

INFORMATION BOOTH

Some Academic Integrity Committees (AICs) have effectively developed information booths to display information and recruit support during school-wide events. The booth described here uses an outdoor sports/vendor pop-up tent to help designate the AIC area for an information booth. Information booths have been set up at back-to-school events, school open houses, club sign-up days, and other school-wide events or for singular AIC projects that are being advertised to the school community.

The following outline is designed to support the planning and setup of an AIC information booth.

Topics	Tasks	Who Is Responsible	Time to Complete
Define objectives	<ul style="list-style-type: none"> • Create a display space to effectively communicate the AIC's mission and activities • Build awareness of and commitment to the AIC mission among faculty and students • Use school-wide events to get as many students, faculty, and parents to engage in AIC activities as possible • Use the information booth to recruit new members to the AIC 		
Administration support	Get approval of activity plan from the school administration		
Timeline and budget	Determine budget for tent and posters: <ul style="list-style-type: none"> • Brainstorm events to set up the information booth • Create design layout for the use of booth space • Research and purchase pop-up tent • Create and purchase banners to identify the AIC • Determine a storage location for AIC material • Reflection/evaluation of use of information booth 		
School-wide events	Select school-wide events to set up the information booth: <ul style="list-style-type: none"> • First-year orientation • Fall back-to-school events • School club sign-up days • College recruitment fairs at school • Homecoming • Selected lunchtimes • School open house • Science fairs • Other 		

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Topics	Tasks	Who Is Responsible	Time to Complete
Booth layout	Determine in advance how to use the space in the booth for generic events: <ul style="list-style-type: none">• 3' x 5' Integrity Pledge banner hanging from the back wall of the pop-up tent• 1' x 5' AIC name and logo banner for the front of the pop-up tent, or a tent ordered with color selection and preprinted with AIC name/logo• AIC posters suspended from the side walls of the tent• A table with a DVD player and TV or a computer that displays AIC information DVDs or PSAs• A table with AIC information brochures or materials for the current project (pledge drive, surveys, exemplar nominations, etc.)		
Pop-up tent	<ul style="list-style-type: none">• Purchase EZ-Up for under \$100 at local Walmart or Costco (seasonal)• Purchase 10' x 10' for under \$700 in school colors with preprinted canopy and logo (example: www.displays2go.com in 2009)		
Pledge banner	Design and order professionally made banner to hang behind pledge table: <ul style="list-style-type: none">• Determine budget and size, material and display strategy—for example, 3' x 5', outdoor material with grommets (\$135 at FedEx Office in 2009).• Determine the color and layout of the banner• Layout and inclusion of any graphics with AIC logo and/or motto		
Storage	Determine secure storage location for all AIC supplies and pop-up tent		
Reflection/evaluation	<ul style="list-style-type: none">• Complete some form of reflective evaluation for all those who participated during information booth activity• Are any changes in setup necessary?• Write up story about the information booth and the AIC for the student paper, AIC website, etc.		