

# International Day of Action Against Contract Cheating

October 21, 2020



## Communicate with your internal and external communities

The success of the IDoA at your organization will depend largely on clear, consistent communication with all stakeholders.

### Tips for Internal Communication

- Find out how internal members of your organization get their information and look to access those different communication outlets (e.g. regular newsletters, organizational publications, websites, emails, organizational media accounts, organizational TV channels or live feed options)
- Create clear messages that include a definition of contract cheating, explanation of the day, and description of the activities that will occur at your organizations (look at the aims and objectives for 2020's IDoA on the ICAI website [Aims & Objectives IDoA](#))
- [take a look at the Contract Cheating Facts document located on the ICAI website <https://www.academicintegrity.org/day-against-contract-cheating/>]
- Tailor your messages for the specific audiences you are targeting (e.g. students/faculty & staff/ organizational leaders, alumni)
- Engage your students [See Tip #3 for more information]
- If you are doing activities within your organization engage important departments to have booths or activities that are interactive with giveaways that invite enthusiasm and interest in learning more about contract cheating

- Send reminder messages to keep the enthusiasm growing up to the IDoA at regular intervals
- Publicize events
- Post images that represent the message [or use the ICAI IDoA image below], include ICAI hashtags to get the social media world buzzing [#myownwork #excelwithintegrity]



## Tips for External Communication

- Work with your marketing or communications department to help you engage external partners
- Find out common ways that external partners and the public get information about your organization
- Engage your alumni through available communication (e.g. newsletters, social media, emails)
- Post messages on your website and through your organization's social media platforms
- Have contact people for the public who understand contract cheating and are able to field questions with their contact information available to access
- Consider organizing a panel discussion with internal and external stakeholders that can be held in person or online with live feed and the capacity to be recorded and posted for viewing later – enlist a moderator who is skilled at moderating and has knowledge about the subject of contract cheating
- Publicize events
- Consider accessing the press to engage the public in the conversation [an example of a press release can be found on the ICAI website <https://www.academicintegrity.org/day-against-contract-cheating/>]