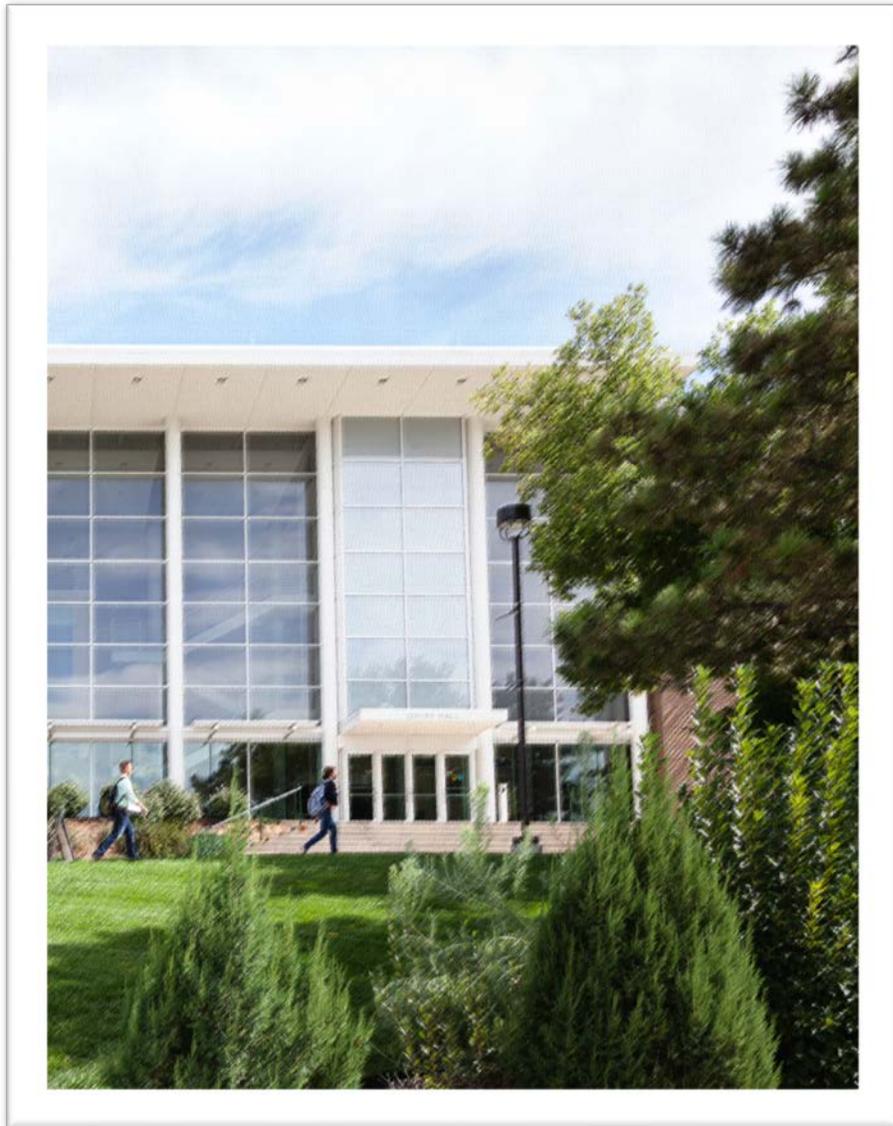


DANIELS FUND
ETHICS INITIATIVE
College of Business
University of Colorado Colorado Springs

2018 Annual Report



September 1, 2018

Dear Daniels Fund Board of Directors,

On behalf of the College of Business at the University of Colorado Colorado Springs (UCCS), we are pleased to present our ninth annual Daniels Fund Ethics Initiative Report. We continue to expand beyond the College of Business to support ethics education for more students across campus and in the region. We truly believe that the people, programs, and activities connected to this initiative continue to reflect and further the values and vision of Bill Daniels.

The activities of the Daniels Fund Ethics Initiative at UCCS during the 2017-2018 academic year strengthened our reputation as a resource for principle-based ethics education serving students, educators, and the business community.

In 2017-2018 we reached 11,805 Students, 919 Educators/Staff, and 594 Community Members.

Highlights of the 2017-2018 Academic Year include:

- Student learning of ethics in the classroom attributed to the Daniels Fund Ethics Initiative at UCCS includes 54 courses and the UCCSlead program, leading to 8,394 student contacts to ethical awareness, decision-making, and leadership campus wide.
- Eight new Daniels Fund Ethics Initiatives Fellows joined the 30 established Ethics Fellows at UCCS. New courses with a strong focus on ethics are available to students in engineering, nursing and economics.
- There were 34 engagement opportunities for learning and demonstrating principle-based ethics for UCCS students. Forty-nine students demonstrated ethical decision-making in campus, consortium, and national ethics case and essay competitions. Four students attended the Ethics Consortium Summit. Fourteen students attended ethics seminars or conferences. Guest speakers provided real-world examples of ethical leadership at various ethics related events to 1,617 students, 258 educators/staff, and 166 business community members.
- Outreach to the Southern Colorado Higher Education Consortium (SCHEC) schools, Daniels Fund Ethics Consortium schools, K-12 schools and business/community reached 1,058 students, 336 educators/staff, and 274 business community members. In addition, SCHEC schools developed new courses, included DFEI principles in existing courses, participated in case competitions, and hosted their own ethics events to reach 647 students, 36 educators, and 82 business community members.

This report outlines the accomplishments and results of our participation in the Daniels Fund Ethics Initiative from September 2017 through August 2018 as well as our plans for the September 2018-December 31, 2019.

We are grateful to you and President Linda Childers for supporting us and providing the opportunity to integrate business ethics in our college, our campus, and our community to further Bill Daniels' legacy of ethics and integrity.

Best regards,



Stephen P. Ferris
Dean, College of Business



Tracy Gonzalez-Padron
Director, Daniels Fund Ethics Initiative at UCCS

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Organizational Profile

University of Colorado Colorado Springs

The University of Colorado Colorado Springs (UCCS) was established in 1965 at its current location on Austin Bluffs Parkway. The campus is a thriving gem in southern Colorado, and it is a focal point for the community. In fall 2018 semester, UCCS welcomed more than 12,500 students to campus.

UCCS offers a wide variety of degree programs in six colleges and schools specializing in various in-demand disciplines, such as Innovation, Business, Nursing, Inclusive Elementary Education, Engineering, and much more.

UCCS Vision: UCCS, a premier comprehensive undergraduate and specialized graduate research university, provides students with academically rigorous and life-enriching experiences in a vibrant university community. We advance knowledge, integrate student learning with the spirit of discovery, and broaden access to higher education for the benefit of southern Colorado, the state, nation, and world.

College of Business

The College of Business, established in 1965, focuses equally on teaching and research, which allows students to benefit from the expertise of faculty in the classroom as well as current knowledge our faculty members develop through research and consulting with industry. The College of Business has a strong AACSB-accredited educational foundation provided by faculty and staff that enables our 10,000 plus alumni around the world to work in any industry.

The College of Business serves over 1,200 undergraduate and 300 graduate students. Degrees are awarded for a Bachelor of Science in Business Administration, Bachelor of Innovation in Business Administration, Master of Business Administration, and Master of Science in Accounting. Specialized degrees such as the PGA Golf Management and Sport Management programs are highly competitive programs providing solid business management skills for rapidly expanding career paths in sports organizations. College of Business students are supported by 43 full-time faculty members, approximately 40-50 lecturers, and 21 staff members.

Additionally, students are provided support on many levels, both while they are enrolled and post-graduation. As a commitment to the vision of the College of Business, the college offers work readiness programs through mentoring, internships, career fairs, and job placement. Following graduation, an active alumni association is available for engagement and networking opportunities.

College of Business Vision: We are in the business of building successful futures™

College of Business Mission: As a College of Business serving Southern Colorado and beyond, we provide a vibrant, challenging, collaborative, and responsive learning environment. We offer comprehensive undergraduate degrees, select master's degrees, and professional programs that emphasize principle-based ethical decision-making. We support innovation and impact in our teaching, research, and service.

We realize our mission by:

- Offering small, engaging classes that promote faculty-student interaction
- Providing internship, mentorship, and career development opportunities
- Producing intellectual contributions that impact the theory, practice, and teaching of business
- Creating collaborative and mutually beneficial relationships with our campus, alumni, business community, and international partners

Accomplishments & Plans by Outcome/Tactic

OBJECTIVE 1	Student Learning Integrated throughout the Business School
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1. Execute the goals of the Daniels Fund Ethics Initiative at UCCS with transparency and accountability.

“Ensure future changes in personnel will not alter our adherence to the ethics initiative requirements.” This academic year was another time of transition for the college of business at UCCS. Dr. Eric Olson served as interim dean while the campus underwent a national search for a new dean. Effective July 1, 2018, Dr. Stephen P. Ferris became dean of the college of business at UCCS. Director Tracy Gonzalez-Padron and program manager Elisabeth Moore provided consistent oversight and management of the Daniels Fund Ethics Initiative at UCCS.

Approved funding requests from UCCS faculty and student organizations that align with the learning objectives of the Daniels Fund Ethics Initiative included five Student Engagement projects, two Student/Faculty Engagement projects, four for Outreach to Other Educational Institutions and Community, one curriculum development, two Faculty/Staff/Student campus wide ethics events and four professional development opportunities.

