

Connecticut's

ACADEMIC INTEGRITY

2018-2019 PSA Program Handbook



Celebrating 5 Years!



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Academic Integrity PSA 2018-2019 Timeline	
Activity	Date
Registration Period	September 1, 2018 – January 30, 2019
PSA Submission Period	January 30, 2019 – March 4, 2019
PSA Judging Period	March 5, 2019 – March 25, 2019
Winning PSAs Announced	First week of April
Character Celebration RSVP Due	April 15, 2019
Character Celebration	Wednesday, May 1, 2019 6:30PM – 8:45PM at Amarante’s Sea Cliff in New Haven

Endorsing Organizations
 National Association of Secondary School Principals
 National School Boards Association
 Connecticut Association of Schools Approved List of Activities
 The John Templeton Foundation

PSA Contest Overview

The Academic Integrity PSA (public service announcement) Contest is run to resist cheating in schools with videos created by students that have affirmative messages in support of academic integrity. This contest gives students in Connecticut high schools and colleges the opportunity to produce a video that highlights values supporting academic integrity (honesty, integrity, responsibility, fairness, and perseverance).

The goal of the PSA Contest is to have students advocate for the value of academic integrity and their advocacy broadcasted to the local and online community. A PSA video can be created either individually, in small groups, or as a class. The PSA's message is meant to be a positive and creative student product in support of academic integrity in your school.

Benefits of the PSA Program

- Provides students the opportunity to reflect on the value of academic integrity
- Supports student advocacy for academic integrity within the school and community
- Provides schools a creative opportunity to encourage students' values formation
- Encourages a dialogue between peers, instructors, and the community about academic integrity
- Provides students with the opportunity to creatively communicate their ideas through digital technology
- Offers a real-world challenge for collaborative project work
- Promotes ethics in action

Requirements

- PSAs must all be original content which cannot use copyrighted songs, images, etc., and must include citation for any original music or artwork.
- PSAs should be either 30 or 60 seconds in length not counting credits.
- All participants must be in high school or college and sponsored by a faculty member or recognized club.
- PSAs must illustrate at least one or more of the following values of academic integrity: academic honesty, ethical courage, respect, trust, responsibility, fairness, or integrity.
- PSAs must include credits at the end of the PSA listing all participants who helped produce the video. Credits will not count towards your PSA's 30 or 60 second run time.
- PSAs will be submitted to SEE via Google Drive by the student director.
- After submission of the PSA, a YouTube link of your PSA will be sent back to all student collaborators. Your PSA may then be optionally shared on social media platforms for one extra point toward your PSA contest score.
- Maximum of five PSAs per school.

Instructions for Submitting PSAs to SEE

Student PSA Directors can submit their PSA by following these steps:

1. A student PSA Director is requested to submit the PSA via Google Drive. The PSA Director must have a Google Account and follow this [PSA Submission Protocol](#).
2. Each PSA student collaborator must fill out their own [Collaborator's PSA Submission Form](#).
3. If any student is under 18, the agreement and consent section of the form must be filled out by the student's parent or guardian.
4. Faculty or club sponsors and students will receive confirmation emails once SEE has received their PSA and Submission Forms. If this confirmation email is not received, please contact SEE to determine status of PSA submission.

Academic Integrity PSA Scoring Criteria

As you plan to create an academic integrity PSA, it is helpful for both faculty and students to understand the scoring criteria used in the state competition. The following criteria and decimal scoring table are used by contest judges to evaluate PSAs.

Academic Integrity Content & Values (1-10 Points)

The PSA accurately and clearly portrays one or more of the following academic integrity values: honesty, ethical courage, respect, trust, responsibility, fairness, or integrity. Viewers can connect how the values relate to academic integrity. The PSA is positive in tone and accurate in content. The PSA makes the viewer think about the importance of academic integrity. The PSA uses appropriate language and scenarios for the intended audience.

Creativity (1-8 Points)

The PSA articulates the values of academic integrity in an innovative and unique way. The PSA is entertaining. A viewer would want to share the video with others.

Continuity (1-6 Points)

The PSA makes sense and follows a logical outline. The PSA tells a clear story or narrative where the theme of academic integrity is supported.

Production Value (1-4 Points)

The PSA is produced with thought and care. The shots are well composed and in focus. The audio is clean and audible. The aesthetic has a commercial or even cinematic appeal.

PSA Scoring Table

We encourage the use of a decimal scoring system as described in the following table. This table only provides scores for every 5 percentile points. Judges are welcome to determine and calculate weighted scores for any percentage. For full table, please visit the PSA webpage.

Scoring Categories		Content & Values	Creativity	Continuity	Production Value
Category Weight		Score 1 – 10	Score 1 – 8	Score 1 – 6	Score 1-4
Evaluative Judgment	Percentage	Weighted Scores			
Exceptional	100	10	8	6	4
Excellent	95	9.5	7.6	5.7	3.8
Very Good	90	9.0	7.2	5.4	3.6
Good	85	8.5	6.8	5.1	3.4

Questions

Contact SEECordinator@ethicsed.org if you have any questions.