

PICK SUCCESS



WITH DASH GROUP

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OPPORTUNITY STATEMENT & GOAL

THE UNC CHARLOTTE DEAN OF STUDENTS' OFFICE HAS THE **OPPORTUNITY** TO PROMOTE AN UPDATED CODE OF ACADEMIC INTEGRITY AND STREAMLINED SETTLEMENT PROCESS. PROMOTION SHOULD **RESULT** IN THE TARGET AUDIENCES OF OVER 30,000 STUDENTS AND FACULTY BECOMING AWARE OF UPDATES TO THE CODE, AS WELL AS RESOURCES AVAILABLE TO HELP PREVENT ACADEMIC CODE VIOLATIONS.

RESEARCH RESULTS

SECONDARY RESEARCH

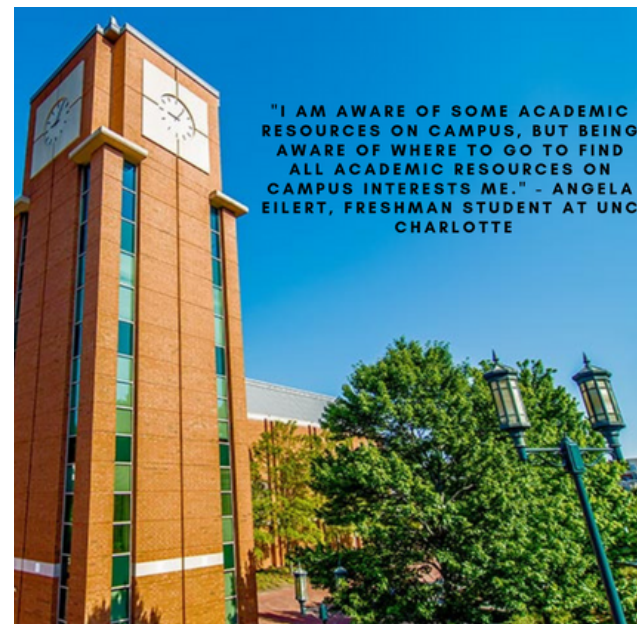
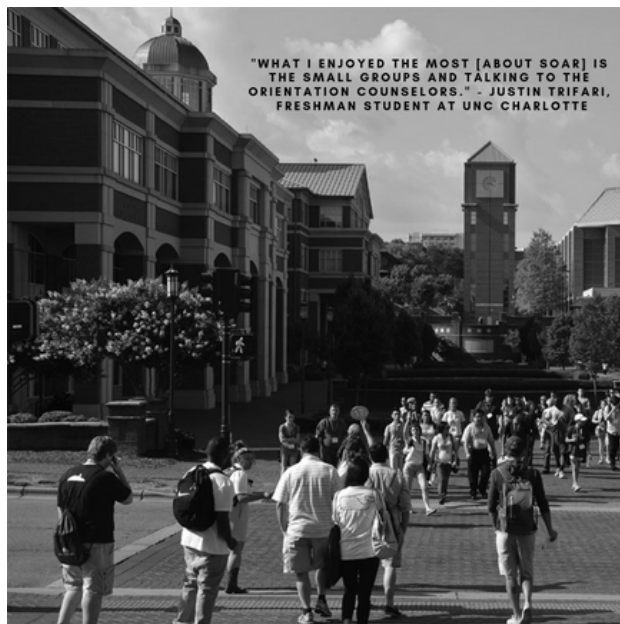
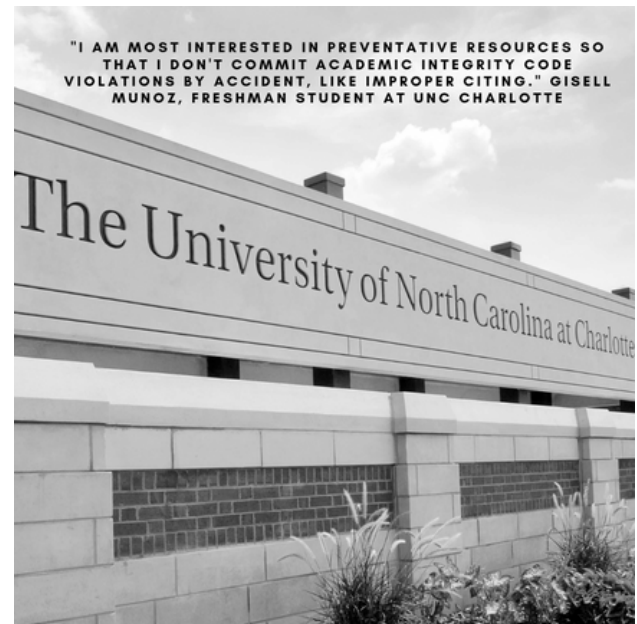
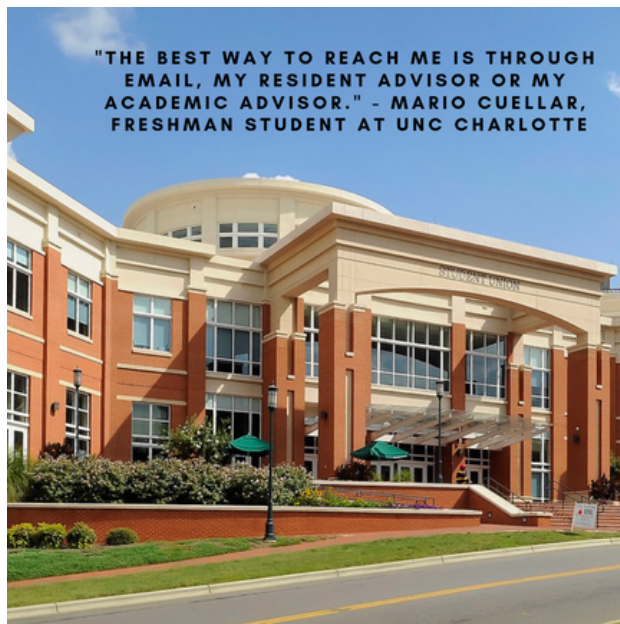
What comes to mind when students, faculty and staff think of **UNC Charlotte**? Is it the beautiful campus? Is it our color scheme? For many people, it's our miner theme, bringing to mind images of **pickaxes and gold pans**. Through researching case studies focused on brand identity and awareness, DASH Group has found utilizing these **university-related assets** to effectively communicate **spirit and unity** may benefit the goal of promoting changes of the academic code as well as resources to prevent code violations.

