

DANIELS FUND
ETHICS INITIATIVE

College of Business
University of Colorado Colorado Springs

2019 Annual Report



September 1, 2019

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 tenth 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 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 2018-2019 academic year strengthened our reputation as a resource for principle-based ethics education serving students, educators, and the business community.

This year we reached **11,935 Students, 932 Educators/Staff, and 2,617 Community Members.**

Highlights of the 2018-2019 Academic Year include:

- Student learning of ethics in the classroom attributed to the Daniels Fund Ethics Initiative at UCCS includes 70 courses and the UCCSlead program, leading to 9080 UCCS student contacts with ethical awareness, decision-making, and leadership campus wide.
- Eight new Daniels Fund Ethics Initiatives Fellows joined the 39 established Ethics Fellows at UCCS. Eighteen additional courses with a strong focus on principle-based ethics are now available to students in engineering, nursing, athletic training, communications, criminal justice, and sociology.
- There were 32 engagement opportunities for learning and demonstrating principle-based ethics for UCCS students. Sixty-two students demonstrated ethical decision-making in campus, consortium, and national ethics case and essay competitions. Four students attended the Ethics Consortium Summit and four students attended the UCCS DFEI SCHEC Ethics Summit. Thirteen students attended an ethics seminar or conference. Guest speakers provided real-world examples of ethical leadership at various ethics related events to 709 students, 363 educators/staff, and 210 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 554 students, 299 educators/staff, and 2,243 business community members. SCHEC schools developed new courses, included DFEI principles in existing courses, participated in case competitions, and hosted their own ethics events to reach 956 students, 35 educators, and 85 business community members.

This report outlines the accomplishments and results of our participation in the Daniels Fund Ethics Initiative from September 2018 through August 2019 as well as our plans for the remaining four months of the DFEI 2.0 - September 2019-December 31, 2019.

We are grateful to you and President Linda Childears 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,



 Eric M. Olson Interim 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 serving 12,500 students.

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 9,000 plus alumni around the world to work in any industry.

The College of Business serves over 1,300 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, 37 lecturers, and 19 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

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. Effective July 1, 2018, Dr. Stephen P. Ferris became dean of the college of business at UCCS and served until May 2019. Eric Olson is serving as interim dean of the college of business. The program manager, Elisabeth Moore, retired after eight years with UCCS.

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

To steer funding to the most impactful programs, we execute post-event surveys and analyze other assessment tools. 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 that all graduating students must complete as part of the capstone course. Measures include self-report questions, multiple choice questions, the evaluation of an essay on a business ethics case.

College of Business Undergraduate

94% of students said their undergraduate degree program improved their ability to use principle-based ethics to make socially responsible business decisions.

80% of ethics questions correct on end of program exam.

70% of students meet or exceed on the ethics essay.

College of Business Graduate

70% of students said their ability to identify ethical issues had improved.

67% of students said their ability to make ethical business decisions had improved.

84% of ethics questions correct on end of program exam

85% meet or exceed on the principle-based ethics essay question

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

Provide instructional resources for ethics that include course material and assignments

The Daniels Fund Ethics Initiative at UCCS website underwent a complete overhaul to meet university branding standards. We continue to update the instructional resources shared on the DFEI Website. The DFEI at UCCS provides ten faculty and staff access to ethics material on the Ethics & Compliance Initiative (ECI) website. A Microsoft TEAM for DFEI-SCHEC fellows & champions includes resources for implementing an ethics education project.

In 2018-2019 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.

Van Scotter, James R., and Karina De Déa Roglio. "CEO Bright and Dark Personality: Effects on Ethical Misconduct." *Journal of Business Ethics* (November 12, 2018).

Generate original ethics videos and ethics modules

A [DFEI at UCCS YouTube channel](#) hosts all videos that include events, roundtable presentations, classroom modules, or original ethics videos. During the 2018-2019 academic year, we created eleven video recordings of select faculty roundtables, the EthicsFirst 2018 Trust event, DFEI SCHEC Ethics Summit and guest speakers. Ethics Fellows presentations and materials are shared with faculty and available on our website.

