

Accessing ACADEMIC INTEGRITY

Supporting Undergraduate Students through Policy Rebranding and Outreach

THE TEAM

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WHY ACADEMIC INTEGRITY?

Academic integrity is a key component to a successful academic institution. Though the University of Toronto provides foundational documents for guiding the practices of academic integrity at the university, the *Code of Behaviour on Academic Matters* and supplementary documents are inaccessible to undergraduate students and emphasize disciplinary action instead of student responsibility.

THE CODE: WORKING WITH EXISTING POLICY

The University of Toronto's current policy on academic integrity, the *Code of Behaviour on Academic Matters*, is a 20 page document detailing the procedures related to academic misconduct at the university.

All undergraduate students at the University of Toronto are held accountable for knowing the content of this code. Though a necessary legal document, the Code and supplementary documents meant to inform students about academic integrity, lack clarity, consistency and accessibility.

As reference librarians can attest and as years of anecdotal media reports claim, a serious lack of understanding exists in the university community when it comes to academic integrity.

B. Offences

The University and its members have a responsibility to ensure that a climate which might encourage, or conditions which might enable, cheating, misrepresentation or unfairness not be tolerated. To this end, all must acknowledge that seeking credit or other advantages by fraud or misrepresentation, or seeking to disadvantage others by disruptive behaviour is unacceptable, as is any dishonesty or unfairness in dealing with the work or record of a student.

Wherever in this Code an offence is described as depending on "knowing", the offence shall likewise be deemed to have been committed if the person ought reasonably to have known.

B.i.



Scan here to view the full Code of Behaviour.

1. It shall be an offence for a student knowingly:
 - (a) to forge or in any other way alter or falsify any document or evidence required by the University, or to utter, circulate or make use of any such forged, altered or falsified document, whether the record be in print or electronic form;
 - (b) to use or possess an unauthorized aid or aids or obtain unauthorized assistance in any academic examination or term test or in connection with any other form of academic work;
 - (c) to personate another person, or to have another person personate, at any academic examination or term test or in connection with any other form of academic work;
 - (d) to represent as one's own any idea or expression of an idea or work of another in any academic examination or term test or in connection with any other form of academic work, i.e. to commit plagiarism (for a more detailed account of plagiarism, see Appendix "A");
 - (e) to submit, without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course or program of study in the University or elsewhere;
 - (f) to submit any academic work containing a purported statement of fact or reference to a source which has been concocted.

THE PLEDGE

The Pledge distills the principles outlined in the *Code of Behaviour on Academic Matters* into one brief, easy-to-remember sentence:

"I pledge that I have neither received nor given unauthorized aid during the completion of this work."

Implementation of student honour codes (The Pledge) have been shown to be an effective tool in achieving institutional goals of academic integrity. Honour codes have been proven to continually reinforce student understanding of existing policies while also encouraging students' take responsibility for their scholarly work.