In 2013, Ground Floor Media assisted the newly created Office of Recovery within the Colorado government to communicate information regarding flood recovery efforts and services by launching the "Colorado United" brand. Across several communication channels, the brand fostered connections through a logo that featured an image of a mountain, symbolizing the Colorado mountain range. Like the Office of Recovery, the Dean of Students Office could benefit from using an **existing association** -- in this case, **pickaxes** -- to raise awareness about the academic code to current students and faculty. Changes to the code and resources available could be promoted using the slogan of "**Pick Success with the Code of Academic Integrity**" with an image of a **pickaxe**. Tactics with the slogan and logo would utilize **university colors** and fonts to imply a **strong connection** between the Dean of Students Office and the university to all target audiences.

In conclusion, connecting a Academic Integrity campaign to UNC Charlotte's existing **brand identity** can help raise awareness of changes to the Code of Academic Integrity along with resources available to students that can help them reach and maintain academic success at UNC Charlotte.

RESEARCH RESULTS

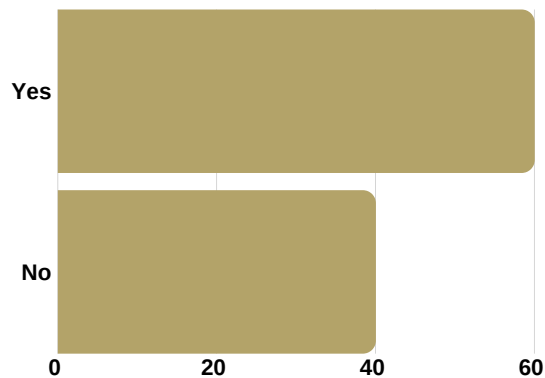
PRIMARY RESEARCH: QUALITATIVE



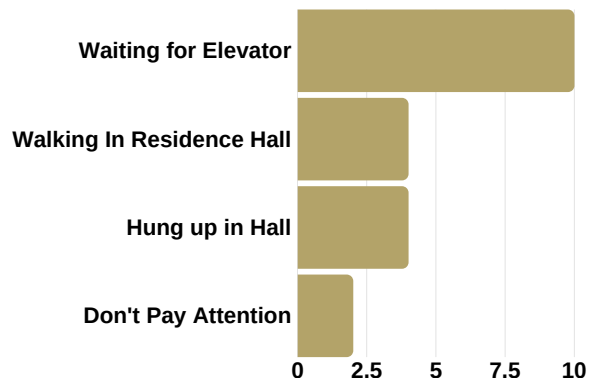
RESEARCH RESULTS

PRIMARY RESEARCH: QUANTITATIVE

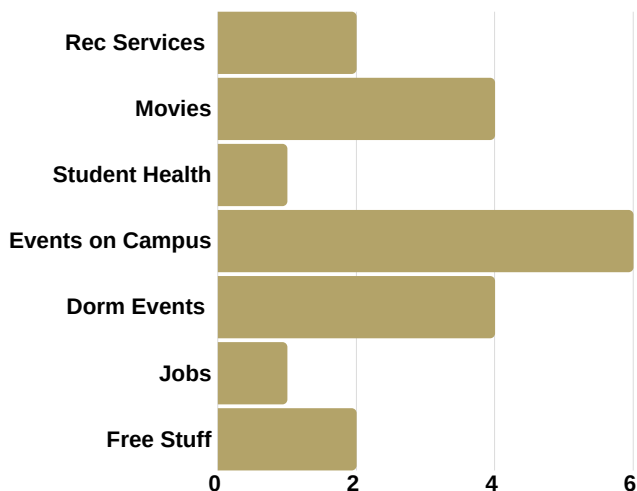
DID STUDENTS STOP TO LOOK AT THE POSTERS?



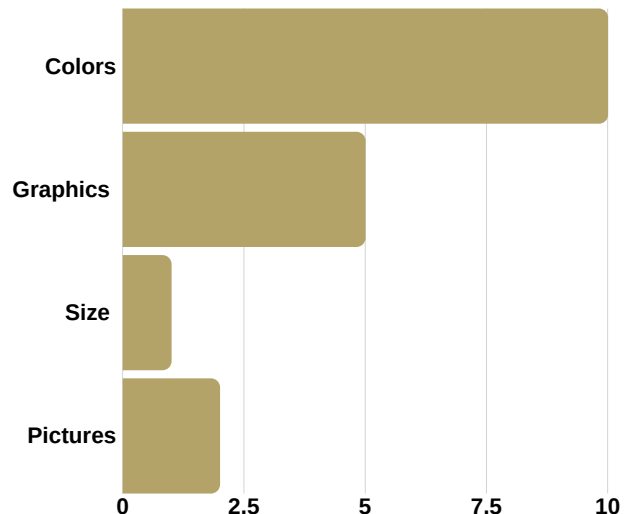
WHEN DO YOU SEE SIGNS IN THE RESIDENCE HALL?



WHAT KINDS OF SIGNS ATTRACT YOUR ATTENTION?



WHAT MAKES THEM VISUALLY APPEALING?



TARGET AUDIENCES

TARGET AUDIENCE	EXPLANATORY THEORY	DEMOGRAPHICS	PSYCHOGRAPHICS	TECHNOGRAPHICS
Incoming Students	Framing Theory: By interacting with incoming students during the resource fair at SOAR, we can "construct" communicated information and bring attention to standards and rules from UNC Charlotte and the Dean of Students Office.	hold a high school diploma or GED, 0 - 3 years of college education typically range from age 17-25; 27 percent of undergraduate students in Spring 2019; live on or within an hour of campus	high motivation to succeed in college, interest in campus activities and resources, impressionable to trusted on-campus faculty/staff (RAs, professors), may be unaware of UNC Charlotte resources	social media; resource cards (index card); website
Parents of Incoming Students	Diffusion Theory: UNC Charlotte can set standards from the get-go during SOAR and determine what subject matters can be the focus of attention for parents when it comes to the success of their kids.	age 35+, wide range of income levels, may not be local to the Charlotte area	motivated for kids to succeed in college, potentially contributing to education expenses, interested in resources that can encourage their kids to be successful in college	resource cards (index cards)

TARGET AUDIENCES

TARGET AUDIENCE	EXPLANATORY THEORY	DEMOGRAPHICS	PSYCHOGRAPHICS	TECHNOGRAPHICS
Current Students with a GPA below 2.0	Two-Step Flow Theory: Because they are struggling with classes, students with lower GPAs may not be utilizing all resources available on campus. Students can benefit from being made aware of resources on campus in new ways that will reach them.	1 - 4 years of college education	struggling either with time management or learning class content, may benefit from a reminders on campus to resources that will help them recover their academics with integrity	emails; website; fact sheets

