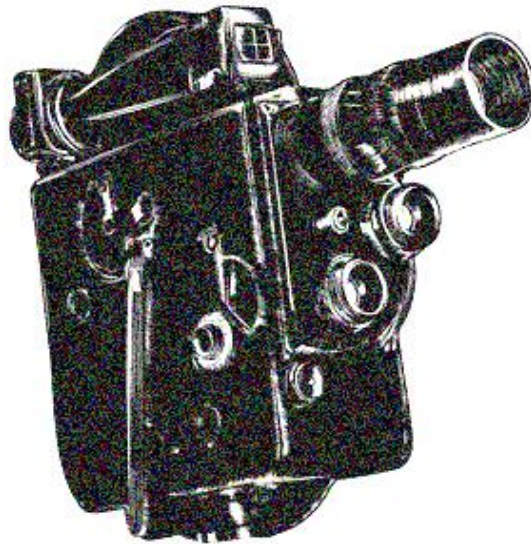




Academic Integrity
Public Service Announcement Contest
Handbook

2017-2018



The *Integrity Works!* Academic Integrity PSA Contest

Welcome to the *Integrity Works!* Academic Integrity Public Service Announcement (PSA) Contest in Connecticut!

A program of the School for Ethical Education, the Academic Integrity PSA contest was created to address the issue of academic dishonesty in schools through public service announcement videos. This contest gives students in high schools and colleges in the state of Connecticut the unique opportunity to reflect and create a video about the values that support 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 have it 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 from participating in the *Integrity Works!* PSA Contest:

- Provides students the opportunity to reflect and advocate for academic integrity within the school and the community
- Provides schools a positive opportunity to encourage students' values formation
- Promotes ethics in action within the community
- Encourages a dialogue between peers, instructors, and the community about advancing the values of academic integrity
- Provides students with the opportunity to communicate their ideas and use their creativity

Contact Us

The School for Ethical Education (SEE) administers Connecticut's *Integrity Works!* PSA Contest with support from the Richard Davoud Donchian Foundation, Wright Investors' Service (Greenwich, CT) and other corporate and private sponsors. For more information, please contact SEE at (203) 783-4439 or visit our website at www.ethicsed.org.

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Overview

Who can register:

- High school students in the state of Connecticut sponsored by a class or recognized club
- College students in the state of Connecticut sponsored by a class or recognized club

Requirements:

- PSAs must all be original content which cannot use copyrighted songs, images, etc., and must include citation for any original music/art
- PSAs should only be either 29.5 or 59.5 seconds in length
- All participants must be in high school or college and sponsored by a faculty member or recognized club
- Classes are invited to collaborate to submit PSAs
- Students and school give SEE all ownership rights to use PSA in any way to advance SEE's mission
- All individuals shown in PSA will provide SEE with signed releases for use of their images
- PSAs must illustrate at least two of the following values of Academic Integrity: Academic Honesty, Ethical Courage, Respect, Trust, Responsibility, Fairness, or Integrity
- PSAs will include a closing slide with an accurate and complete acknowledgement of all participants
- PSAs will be submitted to SEE via Google Drive (see directions at ethicsed.org/PSAContest)
- After submission of PSA, the Youtube link of your PSA will be sent back to you. PSA must then be shared using the link on at least one of the following social media platforms following the instructions below:
(This is part of the scoring rubric)
 - Facebook: Like and then tag *The School for Ethical Education* with the caption, "2017-2018 *Integrity Works!* Academic Integrity PSA Contest entry". Include the hashtags *#TheSchoolforEthicalEducation* and *#IntegrityWorks*
 - Instagram: Use the caption, "2017-2018 *Integrity Works!* Academic Integrity PSA Contest entry" and include the hashtags *#TheSchoolforEthicalEducation* and *#IntegrityWorks*
 - Twitter: Use the caption, "2017-2018 *Integrity Works!* Academic Integrity PSA Contest entry" and include the hashtags *#TheSchoolforEthicalEducation* and *#IntegrityWorks*
- Maximum of five PSAs per school
- PSAs, if possible, are to be broadcast over available school television network or on school media, events, and links to websites

Connecticut's *Integrity Works!*

Academic Integrity PSA Contest Timeline 2017-18

Activity	Month(s)
<p>SEE accepts <i>Integrity Works! PSA Contest</i> registration by local schools or official school clubs with online form: http://ethicsed.org/psa-registration</p> <p>Early registration and program administration is encouraged</p>	September 2017 – January 31, 2018
<p>Completed PSAs are submitted to SEE via Google Drive, along with submission with consent forms (see http://ethicsed.org/PSAContest for submission protocol and online forms)</p> <p>PSA Youtube links are sent back to entrants to be shared on social media.</p> <p>All participants should hold the date of May 3, 2018 for the statewide celebration</p>	September 2017 and no later than March 1, 2018
PSAs out to statewide judges	March 6, 2018
Statewide PSA judging	March 2018
PSA scores due back from Judges	March 26, 2018
Notification of statewide PSA winners	April 3, 2018
Winners RSVP due back to SEE	April 17, 2018
Statewide Celebration	Wednesday, May 2, 2018 at 6:00 to 8:45 PM at Amarante's Sea Cliff in New Haven

Endorsing organizations

West Haven High School Academic Integrity Committee Sponsor Mark Consorte, SS Dept Chair
Character.org, Washington, D.C.