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 2018-2019 academic year follow. Reports of accomplishments in non-business disciplines and SCHEC schools are in the respective objectives.

3a. Daniels Fund Ethics Initiative Fellows

Bob Cook, MBA, Instructor of Information Systems (311 students, 14 educators, 19 business)

Enhanced 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. Through the College of Business Office of Professional and Executive Development (OPED), taught a Cyber Security workshop for Athletic trainers to share the fundamentals of how to protect themselves from the typical Cyber threats that exist.

Jian James Ma, PhD, Assistant Professor, Business Analysis (44 students, 17 educators)

Included ethics training in INFS 3400, an undergraduate core course for students whose major is Information Systems. Facilitated ethics discussion at the Denver Chinese School (DCS) at Highlands Ranch, CO regarding historical and international ethics.

2019-2020 Daniels Fund Ethics Initiative Fellows - For the coming 2019-2020 academic year, the UCCS Daniels Fund Ethics Initiative selected **Juan Gallego, Psy.D.**, Instructor of Marketing, as a Daniels Fund Ethics Initiative Fellow from the College of Business.

3b. Curriculum Development Fund – Good Governance Project

Curriculum Development funding allowed for a semester-long program to examine good governance principles in sport using materials and international comparisons from the Play the Game organization. The class discussions and assignments raised awareness of good governance, how such principles relate to the Daniels Fund Ethics Initiative Principles, and how National Governing Bodies of sport address such principles.

3c. UCCS Daniels Ethics Initiative Fellows Faculty Roundtables¹

The DFEI at UCCS hosts Faculty/Staff Roundtables throughout the academic year that are attended by UCCS faculty, staff, Southern Colorado Higher Education Consortium schools, local higher education institutions and Air Force Academy faculty with the intent to share their best practices, classroom experiences, subject specific course materials, and address specific concerns. Topics of faculty resource workshops in 2018-2019 include:

- Bob Cook - **How to Talk About Cyber Stranger Danger** - Learn how to motivate students to defend against the tactics and techniques used by today's Cyber criminals.
- Rory Lewis – **When Does Teamwork Cross Over to Cheating?** When Does Accidental Turn into Intentional? Learn how the "Rule of Law" discerns between the act and intent of cheating.
- Tacy Killingsworth – **Ethical Teacher Evaluations – Making Friends or Enemies?** Do teacher evaluations facilitate teacher growth through authentic observations? Explore how to support current and potential educational leaders in understanding the importance of ethics in the teacher evaluation process.
- YongJei Lee - **Ethics in Criminal Justice Research - A Data Driven Study**- Can Students be Trusted with Sensitive Data? Discover how to motivate students to protect the privacy and security of sensitive crime data.
- Kay Yoon - **Ethical considerations in Work Teams-Translating Ethics Through Team Contract** -Why Can't Team Members in Student Groups Work Together? Learn how integrity, accountability and transparency in student teams can remedy social loafing behavior.
- Amanda Elder – **Can I Play?** Ethical Health Care Decision Making Regarding Athlete Participation in Sport - Learn how the Athletic Trainer faces ethical decision making as part of the health care team and athletic organization.
- Mary Claire Wahl - **Helping Families Navigate Difficult Choices - Ethical Dilemmas in Perinatal Nursing** Explore an innovative approach to teaching nursing students how to apply ethical principles to better care for families making difficult choices during childbearing.
- Jeffrey Montez de Oca - **Protest & Patriotism - Understanding Competing Ethical Systems** In the 2016 NFL season, African American players began protesting police violence in communities of color. These protests reveal different ethical systems that undergird competing conceptions patriotism and citizenship.
- James Ma - **Evil or Not Evil - Ethical Issues in Big Data Era** Reveal data analysis practitioners' capabilities, challenges, and dilemmas in the big data era.