BRANDING & INTEGRATION

Code of Behaviour on Academic matters

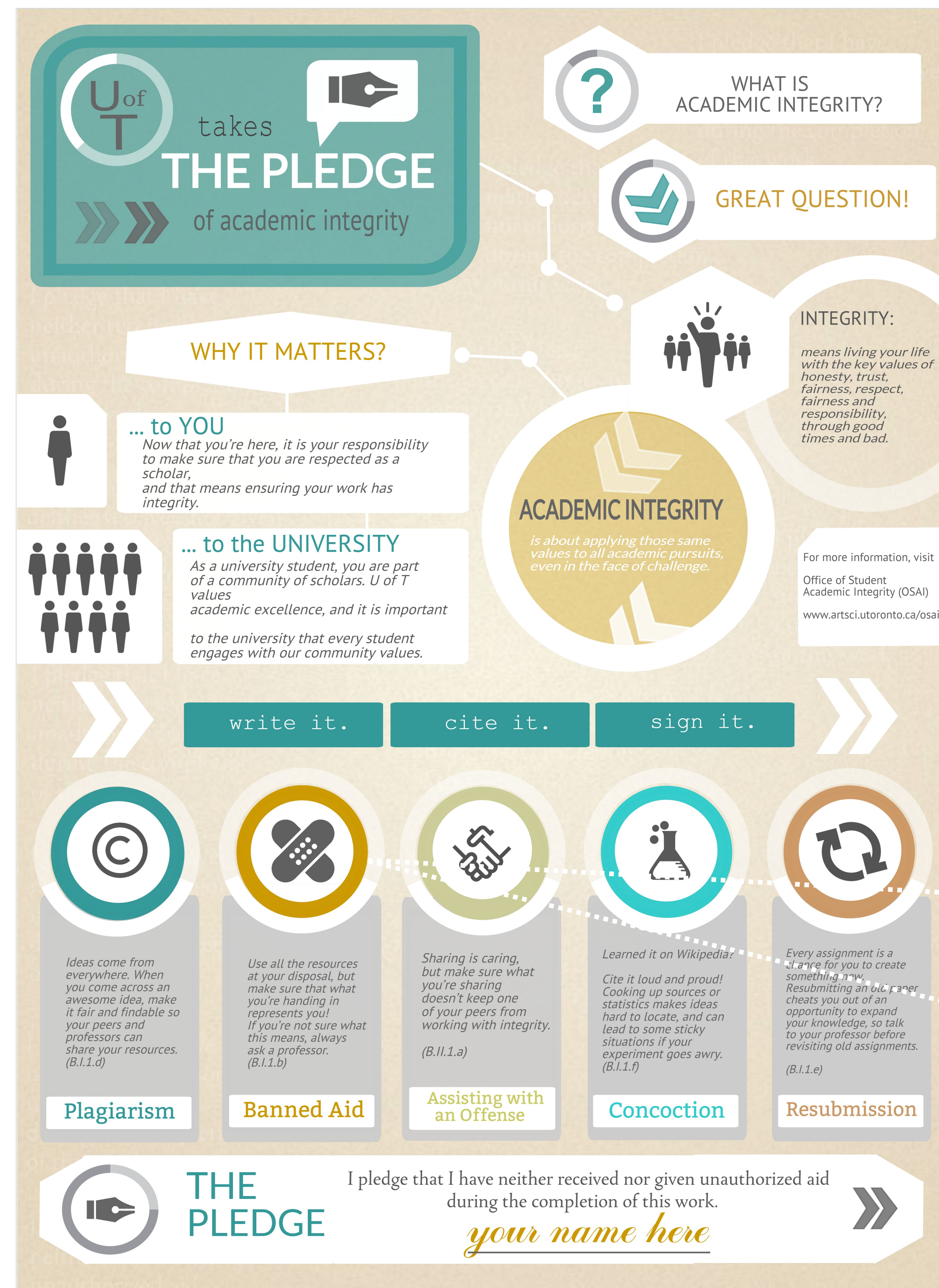
eLearning Module

Infographic

Pledge

The Pledge is an attempt to distill the current *Code* into a concise format with accessible language, no jargon, and clear terms. The Pledge is a comprehensive strategy that engages students in a contract of mutual respect with their instructors, stressing their ethical responsibility to produce original scholarship and, most importantly, providing tools and resources to achieve this.

The Infographic, the e-learning module, and the Pledge are branded in a way that makes them recognizable and accessible to students. Academic Integrity outreach and marketing requires a strategic communications strategy.



Infographic and e-learning module designed by Caeleigh Moffat

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PROJECT SCOPE

The proposed rollout and implementation for rebranding of the teaching and creation of awareness of academic integrity consists of a three-tiered approach:

- **Mandatory e-learning modules**
- **Branded outreach campaign highlighted by an Infographic**
- **Signing The Pledge on all submitted assignments**

The campaign as a whole, to be known as "The Pledge," is aimed at undergraduate students.

RECOMMENDATIONS

- Accessible and friendly language, making the concepts of academic integrity easy to understand and avoiding accusatory or threatening language
- More detailed explanations and examples in a more concise format
- An emphasis on the relationship between students' scholarly output and the support provided by the university's input
- The use of the e-learning module not only as a tool for introducing students to key concepts in Academic Integrity but also as a reference resource accessible throughout their studies at U of T
- Ensuring that the infographic is available and visible to students across campus in different contexts and locations to provide a constant reminder of the importance of The Pledge and its components.



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