To steer funding to the most impactful programs, we execute post-event surveys and analyze other assessment tools. Qualitative comments on events are included throughout this report. We track the number of students who attend an event or enroll in a course that includes ethical decision-making, ethical leadership, and principle-based ethics.

College of Business Program Assessment—The learning outcomes for the Bachelor of Science in Business, the MBA, and the Master of Science in Accounting include ethical decision-making. Assessment for principle-based ethics for the undergraduate and MBA program is based end of program exams and the evaluation of an essay on a business ethics case that all graduating students must complete as part of the capstone course. Fall 2017 trials of the exams shows 64% of undergraduates and 91% of graduate students answered ethics questions correctly.

To prepare students for critical thinking, problem-solving, and ethical decision-making, the MBA curriculum committee modified the program to include a required first course, titled *Strategic Foundations for Responsible Management (STRT6000)*. The course focuses on preparing individuals to be responsible leaders in business and equips students with critical thinking skills and problem-solving frameworks used throughout the MBA program and their entire careers. Students will learn tested responses to the most common ethical challenges they will face in their careers. The Daniels Fund Ethics Initiative Principles are integrated throughout the course, and cases from the Case Bank are assigned.

UCCS Program Assessment – A learning outcome for the UCCS undergraduate Compass Curriculum requirements relates to principle-based ethics: *“Demonstrate a foundation to engage in the core ethical principles and responsible methods of the discipline.”* Rubrics and measurement are being developed to assess student achievement on this learning outcome. On campus events sponsored by the Daniels Fund Ethics Initiative at UCCS qualify as co-curricular events that allow students to engage in meaningful contemplation about ethical responsibility.

2. Integrate technology and instructional materials to support ethics education.

Instructional materials financed by UCCS College of Business funds allow for greater impact and collaboration among faculty throughout the Southern Colorado region to encourage student learning of principle-based ethics. Progress towards accomplishing the tactics outlined in the UCCS DFEI 2.0 proposal follow.

2a. Provide instructional resources for ethics that include course material and assignments

We continue to update the instructional resources shared on the DFEI Website that now includes original cases & debates, Teaching Ethics Booklets, Faculty PPTs/material, and publications on ethics. The DFEI at UCCS provides ten faculty and staff access to ethics material on the Ethics & Compliance Initiative (ECI) website.

In 2017-2018 academic year, College of Business faculty published academic journal articles focused on ethics. While the Daniels Fund Ethics Initiative at UCCS does not fund research, the learning of ethics is shared to a wide audience through academic publications.

Hugo Asencio, Theodore Byrne & Edin Mujkic (2017) Ethics Training for U.S. Military Leaders: Challenging the Conventional Approach, Public Integrity, 19:5,415-428.

Kathleen Tomlin, Matthew Metzger, Jill Bradley-Geist, & Tracy Gonzalez-Padron, (2017). Are students blind to their ethical blind spots? Why ethics education should focus on self-perception biases. Journal of Management Education, 41(4), 539-574.

2b. Generate original ethics videos and ethics modules

In 2017, we initiated a DFEI at UCCS YouTube channel to host all videos that include events, roundtable presentations, classroom modules, or original ethics videos. So far, we have loaded 24 videos on the channel. During the 2017-2018 academic year, we created video recordings of select faculty roundtables, the EthicsFirst Kickoff, and a promo video on faculty roundtables. Martin Key, Assistant Professor of Marketing wrote an original case, Cultural Residue.

3. Develop faculty expertise in ethics education.

To further student learning, we need to develop experts in ethics education through the Daniels Fund Ethics Initiative Fellows (Ethics Fellows) program, curriculum development funds, faculty roundtables and participation in ethics workshops and consortium ethics summits.

Details for the College of Business accomplishments to develop faculty expertise for the 2017-2018 academic year follow. Reports of accomplishments in non-business disciplines and SCHEC schools are in the respective objectives.

3a. Daniels Fund Ethics Initiative Fellows

UCCS Daniels Fund Ethics Initiative Fellows promoted ethics events to their students and attended Faculty Resource Meetings and a campus ethics speaker series as schedules allowed.

3a.1 Robert Block, PhD, Associate Dean and Associate Professor. College of Business

Applied the Daniels Fund Ethics Principles for the development of curriculum and activities that involve “Student Learning” for the COB Precollegiate outreach summer camp. These emphasized students’ ability to apply ethical principles in real-world decision-making and the ability to identify ethical implications in real-world situations.

3a.1 Spencer Harris, PhD, Assistant Professor Sport Management, College of Business

Integrated the DFEI ethical principles into the SPTM 4200 Critical Issues in Sport Management class to ensure that the students in the class understand the principles, are able to apply the principles to a broad range of ethical dilemmas within the world of sport governance and can model the principles to discuss possible strategies to minimize the incidence of such wicked problems in an international sport governance context.

Organized and promoted a Russian Doping Scandal lecture series for Colorado colleges and universities.

2018-2019 Daniels Fund Ethics Initiative Fellows - For the coming 2018-2019 academic year, the UCCS Daniels Fund Ethics Initiative selected as a Daniels Fund Ethics Initiative Fellow from the College of Business:

- **Bob Cook, MBA**, Instructor of Information Systems
- **James Ma, PhD**, Assistant Professor Department of Business Analysis

3b. Curriculum Development Fund

One Curriculum Development funding was awarded for a Case Study on Building an Ethical Culture at Otterbox with the purpose of providing a window into what it looks like for a world-class organization to build and maintain an ethical culture that impacts the executive suite, strategic and budgetary decisions, and as a result its business performance, firm culture, and employee activity.

3c. UCCS Daniels Ethics Initiative Fellows Faculty Roundtables¹

Topics of faculty resource workshops include:

- Tips and Tools for Teaching Cyber Ethics
- Ethics integration in the College of Business Pre-collegiate Summer Camp
- From Adam Smith to Sustainable Development: The Return of Ethics to Economic Analysis
- Mix of Science and Agriculture
- APRN Leadership Development: Integrating Ethical Principles to Improve Patient Outcomes
- Ethical Decision Making in Nursing
- Computer Security for Offense and Defense – Best Practices
- Applying Ethical Principles to Public Administration Classes
- Creepy and Invisible: Learning Privacy and Censorship in Classrooms

3d. UCCS faculty travel to ethics workshops and ethics conferences

Tracy Gonzalez-Padron, Director of DFEI, and Elisabeth Moore, Program Manager of DFEI, attended the ECI National Conference in Baltimore, MD May 2018. Elisabeth Moore completed the Leading Profession in Ethics and Compliance (LPEC) accreditation and Tracy Gonzalez Padron renewed her LPEC accreditation.

Meghan Stidd, Director of Career Development Office, presented at the Cooperative Education and Internship Association National Conference in Charleston, SC April 2018.²

Spencer Harris, Assistant Professor of Marketing, Strategy, and International Business, attended the Play the Game Conference in Eindhoven, Netherlands September 2017.

¹ Also reflects “Outreach to Other Educational Institutions” and “Outreach to Non-Business Disciplines on Campus”

² Also reflects “Outreach to Other Educational Institutions”

3e. Faculty participated in ethics workshops and events sponsored by Daniels Fund Ethics Consortium schools. (6 educators)

Four College of Business faculty attended the Daniels Fund Ethics Initiative Ethics Summit “Ethics -the ultimate business advantage” in Loveland, Colorado.

Two SCHEC faculty, Kaori Takano from Fort Lewis College and LiAnn Richardson from Trinidad Junior College, attended the 2018 UNM/NMSU Teaching Business Ethics Workshop at Hyatt Tamaya Resort & Spa, Bernalillo, NM April 2018.

4. Offer ethics speaker series and workshops at UCCS.

We continue to offer ethics speakers and workshops at UCCS with outreach to the entire campus, business communities, and local institutions of higher education.

4.1 UCCS Ethics First Kickoff³ Keynote speaker Jim Parke spoke on the ethical culture turn around he led at OtterBox. The speaker was followed by small group discussions to launch UCCS Ethics First program to promote an ethical culture on campus with 62 students, 26 educators and 85 staff. A video featuring highlights of the event is on the DFEI at UCCS YouTube channel.

Student Feedback: *“The opportunity to discuss ethics with fellow students was very interesting! I also liked that I was able to hear some of the perspectives of faculty and staff on different ethical scenarios. I think that the round table discussions showed us all that we have a lot more connection to our peers on campus than we may sometimes think!”*

Faculty Feedback: *“Good indicator of the strength of the university's commitment to ethics.”*

4.2 Up Close & Personal: South Korea as Host of the 2018 Winter Olympic Games⁴ - A panel discussion workshop for students and businesses before the Winter Olympics. 2018 in South Korea to explore the changes undergone by both the Korean peninsula and the Olympic Games since 1988, as well as providing a look into the economics, politics, and ethics of hosting and participating in the Olympic Games.

4.3 Alice Echols, author of *Shortfall: Family Secrets, Financial Collapse and a Hidden History of American Banking*, presented about a devastating but long forgotten Depression-era banking scandal in Colorado Springs in which her grandfather was the central character. Twelve students, 8 business and community, and 3 educators participated.