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

Tracy Gonzalez-Padron, Director of DFEI, attended the ECI National Conference in May 2019.

Jennifer Kling, Assistant Professor of Philosophy and UCCS Faculty Advisor for MBA team for consortium case competition, attended the Association for Practical and Professional Ethics (APPE).

Sian Hudson, Head Women's Soccer Coach, attended Camp Elevate at UCCS. Erika Rothbauer-Stubbs, Head Softball Coach attended the NCAA Academy 2.0 WeCoach that focuses on leadership development and integrity.

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

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

Four College of Business faculty attended the Daniels Fund Ethics Initiative Ethics Summit “Putting Ethics into Practice” in Denver, Colorado.

Six educators from UCCS and two from SCHEC schools attended The University of New Mexico & New Mexico State University Daniels Fund Ethics Initiative Teaching Business Ethics Workshop in Santa Fe, NM on November 8th and 9th, 2018

4. Offer ethics speaker series and workshops at UCCS.

UCCS “Ethics First; Voicing Ethical Values” on Tuesday, September 11, 2018 featured Stephen M.R. Covey talking on the “Speed of Trust” as keynote speaker; followed by a workshop implementing a campus-wide ethics framework, “Voicing Ethical Values”. There were 61 students, 40 educators, and 119 staff at the keynote; 67 students, 35 educators, and 91 staff at the workshop. A video featuring highlights of the event is on the DFEI at UCCS YouTube channel.

Student Feedback: *“I had a lot of takeaways from this presentation ... Trust is a learnable skill. I have always thought of trust as being earned, which it is. However, I have never thought of it as a skill both in giving and receiving. It’s something you can work at, practice, and demonstrate to others. That was a lightbulb moment for me.”*

Student Feedback: *“One of the key takeaways from voicing ethical values was where we told each other about ethical conflicts we experienced during work or school. ... Going forward this is useful in my MBA program because as leader I want to help train and mentor others to become leaders confident to make decisions”.*

“Climb to Glory – eSports Tournament and Summit”² was on October 27, 2018; Summit featured keynote speakers and expert panel on Dynamics and Challenges to the Development of eSports. This event featured an eSports tournament organized by the student club eSports UCCS with competition in four different games and an academic summit that focused on ethical issues in eSport, primarily ethics in law and inclusion. There were 146 people registered as participants, volunteers, and audience members.

The speakers included:

- John Holden, J.D., PhD-Assistant Professor at the University of Oklahoma
- Kurt Melcher—Executive Director of eSports at Intersport
- Andrea Braithwaite, PhD-Associate Professor at the University of Ontario
- Adrienne Massanari, PhD-Assistant Professor at the University of Illinois, Chicago
- Matthew R Aguilar-Champeau, PhD-University of Minnesota

Unite & Ignite: SportsWomen Power Summit³ - A panel discussion on governance in sport was part of the Unite & Ignite: SportsWomen Power Summit. This panel asked what does the national and international landscape look like for sports? It featured three influencers and stake holders who shared their experience in sport regarding equality, advocacy, and ensuring fair and ethical treatment and representation in games, policy, and programming.

² Also meets tactic for “Outreach to Community Constituents: Become a regional resource in Sports Ethics”

³ See “Outreach to Community Constituents: Become a regional resource in Sports Ethics” for more information.

From tainted bids to tilting at windmills - lessons from the 2018/2022 World Cup bidding process and taking on the might of world soccer⁴ with Bonita Mersiades, the former Head of Public Affairs for the Football Federation Australia.

Athlete rights and the future of anti-doping was an open panel discussion about the challenges confronting anti-doping in athletics, the role and responsibilities of athletes in the fight for clean sport, and the future of anti-doping may look like. The panel included US Olympian - Kara Goucher, Russian international athlete - Yuliya Stepanova, and USADA CEO - Travis Tygart. The panel was moderated by Prof. Roger Pielke from CU-Boulder. The event attracted a total of 128 registrations: 83 UCCS students, 16 UCCS faculty or staff, and 29 Community representatives.