TARGET AUDIENCES

TARGET AUDIENCE	EXPLANATORY THEORY	DEMOGRAPHICS	PSYCHOGRAPHICS	TECHNOGRAPHICS
Department Heads	<p>Two-Step Flow Theory: The department heads are at the front end and serve as opinion leaders to inform students and faculty about the latest updates and developments with the code. They adopt ideas and make changes before making the revisions public to students and faculty of UNC Charlotte.</p>	employed full-time at the university, have at least one degree in higher education	interested in student success and maintaining proper faculty resources, need to be made aware of changes to academic processes so they can make faculty aware	emails; digital newsletters; department meetings

TARGET AUDIENCES

TARGET AUDIENCE	EXPLANATORY THEORY	DEMOGRAPHICS	PSYCHOGRAPHICS	TECHNOGRAPHICS
Faculty (Full-Time and Part-Time)	<p>Two-Step Flow: Department Heads can influence and pass information to faculty who can influence students. Because they work closely with students daily, they have the most direct influence on students, thus making them a vital resource to raise awareness of code changes and campus resources.</p>	educated with a masters or doctorate degree, employed at the university either full-time or part-time	interested in university resources to help students succeed academically	emails, digital newsletters, department meetings (meetings may or may not reach part-time faculty)

OBJECTIVES

TARGET AUDIENCE	OBJECTIVES
Incoming Students	Establish awareness about new academic workshops for each group of incoming freshmen and transfer students by 15% before the end of the Fall 2019 semester.
Parents of Incoming Students	Establish awareness of new academic workshops and resources to encourage academic success at the SOAR orientation for parents of UNC Charlotte students by 15% at the beginning of every academic year.
Current Students with a GPA below 2.0	Raise awareness about new academic workshops and resources for current students with a GPA below 2.0 by 35% from August 2019 to November 2019.
Department Heads	Raise awareness about changes to the Code of Academic Integrity to UNC Charlotte department heads by 33% prior to the Fall 2019 semester.
Faculty (Full-Time and Part-Time)	Raise awareness about changes to the Code of Academic Integrity to UNC Charlotte department heads by 33% prior to the Fall 2019 semester.

MESSAGES, STRATEGIES & TACTICS

TARGET AUDIENCE	STRATEGY	PESO FORM	TACTICS	CONTACT INFORMATION
Incoming Students	social media, face-to-face engagement	owned and shared	Tactic 1 Social media content for the Office of Student Conduct and Academic Integrity's Instagram highlighting success stories from students who have used the department as a resource.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu
			Tactic 2 Collaborate with the UNC Charlotte Social Media Ambassadors Program on a semester-long #PickSuccess campaign highlighting changes to the code or Office of Student Conduct and Academic Integrity resources.	The Office of Enrollment Communications Assistant Director & Multimedia Designer: Sarah Campbell (704) 687-1159 sarah.campbell@uncc.edu
			Tactic 3 Discuss changes to the code and on-campus resources available to students during the SOAR Orientation. Have resource cards and giveaways available for students who want more information about workshops.	The Office of New Student & Family Services Director: Emily Wheeler (704) 687-0341 SOARdos@uncc.edu

MESSAGES, STRATEGIES & TACTICS

TARGET AUDIENCE	STRATEGY	PESO FORM	TACTICS	CONTACT INFORMATION
Incoming Students	social media, face-to-face engagement	owned and shared	Tactic 4 Design and display custom yard signs and posters throughout high-traffic areas of campus to promote and raise awareness of Pick Success, academic support services, and available workshops.	Union Station Graphics Services Popp Martin Student Union Room 123 (704) 687-5893 REPROS Copy Center Prospector 704-687-0809 repros@uncc.edu
			Tactic 5 Create a Pick Success tab on the Dean of Students Office's academic integrity page that includes resources for students.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu

MESSAGES, STRATEGIES & TACTICS

TARGET AUDIENCE	STRATEGY	PESO FORM	TACTICS	CONTACT INFORMATION
Parents of Incoming Students	face-to-face engagement	owned	Tactic 1 Discuss changes to the code and on-campus resources available to students during the SOAR Orientation. Have resource cards and giveaways available for parents who want more information about workshops.	The Office of New Student & Family Services Director: Emily Wheeler (704) 687-0341 SOARdos@uncc.edu
			Tactic 2 Create a Pick Success tab on the Dean of Students Office's academic integrity page that includes resources for students.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu

MESSAGES, STRATEGIES & TACTICS

TARGET AUDIENCE	STRATEGY	PESO FORM	TACTICS	CONTACT INFORMATION
Current Students with a GPA below 2.0	digital outreach	owned	Tactic 1 Coordinate with academic advisors to send out emails during the semester including a fact sheet about workshops and other resources.	The Office of the Provost Division of Academic Services Director of Communications: Aimee Hawkins (704) 687-0341 aimee.hawkins@uncc.edu
			Tactic 2 Design and display custom yard signs and posters throughout high-traffic areas of campus to promote and raise awareness of Pick Success, academic support services, and available workshops.	Union Station Graphics Services Popp Martin Student Union Room 123 (704) 687-5893 REPROS Copy Center Prospector 704-687-0809 repros@uncc.edu
			Tactic 3 Create a Pick Success tab on the Dean of Students Office's academic integrity page that includes resources for students.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu

MESSAGES, STRATEGIES & TACTICS





TARGET AUDIENCE	STRATEGY	PESO FORM	TACTICS	CONTACT INFORMATION
Department Heads	digital outreach	owned	Tactic 1 Email an informative video to department heads to show at department meetings instructing faculty on how to use the new settlement form and discussing updates to the academic code.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu
			Tactic 2 Update the existing newsletter sent out to faculty from the Dean of Students office and include an attachment outlining code revisions.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu

MESSAGES, STRATEGIES & TACTICS

TARGET AUDIENCE	STRATEGY	PESO FORM	TACTICS	CONTACT INFORMATION
Faculty (Full-Time and Part- Time)	digital outreach	owned	Tactic 1 Have department heads send out an informative video show at department meetings instructing faculty on how to use the new settlement form and discussing updates to the academic code.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu
			Tactic 2 Update the existing newsletter sent out to faculty from the Dean of Students office to include changes to the code of academic integrity.	The Office of Student Conduct and Academic Integrity Assistant Director of Student Conduct & Academic Integrity: Laura Bizzell (704) 687-0336 lbizzell@uncc.edu

