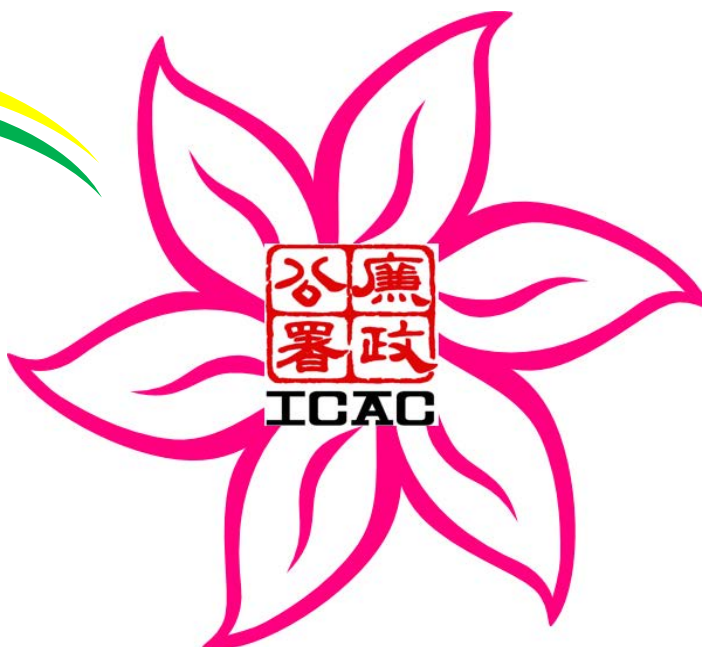


"i-Relay" Youth Integrity Project Team Competition



Team A250 - V&K Integrity Commitment Ambassador Campaign

INTEGRITY COMMITMENT AMBASSADOR CAMPAIGN



Team: A250

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"Integrity and Commitment, from one generation to another generation"

廉潔之花, 薪火相傳



Table of Content

- 1. Executive Summary**
- 2. Introduction**
- 3. Objectives**
 - a. Primary School**
 - b. Secondary School**
 - c. Universities, Institutions and the Community**
- 4. Promotion Strategies**
 - a. Primary School**
 - b. Secondary Schools**
 - c. Universities, Institutions and the Community**
- 5. Operational Plan**
 - a. Detachments**
 - b. Schools and Institutions**
 - c. Discipline**
 - d. Uniforms**
 - e. Awards**
 - f. Activities**
 - g. Ranking**
 - h. Three stage of Highest Honorable Achievement**
- 6. Cost Effectiveness and Evaluation Methods**
- 7. Conclusion**
- 8. References**



Project Full Name:

Integrity Commitment Ambassador Campaign

1.Executive Summary

This proposal will introduce "Integrity Commitment Ambassador Campaign" (ICAC), a comprehensive program emphasizing on integrity establishment and whole person development of three targeted groups, namely primary students, secondary students and university students and the community. Considering the interests and capabilities of different targeted groups, distinct key objectives and promotional strategies will be highlighted for each group in this proposal. Concrete operation plans, including purposed activities, uniforms, disciplines, awards, stages and ranking etc., will be explained in detail. At last, cost effectiveness and evaluation methods of the campaign will be illustrated for evaluation of the effectiveness and outcomes of the campaign.

2. Introduction

Virtue, ethical values and integrity are significant code of conducts that should be implanted to students at young age. According to a survey conducted by the Hong Kong Baptist University¹ which interviewed 1456 pupils, there has been positive impact for joining uniform groups for students at different age. Primary students have gained interpersonal relationships, moral values and integrity, secondary students have earned identity formation, team-building skills, moral values and integrity, while participants over 18 years old, in addition to the mentioned benefits, have developed leadership, coordination and global skills. In light of the significance of instilling positive values to pupils and the tremendous effects of uniform groups on participants, we proudly present "Integrity Commitment Ambassador Campaign"(ICAC), a sustainable and comprehensive campaign aiming at life-long development and contributions from targeted groups.