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. Faculty used it a resource for classes. Eight classes used the portal to explore topics such as international geography, business creativity, responsible management, health and culture, and international affairs. The UCCS pre-collegiate program had a group of 8th graders experience the portal. There were 740 visitors to the portal while on campus, not including the visitors during the time at Ent Center of the Arts.

Shale Play – A student organization and the Department of Geography and Environmental Studies collaborated with the Department of Visual and Performing Arts to host a student workshop to discuss and raise awareness about issues of environmental ethics surrounding the development of and use of fossil fuels. Dr. Julia Spicher Kasdorf and Dr. Steven Rubin, Pennsylvania State University faculty, shared poetry and photographs from their book, *Shale Play*. The DFEI at UCCS funded a small portion of this event. There were 65 people in attendance. Three classes attended the event: the UCCS capstone course for students completing the Sustainability Minor; and two photography/art activist courses, one from UCCS the other from Colorado College. There were 12-15 faculty and staff.

Inspire Integrity with Corey Ciocchetti – University of Denver professor Corey Ciocchetti presented a leadership seminar on “Inspire Integrity” at UCCS in May 2019 to students, faculty, and staff.

Student feedback: *“This presentation helped me realize that I need to be better about setting more boundaries at work. Over the past few years, I’ve put work as my number two priority and have done everything possible to get noticed, so that I can make a better salary and reach the general manager status. I’ve been feeling burnt out and trapped in my current position. I work from home and check the boxes day after day. Work continues to add more and more work to my plate because I am the person who is good at checking the boxes. Corey mentioned we need to check less boxes in life and do more meaningful work. This is not only valuable for myself, but as a manager, I need to be more empathetic to my employees to ensure they have a good work life balance.”*



Lunch and Learns⁵ With the College of Business Career Placement office, a series of lunches offered students opportunities to learn of career and ethical business practices.

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

⁵ See “Involvement with the Business Community” for more information.

5. Provide students opportunities to demonstrate ethical learning.

5a. UCCS business ethics case competition for the Southern Colorado region.⁶⁶

The 8th annual Daniels Fund Ethics Initiative UCCS Ethics Case Competition was a day-long event on the UCCS campus on Friday, Nov 2. The 8th annual Daniels Fund Ethics Initiative UCCS Ethics Case Competition was a day-long event on the UCCS campus on Friday. Teams congregated in a large room in the University Center where they could practice, network, and enjoy breakfast and lunch. Visiting teams were able to enjoy a sunny day on the UCCS campus. We concluded the day with an awards dinner where the business judges, faculty advisors, guests, and UCCS College of Business administration recognized all participating teams and the 2018 winners.

It was a full day of student team presentations to a judging panel of business leaders - offering a recommendation to Trek-ation, an online travel agency considering an innovative pricing algorithm. The students addressed the implications of changes in information technology for being a responsible company and the conditions under which price discrimination might be justified. Case recommendations required stakeholder assessment, ethical reasoning, and business decision-making skills. All teams represented their school with professionalism, whether presenting or observing another team.

The judging panel consisted of eleven business members:

- ◆ Caitlin “Cat” Campbell, Enrolled Agent and National Tax Practice Institute Fellow
- ◆ Michael Didion, Financial Advisor
- ◆ Shelly Finch, Small Business Owner, Realtor
- ◆ Dana Hagood, USAA
- ◆ Doug Hering, Certified Management Accountant
- ◆ Chelsea Poch, March of Dimes
- ◆ Forrest Senti, the National Cybersecurity Center.
- ◆ Alexis Thompson, Amnet
- ◆ Aaron Vollbracht, US Air Force Academy
- ◆ Char Waters, UCHHealth –Memorial Hospital
- ◆ Lindsay Zamarripa, T. Rowe Price

The judges were impressed with the level of participation and student commitment for a voluntary case competition. All teams demonstrated understanding of principle-based ethics and how to apply ethical decision-making in a business decision – something employers notice.