4.4 Global Portal Project –The Daniels Fund Ethics Initiative hosted a “Global Portal” at UCCS. The Global Portal Project by Shared Studies uses innovative technology to bring people together across vast distances. The entire campus had the opportunity to have an interactive experience with the global community on many levels including academic, community, and interpersonal. Faculty were welcomed to use it a resource for classes; 605 students participated.

Student Feedback: *“I have never spoken to someone in Iraq -what a different life they lead.”*

³ Also fulfills tactics “Involvement of the Business Community: Student interaction with business leaders”
“Outreach to Non-business Disciplines”

⁴ See “Outreach to Community Constituents: Become a regional resource in Sports Ethics” for more information.

4.5 “Winning with Integrity” events at UCCS campus and followed by a second session at the Pepsi Center in Denver included a panel discussion of ethics in soccer with:

- Becky Sauerbrunn - USWNT, Olympic Gold Medalist, FC Kansas City
- Landon Donovan - USMNT, Major League Soccer
- Richard Motzkin - Sports Agent, Wasserman Media Group, LLC
- Pdraig Smith - Interim GM & Sporting Director, Colorado Rapids

The campus event welcomed 121 students, 12 business community, 11 educators, and 12 staff. The Denver event welcomed 284 students, 34 business community, and 10 educators.

Student Feedback: *“It was a great experience to see and meet my idols. It was really great to hear from people in different roles to get a better understanding over an ordeal or topic. As an athlete myself, it was awesome to hear their views and gain insight of what they went through or their thoughts. I can better relate, and it was nice hearing and getting advice from them.”*

Staff Feedback: *“I was struck by the fact that young athletes are thrust into difficult ethical situations without much preparation. It emphasized the need for guidance and mentorship.”*

Community Feedback: *“It was a really awesome experience to get a bigger glimpse behind the scenes of the soccer world from professionals who have experienced everything.”*

5. Provide students opportunities to demonstrate ethical learning.

Student engagement activities provide an opportunity to demonstrate an understanding of principle-based ethics, ethical decision-making, and ethical leadership.

5a. UCCS business ethics case competition for the Southern Colorado region.

The 2018 UCCS Ethics Case Competition included teams from Adams State, Fort Lewis College, Pueblo Community College, UCCS, United States Air Force Academy, Western State Colorado University, and United States Air Force Academy judged by five judges from the surrounding community. The case was written by Isaac Wanasika, Associate Professor of Management at Montfort Business College, University of Northern Colorado.

Student Feedback: *“We may not have won, but the experience of being questioned by professionals showed us where we could have improved, and we learned from it.”*

SCHEC faculty Feedback: *“Our students work hard and enjoy the experience of interacting with other college students.”*

5b. Daniels Fund Ethics Consortium case competition and Ethics Summit⁵

UCCS sponsored the attendance of 4 students, 4 educators and 4 business leaders to the **Daniels Fund Ethics Initiative 2017 Ethics Consortium Summit** titled “Ethics- the ultimate business advantage”.

Five students competed in the **2018 Daniels Fund Ethics Initiative Consortium Case Competition**. Two students served as alternates for the competition.

⁵⁵ Also meets tactic for “Involvement of the Business Community” and “Daniels Fund Consortium”

5c. Regional and national case competitions

2018 Diversity and Business Ethics Case Competition (DBECC) – A team of five College of Business students competed in the DBECC hosted by the Office of Diversity Affairs and the Center for Education on Social Responsibility at the Leeds School of Business, CU Boulder.

DECA International Collegiate Competition - Four UCCS College of Business students competed in the 2018 International Collegiate Competition in Arlington, VA in the Business Ethics and Advertising categories. The students integrated ethical principles in their presentations. One student changed their major to business because of the experience.

Student Feedback: *“I believed that Ethics case events were about analyzing a case and presenting the solution that fit the situation best, using principles as a guideline. This competition demonstrated to me that when presented with an ethical conflict, I need to take my time when I am deciding on what decision to make.”*

5d. UCCS Ethics Essay Competition (16 students, 2 community / education)

A Daniels Fund Ethics Initiative Essay Contest required students to analyze the ethical issue of a business case and make recommendations using principle-based ethics. The case was an original case written by a DFEI Fellow. UCCS students submitted essay entries. Entries were from graduate and undergraduate students from across campus. A panel of professionals served as judges and selected the two final winners who clearly articulated their analysis and presented viable recommendations.

5e. Student engagement opportunities on and off campus.

5e.1 Annual National Character and Leadership Symposium – UCCS continues to encourage students and faculty to attend the February event at the United States Air Force Academy. UCCS students and faculty now register directly with the academy due to AFA policy and funding changes, resulting in entrance fees being waived.

5e.2 Big XII Conference on Black Student Government – Eight UCCS students from the Black Student Union attending the Big XII to network and learn with black business professionals and graduate schools from across the nation in March 2018.

5e.3 US Military Academy at West Point 31st Annual National Conference on Ethics in America – Four students attended the January NCEA conference. It serves as a venue for USMA Cadets and ROTC undergraduates from across the nation to discuss moral and ethical issues that are salient to character development in their institutions. The venue serves to empower these young leaders to spearhead developmental discussion upon their return.

5e.4 Harvard University Bioethics Conference – One student attended this conference in April 2018 that engages students and leaders in the field to explore ethical questions and concerns in healthcare.

5e.5 Lunch and Learn Series with:

- Suzanne Tulien, Brand Ascension - Branding yourself in the Business World – Branding and communicating yourself ethically to benefit your career, business, and internal development.

- Better Business Bureau Fellowship with the BBB that requires a student to present an educational training to UCCS students and a lunch and learn would be a great venue and match to the vision and mission of the BBB April 2018.
 - Mindy Lin from Damsel in Defense on ethical direct selling including the Direct Selling Association Code of Ethics March 2018.
 - TRowe Price – the importance of culture, diversity, fairness, and respect in the workplace and how to align your job search to such values October 2017
 - Jim Parke, CEO of Otterbox – changing the culture of an organization and challenges meeting the fast-paced market demands in technology October (year).
 - Tom Arata, VP Global Technology Platforms and Anchor Marketing for Ecolab Inc. shared with students the ethical considerations of a global business, especially with mergers and acquisitions October (year).
- 5e.6 **Annual Student Center for Public Trust Leadership Conference** – One officer of UCCS SCPT attended this conference sponsored by the National Association of State Boards of Accountancy.

OBJECTIVE 2	Involvement of the Business Community
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Note that many of the Student Learning tactics include the business community.

- 1. Provide students networking opportunities during ethics events, case competitions, and business visits to classrooms.**
 - 1.1. College of Business Internships (172 students, 129 businesses)** - College of Business interns and employers are required to review and sign an *Ethics Agreement*. Employers are encouraged to read the *Employer Handbook for Internships* that has an up-to-date Ethics section. - The College of Business Career and Placement Office arranged 49 undergraduate and 5 graduate internships for 47 employers. The PGA Golf Management Program placed 58 students at 50 different sites, receiving ethics training at their respective intern sites. The Sport Management program had 60 students out on credit-earning internships this 2017-2018 with approximately 32 different sport organizations.
 - 1.2. Career Coaching Program (39 students, 39 business leaders)** – The practice and understanding of ethical behavior is woven throughout a *Career Coaching Program*, a structured program for mentors to impart their skills and experiences to UCCS College of Business junior or senior students to prepare them to enter the workforce as confident, competent, and ethical professionals. Career Coaches and students meet monthly to discuss professional development topics to include Ethical Decision-Making, and the Interview Skills Guide contains questions to ask a potential employer regarding their ethics policy. Additionally, the students and Career Coaches take a field trip to learn about ethics in the workplace. In the 2017/2018 program, 39 students paired with alumni participants (Career Coaches) while local business members supported the program by serving as panelist or event hosts.
 - 1.3. Judges for Ethics Case Contest (5 business leaders)** – Five business members participated as judges in the fall 2016 UCCS Ethics Case Competition.

- 1.4. Judges for UCCS Ethics Essay Competition (2 business)** – A local community leader and IT professional were recruited as judges to select the final winners who clearly articulated their analysis of the ethical dilemma and presented viable recommendations.
- 1.5. Advisors for the Daniels Fund Ethics Initiative Consortium Case Competition** – Professionals from non-profits and the business community volunteered to advise students as they prepared for the 2018 Daniels Fund Ethics Initiative Consortium Case Competition in Denver.
- 1.6. Financial Planners** – The Colorado Springs Financial Planners Association met with UCCS students and continued to be involved with UCCS students as competition judges, advisors, mentors, and classroom speakers for the 2017-2018 academic year.
- 1.7. Student Center for Public Trust - Lunch and Learn Series**⁶ – Nine industry professionals provided their expertise for preparing 108 students around the ethical aspects of job searches in the financial arena, seeking opportunities through the Better Business Bureau that fit with their values, and ethical business practices in direct sales marketing.
- 1.8. Community and business leaders served as guest speakers in the classroom**

In an Introduction to Technology in Education course, 5 guest lecturers from local school districts (D2, D11, D20) discussed real-world examples of modeling ethical behaviors within K-12 classrooms, shared school technology-use standards, and examined ethical use of technology-related case studies.

Guest speakers offered students in a new Privacy and Censorship class an understanding of ethical issues.

