violence Prevention Services \(RSVP\)](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)](#) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

[Reporting Incidents of Bias or Harassment](#) - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

[The Office of Student Accessibility Services \(OSAS\)](#) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

[Diversity, Equity and Inclusion](#) - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

[USC Emergency](#) - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

[USC Department of Public Safety](#) - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.