2018 UCCS Business Ethics Case Competition Winning Team:

Undergraduate Flight A

1st, USAFA

2nd, UCCS

Undergraduate Flight B

1st, Fort Lewis College

2nd, UCCS

Graduate Flight

1st, CSU Pueblo

2nd, UCCS



⁶⁶ Also meets “Outreach to Educational Institutions”

5b. Daniels Fund Ethics Consortium case competition and Ethics Summit⁷

UCCS sponsored the attendance of four students, four educators and four business leaders to the **Daniels Fund Ethics Initiative 2018 Ethics Consortium Summit** titled “Putting Ethics into Practice”.

Six undergraduate students and four graduate students competed in the **2018 Daniels Fund Ethics Initiative Consortium Case Competition**. Four faculty served as advisors to the two teams, creating a “firewall” between undergraduate and graduate case analysis.

5c. Regional and national case competitions

CSRI Case Competition - Four UCCS College of Business students competed in the 2018 College Sport Research Institute Case Competition (CSRI) in South Carolina at the Annual Conference. The purpose of the case study is to provide students with a practical, “hands on” learning experience on relevant issues in college sport. The students, along with a faculty advisor, attended various presentations while at the conference.

Student Feedback: *“The case itself was fun as well, even though we did not end up winning the competition. I believe that we gave a great presentation with high quality and realistic suggestions. The judges seemed to think so as well, as they openly told us during the questions portion that our NIL compensation idea was a good idea.”*

Student Feedback: *“First off, I’d like to say how much I appreciate the financial support given by the Ethics Fund for our trip to the College Sport Research Institute (CSRI) conference. It was an amazing experience and we likely wouldn’t have been able to attend without the Fund’s support.”*

Student Feedback: *“I really enjoyed the case cup competition and competing against my peers, where in the classroom setting you never compete with peers through presentations. Listening to the graduate winning team present gave me insight on how to professionally present in a different way than I had been doing before. It was so much fun to learn in a different educational setting than just a classroom and hear from different perspectives of professionals in the field.”*

5d. UCCS Ethics Essay Competition (8 students, 6 business leaders)

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. Entries were from graduate and undergraduate students from across campus. A panel of professionals served as judges and selected the two final winners and runners-up who clearly articulated their analysis and presented viable recommendations.

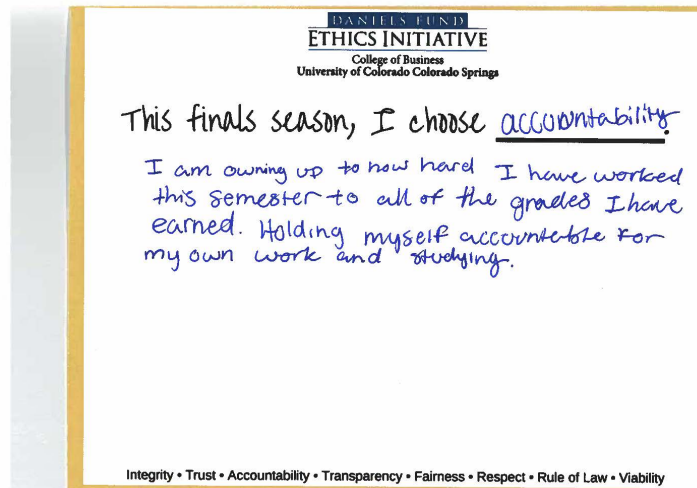
5e. Student engagement opportunities on and off campus.

GMG Cup - UCCS PGA Golf Management vs. NMSU PGA Golf Management. Ten students and two educators attended the annual golf tournament between UCCS and NMSU that integrates the Daniels Fund Ethics Initiative Principles with ethic cases during the welcome dinner, and a speaker on Ethics in Golf at the awards dinner.