MESSAGES, STRATEGIES & TACTICS

@UNCCHARLOTTESCAI INSTAGRAM POSTS

DATE	PHOTO	COPY
Aug. 26		<p>"My experience at the UCAE Tutoring Center helped me earn an A in my statistics class. They helped me understand the material, which enhanced my general education experience."</p> <p>- Kristina, Senior at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Sept. 2		<p>"The Writing Resource Center helped me enhance my writing skills and taught me things I had never learned in high school."</p> <p>- Hritik, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Sept. 9		<p>"The Writing Resource Center helped me turn my paper into something I was proud to turn in."</p> <p>- Arjun, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Sept. 16		<p>"I met weekly with a calculus tutor at the UCAE Tutoring Center. Their approachability and genuine willingness to help kept me coming back."</p> <p>- Calvin, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>

MESSAGES, STRATEGIES & TACTICS

@UNCCHARLOTTESCAI INSTAGRAM POSTS

DATE	PHOTO	COPY
Sept. 23		<p>"Attending the supplemental instruction sessions at the UCAE Tutoring Center right before a test is my secret weapon to doing well!"</p> <p>- Jasmine, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Sept. 30		<p>"All of the tutors at the UCAE Tutoring Center have taken the class you're coming in to get help on, so they know exactly what you're going through. I always leave having a clear understanding of the material."</p> <p>- Dymond, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Oct. 7		<p>"The EndNote X8 Citation Management workshop at Atkins Library is a vital resource for me in my academic career. It is a great way to learn how to research databases and learn APA style."</p> <p>- Thoan, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Oct. 14		<p>"The Writing Resource Center gave me extra information on how to write a paper that I never knew, like how to properly use in-text citations."</p> <p>- Michelle, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>

MESSAGES, STRATEGIES & TACTICS

@UNCCHARLOTTESCAI INSTAGRAM POSTS

DATE	PHOTO	COPY
Oct. 21		<p>"The UCAE Tutoring Center helped me improve my studying skills, which will be helpful throughout my entire academic career."</p> <p>- Courtney, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Oct. 28		<p>"The tutors at the UCAE Tutoring Center helped me get one-on-one attention before tests, which I really needed in order to do well."</p> <p>- Ashley, Sophomore at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>
Nov. 4		<p>"The UCAE Tutoring Center is the perfect place for hands-on learning. They don't just walk you through the problems, they make you think critically on your own with just a bit of guidance. I really learned a lot there my sophomore and junior year."</p> <p>- Alexis, Senior at UNC Charlotte #PickSuccess #UNCC #NinerNation #GoldStandard #GoNiners #College</p>

MESSAGES, STRATEGIES & TACTICS

TWEETS FROM SOCIAL MEDIA AMBASSADORS



LISTED BELOW ARE EXAMPLES OF RESOURCES AROUND CAMPUS THAT CAN BE USED WITH THE #PICKSUCCESS SOCIAL MEDIA CAMPAIGN. PLEASE CHOOSE THREE RESOURCES AND HIGHLIGHT ONE PER MONTH IN THE MONTHS OF SEPTEMBER, OCTOBER AND NOVEMBER. THE RESOURCES LISTED SHOULD ONLY BE USED ONCE DURING THE CAMPAIGN, WITH THE EXCEPTION OF THE FOUR OFFICIAL #PICKSUCCESS RESOURCES, WHICH CAN BE REFERRED TO SEVERAL TIMES. PLEASE KEEP IN MIND WHAT YOUR FELLOW SMA'S ARE POSTING AND TRY TO BALANCE THE CONTENT OF POSTS EVERY MONTH. STUDENT CONDUCT AND ACADEMIC INTEGRITY GREATLY APPRECIATES YOUR HELP AS AMBASSADORS OF THE UNIVERSITY.

#PICKSUCCESS RESOURCES

- Code of Academic Integrity
- Atkins Endnote X8 Citation Workshop
- UCAE Tutorial Services
- Writing Resource Center

ONLINE RESOURCES

- Connect: Advising, Tutoring, Support
- Atkins Research Guides
- Atkins Study Room Reservation
- Citrix Portal
- Free Software
- Google Drive
- DegreeWorks
- Schedule Wizard
- Academic Calendar
- University Catalog

IN-PERSON RESOURCES

- University Speaking Center
- Supplemental Instruction Sessions
- Professors' Office Hours
- Atkins Research Help Desk
- Personal Academic Consultation
- PAL Sessions
- Peer Tutors
- UNC Charlotte Bookstore

OTHER RESOURCES

- Organizational Tools
- Peer Study Groups
- Campus Study Spots
- SCAI Website

MESSAGES, STRATEGIES & TACTICS

PICK SUCCESS RESOURCE CARDS

THE UNC CHARLOTTE CODE OF STUDENT ACADEMIC INTEGRITY SETS FORTH THE STANDARDS OF ACADEMIC INTEGRITY FOR STUDENTS AT UNC CHARLOTTE AND DESCRIBES ATTENDANT FACULTY RESPONSIBILITIES. STUDENTS AND FACULTY MEMBERS ARE EXPECTED TO BE FAMILIAR WITH ITS PROVISIONS.



PICK SUCCESS
WITH THE CODE OF
ACADEMIC INTEGRITY



RESOURCES TO HELP YOU "PICK SUCCESS"

ATKINS ENDNOTE X8 CITATION MANAGEMENT WORKSHOP



MAKE WRITING SCHOLARLY ARTICLES EASIER. IN THIS WORKSHOP YOU WILL LEARN HOW TO AUTOMATICALLY INSERT YOUR REFERENCES INTO MICROSOFT WORD AND CREATE A BIBLIOGRAPHY TO MATCH YOUR STYLE USING ENDNOTE X8. REGISTRATION IS NOT REQUIRED.

UCAE TUTORIAL SERVICES



UNC CHARLOTTE'S MAIN COURSE-SPECIFIC ACADEMIC SUPPORT PROGRAM THAT SERVES STUDENTS THROUGH APPOINTMENT AND DROP-IN TUTORING. SERVICES ARE FREE AND AVAILABLE TO ANY ENROLLED UNDERGRADUATE STUDENT, IN ANY MAJOR, IN ANY ACADEMIC STANDING.