3. Objectives

The slogan of the campaign is also our main objective: "Integrity and Commitment, from one generation to another generation" ("廉潔之花,薪火相傳!"). Given the differences in abilities and interests of the targeted groups, distinctive objectives are set:

a. Primary schools (Age: 6-11)

Developing interpersonal skills, moral values and integrity are the primary objectives of the campaign for primary school students. We believe virtues should be developed and implanted to students at the first stage which is vital to their life-long growth. Once the correct concept of ethical behavior is instilled and integrity is established, further important dimensions of this campaign can be more successfully carried out.

b. Secondary schools (Age: 12-17)

Identity formation, team-building skills, moral values and integrity development are emphasized for secondary school students. After establishing moral values during primary schools, concrete moral acts and practical skills can be initiated such that a wide variety workshops and activities focusing on not only moral establishment but also team-building skills can be launched.

c. Universities, Institutions and the community (Age: 18 and above)

As grown up individuals and experienced participants, university students and young adults in the community are expected to take the lead to be a role model for younger members, help organize and coordinate various events and bring positive contribution to the program. Hence, the objective here is to enhance their leadership, coordination and global skills through internship experience, overseas opportunities and leadership roles related to code of conducts and ethical programs.



We emphasize on passing integrity from one generation to another generation.

"Integrity and Commitment, from one generation to another generation"

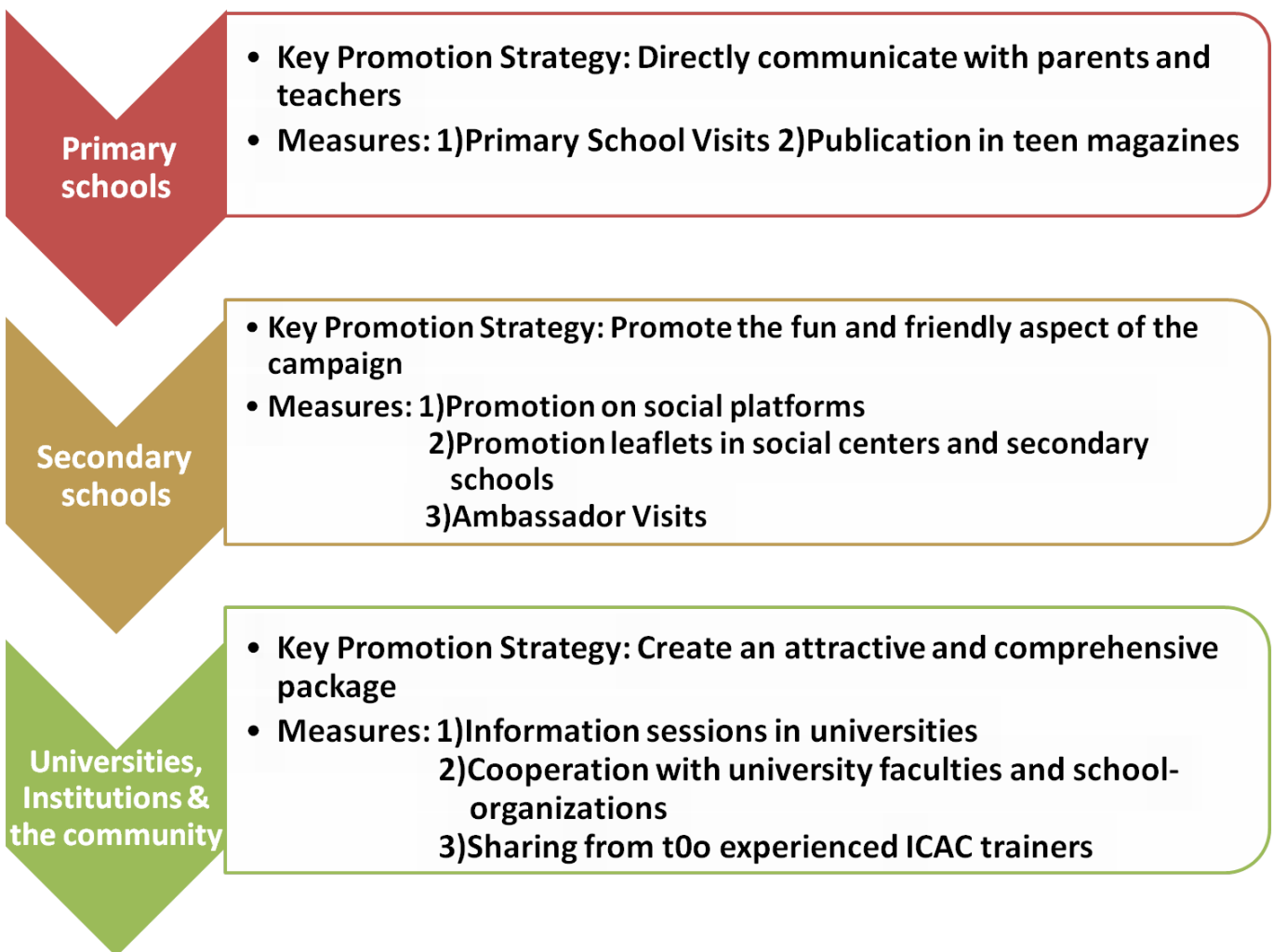
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4. Promotion Strategies