⁷⁷ Also meets tactic for “Involvement of the Business Community” and “Daniels Fund Consortium”

US Military Academy at West Point 32nd Annual National Conference on Ethics in America – Three students attended the NCEA conference at West Point and presented their learning at a Faculty/Staff Ethics Roundtable and in their classes.

Finals Lounge at COB – The DFEI at UCCS participated in a Finals Lounge at the College of Business during finals week. We offered a \$5 coupon for campus dining by choosing one of the eight Daniels Fund Ethics Principles and completing a card about how they will use or apply the principle during finals.



OBJECTIVE 2

Involvement of the Business Community

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.

College of Business Internships (170 students, 112 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 47 undergraduate and 5 graduate internships for 41 employers. The PGA Golf Management Program placed 28 students at 26 different sites, receiving ethics training at their respective intern sites. The Sport Management program had 90 students out on credit-earning internships with 40-50 mentors at varied sport organizations.

Career Coaching Program (37 students, 27 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. In the 2018/2019 program, 37 students paired with alumni participants (Career Coaches) while local business members supported the program by serving as panelist or event hosts.

Judges for Ethics Case Contest (11 business leaders) – Eleven business members participated as judges in the fall 2018 UCCS Ethics Case Competition.

Judges for UCCS Ethics Essay Competition (6 business) – Six business professionals were recruited as judges to select the final winners who clearly articulated their analysis of the ethical dilemma and presented workable recommendations.

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 2019 Daniels Fund Ethics Initiative Consortium Case Competition in Denver.

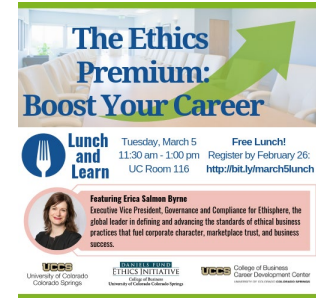
Lunch and Learn Series Four industry professionals provided their expertise for preparing 88 students, 39 educators and 10 community members for finding and succeeding in ethical workplaces. Topics in 2018-2109 are:

- a. **Guayakí Yerba Mate & Using Business for Good** - Multi-Dimensional Cebadora Gigi Douglas discussed Guayakí's Market Driven Regeneration Business Model™, and how Guayakí is using its business for good. Students learned of knowledge of the growing B Corporation community, understanding of how Guayakí is using business as a force for good, and how they may be able to work for other inspiring and purposeful companies after graduation.
- b. **Gaining or Gaming Consumer Trust on Amazon?** - Garrett Bluhm, VP of Ecommerce and Marketplace Strategy at Pattern shared how unethical seller practices are disrupting the Amazon.com marketplace. Students learned what authorized brands and sellers can do to ethically compete against unethical competition. Pattern is one of the largest Amazon and ecommerce sellers that helps brands develop strategies to grow profitably.



- c. **The Ethics Premium: Boost Your Career** - Erica Salmon Byrne, Executive Vice President, Governance and Compliance for Ethisphere, shared with students how choosing an ethical company can make all the difference. Students learned how the ethics of a company impacts its overall performance and how to evaluate it effectively. Erica shared career opportunities in ethics and compliance.

Student feedback: The information from this seminar was very useful and believe I will be able to apply it to my career. I am currently not in a management role, but after hearing how a manager should deal with misconduct and comparing it to my experience with my mid-level manager, I have a better understanding of how to deal with these sorts of situation. I will also offer an open-door policy to other employees, so they feel comfortable about coming to me about an issue at work. And, I will be sure to keep them informed about the progress of the situation.



- d. **BBB & Social Impact** – BBB staff, Stacey Burns and UCCS BBB Fellow Samuel Gomez presented on the opportunities to work with the BBB and the Colorado Institute for Social Impact which is an education-based social enterprise created to enhance and organize the emerging Fourth Sector of the economy, that uses entrepreneurial strategies to solve social issues in our community.