Instructions for Submitting Entry Forms and PSAs to SEE

Students can be authorized to submit their entry form by providing them a copy of the following instructions, or teacher/coordinator can choose to have their students submit a paper form to them for online entry.

1. PSAs should include a credits slide at the end of the PSA to identify those involved in the video making process.
2. PSAs are requested to be submitted via Google Drive. The individual submitting the PSA must create a Google account. Directions on how to use Google drive can be found at <http://ethicsed.org/PSAContest>
3. Go to the online entry form at <http://ethicsed.org/student-submission-form> and fill out all necessary information. **If the student is under 18, the agreement and consent section of the form must be filled out by the student's parent/guardian.**
4. Submitted forms and PSAs are sent directly to SEE. Teachers/coordinators will receive confirmation emails once SEE has their information on file.

Contact us at see-iw@ethicsed.org if you have any questions regarding submission of your students' PSAs and entry forms.

Following the creation and submission of the PSAs, SEE completes the following steps:

- A link of the uploaded video will be sent back to the entrant to be shared on social media (Facebook, Instagram, Twitter)
- Each PSA is uploaded to YouTube as "unlisted" with a numeric identifier as the title and then judged by professional videographers.
- Scores for all PSAs are compiled and the creators of the top two or three (depending on funding) PSAs are invited to a statewide celebration.
- The celebration is held in early May at a central location in Connecticut and includes a dinner for the students, their immediate family, and sponsor.
- Selected PSAs will be shown at the dinner celebration.
- Depending on funding levels, student winners or their club/school are awarded gift certificates.
- Sponsor and students seek to have their PSA broadcast on the school television network or at a school event.

Scoring criteria

As you begin creating PSAs for the *Integrity Works!* PSA Contest, it is helpful for sponsors and students to know the scoring criteria for the completed PSA. The following scoring rubric is used by contest judges and also provided in a judge's scoring form in the appendix. With this rubric, a PSA could earn a total of 26 points as follows—

Academic Integrity Values (0-8 pts)

Most important criterion— Does the PSA accurately and clearly portray two or more of the following academic integrity values: honesty, ethical courage, respect, trust, responsibility, fairness, integrity? Are the values the focus of the PSA and are viewers able to connect how the values relate to academic integrity?

Positive Content (0-4 pts)

Important criterion—Is the PSA script positive and accurate? Does it have universal appeal? Did the PSA make you both think and feel? Did the PSA “move” you in some way? Does the PSA use appropriate language and scenarios for the intended audience?

Creative Presentation (0-4 pts)

Important Criterion—Does the PSA articulate the values of academic integrity in an innovative and unique way?

Entertainment Value (0-4 pts)

Important Criterion—Is the PSA entertaining? Would the viewer want to share the video with others?

Organization (0-2 pts)

Criterion—Does the PSA follow a logical pattern? Do all clips make sense and pertain to the topic of academic integrity? Is the PSA easy to understand?

Production Value/Enhancements (0-2 pts)

Criterion—Does the PSA have production values that are well used? Are transitions smooth? Do the production values enhance the overall quality of the PSA?

Social Media Presence (0-2 pts)

Criterion—Was the PSA shared on social media? (Facebook, Twitter, Instagram) Did the PSA garner “likes” on social media?

Tips for Coordinators

Resources

There are additional resources that include examples of past Connecticut *Integrity Works!* Academic Integrity PSAs available at SEE's website at <http://ethicsed.org/PSAContest>.

Copy master forms are available in the appendix of this handbook.

Registration

An example registration form is included within the appendix of this handbook and can be used to plan the electronic submission online at <http://ethicsed.org/psa-registration>

Registration is due into SEE by the end of January (see current timeline).

Community involvement

Sponsors are encouraged to share PSAs to their entire class/club. It is also encouraged that the PSAs be broadcasted in any existing in-house television or school television network at the school or any school website. Last but not least, SEE also encourages students to share their PSA with their family and friends.

Appendix

Copy master forms in this appendix include—

- Registration Form to prepare for online submission
- Student Entry Form to prepare for online submission
- Student Consent Form to prepare for online submission
- Judge's Scoring Rubric



An Academic Integrity PSA production program for high school and college students

2017-18 Registration Form

To be completed by School Sponsor/Faculty

_____ Date

Name of Sponsor: _____

Sponsor's School Position Title: _____

E-mail address (required): _____

School: _____

School Address: _____

City: _____ State _____ Zip Code: _____

Contact Phone: () _____ Fax: () _____

Students will be participating in the project as (check all that apply): _____ whole class/club _____ small groups _____ individually
How many PSAs do you estimate will be submitted to SEE from your class, club or school? _____ (Max. 5)

With the signature below, you recognize your agreement to the following, your authority to sign for your school, and to communicate these contest requirements to all participants.