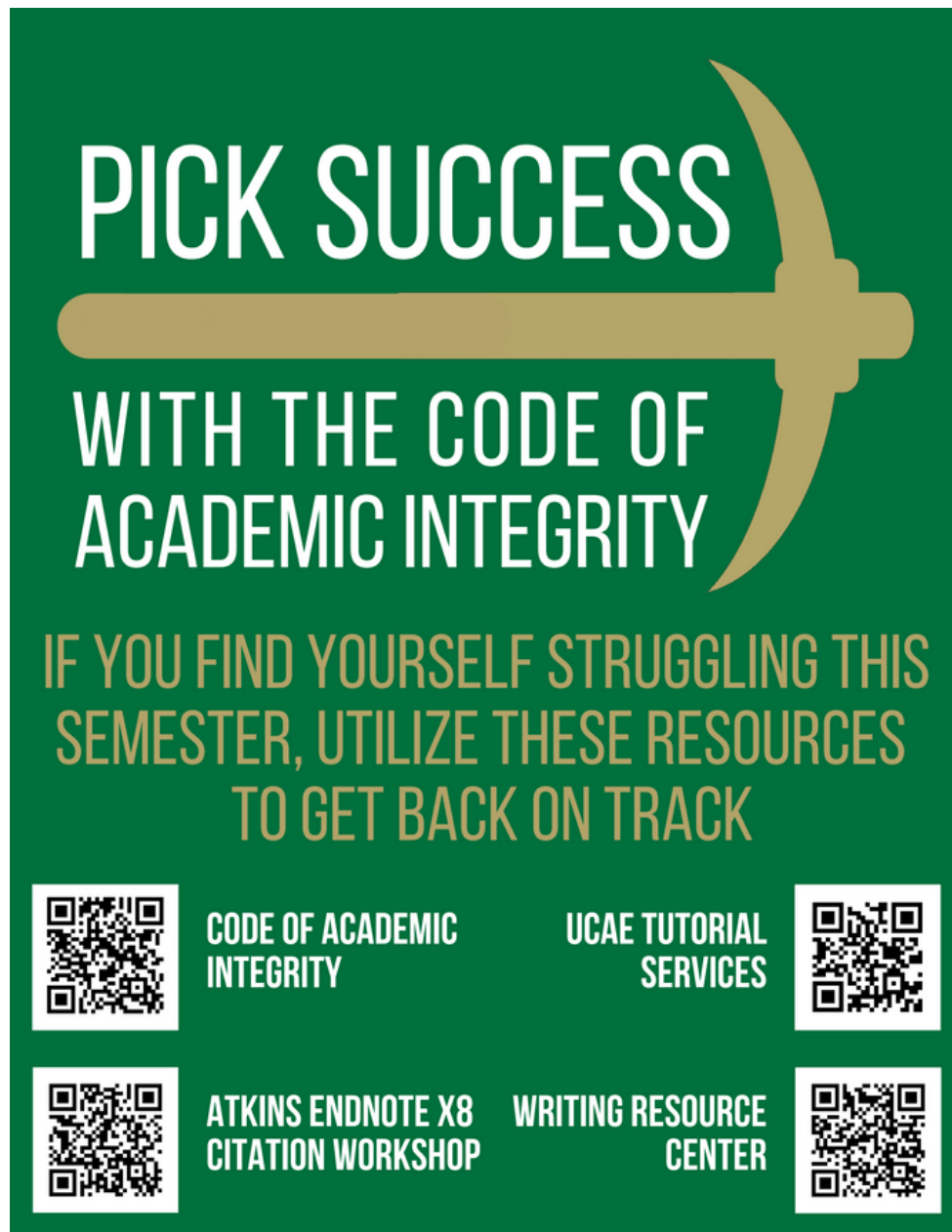
WRITING RESOURCE CENTER



THE WRC HELPS STUDENTS AT ANY STAGE OF THE WRITING PROCESS FOR ANY SUBJECT. THE GOAL IS TO TEACH STUDENTS HOW TO IDENTIFY AND UNDERSTAND THE STRENGTHS AND WEAKNESSES OF THEIR WRITING, AND HELP THEM LEARN HOW TO RESEARCH, WRITE, REVISE, AND PROOFREAD ON THEIR OWN.

MESSAGES, STRATEGIES & TACTICS





PICK SUCCESS POSTERS



PICK SUCCESS

WITH THE CODE OF ACADEMIC INTEGRITY

IF YOU FIND YOURSELF STRUGGLING THIS SEMESTER, UTILIZE THESE RESOURCES TO GET BACK ON TRACK

	CODE OF ACADEMIC INTEGRITY	UCAE TUTORIAL SERVICES	
	ATKINS ENDNOTE X8 CITATION WORKSHOP	WRITING RESOURCE CENTER	

MESSAGES, STRATEGIES & TACTICS

PICK SUCCESS YARD SIGNS

PICK SUCCESS

WITH THE CODE OF
ACADEMIC INTEGRITY

FOR MORE INFO, VISIT
WWW.SCAI.UNCC.EDU



Yard signs are designed only with the main logo for the campaign so there isn't too much to read as you walk by.

MESSAGES, STRATEGIES & TACTICS

PICK SUCCESS TAB MOCK-UP

[REPORT AN INCIDENT](#) | [ABOUT US](#) | [STUDENT CONDUCT](#) | [ACADEMIC INTEGRITY](#) | [HELP SEEKING PROTOCOL](#) | [RESOURCES AND FORMS](#)

ACADEMIC INTEGRITY

ACADEMIC INTEGRITY


[Code Overview](#)

- Academic Misconduct Policies & Examples
- Process
- Resources
- **Pick Success**

[Code of Academic Integrity](#)[Atkins Endnote X8 Citation Management Workshop](#)[UCAE Tutorial Services](#)[Writing Resource Center](#)

PICK SUCCESS

Welcome to **Pick Success!** At UNC Charlotte, we are constantly working to provide students with everything they need, right at their fingertips. From tutoring to writing workshops, students can find direct links here to resources and information they'll need during their time at UNC Charlotte.



[REPORT AN INCIDENT](#) | [ABOUT US](#) | [STUDENT CONDUCT](#) | [ACADEMIC INTEGRITY](#) | [HELP SEEKING PROTOCOL](#) | [RESOURCES AND FORMS](#)

ACADEMIC INTEGRITY

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CODE OF ACADEMIC INTEGRITY

The UNC Charlotte Code of Student Academic Integrity sets forth the standards of academic integrity for students at UNC Charlotte and describes attendant faculty responsibilities. Students and faculty members are expected to be familiar with its provisions. To learn more about the process following academic code violations, click the "Process" tab to the left.



DIRECT LINK: <https://legal.uncc.edu/policies/up-407>

MESSAGES, STRATEGIES & TACTICS

PICK SUCCESS TAB MOCK-UP

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ACADEMIC INTEGRITY

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[Code of Academic Integrity](#)


[Atkins Endnote X8 Citation Management Workshop](#)

[UCAE Tutorial Services](#)

[Writing Resource Center](#)

ATKINS ENDNOTE X8 CITATION WORKSHOP

Make writing scholarly articles easier. In this workshop you will learn how to automatically insert your references into Microsoft Word and create a bibliography to match your style using EndNote X8. Registration is not required.