In our promotion strategies, we set great store by whom we are going to promote in relation to the targeted groups and the subsequent measures to effectively promote the campaign:

Summary of Promotion Strategies





a. Primary schools

As teachers and parents play a dominating role for primary school students to opt for extra-curricular activities, we are mainly promoting the campaign to Parent-and-Student Association in primary schools. We believe direct communication works the best for primary school students' parents who put the most effort in ensuring integrity development of their children. Hence, ICAC representatives will directly go to primary schools to promote the campaign during meetings of Parent-and-Student Association in schools to explain the benefits of the campaign. Other promotion methods such as promotional publication in teen magazines will also be carried out.

b. Secondary schools

Friendships and relationships with classmates are greatly valued by secondary school students. At this stage, our campaign will be promoted as a fun and friendly program for students to gain moral development by participating in a wide range of team-building activities to enlarge their social network and at the same time gain fruitful learning experiences through various workshops. Some feasible effective promotion methods include promotion on social platforms like facebook, twitter and blogs, promotion leaflets in social centers and secondary schools and ambassador visits in schools.

c. Universities, Institutions and the community

At this final stage of the campaign, it is all about self initiative and willingness for university students and young adults to participate in the campaign. Therefore, creating an attractive and comprehensive package including appealing learning opportunities, chances of global exposure and practical experiences are the prerequisite to successfully promoting the program. We are going to launch information sessions in universities, cooperate with university faculties and school-organizations for promotion, as well as invite experienced ICAC trainers for sharing, talks, casual meetings and cocktail sessions in universities so that targeted people can be aware of the tremendous benefits gained from the program.



5.Operational Plan

Project Logo:



Represent Youngsters will grow as a blossom after joining ICAC.

Seven Main Components of ICAC

a. Detachments (Small Units)

Unit is the basic unit where the majority of activities and training are implemented with Integrity Commitment Ambassador Campaign. Members will be formed in small teams to build intimate relationships with mentors and team members. It is expected that the players on the squad will establish sense of belonging and trust relationships with the squad mentor.

b. Schools and Institutions

Partnership with schools is crucial for the campaign. Each unit will be affiliated with a club recognized by the school or agency for the purpose of preaching the integrity support detachments education to young people. Pupils can also be set by the team and the squad supported by their School.. Therefore, the School should be able to cooperate with our campaign, in order to achieve the objectives.

c. Discipline

Junior military discipline is an indispensable element. Through a series of related trainings, players can be equipped with concentration, discipline and team building skills.