- A community speaker, Dr. David Goldschlag, who is among the first designers of the Onion Routing protocol (a system that protects one's anonymity when browsing the Internet), dialed in from the East coast during class time.
- Two community speakers who are PhD students at NYU and Columbia University introduced state of the art approaches to the TOR network and crypto currencies (e.g., bitcoin), respectively.

2. Partner with UCCS COB OPED for Open Enrollment Programs to offer industry-specific training workshops to the public; focus on ethics-based topics to meet profession Continuing Education requirements.

The UCCS College of Business Office of Professional and Executive Development (OPED) has been working with a Colorado Springs based branch of a national investment firm to discuss and plan a large, continuing education (CE) event in Spring 2019. The focus for OPED is to partner to provide the ethics-specific continuing education and to incorporate DFEI principles and curriculum for approved Ethics CE. The event will be open to all financial planners, and is scheduled to be offered in Denver, CO. The attendance goal is 200 financial planning professionals.

3. Partner with OPED for Custom Programs to offer professional development training focused on ethics designed for executives and employees within a single organization.

The UCCS College of Business Office of Professional and Executive Development (OPED) continues to meet with local organizations to discuss customized business training, to include ethics. Several proposals have been submitted for training.

⁶ “Outreach to Non-Business Disciplines on Campus: Support and grow Student Center for Public Trust”

1. Dean and Campus Lead participate in Daniels Fund Ethics Consortium events.

- 1.1.** Interim Dean Eric Olson and Dr. Tracy Gonzalez-Padron participated in the fourth Ethics Summit of the Daniels Fund Ethics Consortium and attended the Fall consortium leader meeting.
- 1.2.** Dr. Tracy Gonzalez-Padron participated in the March consortium meeting and participated/attended the 2018 Daniels Fund Ethics Consortium Case Competition.
- 1.3.** Tracy Gonzalez-Padron served on the 2017 Ethics Summit planning group.
- 1.4.** Tracy Gonzalez Padron and Scott Van Ness, a UCCS DFEI Fellow, conducted a Teaching Ethics Across the Curriculum workshop for 30 new ethic fellows at New Mexico State University in May 2018.

2. Contribute resources on teaching ethics on the consortium website.

We continue to post UCCS generated resource materials on the consortium website that includes assignments, syllabi, video, and original cases. Materials uploaded 2017-2018 include:

- Ethics & Information: Identifying Quality Sources
- Teaching Ethics in Public Administration
- Applying Ethical Principles in Public Administration Classes
- Ethics Training for U.S Military Leaders: Challenging the Conventional Approach
- Ethical Experience: Dunn & Associates, Inc.
- Wendel Torres Ethics Testimonial
- Championing teaching ethics across the spectrum of academic programs with Joe Easton
- Computer Security for Offense and Defense - Best Practices with Sang-Yoon Chang
- Ethics First Kickoff Daniels Fund Ethics Initiative at UCCS
- Integrating Ethics into the Internship Curriculum
- Russian Doping Scandal
- Ethics in the Sharing Economy: Creating a Legitimate Marketing Channel
- Ethics in the Supply Chain: Follow-Up Processes to Audit Results

3. Encourage faculty use of consortium resources.

We have faculty and staff registered to access materials on the Daniels Fund Ethics Consortium website. We forward the Teaching Resources section of the Ethics Website New Posting Report to all faculty within the College of Business. The Case Bank is used extensively in classes, for case competitions, and in Teaching Ethics Workshops.

OBJECTIVE 4**Outreach to Other Educational Institutions & Community Constituents****1. Southern Colorado Higher Education Consortium (SCHEC) Ethics Champion Program**

The second year of the SCHEC Ethics Champion Program offered the schools the opportunity to plan and schedule ethics education events relating to their interests rather than repeating Teaching Ethics Workshops. We explored different ways to communicate, implementing an Office 365 group that allows sharing of documents. Many champions participated in bi-monthly planning conference calls to develop an SCHEC Ethics Summit.

Ethics Champions serving the 2017-18 academic year (9 educators)

Susan Belpert, DNP, APRN, ACNPC-AG, FNP-BC Associate Professor, Department of Nursing, Colorado State University-Pueblo

Zena L. Buser, PhD Professor, School of Business, Adams State University

Rory Gillespie, MDV, Arts and Sciences, Lamar Community College

Tene' Greenhood, Accounting Faculty, Pueblo Community College

Warren Munick, Department Chair Economics & Entrepreneurship, Pikes Peak Community College

LiAnn Richardson, Adjunct Instructor Business, Trinidad State Junior College

Rev. Dr. MJ Romano, Business Technologies Department, Otero Junior College

Koari Takano, PhD Assistant Professor of Management, Fort Lewis College

Michael Vieregge, PhD Professor of Business Administration, Western State Colorado University

1a. Ethics Champion Orientation

The 2017-2018 Ethics Champion Orientation was held on August 17 & 18 “**DFEI Principles in Action: Giving Voice to Values**”. A Friday reception/dinner to honor the incoming UCCS DFEI Fellows and SCHEC Ethics Champion was attended by Bo Peretto, Community College presidents, UCCS administration, and past UCCS DFEI Fellows with guest speakers Vitaly Stepanov and Yuliya Stepanova talking about their participation in the past year with SCHEC Champions and their students. On Saturday, the Ethics Champions and Ethics Fellows participated in a day-long workshop that included an overview of the Daniels Fund Ethics Initiative at UCCS, role of ethics champions/fellows, and ways to integrate principle-based ethics in the classroom.

1b. Conduct Ethics Programs at Southern Colorado colleges and universities

- The second year of the SCHEC Ethics Champion program offered tailored ethics trainings, speakers, and workshops to all schools. We provided each school their own retractable pop-up banner of the Daniels Fund Ethics Initiative Principles for use at their events.
- Russian Doping Scandal Lectures was led Vitaly Stepanov and Yuliya Stepanova, who shared their experiences in revealing the Russian sports doping activities to the world. Sessions were held at 4 SCHEC schools: Adams State, Western State Colorado University, Trinidad Community College, and Fort Lewis College.
- Kelly Pope spoke about municipal accounting fraud using the case study from Dixon, Illinois titled “All the Queens Horses.” Held at Pueblo Community College.
- Westin Smith was a keynote speaker. He presented “The HealthSouth Fraud: A Case of Ethical Malpractice” for a student led ethics workshop. Held at Western State Colorado.

- CSU Pueblo held an “Ethics in Human Subject Research” workshop with Warren Capell, MD, Clinician-Scientist, CPC Clinical Research, Associate Professor of Medicine Division of Endocrinology, Metabolism, and Diabetes, Associate Faculty, Center for Bioethics and Humanities, University of Colorado Denver. Dr. Capell discussed the high-level overview of research ethics history and the development of our current regulatory oversight system, core ethical principles underlying human subjects research, and more.

1c. Ethics Champions Present at a Faculty Roundtable.

Each Ethics Champion presents material they developed at a Faculty Roundtable on the UCCS campus. Materials and presentations are posted as teaching resources on the DFEI at UCCS website and linked on the consortium website.

In fall 2018, two ethics champions presented. They allowed videotaping of the presentation.

- Integrating Ethics Principals to Improving Patient Outcomes - Susan Belpert, Colorado State University-Pueblo
- Science and the Business of Agriculture - Zena L. Buser, Adams State University

1d. The DFEI at UCCS director Tracy Gonzalez-Padron and program manager Liz Moore support the SCHEC Ethics Champion program. The ethics champion reported the impact of the program on their campuses that are included in the UCCS rubric:

Adams State University

Ethics Champion, Zena Buser advocated for the inclusion of principle-based ethics in all endeavors on campus, as well as use the video and case study contests for students to grow their appreciation for and involvement in ethics-based decision-making practices.

- Shared the UCCS DFEI website with colleagues in the ASU School of Business who had teaching responsibilities with the BUS 466 Business Ethics and Decision-Making course offered both fall and spring semesters.
- Participated in strategic committees on campus. This was an excellent place to highlight our (the faculty’s) expectations about ethical leadership, ethical and responsible representation, and the need to be true to who we are, who we serve, and what we are here to do as a university.
- Two senior ASU students competed in the UCCS case competition. It was the first case study competition for ASU students. While the experience was challenging, the students grew from the process and engaged in good reflective discussion afterwards. The students valued the experience.
- Zena Buser presented at the Oct. 11, 2017, DFEI Roundtable at UCCS.
- Discussion of ethics, ethical decision-making, and the responsibility of ethical leadership in BUS 464 Agribusiness Management, BUS 478 Agricultural Marketing, and specifically BUS 398 Farm & Ranch Management and BUS 488 Agricultural Policy.

Colorado State University-Pueblo

Ethics champion Susan Belpert presented at an October Faculty Ethics Roundtable on “ADVANCED PRACTICE RN LEADERSHIP DEVELOPMENT: Integrating Ethical principles to improve Patient Outcomes” that described assignments to explore ethical issues in a Master of Nursing Course.

Twenty graduate students participated in an “Ethics in Human Subject Research” workshop with Warren Capell, MD, Clinician-Scientist, CPC Clinical Research, Associate Professor of Medicine Division of Endocrinology, Metabolism, and Diabetes, Associate Faculty, Center for Bioethics and Humanities, University of Colorado Denver.