DIRECT LINK: <https://guides.library.uncc.edu/endnote>

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ACADEMIC INTEGRITY

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[UCAE Tutorial Services](#)

[Writing Resource Center](#)

UCAE TUTORIAL SERVICES

UNC Charlotte's main course-specific academic support program that serves students through appointment and drop-in tutoring. Services are free and available to any enrolled undergraduate student of any major and any academic standing.



DIRECT LINK: <https://uca.e.uncc.edu/tutoring>

MESSAGES, STRATEGIES & TACTICS

PICK SUCCESS TAB MOCK-UP

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ACADEMIC INTEGRITY

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[UCAE Tutorial Services](#)

WRITING RESOURCE CENTER

The Writing Resource Center will help students at any stage of the writing process for any subject (whether academic or personal). The goal is to help students identify and understand the strengths and weaknesses of their writing. Students will learn how to research, write, revise and proofread on their own.



DIRECT LINK: <https://writing.uncc.edu/writing-resources-center>

MESSAGES, STRATEGIES & TACTICS

PICK SUCCESS FACT SHEET



CODE OF ACADEMIC INTEGRITY



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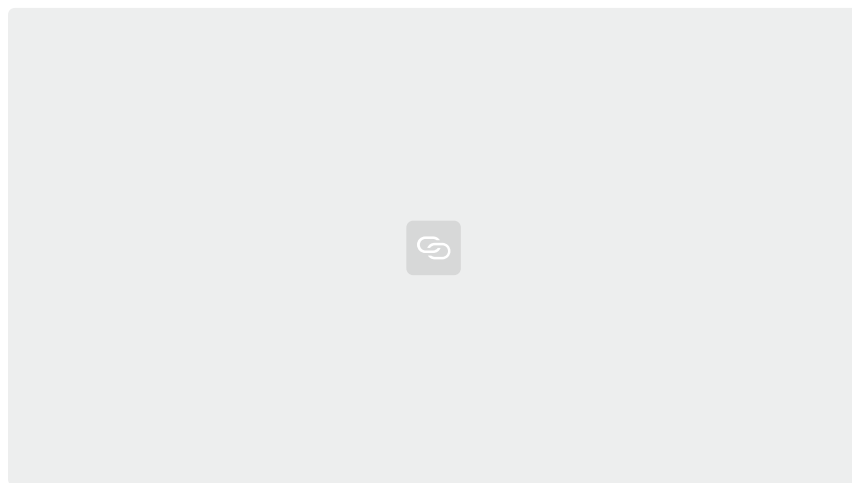
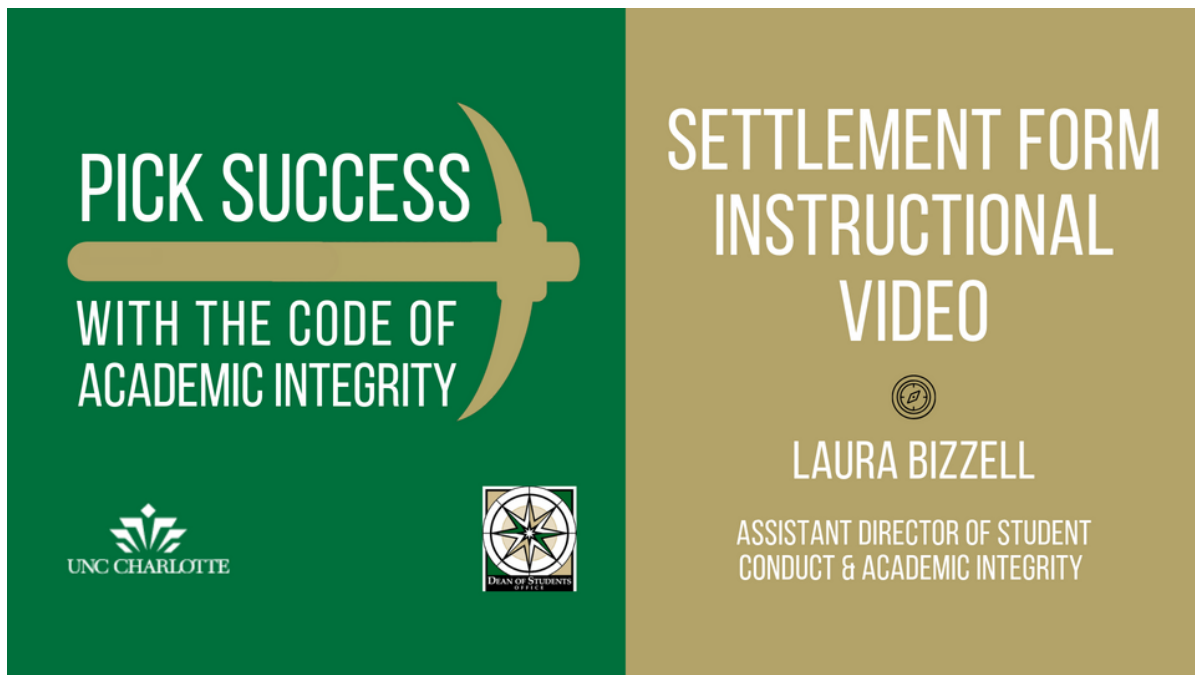
RESOURCE: WRITING RESOURCE CENTER

The WRC helps students at any stage of the writing process for any subject. The goal is to teach students how to identify and understand the strengths and weaknesses of their writing, and help them learn how to research, write, revise, and proofread on their own.



MESSAGES, STRATEGIES & TACTICS

SETTLEMENT FORM INSTRUCTIONAL VIDEO



[HTTPS://YOUTU.BE/B5CJMNZZXDK](https://youtu.be/B5CJMNZZXDK)

MESSAGES, STRATEGIES & TACTICS

ACADEMIC INTEGRITY NEWSLETTER

FALL 2019,
VOL. 1

ACADEMIC INTEGRITY NEWSLETTER

VIOLATIONS PER COLLEGE

College	Percentage
CCI	27%
Engineering	21%
Business	13%
CLAS	17%
CHHS	11%
UCOL	9%
Architecture	1%
Education	1%

VIOLATIONS BY CLASS

Class	Percentage
Freshman	17%
Sophomore	22%
Junior	27%
Graduate	20%
Senior	13%

NUMBER OF VIOLATIONS PER CHARGE

Cheating: 130 | Falsification & Fabrication: 6
Plagiarism: 69 | Multiple Submission: 3
Abuse of Academic Materials: 3
Complicity in Academic Dishonesty: 9

NUMBER OF SANCTIONS ASSIGNED

STATUS SANCTIONS

Reduced Grade for Assignment: 155
Reduced Grade for Course: 54 | U Grade: 1
Formal Warning: 7 | F With X Designation: 3

EDUCATIONAL SANCTIONS

DOS Referral: 3 | UCAE Referral: 2
Writing Resource Center Referral: 2

NUMBER OF ACTIONS TAKEN

Number of Hearings: 16
Number of Settlements: 204

ACADEMIC CODE CHANGES & RESOURCES TO HELP YOUR STUDENTS

The UNC Charlotte Code of Academic Integrity has made some revisions that makes the process a little easier overall. These changes allow for a more streamlined process and increased communication between students and faculty.