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Instructors will also require members to strictly comply with team rules to implant the message of the importance of maintaining discipline.

d. Uniforms

As a uniformed group, uniforms are an important marker of juvenile Army. Through the unique wearing of distinctive uniforms, members can gain confidence and sense of belonging for the community. Instructors will teach the players uniforms symbolism and finishing skills related to uniforms, so that they can not only set great store by the appearance of the image but also focus on the intrinsic character and quality.

e. Awards

The progress of the ICAC rewards program is another special style element. The use of different awards medals to attract young men into participation and to promote them to learn new knowledge and skills can motivate members for goal setting and continuous progress. The progress of awards will be demonstrated in the uniforms for members for further encouragement of achieving awards.

f. Activities

Diversified activities will be provided by ICAC. ICAC emphasizes the use of different types of activities to help the youngsters get a balanced development in Integrity, moral, intellectual, physical, social, aesthetic and spiritual aspects, and specifically emphasize the importance of integrity. Through participation in these activities, members can actively participate in community life, gain all-round development, and be more eager to contribute to squad progressively. Different activities and support will be offered to the three targeted groups with different needs and capabilities.





Purposed Activities for ICAC Members

Primary School Students	Secondary School Students	University Students and the Community
<ul style="list-style-type: none">• “One-Day-One Virtue” Programme• Volunteer Work• Moral Understanding Activities for Parents and Students	<ul style="list-style-type: none">• Camping• Leadership Training• Foot Drill• First Aids• Moral and ethical Values Workshops• Communication Skills Workshops• Wild survival skills• Outing activities• Volunteer Work• Team Building Activities and Workshops	<ul style="list-style-type: none">• Moral enforcement Activities• Overseas experiences (e.g. United Nations visits and International conferences)• Internships at ICAC• Volunteer Work• Leadership Training• Moral Consultation• Meetings with mentors and experienced trainers

g. Ranking

In accordance with the reward system, a wide range of promotional activities will be launched to encourage members of the military efforts of juvenile-up approach. Units can be select participants who have aspirations and leadership skill, and appoint them for assisting instructors in the squad as some of the duties, to enhance their sense of responsibility. Also, we will have a standard for different instructors to follow when they are considering promoting teammates, not only to consider whether the target of their skills, but also focus on his words and character, and suitability for a good example to others.

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長官 Officers



上校(Capt)



中校(Cdr)



少校(Lt Cdr)



上尉(Lt)



中尉(S/Lt)



少尉(Mid)

教官 Instructors



士官長(CPO)



士官(PO)

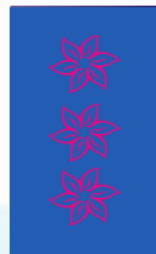


準士官(APO)

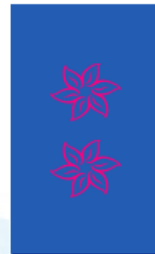
隊員 Cadets



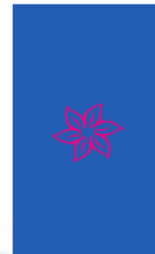
隊長 (LC)



高級隊員(AC)



中級隊員(OC)



初級隊員(JC)

新隊員(NE)

The above are outlines of the seven structure of ICAC. The main use of these can be regarded as juvenile military hardware configuration mode. To make youth reach their ideal fruit military efficiency, life mentor testimony to the vision of the ICAC received with faith and commitment to serve the attitude are key elements. Hence, young army will be offered training, continuing education and constantly updated course content to fulfill the requirements for achieving high positions.

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h. Three stage of Highest Honorable Achievement

New uniforms will be granted should members achieve a higher position of the purposed stages.

Primary School Stage: Bronze Badge (within 3 years)



Completed Ethical and moral Test (level I): Written Test

Voluntary Service: 200 hours

Regular Training: 200 hours

"One day one virtue" program: 365 stamps

Secondary School Stage: Silver Badge (within 3 years)



Completed Ethical and moral Test (level II): Written and Oral Test

Voluntary Service: 400 hours

Regular Training: 400 hours

Practical skills assessment: 5 Skills

University and Community (Adult) Stage: Gold Badge (within 3 years)