Fort Lewis College

Returning Ethics Champion, Kaori Takani reports of a supportive climate for the DFEI at UCCS SCHEC ethics program at Fort Lewis College. Her passion for ethics encourages active student and faculty engagement.

- Two teams competed in the Business Case Competition at UCCS in November.
- One team of 4 students went to the Diversity & Business Ethics Case Competition in Boulder.
- Six business faculty members from the School of Business Administration and 1 professional staff member prepared the 2 case competition teams. At least 1 professor from accounting, marketing, economics, law, and management participated in the presentation practices.
- The new Ethics course BA314 Ethics and Social Responsibility was offered in spring 2018 semester.
- The DFEI at UCCS sponsored Russian Doping Scandal Lecture on campus in April had 240 attendees.
- Ethics Champion Kaori Takani attended the Teaching Business Ethics Workshop in Bernalillo, New Mexico in spring 2018.

Lamar Community College

Returning ethics champion Rory Gillespie integrated principle-based ethics in two courses: Ethics and Construction Ethics.

Otero Community College

Ethics champion MJ Romano represented Otero Community College. A teaching ethics workshop during the faculty development day generated additional interest in engaging with the ethics program.

Pikes Peak Community College (26 students, 50 business/community)

In Economics classes, students research a series of basic economic questions including: How does the company you chose evaluate and choose among alternatives consistent with ethical principles? Economics students facilitate the Economics Discussion Series - a question and answer session with a community leader. This semester added were:

- *What ethics considerations must your organization address?*
- *Has your organization or an organization like yours ever committed an ethics violation? If so, explain the punishment and reparations made?*

Lines of questions for guests (and the companies they represent) incorporate ethical decision-making. More than 50 community leaders attended.

The Entrepreneurs Club, in collaboration with the Student Government Association and the Office of Sustainability, organized ***Have a Heart for PPCC's Homeless Students: Finding Creative Solutions***. The ethical question asked was: "*is this student homelessness an individual problem or our problem?*" Students had the opportunity to talk with life experts (administration and faculty) about what they think we can do to address student homelessness. The objective was to encourage PPCC students to discuss and find creative and socially responsible solutions to student homelessness with those who can help to solve the problem.

Pueblo Community College

Four students and one faculty member prepared for the UCCS Ethics Case Competition in Fall 2017, but only 2 of the students ended up actually attending the competition.

PCC hosted Weston Smith during spring 2018 for a full day Ethics Awareness Event that included a Leadership Jamboree during the day and concluded with a networking event for several departments of the Business & Technology Department called Mingling & Mocktails. Weston was the key note speaker for both events. During the day event (Leadership Jamboree), there were 140 attendees.

During the 2017-2018 academic year the following courses reported incorporating ethics into the classrooms.

Course	# of Students	Description of Ethics Assignment
Business Communications & Report Writing	51	Case study regarding communicating & representing data ethically
Introduction to Business	24	Ethical Case Study Debates
Principles of Accounting I	58	Continuous course discussion regarding ethical standards in industry
Principles of Accounting II	22	Continuous course discussion regarding ethical standards in industry

Trinidad State Junior College

Trinidad State Junior College enthusiastically engaged in three different activities this year including:

- College administration approved a template that contains strong ethical language for all syllabi. Now students get the same language in a business ethics class as they would if taking art appreciation.
- The Russian Doping Scandal lecture was well received by those in attendance.
- As part of a Trinidad State Junior College class taught at the Trinidad Correctional Facility, 15 TSJC inmate students took part in an 8-hour seminar on ethics called the Power of One. The idea is if one person makes an ethical decision, others will follow. The seminar was impactful, and they are still seeing the benefits of it.

Western State Colorado University

Returning ethics champion Michael Vieregge served during Fall 2017. As Michael was off campus during the spring, Jeffrey Dykes and Jessica Laramie served as the WSCU ethics champions. The campus built on the excitement of the champions to advocate principle-based ethics education within and beyond the School of Business. Accomplishments include:

- Dissemination of information to Western Business faculty at faculty meetings (24 faculty)
- Mentoring of three teams in the 2017 UCCS ethics case competition (Nov 2017, Drs. Dykes and Vieregge traveled with teams); One team placed second in the competition. (8 total, 6 students competed, two faculty)
- Development and delivery of ethics-centered courses in Fall Semester 2017 outside of the School of Business:
 - ◆ HNRS 397 'Giving Voice to Values' (Dr. Vieregge) An Honors course with participation of selected faculty members from different schools and departments on campus.
 - ◆ HWTR 100 'Ethics-pitfalls in academic life' (Dr. Vieregge) This required first-semester course for freshmen from all disciplines focused on ethics in academia and the campus world. This course involved faculty and staff from different departments on campus.

- Students in HNRS 397 organized the first ‘Ethics Forum’ at Western on Nov 27, 2017 with Weston Smith as keynote speaker and a panel of representatives from campus, community, and the Chamber of Commerce for local businesses. Around 240 people packed the room for a very lively and successful event.
- In the School of Business, faculty covered ethics in different courses in Accounting, Finance, Energy Management, and Law. (15 faculty & staff members from across campus)
- WSCU’s Exercise Sports Science Department, spearheaded by Dr. Crystal Southall, hosted the ethics speaking event on the Russian Doping Scandal Program sponsored by the Daniels Fund Ethics Initiative on Feb 14, 2018. Dr. Dykes opened the event by welcoming the audience and giving a brief description of the Daniels Fund Ethics Initiative and WSCU’s participation in the Initiative. (156 attendees)
- Western’s School of Business agreed to host the first SCHEC Ethics Summit in Spring 2019 (Summit). The school’s leadership and the university support this event. Drs. Dykes and Laramie actively worked on preparations for the Summit. The agreed upon topic for the event is “Outdoor Industry Ethics”. In support of the Summit, Drs. Dykes and Laramie have interviewed and arranged for speakers, worked on budgeting for the Summit, reserved WSCU space for the event, and selected appropriate menus. Work is ongoing.

1e. Topical Workshops– SCHEC Ethics Summit

The DFEI at UCCS will be sponsoring a SCHEC Ethics Summit on April 4-5, 2019 at Western Colorado State University in Gunnison. The topic is “Outdoor Industry Ethics”. Each SCHEC school will send four students (undergraduate and/or graduate), two business leaders, and two faculty. DFEI at UCCS will cover the food, materials, and speaker expenses; funds for lodging will be available as needed.

2. Invite teams from schools in the Southern Higher Education Consortium to participate in a UCCS hosted ethics Case competition.

One team from Pueblo Community College, 1 team from the US Air Force Academy, 2 teams from Fort Lewis College, 1 team from Adams State, and 3 teams from Western State Colorado University participated in the 2017UCCS Business Ethics Case Competition in November.

3. Become a regional resource in Sports Ethics.

Our strategy for establishing UCCS as a regional resource in Ethics in Sport is to build for the long-term. Achievements during the 2017-2018 academic year in ethics education in sport ethics follow.

3.1 Up Close & Personal: South Korea as Host of the 2018 Winter Olympic Games - A panel discussion before the Winter Olympics 2018 in South Korea provided a look into the economics, politics, and ethics of hosting and participating in the Olympic Games. Fifty-eight students, 12 business/sports community, and 6 faculty attendees learned from the following experts:

- Dr. In-Han Kim (Assistant Professor of Political Science, UCCS)
- Sally Roberts (Former Olympic Bronze Medalist and founder of "Wrestle Like a Girl")
- Dr. Jay Coakley (Professor Emeritus of Sociology, UCCS)

3.2 Russian Doping Scandal Lectures – UCCS sponsored a Russian Doping Scandal lecture series that engaged students at UCCS and six other schools in Colorado: CU Boulder, Adams State University, Colorado Mesa University, Fort Lewis College, and Trinidad Junior College. These lectures were presented by the very people who exposed the largest institutional doping scandal in the history of sport, Vitaly Stepanov and Yuliya Stepanova.

The specific objectives of the session are:

- To raise awareness of the doping scandal in Russia
- To identify and question the decisions of key stakeholders in international sport
- To demonstrate the real-life difficulties associated with ethical decision-making
- To examine the implications of the Russian doping scandal for international sport
- To promote the work of whistleblowers and investigative journalists

The underpinning aim of the entire project is to promote fairness and integrity in sport.

Student Feedback: “This is great to me because we got to see a real-life example of the Daniels Fund Ethics Initiative in action.”

Faculty Feedback: “The bravery of the Stepanovs in sharing their experiences with us is especially inspiring. It shows the impact that one person of integrity can make on the world. Imagine if every person just pursued a single cause. (Business law professor)”

“I thought the most valuable part of the presentation was the concrete representation of what it’s like to do the right thing even when doing so is difficult. Too often we talk about ethics in abstract terms and hypothetical situations. This was a refreshingly different presentation that allowed students a peek into a moral dilemma hundreds of people face every day.”

3.5 TrueFood for TrueSport – The UCCS Health Sciences Sport Nutrition program, the US Anti-Doping Agency TrueSport program, and the DFEI at UCCS are collaborating on the development of an enhanced sport nutrition program that targets families, athletes, coaches, and teachers (K-12). This project will conclude with a website, YouTube channels and playlists, and **resources** and will be housed on the newly launching SWELL website (www.uccs.edu/swell). This website will become a resource for individuals, community members, families, teachers, and coaches for food literacy training.