The revised Code outlines direct steps faculty members should take if they suspect Academic Misconduct is occurring. Furthermore, these changes have led to the creation of three new adjudication/resolution methods. For a list of other changes to the code, see document attached to this email.

If you see a student struggling, encourage them to be proactive and visit www.scai.uncc.edu/academic-integrity/pick-success to find helpful resources.

UPDATES TO SETTLEMENT FORM

THIS VIDEO SHOWS FACULTY HOW TO USE THE SETTLEMENT FORM WHEN THERE HAS BEEN A FIRST-TIME VIOLATION.

[HTTPS://YOUTU.BE/85CjMNZZXDK](https://youtu.be/85CjMNZZXDK)

MESSAGES, STRATEGIES & TACTICS

CODE REVISIONS ATTACHMENT



CODE REVISIONS SUMMARY

ACADEMIC MISCONDUCT

- The new Code uses the term "academic misconduct" to describe academic dishonesty or an academic integrity violation. This is the language that we are moving towards consistently using when describing these types of violations/behaviors.

HEARINGS

- Hearings can continue without the presence of the Faculty Member or Student.

VIOLATIONS

- Complicity in academic dishonesty has been removed as a violation, as the cheating definition now covers this.
- Group work has been removed as violation.
- Unauthorized collaboration (sharing the work or effort in an academic exercise with another student or students without authorization) has been added as a violation.
- Research misconduct (a determination that research misconduct has occurred under University Policy 309, responding to allegations of misconduct in research and scholarship and its supplemental procedures) has been added as violation.

SANCTIONS

- Removal from employment as a graduate assistant has been removed as a sanction
- Educational sanctions have been broadened to provide students with varying educational opportunities.
- These sanctions will allow them to better understand the impacts of academic misconduct, explore decision making processes, and learn how to properly cite and paraphrase.

STUDENT CONDUCT COUNSELORS

- Student Conduct Counselors will be available to students, faculty members, or referring parties that can provide procedural advice throughout the Formal Resolution process.

MESSAGES, STRATEGIES & TACTICS

CODE REVISIONS ATTACHMENT



ADJUDICATION METHODS

- Moving forward, there will be three adjudication methods. The settlement form process will be referred to as an Informal Resolution and the Academic Integrity Board Hearing will be referred to as a Formal Resolution. The third and new adjudication method will be called a Facilitated Resolution.
- A Facilitated Resolution will involve Student Conduct & Academic Integrity (SCAI) working with both the faculty member and student to determine an appropriate proposed resolution to be reviewed by both parties.
- The Facilitated Resolution may be utilized if it is the student's first charge of academic misconduct, but the faculty Member and student are unable to reach an Informal Resolution, or it is not the student's first charge of academic misconduct), but the Director of SCAI determines that it is appropriate to attempt resolution through a Facilitated Resolution.

REFERRING PARTY

- Referring Party means an individual, other than the Faculty Member, who refers a case of suspected academic misconduct to a faculty member or to the Director of SCAI. This term has been added to allow other individuals to refer cases of academic misconduct other than faculty members.

CASE REFERRALS

- If the faculty member or referring party determines that the information is sufficient to warrant an adjudication, they should contact the Director of SCAI as soon as reasonably practicable.
- The new code outlines direct steps faculty members should take if they suspect academic misconduct is occurring.
- Failure by the faculty member to cooperate in the process or to provide timely notice notifications may result in the case no longer being pursued through the academic misconduct process.
- If pursuing an Informal Resolution, the faculty member must forward the student's completed Informal Resolution form to the Director of SCAI within three days after the student has signed the form.

Having an attachment along with the newsletter with details on the academic integrity code will provide faculty with additional understanding of code changes. Supplying faculty with resources and tools to effectively communicate academic integrity code standards will achieve the campaign message.

PROPOSED BUDGET

CATEGORY	ITEM	AMOUNT	COST	TOTAL
Personnel	UNC Charlotte Staff	N/A	-	\$0.00
Materials	Resource Cards	13,4000 (four per page / number of pages = 670	\$0.43 per full page (four per pages, includes cutting)	\$288.10
	Yard Signs	10	\$17.00 ea.	\$170.00
	Tote Bags	100	\$2.10 ea. + \$55.00 setup fee	\$265.00
	Staplers	200	\$1.38 ea. + \$50.00 setup fee	\$326.00
	Credit Card Calculator	100	\$1.25 ea. + \$45.00 setup fee	\$170.00
	Buttons	100	\$0.95 ea.	\$95.00
	Posters	150	\$0.30 ea.	\$45.00
			Subtotal	\$1359.10
			10% Contingency	\$135.90
			Total	\$1495.00

PROPOSED TIMELINE

DATE	TASK
Jan. 14	Initial meeting with UNC Charlotte Dean of Students Office.
Jan. 16 - Apr. 29	Organize and draft campaign plan: goals, objectives, problem/opportunity statement, target audience(s), secondary/primary research, messages/strategies/tactics, timeline, budget, evaluation, etc.
May 8	Send program book to client.
May 14 - May 18	Look over program book, secure necessary approval within university, including licensing department for logo use.
May 20	Create Pick Success tab on the Student Conduct and Academic Integrity website.
May 21	Order tote bags, staplers, buttons and credit card calculators from Juice That Brand.
May 24	Order Pick Success resource cards from REPROS.
May 28	Pick up Pick Success resource cards from REPROS.
Jun. 3	Pick up giveaways order.
Jun. 4 - Aug. 16	Table at freshman and transfer SOAR resource fairs and pass out Pick Success resource cards and giveaways. (See Sub Calendar 1)

PROPOSED TIMELINE

DATE	TASK
Jul. 12	Contact Sarah Campbell to confirm social media ambassadors for the academic year.
Jul. 31	Contact Aimee Hawkins (Provost Office) to request that academic advisors in all departments send the #PickSuccess fact sheet out to students who are on academic probation for the Fall 2019 semester.
Aug. 12	Review and send fact sheet to Aimee Hawkins to disseminate to all academic advisors for the months of August, September and October. (See Sub Calendar 2)
Aug. 19	Order Pick Success yard signs from Union Station.
Aug. 20	Order Pick Success posters from REPROS.
Aug. 22	Pick up Pick Success posters from REPROS.
Aug. 23	Pick up Pick Success yard signs from Union Station.