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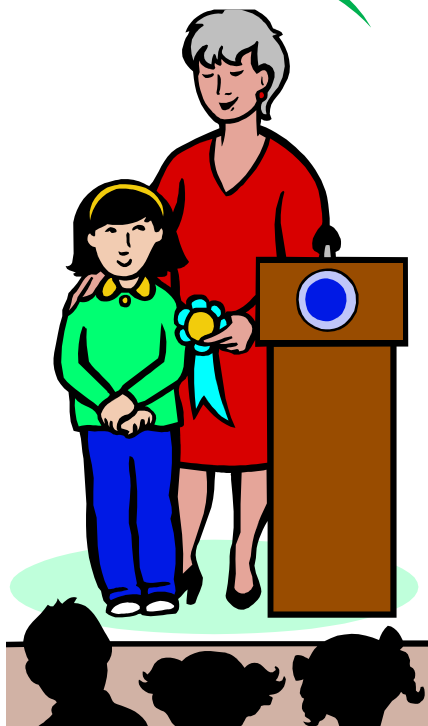
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Completed Ethical and moral Test (level III): Group Corporate Tasks and Oral Test

Voluntary service: 600 hours

Organizing Camps and workshops regarding: Ethics, Integrity, Care for the society,
Leadership skills; Organizing skills, Teamwork and Team Spirit: 600 hours



By awarding students honorable badges, their sense of achievement and belonging can be built.

12

"Integrity and Commitment, from one generation to another generation"

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6. Cost Effectiveness and Evaluation Methods

Cost Effectiveness

Measurement of benefits and costs of the proposal of founding ICAC are shown in the following part.

The following is a list of budgeted Income and Expenditure items that would be incurred (based on the size of 1000 members):

Budgeted Income and Expenditure Items	HK\$
Income	
- Membership Fees (*\$20 Annual Fee)	20,000
- Course Fee	55,000
- Subvention from ICAC and Government Grants	100,000
- Donations from Public	10,000
Expenditure	
- Program Expenses	100,000
- Rental Expenses (Offices/ Campaign Holding Venue)	100,000
- Administrative and Operational Expense	50,000
- Promotion Expenses	20,000
- Staff Cost	500,000

Intangible Benefits to Members and Society

- Achieve whole person development of members
- Develop and maintain discipline and integrity among members
- Establish long-term relationships with squad mentors, who could be advisors and friends of members
- Gain sense of belonging to the community, which encourage members to utilize their abilities to contribute to the community
- Gain feeling of being recognized for what they have put efforts in, especially in the Rewards and Promotion Systems
- Develop positive and well-sophisticated characteristics for the next generation

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It is noted that the intangible benefits shall not be calculated in monetary terms. Nevertheless, the positive influence of ICAC to the youngsters, the next generation, even the whole community would be significant.

Evaluation Methods

Evaluations on members' performance will be processed throughout their participation, as to ensure that the objectives of ICAC are achieved.

Number of Members Joining

It is hoped that in the first three years of establishment, 1000 participants would be joining ICAC to initiate their development with us.

Promotion System

As introduced in the former part, promotion is one of our tools to encourage the active participation of members. It also provides opportunities for us to know whether members have developed the skills and spirits ICAC proposed. To be specific, the introduction of Highest Honorable Achievements would be a way for both ICAC and members themselves to evaluate their performance and success in participation. Bronze Badge, Silver Badge and Gold Badge will be awarded to members that could fulfill particular requirements on voluntary works and workshops that aim to train up their skills. This is a clear standard to measure whether our activities are successful in achieving our purposes or not.

Attendance and Participation Rate

Clear percentages about the attendance and participation rate are set for each courses and workshops we hold in order to evaluate the success of the activities, as well as their attractiveness to our members. We deem a participation rate of over 85% as successful. If participation rate is lower than expected, adjustments on activities' content, time or venue would be made in order to enhance members' participation.



7. Conclusion

With distinctive objectives set towards different targeted groups, together with the proposed campaigns which could help members to achieve the goals, ICAC is sustainable and comprehensive, providing opportunities to students and members to start their life-long development. It is hoped that participating in ICAC not only help members to add value on their own conduct and specific abilities, but also bring positive influence to the next generation, and further, contributing to our community.

Words Count: 2573

8. Reference

¹ Leung, C. L. Y. & Chan, E. M. S. (2010). A Study on the Influence of Christian Uniformed Group on facilitating the Growth of Youth Members and Adult Leaders. Hong Kong: The Boys' Brigade, Hong Kong.

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