TrueFood is food for athletes who eat with integrity and respect for the planet, animals, and people.

There is a need to integrate ethics and health as an innovative educational approach to help make better food choices. Additionally, more innovative programs that instruct people about food and its link to agriculture are needed.

On Saturday, August 4th, the Flying Carrot and the U.S. Anti-Doping Agency (USADA) hosted the first **TrueFood meets True Sport Field Day** targeting youth athletes ages 6-16 years, parents, and coaches. The event included games, activities, TrueFood snacks, and blender bike smoothies. Sixteen attendees learned from Olympic athletes in this pilot program.

TrueFood was introduced in a Food Culture Course with 31 students on campus, and 4 students supported the TrueFood field day.

3.6 Camp Elevate: How to Recruit, Engage, and Coach this Generation of Student Athletes A 2.5-day coaching program was held at UCCS on May 29-31, 2018. A nonprofit organization, True North Sports, provided the program in partnership with the UCCS William J Hybl Center Steering Committee. Topics included 1) Engaging This Generation of Student Athletes; 2) Ethical Issues in the Coaching profession; and 3) The Roadmap to Becoming a Competent, Confident, and Ethical Coach. Fifty-four coaches attended mostly from college programs and high school or youth sports.

Participant Feedback:

“Follow your inner compass and use your values to guide you in decision-making processes.”

“The breakout session on ethical issues was a great experience, and I learned a lot.”

“I really enjoyed the breakout ethics sessions where the coaches got together in smaller groups and discussed ethics topics. The chance to listen to others’ ideas in a small group setting was enjoyable and valuable.”

4. Collaborate with K-12 Colorado Schools on ethics workshops that involve the engaged participation of UCCS and middle/high school students.

UCCS High School Global Citizen Conference: **“Giving Students the Space to Exist”** was held on March 10, 2018. The DFEI at UCCS sponsored Vitaly Stepanov and Yuliya Stepanova to share their experiences in revealing the Russian sports doping activities to the world to 58 high school students during a workshop entitled **“Cheating in Olympic Sports”**.

5. Offer remote participation to Faculty Roundtables and ethics events.

This year included videotaping the resource luncheon presentation by one of our MBA students and UCCS staff. Videos are available on the DFEI at UCCS website and YouTube channel.

6. Other outreach to the community.

- Tracy Gonzalez-Padron presented **“Business Ethics and the Bottom Line”** to the Curiosity Unlimited organization in October and authored a Colorado Business Journal article: **“Holding each other accountable for ethics in business”**.
- Scott Kupferman, Associate Professor in the College of Education, shared resources, and discussion notes on the **Ethical use of technology in K-12 classrooms** to 19 local K-12 school district staff and incorporated ethical use of technology-related content into a local K-12 school district conference with approximately 30 people in attendance. Because of his DFEI project, the statewide educational technology association is adding an ethics track to their annual conference and other professional development activities.
- Meghan Stidd, Director of Career Development Office published **“Integrating Ethics into the Internship Curriculum”** on the Cooperative Education and Internship Association (CEIA) website. She describes an example of handling an ethical issue brought up by an intern. Meghan concludes the article with this thought:

If your internship program needs an ethical component, I highly suggest reviewing the principles of the Daniels Fund Ethics Initiative at UCCS as a starting point. Integrating ethics into your internship program protects all parties involved and provides clear standards for students and participating businesses. The ethics agreement is one small example of how the College of Business and the Daniels Fund Ethics Initiative at UCCS partner to ensure that students graduate with the ability to identify ethical concerns and have the tools to resolve and diffuse ethical dilemmas. In a world where ethical challenges are more abundant than ever before, it is increasingly important to ensure that students are provided with the ethical foundation necessary to be successful in their careers.

- Meghan Stidd, Director of Career Development Office, presented at the Cooperative Education and Internship Association (CEIA) National Conference in Charleston, SC April 2018.
 - **Building Relationships through the Better Business Bureau** This presentation discussed how the UCCS College of Business Career Development Center collaborated with the Better Business Bureau of Southern Colorado to ensure that students secure internships with ethical, morally sound organizations.

Participant comments included:

- *I will definitely pursue this at my college. Thank you!*
- *Very useful and something I can take home and use. THANK YOU!*
- *Very helpful and practical. So nice to get truly new ideas of things that can be done to enhance programs without costing extra money.*

- **Integrating Ethics into the Internship Curriculum** Outlined how the Career Development Center utilizes the Daniels Fund Ethics Initiative Principles to incorporate ethical values into the internship curriculum such as ethics agreements, employer evaluations and Lunch and Learn workshops.

Participant comments included:

- *Interesting approach to prepare students for ethical dilemmas.*
- *Great idea to incorporate into our program.*
- *Excellent idea to have an ethics agreement for students AND employers.*
- *I am going to revamp how I approach ethics. Thank you and great job*

OBJECTIVE 5	Outreach to Non-Business Disciplines on Campus
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7. Support and grow Student Center for Public Trust (SCPT).

- 1.1 An officer team of four students met to plan SCPT activities.
- 1.2 One UCCS SCPT officer attended the 2018 Annual Student Leadership Conference.

8. Sponsor start-up of the UCCSlead program for ethical leadership learning.

In 2015, the Daniels Fund Ethics Initiative sponsored part of the development and start-up for the student leadership program, UCCSlead, to develop engaged and ethical world-changing leaders. Since then, 1,671 students have participated, with 645 students in 2017-2018.

9. Encourage campus-wide student participation in case competitions and ethics events and encourage students to attend outside ethical leadership conferences.

This past year efforts toward marketing opportunities included ethics website presence, UCCS student activity website, Student Life weekly newsletters, Campus Scribe Newspaper, Commode Chronicles, campus kiosk posters, sandwich boards, post cards, social media platforms (Facebook & Instagram), student email accounts, UCCS campus calendar listing, community event website calendar postings, faculty and staff directed emails, student club website, and personal appeals to targeted students.

The entire campus had the opportunity to have an interactive experience with the global community on many levels from academic, community all the way to personal through the Global Portal at UCCS.

10. Foster principle-based ethics in non-business disciplines.

4a. Non-business faculty as Daniels Fund Ethics Initiative Fellows - Six non-business faculty served as Daniels Fund Ethics Initiatives Fellows in 2017-2018. Details of their achievements follow.

4a.1 Sang-Yoon Chang, Assistant Professor, Computer Science (79 students)

Incorporated ethical thinking/principles into computer science courses, offering opportunities for the students to apply the ethical principles in the course materials. Provided examples with concrete scenarios to present ethical dilemmas and encourage principle-based thinking and discussions; encouraging the students to establish and apply ethical principles when working in computer security.

4a.2 Susan E. Davis, PhD, Senior Instructor, Helen and Arthur E. Johnson Beth El College of Nursing and Health Sciences (128 students)

Launched a new course Fall 2017 entitled NURS 3646 Ethical Decision Making in Nursing. Student learning encompasses tackling such ethical issues as end-of-life decisions, advance directives, living wills, and other issues that are common in nursing today. Students apply ethical principles and theories to these issues.

4a.3 Daphne Greenwood, PhD Professor of Economics, College of Letter Arts and Sciences (13 students)

Developed a completely new type of introduction to economics in a class on The Economics of Sustainability that is based on an ethical perspective. This contrasts with the “value-free” approach of the microeconomic theory that most students take as a prerequisite to business school or advanced economic courses. In these traditional classes, students are taught that individuals make choices independent of others and based only on their own self-interest, rather than taking account of the well-being of others. Students grapple with different ethical perspectives and what these mean for economic decisions in the workplace, the consumer marketplace, the financial system, and the public sector.

4a.4 Scott Kupferman, Assistant Professor, Teaching and Learning, College of Education (60 students)

Updated CURR 4170/5170 – Introduction to Technology in Education course to include ethical use of technology in K-12 classrooms. For example, before students are given access to iPads or laptops, they need to understand (a) proper “netiquette”, (b) student safety and privacy, (c) unauthorized access at school, and (d) objectionable materials showing up at school. Ensuring student understanding of this content is ultimately the responsibility of classroom teachers.

Weekly “Appy Hour” workshops included four ethics-focused topics that revolved around technology scenarios to spark attendee discussion. Attendees included UCCS students, as well as 12 local school district staff. Three students are submitting ethics-focused presentation proposals to present at an educational technology conference.

4a.5 Edin Mujkic, PhD Assistant Professor, School of Public Affairs (79 students)

Revised an existing curriculum for PAD 5960 that would help the development of ethics awareness in the fields of Public Administration and Homeland Security/Emergency Management. Students develop policy reviews based on case studies. Policy reviews are based on Bill Daniels’ ideal that ethics instruction be tied to principles rather than focus only on legal aspects of leadership.

4a.6 Yanyan Zhuang, PhD Assistant Professor, Computer Science Department, College of Engineering and Applied Science (13 students)

Developed CS4930/5930 Privacy and Censorship. Engaged community speakers in the class.

Student evaluation/ feedback of ethical content/learning: "The assignments were fun and interesting! I thought this was a really hands-on class, which I enjoyed."

"Awesome class! I'm glad I got to be a part of the first class. The course material is very interesting, and I've learned a lot about censorship in other countries and how lucky we are to live in the USA."