Community and business leaders served as guest speakers in the classroom

Guest speakers are encouraged at the College of Business with a certificate for “professor of the day” offered. Some examples include, Gigi Douglas presented to an MBA class on Guayakí ethical practices; Jonathon Liebert, CEO of Southern Colorado BBB spoke to an MBA class on the earnings premium of ethical companies.

2. Partner with OPED for programs to offer professional development training focused on ethics designed for executives and employees within a single organization or profession.

The UCCS College of Business Office of Professional and Executive Development (OPED) collaborated with DFEI Fellows from the College of Business and Health Sciences Athletic Training program to offer “Are you Hackable? Cyber Security for Athletic Trainers”. This professional development program focused on educating non-technical athletic training professionals on the very real cyber security risks they can encounter (especially while working on the road), how they may currently be at risk through software and devices, and easy strategies and steps to make themselves less hackable. Ethical principles of accountability and trust were incorporated.

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

Dean Steve Ferris and Dr. Tracy Gonzalez-Padron participated in the Ethics Summit of the Daniels Fund Ethics Consortium and attended the consortium leader meetings.

Dr. Tracy Gonzalez-Padron participated/attended the 2019 Daniels Fund Ethics Consortium Case Competition.

Tracy Gonzalez-Padron is serving on the 2019 Ethics Summit planning group.

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 2018-2019 include:

- Can I Play?
- Cyber Stranger Danger - Faculty Roundtable Presentation
- Ethical Considerations in Work Teams – Translating ethics through team contract
- Ethical Teacher Evaluations – Making Friends or Enemies (PPT)
- Ethical Teacher Evaluations - Making Friends or Enemies? Video
- Ethics First Voicing Ethical Values - Stephen MR Covey on TRUST
- Ethics in Criminal Justice Research – A Data Driven Study
- Evil or Not Evil: Ethical Issues in Big Data Era
- Global Portal Project
- Helping Families Navigate Difficult Choices
- Protest & Patriotism: Understanding Competing Ethical Systems
- SCHEC Ethics Summit 2019 Bertolacci Keynote
- UCCS DFEI SCHEC Ethics Summit Highlight Video
- UCCS SCHEC Ethics Summit Keynote John Baker
- UCCS SCHEC Ethics Summit Morning Panel
- UCCS Southern Colorado Ethics Summit - Outdoor Industry Ethics Key Take-Away

3. Encourage faculty use of consortium resources.

We have faculty and staff registered to access materials on the Daniels Fund Ethics Consortium website. 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 third year of the SCHEC Ethics Champion Program offered the schools the opportunity to plan and schedule ethics education events relating to their interests. Participation from the schools increased in case competitions, inaugural ethics summit, and holding ethics events on their campus.

Ethics Champions serving the 2018-2019 academic year (10 educators)

- ◆ **Deanna Barte**, adjunct instructor, business, Adams State University
- ◆ **Jeffrey Dykes**, assistant professor, business, Western Colorado University
- ◆ **Rory Gillespie**, adjunct instructor, Lamar Community College
- ◆ **Melissa Kleinschmit**, faculty, biology, Trinidad State Junior College
- ◆ **Jessica Laramie**, lecturer, energy management, Western Colorado University
- ◆ **Emily Litle**, department chair, art and humanities, Otero Junior College
- ◆ **Warren Munick**, faculty, Pikes Peak Community College
- ◆ **Travis Parkhurst**, faculty, Pueblo Community College
- ◆ **Patrick Radigan**, visiting assistant, professor, management, Colorado State University - Pueblo
- ◆ **Kaori Takano**, assistant professor of management, Fort Lewis College

Ethics Champion Orientation

The 2019-2020 Ethics Champion Welcome Dinner & Orientation was held on August 16 & 17 at UCCS. A Friday reception/dinner at the Ent Center of Fine Arts honored the incoming UCCS DFEI Fellows and SCHEC Ethics Champions. An ethically and locally sourced dinner was served on the stage of the Shockley-Zalabak Theater in the Ent Center, followed by "How NOT to make a COMEDY OF ERRORS": Ethical Decision-Making for Middle Schoolers through a Shakespearean Lens" featuring the Theatreworks' new mobile Shakespeare initiative with local actors.



