

## POSTER-MOTTO-LOGO CONTEST

Some Academic Integrity Committees (AICs) have used poster, motto, or logo contests as effective strategies to engage the faculty and student body in awareness-building campaigns for academic integrity. Each contest invites students to create positive and homegrown communication tools to promote integrity. Schools have integrated all three concepts by soliciting posters that would include an AIC logo and motto. While the details of creating a poster, motto, or logo are certainly different, the outline of the planning is similar, and thus the three distinct projects are combined here.

The following outline is designed to support the planning and administration of a poster, motto, or logo contest.

Topics	Tasks	Who Is Responsible	Time to Complete
Define objectives	<ul style="list-style-type: none"> <li>• Build awareness of and commitment to the AIC mission among faculty and students</li> <li>• Obtain posters or mottos that might be reproduced to promote the AIC mission</li> <li>• Use the project to recruit new members to the AIC</li> </ul>		
Administration support	Get approval of the activity plan from the school administration		
Timeline	Establish a timeline for the following tasks: <ul style="list-style-type: none"> <li>• Determine a budget and funding for prizes, or solicit donations for winners</li> <li>• Determine the criteria for judging finished products</li> <li>• Plan strategies and duration to inform the school community and solicit entries</li> <li>• Plan the judging of entries, recruiting judges, and devising judging rules</li> <li>• Informing the participants and publicize the results</li> <li>• Replicating the winning posters for distribution, or applying the motto and/or logo to AIC literature, posters, website, documents, etc.</li> <li>• Evaluate the project</li> </ul>		
Budget	<ul style="list-style-type: none"> <li>• Prizes: donated or purchased</li> <li>• Printing: in-school or professional printer</li> <li>• Paper products and duplication of flyers/forms</li> </ul>		
Judging criteria	<ul style="list-style-type: none"> <li>• Determine the size and availability of color printing requirements for reproducing products</li> <li>• Determine whether the products must be reproducible with school or outside printers</li> <li>• Establish judging criteria (such as having a positive, clear message in support of academic integrity; clear student voice; quality of presentation; and originality of work)</li> </ul>		

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<b>Topics</b>	<b>Tasks</b>	<b>Who Is Responsible</b>	<b>Time to Complete</b>
Promoting contest	<ul style="list-style-type: none"><li>• Hall posters, flyers, entry forms:<ul style="list-style-type: none"><li>• What, how, when, prizes</li></ul></li><li>• School PA/TV network announcements:<ul style="list-style-type: none"><li>• Student speakers</li><li>• Clear objective</li><li>• Highlight prizes</li></ul></li><li>• Promotion:<ul style="list-style-type: none"><li>• AIC students sit at a lunchroom info table with flyers and entry forms</li><li>• Announcement in the student newspaper (with entry forms) or at assemblies</li><li>• School website with download link for entry form</li></ul></li><li>• E-mails to teachers:<ul style="list-style-type: none"><li>• Request that teachers highlight the activity and connect to their class integrity goals</li><li>• Encourage teachers to provide extra credit if the product is submitted through their class</li><li>• Provide a discussion prompt along with a request to promote the contest</li><li>• Provide a link to submission forms for students</li></ul></li></ul>		
Judging	<ul style="list-style-type: none"><li>• Recruit judges:<ul style="list-style-type: none"><li>• Students and adults</li><li>• Set date and time when judges can meet to review entries</li></ul></li><li>• Create judging forms to use advertised judging criteria</li><li>• Prepare a form to tabulate judges' evaluations</li></ul>		
Publicizing results	<ul style="list-style-type: none"><li>• School PA/TV network</li><li>• School paper with story and picture</li><li>• School bulletin board</li><li>• School website</li><li>• Press release to local newspaper</li></ul>		
Replicate products	<ul style="list-style-type: none"><li>• Reproduce and post winning products throughout the school</li></ul>		
Reflection/evaluation	<ul style="list-style-type: none"><li>• Set aside time for all committee members who participated in contest to reflect on the process</li><li>• Note in the AIC file any suggestions to improve the process in the future</li><li>• Recommend a timeline to replicate the contest</li></ul>		