Non-business 2018-2019 Daniels Fund Ethics Initiative Fellows - For the coming 2018-2019 academic year, 6 Ethics Fellows champion ethics education in their non-business discipline.

- **Amanda Elder, PhD**, Associate Professor Department of Health Sciences, Helen and Arthur E. Johnson Beth-El College of Nursing and Health Sciences
- **YongJei Lee, PhD**, Assistant Professor of Criminal Justice, School of Public Affairs
- **Rory Lewis, PhD JD**, Program Officer of UCCS's College of Engineering's Computer Science Master's Department, College of Engineering
- **Jeffrey Montez de Oca, PhD**, Associate Professor Department of Sociology, College of Letters, Arts, and Sciences
- **Mary Claire Wahl, MSN CNM**, Senior Instructor, Nursing, Helen and Arthur E. Johnson Beth-El College of Nursing and Health Sciences
- **Kay Yoon, PhD**, Associate Professor, Department of Communication, College of Letters, Arts, and Sciences

4b. Offer curriculum and event funds campus wide.

In partnership with the sociology and economic departments, students learned of ethics in banking during a session with **Alice Echols** author of *Shortfall: Family Secrets, Financial Collapse and a Hidden History of American Banking*.

4c. Encourage all faculty to attend Ethics Roundtables and Ethics Workshops.

Five of the Ethics Roundtables in the 2017-2018 Academic Year highlighted the ethics education projects of non-business ethics fellows. Faculty attending the Ethics Roundtables came from all colleges on the UCCS campus.

11. Encourage campus-wide ethical culture through UCCS Ethics Committee.

Director Tracy Gonzalez-Padron has been an integral member of the UCCS Ethics Committee and works collaboratively with other major campus departments to develop an ethics framework applicable to the entire campus. This program is called Ethics First: Voicing Ethical Values. Mary Gentile visited campus to detail the Giving Voice to Values approach for educational organizations to campus leaders through a series of workshops.

The Daniels Fund Ethics Initiative at UCCS sponsored a kick-off breakfast and keynote by Jim Parke, CEO of Otter Products for students, faculty, and staff to celebrate Ethics First. The keynote speech was followed by small workshops for attendees.

Liz Moore presented "Ethics Across the Workplace" to 96 UCCS classified staff quarterly meeting covering the myth that ethics is easy, why we rationalize, what the DFEI principles are, ethics versus values, and a case analysis.

Plans for Sept 2018- Dec 19

Student Learning Integrated throughout the Business School

- *Continue to execute the goals of the Daniels Fund Ethics Initiative at UCCS with transparency and accountability.*

Dean Ferris will attend an orientation with the Daniels Fund in September. , Liz Moore, Program Manager of the DFEI at UCCS, has announced her retirement; her last day is September 14th. Liz has been an indispensable part of our team for 7.5 years, supporting the Daniels Fund Ethics Initiative at UCCS and the SCHEC Ethics Champion program. A search is in place for a new program coordinator.

- *Develop faculty expertise in ethics education.*

2018-2019 Faculty Fellow in the College of Business will focus on the following topics:

Name/Title	Focus
Jian James Ma Assistant Professor Department of Business Analysis	Integrate the awareness of data privacy and security in the INFS 3400 course, Database Management. The focus will be on the field of health informatics or health IT. Relevant case studies and discussions will be developed and incorporated in the class lectures and homework. Host the discussion board for Denver Chinese School (DCS) at Highland Ranch, CO to identify ethics related scenarios in the academic world for first- or second-generation immigrants from China.
Bob Cook, Instructor of Information Systems	Enhance the existing INFS 3000 course material to expand upon the ethical challenges and dilemmas faced by organizations today with the large amount of data and individual analytics that these organizations now maintain.

Six **Faculty Roundtables** are scheduled throughout the academic year to share ethics education best practices to faculty and staff throughout UCCS and from neighboring higher educational institutions.

- *Offer ethics speaker series and workshops at UCCS.*

UCCS “Ethics First; Voicing Ethical Values” is scheduled for Tuesday, October 11, 2019 with Stephen M.R. Covey talking on the “Speed of Trust” as keynote speaker.

Lunch and Learn with Guayaki Yerba Mate’s Gigi Douglas on November 6, 2017. Additional Lunch and Learn programs will be scheduled throughout the school year.

- *Provide students opportunities to demonstrate ethical learning.*

The Daniels Fund Ethics Initiative at UCCS is sponsoring an installation of the **Shared Studios portal** project on our campus September 17 to October 15, 2018 for interdisciplinary use throughout the campus. The portal allows students, faculty, and staff to host live chats inside shipping containers with life-sized screens for face to face, full-body conversations with people in up to 25 cities around the world. The project addresses DFEI Learning Objective(s) of Student Learning & Outreach to non-business disciplines.

UCCS will send student teams to the **2018 Ethics Consortium Summit** and the **2019 Daniels Fund Ethics Consortium Case Competition**.

Students in the UCCS PGA Golf management program will participate in the **GMG Cup - UCCS PGA Golf Management vs. NMSU PGA Golf Management**. The annual event integrates the Daniels Fund Ethics Initiative Principles with ethic cases during the welcome dinner, and a Dana Lehner – Executive Director Sun Country PGA Section, speaking on Ethics in Golf at the awards dinner.

The **UCCS Business Ethics Case Competition** is scheduled for Friday November 2, 2018. Students' involvement will include recruiting teams from UCCS and the Southern Colorado Higher Education Consortium. For the first time, we will allow graduate teams to compete in preparation for the launch of a graduate flight in the Daniels Fund Ethics Consortium Case Competition.

The **UCCS Ethics Essay Competition** will take place in spring. Any UCCS undergraduate or graduate student from any major or college may submit a 1,000-word essay with a recommendation for an ethics case that incorporates the Daniels Fund Ethics Initiative Principles.

Involvement of the Business Community

- All ethics events and student engagement experiences provide opportunities to network with business leaders. Students have special opportunities to meet with invited speakers.
- UCCS COB OPED is planning to offer industry-specific training workshops to meet profession Continuing Education requirements.

Daniels Fund Ethics Consortium

- Dean Stephen P. Ferris and Tracy Gonzalez-Padron plan to participate in Daniels Fund Ethics Consortium events and meetings.
- We will post teaching resources or links and enter events on the consortium website.

Outreach to Other Educational Institutions & Community Constituents

- *SCHEC Ethics Champion Program.*
SCHEC Ethics Summit: The DFEI at UCCS will be sponsoring a SCHEC Ethics Summit on April 4-5, 2019 at Western Colorado State University in Gunnison. The topic is “Outdoor Industry Ethics”. Each SCHEC school will send four students (undergraduate and/or graduate), two business leaders, and two faculty. DFEI at UCCS will cover the food, materials, and speaker expenses; funds for lodging will be available as needed.

- *Be a regional resource in Sports Ethics – upcoming projects include:*

Unite & Ignite: SportsWomen Power Summit– We are sponsoring a portion of a panel that asks: “What does the national and international landscape look like for sports?” It will feature three influencers and stake holders who share their experience in sport regarding equality, advocacy, and ensuring fair and ethical treatment and representation in games, policy, and programming.

Dynamics and Challenges to the Development of eSports - The goal of the event is to provide a broad overview of the emergent field called eSports as an industry and site of cultural practice. This event will feature two keynote speakers and a panel. The panel will focus on the ethical challenges of inclusion in a cultural and economic market historically dominated by young white male gamers and game designers. Running parallel to the academic event will be an eSports tournament organized by the UCCS eSports club that will feature competition in five different games.

TrueFood project will make more resources available to promote ethical decision-making in sports nutrition. Upcoming events to educate youth athletes, parents, and coaches are the What If Festival in Colorado Springs on September 8 and the Cool Science Carnival on October 13.

Play the Game Conference - Play the Game is an international initiative led by the Danish Institute for Sports Studies. The primary aim of the initiative is to raise the ethical standards of sport governance – promoting democracy, transparency, and freedom of expression in world sport. This aim is achieved through the dissemination of news, undertaking regular research, and organizing the biennial international Play the Game conference.

Sportsmanship in Youth Sport - pilot project will design, develop, deliver, and evaluate four school-based training workshops to explore the problems of youth sport, the reasons for these problems, and the benefits of sportsmanship.

- *Collaborate with K-12 Colorado Schools on ethics workshops which involve the engaged participation of UCCS and middle/high school students*

True Foods materials and boot camps will target athletes in the K-12 age groups; Sportsmanship in youth sport - pilot project will target middle school students and high school students.

The Pre-Collegiate Development Program (PCDP) prepare and motivate prospective first-generation college students to pursue a postsecondary education. The PCDP will collaborate with the Daniel's Fund Ethics Initiative to educate students about foundational concepts in professional ethics and develop their personal understandings of ethics in their postsecondary education and future careers.

- *Explore opportunities to integrate principle-based ethics in campus initiatives*

Ethics First: Voicing Ethical Values – The DFEI at UCCS is leading the development and launch of an EthicsFirst: Voicing Ethical Values campaign based on the Giving Voice to Values approach to offer tools and training for UCCS staff, faculty, student workers, and students to encourage a culture of integrity, trust, respect, and accountability. Stephen M. R. Covey will keynote the event with a presentation on “The Speed of Trust”. Workshops will follow to introduce tools and techniques for ethical decision-making and creating an ethical culture.