- PSAs must all be original content which cannot use copyrighted songs, images, etc., and must include citation for any original music/art
- PSAs should only be either 29.5 or 59.5 seconds in length
- All participants must be in high school or college and sponsored by a faculty member or recognized club
- Classes are invited to collaborate to submit PSAs
- Students and school give SEE all ownership rights to use PSA in any way to advance SEE's mission
- All individuals shown in PSA will provide SEE with signed releases for use of their images
- PSAs must illustrate at least two of the following values of Academic Integrity: Academic Honesty, Ethical Courage, Respect, Trust, Responsibility, Fairness, Integrity
- PSAs will include a closing slide with an accurate and complete acknowledgement of all participants
- PSAs will be submitted to SEE via Google Drive (see directions at ethicsed.org/PSAContest)
- After submission of PSA, the Youtube link of your PSA will be sent back to you. PSA must then be shared using the link on at least one of the following social media platforms following the instructions below:
(This is part of the scoring rubric)
 - Facebook: Like and then tag *The School for Ethical Education* with the caption, "2017-2018 *Integrity Works!* Academic Integrity PSA Contest entry". Include the hashtags *#TheSchoolforEthicalEducation* and *#IntegrityWorks*
 - Instagram: Use the caption, "2017-2018 *Integrity Works!* Academic Integrity PSA Contest entry" and include the hashtags *#TheSchoolforEthicalEducation* and *#IntegrityWorks*
 - Twitter: Use the caption, "2017-2018 *Integrity Works!* Academic Integrity PSA Contest entry" and include the hashtags *#TheSchoolforEthicalEducation* and *#IntegrityWorks*
- PSAs, if possible, are to be broadcast over available school television network or on school media, events, and links to websites

Sponsor's Signature

Date

Early registration and program administration is encouraged.

Please submit electronically no later than **January 31, 2018**

Questions? E-Mail—seeinterniw@ethicsed.org



Academic Integrity Public Service Announcement (PSA) Contest

A video production program for high school and college students

2017-18 Submission Form

To be completed by all Student Producers

PSA Title: _____

Name of School & Sponsor: _____

Student Name: _____

Other Student Producers: _____

Home Address: _____

City: _____ State _____ Zip Code: _____

Email Address: _____

Phone: () _____

(If student is under 18)
Parent's/Guardian's Name: _____

Parent's/Guardian's Email Address: _____

2017-18 Agreement and Consent Form

What: Students are invited to participate in the digital creation of a Public Service Announcement (PSA) for The School for Ethical Education (SEE) Integrity Works! project. For more information about SEE, please visit – www.ethicsed.org

The finished PSA should creatively encourage choices by students and faculty to support academic integrity. One potential outcome of their PSA is for viewers to recognize the ethical implications associated with academic dishonesty and encourage a commitment to practice academic integrity. PSAs submitted to the contest become the property of SEE to use in any way that might promote integrity. Selected PSAs may be posted on-line via SEE's website.

How: Students need the sponsorship of a teacher/instructor or official school club sponsor and register with SEE with the registration form on the PSA contest website (<http://ethicsed.org/PSAContest>). Completed PSAs are then downloaded via directions on the PSA contest website and the consent form here should be completed and submitted electronically.

The School for Ethical Education www.ethicsed.org

***Academic Integrity PSA Contest
Agreement and Consent Form***

I, _____ agree and consent to the full release and
(Student Name Print Clearly)

donation of the accompanying digital PSA file

titled _____ to The School for Ethical Education, Inc. I recognize that my image, name and voice may be identifiable in this project and this PSA may be posted in a publically available space on the Internet. I agree that the PSA becomes the property of SEE for any use that SEE deems reasonable for educational purposes. I affirm that there is no copyrighted material used in this PSA and that it meets all contest requirements (see ethicsed.org/PSAContest) for original content.

Student Signature

(Date)

Parent Email Signature

(Only if student is under 18)

Student E-Mail (print clearly)

Student's School Sponsor

Academic Integrity PSA Judging Rubric

PSA Number	Academic Integrity Values Score 0 to 8 (8 is high)	Positive Content Score 0 to 4	Creative Presentation Score 0 to 4	Entertainment Value Score 0 to 4	Organization Score 0 to 2	Production Values/Enhancements Score 0 to 2	Social Media Score 0 to 2	Total Score
1								0
2								0
3								0
4								0
5								0

Descriptions of Excellence:

Academic Integrity Values: The PSA accurately portrays two or more of the following academic integrity values: honesty, ethical courage, respect, trust, responsibility, fairness, integrity. The viewer will understand how the values connect to academic integrity.

Positive Content: The PSA is positive and accurate and engages the audience's attention. The PSA uses appropriate language and scenarios for the intended audience.

Creative Presentation: The PSA accurately articulates the values of academic integrity in an innovative and unique way.

Entertainment Value: The PSA is immensely entertaining. Viewers would want to share the video with others.

Organization: The PSA follows a logical pattern and all clips make sense and pertain to the topic of academic integrity.

Production Values/Enhancements: Production values are well used. Transitions are smooth and complement the overall message of the PSA.

Social Media: PSA was shared on Social Media (Facebook, Twitter, Instagram). Ability of PSA to gather likes is taken into account.

