

Connecticut's

Academic Integrity PSA Contest

Program Handbook
2020-2021



ACADEMIC INTEGRITY
PSA CONTEST

Celebrating 8 Years!



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2020-2021 Timeline	
Activity	Date
Registration Period	June 1 – January 27
PSA Submission Period	September 1 – March 3
PSA Judging Period	Second and third week in March
Winning PSAs Announced	First week of April
Character Celebration RSVP Due	April 10
Character Celebration	Wednesday, May 5, 2021 6:30PM – 8:45PM at Amarante’s Sea Cliff in New Haven

Endorsing Organization
 Connecticut Association of Schools Approved List of Activities
 International Center for Academic Integrity

PSA Contest Overview

The Academic Integrity PSA (public service announcement) Contest invites Connecticut secondary students from public and private schools to create and broadcast a PSA in support of academic integrity within their school community and submit that PSA for contest judging.

PSAs created by students should be original and positive messages in support of academic integrity. The contest judging prioritizes a clear articulation of values supporting academic integrity such as honesty, integrity, responsibility, fairness, and perseverance. The contest places a greater priority on increasing the awareness of the values supporting academic integrity as opposed to the negative consequences of cheating. Although the latter is useful, the aspirational goal of values supporting academic integrity are more inspiring.

As the contest requires any submitted PSA to be broadcast on a school media platform (morning television, school tv network, school assembly and or website) the student PSA becomes another advocate for the value of academic integrity within the school community. A PSA video can be created individually, in small groups, or as a class project. PSA's have been submitted as a result of volunteer service projects, individual extra credit opportunities and graded individual or group assignments. The PSA's message is meant to be a positive and creative student product in support of academic integrity and suitable for social media posting.

Benefits of the PSA Program

- Provides students the opportunity to reflect on the values supporting academic integrity.
- Provides a creative opportunity to encourage students' values formation in support of integrity.
- Inspires student advocacy for the values that support academic integrity.
- Encourages a dialogue between peers, instructors, and the community about academic integrity.
- Provides students with the opportunity to creatively communicate their ideas with digital technology.
- Offers a real-world challenge for collaborative project work.
- Provides opportunity for adjudication of student work by professional videographers.
- Promotes ethics in action.

Requirements

- Adult secondary school sponsor registers class, club, team or individuals into the contest.
- A student PSA director completes online PSA Consent Form (described below) for all participants prior to PSA creation.
- PSAs must all be original content which cannot use copyrighted songs, images, etc., and must include citation for any original music or artwork.
- PSAs must be either 30 or 60 seconds in length not counting final credits.
- All participants must be in a Connecticut secondary school and sponsored by a faculty member or recognized club sponsor.
- PSAs must illustrate at least one or more values of academic integrity such as: academic honesty, ethical courage, respect, trust, responsibility, fairness, and perseverance.
- PSAs will include credits at the end of the PSA listing all participants who helped produce the video. All participants will have been documented in an earlier submission of an online PSA Consent Form. Credits will not count toward PSA's 30 or 60 second run time.
- PSAs will be submitted to SEE via directions provided on Contest webpage by a student PSA director.
- After submission of the PSA, a YouTube link of the PSA will be sent back to the sponsor and student director. Each PSA may then be optionally shared on social media platforms.
- Maximum of three PSAs per school.

Instructions for Submitting Consent Forms to SEE (prior to PSA recording)

Student PSA Directors will complete an online Consent Form for all participants who will help create the PSA. The Consent Form will be submitted to SEE *before* the PSA is recorded. To complete this form, the student director will need their teacher/sponsor's name and email address and the following information for each participant: their first and last name, graduation year, phone number, email address, parent/guardian name, and parent/guardian email.

In addition, the form assures that **all participants and their parent/guardians understand and consent to:**

- (1) Student participants have reviewed the judging criteria found in the Contest Handbook, which is available on the contest webpage,
- (2) Students affirm that all the material in the PSA is original work and is not subject to any copyright restrictions.
- (3) If their PSA is judged to be a statewide winner, students are willing and available to attend the Celebration Dinner to recognize their work on Wednesday, May 5, 2021 at no meal cost to the student and two guests,
- (4) SEE is permitted to use any photograph taken at the Celebration event as well as the student's image, name and voice in the PSA, which may be posted across various online platforms, and
- (5) SEE is granted an unlimited license to use the PSA for any purpose.

School sponsors, participants and parents/guardians will receive a confirmation email from SEE after receipt of the PSA Consent Form.

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 the PSA Submission Protocol on the contest website.
2. Faculty or club sponsors and student directors will receive confirmation emails once SEE has received their PSA. 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, faculty and students should review 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 academic integrity values such as: honesty, ethical courage, respect, trust, responsibility, fairness, and perseverance. Viewers can connect how the values support academic integrity. The PSA is positive in tone and accurate in content. The PSA makes the viewer think about the importance of academic integrity and its supporting values. 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 PSA is broadcast quality.

PSA Scoring Table

Judges and students are encouraged to review the following table to understand the weighted scoring applied to the contest judging. This table also seeks to define an “Evaluative Judgment” with a decimal score for each of the four PSA judging criteria. Decimal scores from this table should then be recorded on Judges’ online scoring forms.

PSA Scoring Table (rev 2020-21)					
This table aligns evaluative judgment statements with percent scores and weighted content scoring.					
Evaluative Judgment	Percent Score	Content & Values	Creativity	Continuity	Production Value
		Percent Score x 10	Percent Score x 8	Percent Score x 6	Percent Score x 4
Exceptional	100	10.0	8.0	6.0	4.0
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
Good (-)	80	8.0	6.4	4.8	3.2
Above Average	75	7.5	6.0	4.5	3.0
Average	70	7.0	5.6	4.2	2.8
Below Average	65	6.5	5.2	3.9	2.6
Minimum to Meet Objective	60	6.0	4.8	3.6	2.4
Missing Objective	55	5.5	4.4	3.3	2.2
Needs Meaningful Improvement	50	5.0	4.0	3.0	2.0
Participation Points	45	4.5	3.6	2.7	1.8

Implementation Suggestions

SEE will be placing implementation ideas on the contest website at <https://www.ethicsed.org/psa-blog.html>

Questions

Contact us at ethics@ethicsed.org and place PSA Question in Subject Heading if you have any questions.

Thank you for supporting academic integrity!