

PLEDGE DRIVE

A positive activity to build student awareness and sense of identity for an Academic Integrity Committee (AIC) is an integrity pledge drive. After an AIC has drafted an integrity or honor pledge (see examples in chapter 3), the pledge can become a useful text to introduce the school to the AIC and to promote academic integrity. To implement the pledge drive, the AIC will (1) finalize its integrity pledge, (2) print individual student pledge cards and a large banner with the pledge, (3) purchase Integrity wrist bracelets in school colors, (4) set up an AIC booth or table at school-wide events or school lunches to have students sign the pledge and receive a bracelet and pledge card, and (5) keep track of the number of student pledges.

The following outline is designed to support a planning committee to successfully complete an integrity pledge drive:

Topics	Tasks	Who Is Responsible	Time to Complete
Define objectives	<ul style="list-style-type: none"> • Build awareness of and commitment to the AIC mission among faculty and students • Use school-wide events to get as many students, faculty members, and parents to sign the pledge • Continue to recruit new members to the AIC 		
Administration support	Get approval of activity plan from the school administration		
Timeline	Determine timeline: <ul style="list-style-type: none"> • Events to set up pledge table or booth • Creation of pledge banner • Creation of pledge cards • Ordering Integrity bracelets • Reflection/evaluation of pledge drive 		
School-wide events	Select school-wide events to set up pledge table: <ul style="list-style-type: none"> • First-year orientation • Fall parent days/evenings • Homecoming • Selected lunch times • Other 		
Pledge banner	Design and order a professionally made banner to hang behind the 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 the AIC logo and/or motto 		

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Pledge cards	<ul style="list-style-type: none">• Determine the budget and size—for example, business-card size (\$50/1,000 at FedEx Office in 2009)• Determine the color and layout with pledge on card and the AIC logo/motto• Determine the number of cards to order		
Pledge bracelets	<ul style="list-style-type: none">• Determine the budget and number of silicone bracelets to order (one online supplier sold these at a rate of \$79 for 1,000 in 2009)• Determine the color and statement (example: <i>Integrity</i>)		
Table/booth layout	<ul style="list-style-type: none">• Determine the layout of the table and booth with other information that you want to make available:<ul style="list-style-type: none">• Student surveys• AIC flyers• Sign-up sheet for AIC• Any electronic needs (music/video)• Record keeping for those who take the pledge• Schedule who will set up the table, who will be present during the event, who will be in charge of takedown, cleanup, and storage of AIC materials		
Reflection/evaluation	<ul style="list-style-type: none">• Complete some form of reflective evaluation for all those who participate in pledge drive• If the drive were to be repeated, should there be any changes in operation?• Write up a story about the pledge drive for student paper, AIC website, etc.		