PROPOSED TIMELINE

DATE	TASK
Aug. 26 - Nov. 4	Share first post on student success story from campus academic workshops on the Student Conduct and Academic Integrity Instagram. Post once a week for 11 additional weeks and collect Instagram analytics at the end of each week. (See Sub Calendar 2)
Aug. 28	Review and send instructional video to department heads to be shown at department meetings during the month of September.
Aug. 30	Send ideas for unique #PickSuccess tweets to Sarah Campbell for social media ambassadors to post on their accounts during the months of September, October and November. (See Sub Calendar 2)
Sept. 2	Place posters in campus buildings and yards signs around campus.
Sept. 3	Edit and send digital newsletter to department heads and faculty. (See Sub Calendar 2)
Nov. 25	Comprise Instagram and Twitter analytics from the #PickSuccess campaigns for evaluation.
Nov. 29	Complete campaign evaluation.

PROPOSED TIMELINE

SUB-CALENDAR 1: SOAR DATES

DATE	SESSION
May 31	Transfer Session 1
Jun. 3	Transfer Session 2
Jun. 4	First Year Session 1
Jun. 6	First Year Session 2
Jun. 10	Transfer Session 3
Jun. 11	First Year Session 3
Jun. 13	First Year Session 4
Jun. 17	Transfer Session 4
Jun. 18	First Year Session 5
Jun. 20	First Year Session 6
Jun. 24	Transfer Session 5

PROPOSED TIMELINE

SUB-CALENDAR 1: SOAR DATES

DATE	SESSION
Jun. 25	First Year Session 7
Jun. 27	First Year Session 8
Jul. 8	Transfer Session 6
Jul. 9	First Year Session 9
Jul. 11	First Year Session 10
Jul. 15	Transfer Session 7
Jul. 16	First Year Session 11
Jul. 18	First Year Session 12
Jul. 29	Transfer Session 8
Aug. 14	Transfer Session 9
Aug. 15	First Year Session 13

PROPOSED TIMELINE

SUB-CALENDAR 1: SOCIAL MEDIA & EMAIL

DATE	TASK
Aug. 26	Instagram: Student Success Story #1
Aug. 30	Email: Pick Success Fact Sheet from Advisors to Students
Sept. 2	Instagram: Student Success Story #2
Sept. 3	Email: Newsletter from SCAI to Department Heads and Faculty
Sept. 9	Instagram: Student Success Story #3
Sept. 9	Twitter: Social Media Ambassadors begin #PickSuccess campaign
Sept. 16	Email: Pick Success Fact Sheet from Advisors to Students
Sept. 16	Instagram: Student Success Story #4

PROPOSED TIMELINE

SUB-CALENDAR 1: SOCIAL MEDIA & EMAIL

DATE	TASK
Sept. 23	Instagram: Student Success Story #5
Sept. 30	Instagram: Student Success Story #6
Oct. 4	Email: Pick Success Fact Sheet from Advisors to Students
Oct. 7	Instagram: Student Success Story #7
Oct. 14	Instagram: Student Success Story #8
Oct. 21	Instagram: Student Success Story #9
Oct. 28	Instagram: Student Success Story #10
Nov. 4	Instagram: Student Success Story #11

EVALUATION

ORGANIZATIONAL GOAL

The mission of the UNC Charlotte Dean of Students Office is to advance a **culture of care** by assisting students in navigating the opportunities and challenges of the Niner Nation Experience. The three categories for this mission are **involvement and connections, advocacy and support, and rights and responsibilities**. The last category contains the university's rules of academic integrity and student conduct.

PUBLIC RELATIONS GOAL

The promotion should **result** in the target audiences of over 30,000 students and faculty becoming aware of updates to the code, as well as resources available to help prevent academic code violations.

EVALUATION

TARGET AUDIENCE	OBJECTIVE	EVALUATION
Incoming Students	Establish awareness about new academic workshops for each group of incoming freshmen and transfer students by 15% before the end of the Fall 2019 semester.	Determine using message recall whether the campaign-generated message "Pick Success with the Code of Academic Integrity" to the target audience of incoming freshman and transfer students resulted in increased awareness of 15% by the end of the SOAR orientation.
Parents of Incoming Students	Establish awareness of new academic workshops and resources to encourage academic success at the SOAR orientation for parents of UNC Charlotte students by 15% at the beginning of every academic year.	Determine using message recall whether the campaign-generated message "Pick Success with the Code of Academic Integrity" to the target audience of incoming freshman and transfer students resulted in increased awareness of 15% by the end of the SOAR sessions.
Current Students with a GPA below 2.0	Raise awareness about new academic workshops and resources for current students with a GPA below 2.0 by 35% from August 2019 to November 2019.	Determine using digital evaluation whether the campaign-generated message "Pick Success with the Code of Academic Integrity" to the target audience of current students with a GPA below 2.0 resulted in increased awareness of 43% by December 31, 2019.

EVALUATION

TARGET AUDIENCE	OBJECTIVE	EVALUATION
Department Heads	Raise awareness about changes to the Code of Academic Integrity to UNC Charlotte department heads by 33% prior to the Fall 2019 semester.	Determine using digital evaluation whether the campaign-generated message "Pick Success with the Code of Academic Integrity" to the target audience of department heads resulted in increased awareness of 37% by December 31, 2019.
Faculty (Full-Time and Part-Time)	Raise awareness of changes made to the Code of Academic Integrity and resources available to students to UNC Charlotte faculty by 33% before the end of the Fall 2019 semester.	Determine using digital evaluation whether the campaign-generated message "Pick Success with the Code of Academic Integrity" to the target audience of faculty members resulted in increased awareness of 37% by December 31, 2019.

APPENDIX

DESIGN TOOLKIT

FONTS: BEBAS NEUE | ARIMO

COLORS: #00703C | #B3A369 | #000000

LINKED ACCOUNTS

EMAIL + YOUTUBE

USERNAME: DASHGROUP2019

PASSWORD: DASHIELLPARR

CANVA

USERNAME: DASHGROUP2019@GMAIL.COM

PASSWORD: DASHIELLPARR