Outreach to Non-Business Disciplines on Campus

- *Support and grow Student Center for Public Trust (SCPT)*

Tracy Gonzalez-Padron will serve as faculty advisors of the SCPT chapter.

The Daniels Fund Ethics Initiative at UCCS will support SCPT meetings with ethics speakers and workshops. SCPT members will receive advance registration opportunities for ethics events and will promote volunteering for events.

- *Engage students in the UCCSlead program for ethical leadership learning.*

Targeted invitations will include students from Chancellor's Leadership Class and the UCCSlead program for ethics events and student opportunities to apply ethical leadership.

Pursue DFEI student fellows to champion ethics through work with a faculty ethics fellow, advise the DFEI at UCCS, and demonstrate ethical leadership through SCPT organization.

- *Encourage campus-wide student participation in case competitions and ethics events and encourage students to attend outside ethical leadership conferences.*

Conference opportunities will include the National Character Leadership Symposium at the US Air Force Academy and National Conference on Ethics in America at West Point Military Academy.

Ethics events and activities will be promoted throughout the campus, including registering them as Compass co-curricular events.

Targeted invitations to non-business Daniels Scholars and Daniels Boundless Opportunity Scholarship recipients will encourage the students to engage in the SCPT and in ethics events on campus.

Continue to recruit and encourage non-business majors to participate in ethics events and ethics competitions and opportunities (such as the ethics essay contest) through each college’s respective student club/ organization.

- *Foster principle-based ethics in non-business disciplines.*

2018-2019 Daniels Fund Ethics Fellows in non-business disciplines are planning to focus on:

Name/Title	College/ Dept.	Focus
Amanda Elder, Associate Professor Department of Health Sciences Master of Science in Athletic Training	Helen and Arthur E. Johnson Beth-El College of Nursing and Health	Create a series of learning opportunities that would be incorporated across the MS Athletic Training (MSAT) curriculum to emphasize ethical decision-making as it relates to the athletic trainer as a member of the health care team and athletic organization.
Tacy Killingsworth, Leadership, Research, & Foundations	College of Education	Explore how to support current and potential educational leaders in understanding the importance of ethics in the teacher evaluation process.
YongJei Lee, Assistant Professor of Criminal Justice	School of Public Affairs	Revision of two existing courses that would help the development of ethics awareness in the fields of criminal justice and criminology.
Rory Lewis, Program Officer Computer Science Master's Department	College of Engineering	Develop a fair and very explicit methodology to discern between individuals who intentionally violate ethical standards and those who unintentionally violate ethical standards.
Jeffrey Montez de Oca, Associate Professor Department of Sociology	College of Letters, Arts, and Sciences	Place principles of integrity, trust, accountability, transparency, fairness, respect, and rule of law at the center of two courses: Modern Sociological Theory and Sociology of Popular Culture.
Mary Claire Wahl, Senior Instructor, Nursing	Helen and Arthur E. Johnson Beth-El College of Nursing and Health	Integrate the DFEI principles and Giving Voice to Values approaches to values-driven leadership in - NURS 4200 (Care of the Childbearing Family -seniors)and in NURS 6910 (Care of Acute Conditions & Women’s Health—for graduate students).

Kay Yoon, Associate Professor, Department of Communication	College of Letters, Arts, and Sciences	Enhance student learning of ethics by developing lecture materials, new assignments, and case studies for three courses: COMM 3150 (Communicating in Contemporary Teams), COMM 4900 (Virtual Teams), and COMM 2440 (Leadership Theory and Practice).
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Ethics for Educators

The Ethics for Educators professional development program will focus on implementing an ethics training series for teachers in a local Colorado Springs school district. The training series will enable educators to develop a better understanding of the role of ethics in the teaching profession. The target population includes teachers who have completed their induction program and have taught for no more than four years in order to provide additional professional development opportunities for those individuals who are most likely to leave the profession.

Other projects for ethics for educators could include developing an "Ethical Behavior Assessment Tool" (EBAT) to provide teachers a way to measure their students' ethical understanding; then use these results to teach their students how to understand and apply ethical principles.

Impact of the Daniels Fund Ethics Initiative ('So What')

This is the ninth report of the Daniel's Fund Ethics initiative at UCCS College of Business that highlights our achievements in meeting the five objectives of the collegiate Daniels Fund Ethics Initiative. Since the 2013 report, we have been asked to share the impact the DFEI has on our campus - "So What". This year, we begin the tenth year of the DFEI at UCCS. We have come a long way from that first report in September 2010.

As the sole campus lead from the start of the DFEI, I remember the enthusiasm and anticipation at the first Daniels Fund Ethics Consortium leaders' meeting. Many of us met for the first time, but the bond we developed remains. We shared ideas to promote principle-based ethics and measure the impact. We implemented approaches that worked well and learned from our and others' challenges. The Daniels Fund and the Ethics Consortium have been invaluable with assisting us in our journey.

The following highlights three areas where the Daniels Fund Ethics Initiative makes the most difference to UCCS College of Business, the campus, and the community.

College of Business and beyond

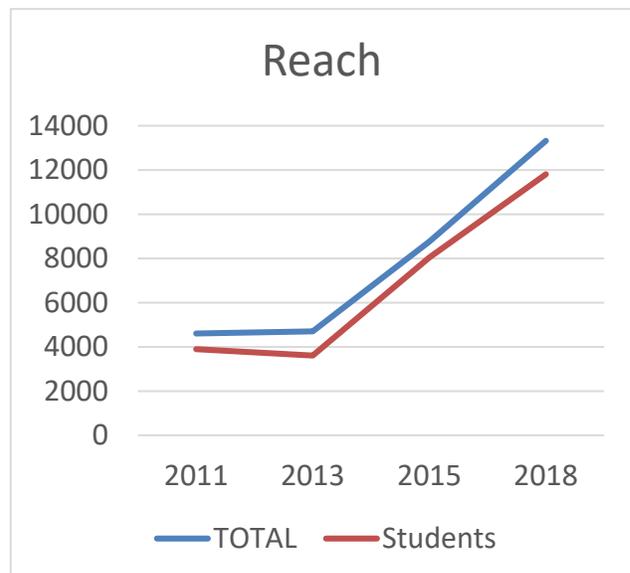
The first years focused on the primary objectives - student learning in the college of business, inclusion of business community, and participating in the Daniels Fund Ethics Consortium. We invested in faculty development to gain confidence in integrating ethics throughout the curriculum.

Now, the DFEI at UCCS College of Business is a resource for principle-based ethics in all colleges on campus, an expert resource for community and business, and the catalyst for furthering ethics in southern Colorado. Some examples include the 47 ethics fellows across the UCCS campus. Their enthusiasm in their discipline prompts other faculty to include the DFEI principles in their classes. College deans and program directors suggest projects that have far-reaching impact, such as the ethics education projects to equip and support new teachers to handle ethical issues or inclusion of ethics in a new Master of Science in Athletic Training.

Reach

The growth of how many students, educators/staff, and the business community engage with the DFEI at UCCS increased exponentially during the DFEI 2.0 period. In 2011 when the reporting rubric began, we reached 4603 students, educators, and business community. This year, we reached 13,318. Much of the growth is from investing in faculty education, extending reach to outside of the college of business, and the SCHEC ethics champion program.

This graph shows only the contacts that we know. It is actually much larger. Recently, the catering staff commented after an ethics fellows/champions welcome dinner on how interesting it was to hear Vitaly Stepanov and Yuliya Stepanova, who shared their experiences in revealing the Russian sports doping activities to the world.



Integrating the Daniels Fund Ethics Initiative Principles

At the beginning, we did not have the Daniels Fund Ethics Initiative Principles. We had to explain principled-based ethics to our faculty and students.

Now, the DFEI principles are a normal part of the college of business, the campus, and in the nine southern Colorado schools of the DFEU UCCS ethics champion program. This past year we promoted the principles at a campus-wide ethics event, provided a DFEI Principles banner to the nine SCHEC schools, and offered laminated posters of the Principles on campus and community. For example, all incoming MBA students learn of the DFEI Principles, apply them in classroom conduct and assignments, and use them in subsequent courses in the MBA program.

As we enter into the tenth year of the Daniels Fund Ethics Initiative on the UCCS campus, we are very pleased with the progress we have made towards promoting a high standard of ethics in our future generation of leaders. Great leaders develop with support from strong educators. We have placed significant focus on increasing faculty knowledge and skills in ethics education. Faculty within our university along with peer institutions have worked together to develop new curriculum while collaborating to learn best practices on classroom presentation.

With our progress, we also know there is much work to be done for lasting results. Our collective, measurable impact is made with every graduating student, visiting business leader, educational and community peer we are able to make a meaningful connection with.

We are encouraged with the successes in principle-based ethics education in the region yet realize that we are always learning and exploring approaches to reach more students, more educators, more business leaders, and more community members.

We wish to reiterate our appreciation for the Daniels Fund Board of Directors, leadership, and staff in providing the necessary funds for these programs by including the College of Business at the University of Colorado Colorado Springs in the Daniels Fund Ethics Consortium. Thank you.



*We are in the business of building
successful futures.™*