
AUTHENTIC ASSESSMENT: CAMPAIGN PLAN AND PITCH

This authentic assessment example is from an Art and Education Unit called Making a Healthy Planet: A Transdisciplinary Transformation from the Graduate Certificate in Planetary Health degree.

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Overview	Length/Duration	Weighting	Due
Develop and present a campaign plan to promote a planetary health matter.	Plan: 1500 words Pitch: 3 minutes	35%	Submit plan after Session 6 of 8. Pitch in Session 7 or 8.

Purpose

The purpose of this assessment task is to:

- Familiarise yourself with contemporary theory and practice of campaign planning to be able to adapt and apply these skills in your own field, looking towards making transformative change
- Critically consider the dominant tropes in contemporary campaign theory and practice when applied to making transformational change
- Consider contemporary social change campaign theory and practice through a transdisciplinary lens
- Critique campaign practices in terms of respect and accounting for difference and diversity amongst all parties

It aligns with the following learning outcomes:

L01: Identify and evaluate transdisciplinary discourses and movements addressing complex issues and challenges to making a healthy planet for all

L03: Articulate and advocate an evidence and value-based explanation of transdisciplinary transformation

Assessment requirements

This final assessment task asks you to develop and present a campaign plan to promote a planetary health matter. This task is deliberately broad to provide you with the opportunity to apply theory and practice of campaign planning to produce and present a plan that you may wish to take from the class into your own fields of interest.

Choose 'something you would like someone to do something about'. It can be small or large scale. Focus on something you could participate in implementing. It may be a topic you have previously considered during the course.

Design a campaign using the 10-point plan (see Session 4 for more detail):

1. Situation analysis
2. Statement of purpose
3. Aim & Objectives
4. Key messages
5. Stakeholders
6. Target publics
7. Strategies & Tactics
8. Budget
9. Review
10. Evaluation measures

Pitch the plan in Session 7 or 8 to a panel of 3 students who are acting as the decision-makers on your campaign plan. They will provide feedback and assess your pitch. The rest of the class will listen.

Instructions

1. Carefully read the assessment requirements, criteria and rubric for this task
2. Choose your campaign topic
3. Proceed through the 10-point plan (this may be hard to do on your own, so we suggest you try out your ideas on classmates and friends)
4. Once you have a draft, apply a critical lens:
 - Have you made assumptions about participants, 'publics'?
 - Have you accounted for 'unintended consequences' of your strategies and tactics?
 - Looking through a transdisciplinary transformational lens, how will you evaluate success?
5. Finalise and submit your plan to the dropbox after Session 6 (by midnight on Saturday)
6. Pitch your plan in Session 7 or 8

Assessment criteria:

Criterion 1: Use of the 10-point plan in a coherent and rational sequence

Criterion 2: Attention to difference and diversity

Criterion 3: Transdisciplinary engagement

Criterion 4: Composition and persuasiveness of pitch