On Saturday, the Ethics Champions and Ethics Fellows participated in a day-long workshop that included an overview of the Daniels Fund Ethics Initiative, role of ethics champions/fellows, ways to integrate principle-based ethics in the classroom and coaching ethics case in competitions and in class.

Conduct Ethics Programs at Southern Colorado colleges and universities

The Daniels Fund Ethics Initiative at UCCS held the first Southern Colorado Higher Education Consortium Summit April 4-5, 2019 at Western Colorado University. Each of the 10 participating SCHEC schools were in attendance to focus on the topic, "Ethics in the Outdoor Industry." Students, faculty, and business leaders heard from industry leaders on the importance of ethical conduct in outdoor and recreational industries. One hundred participants listened to a series of keynote presentations and panelists from a wide variety of professions. Additionally, all attendees had the opportunity to engage in small group discussions designed to promote and facilitate conversation around ethical behavior. Business leaders were a primary focus of the event, encouraging conversation and supplementing discussions with examples from their real-world professional environments.

Ethics champions report on the impact that DFEI at UCCS has on their campuses.

Adams State University

- The instructors of the School of Business continue to implement ethics in their curriculum especially in the Introduction to Business, Ethics in Accounting, Business Ethics and Decision Making, Business Communications, and Business Law classes. Additionally, the BUS120 Computer Applications 1 class adopted the department's Ethics Student Learning Outcome (SLO), which states, "Students will demonstrate personal and social responsibility through ethical reasoning".
- In November, Instructor Deanna Bartee hosted a faculty lecture entitled "The Ethics of Competition" that explored how the level of competition in a person's environment can lead them toward a variety of unethical behaviors including limiting interpersonal communications, altering a person's perception of others, inciting many negative emotions, encouraging workaholism, and often leads to lying, cheating, and even discrimination. The lecture workshop concluded with a discussion of how one can monitor their environment for factors that might encourage unethical behaviors and how the Daniel's Principles can help in this process. There were over 100 ASU students in attendance and several faculty and community members.
- Four students and three faculty from different academic disciplines at ASU attended the SCHEC Ethics Summit, as well as the coordinator for the outdoor adventures program entitled ASAP. Additionally, a community member who is the director for SLV Great Outdoors attended the event. Deanna Bartee served as a host for one of the panel discussions and a moderator for two small group discussions.

Colorado State University-Pueblo

- Two courses in organizational behavior (undergrad and graduate) changed the typical business-oriented case studies to ones that focus on ethical dilemmas. Each course included three similar assignments that specifically focused on ethical issues in business and were graded by a common rubric. These cases were then reviewed by the curriculum committee in preparation for our Spring 2019 visit from AACSB and were found to meet the standards outlined by the accreditors. Overall the change involved 2 faculty members and 177 students.
- CSU-Pueblo was represented by two outstanding graduate students at the annual UCCS Ethics Case Competition in the fall of 2018. The students were recruited and prepared by Professor Lauren Betzler.
- CSU-Pueblo was represented by six graduate students, one faculty member, one member of the business community, and the ethics champion at the 2019 UCCS DFEI SCHEC Ethics Conference at Western State University in Gunnison, CO. Of note, four of the participating students were international exchange students from Germany.
- Students were encouraged to attend a talk held by Dr. Cornel West at CSU-Pueblo on Friday, November 2, 2018. Dr. West discussed the ethics surrounding race and ethnicity in this return visit to our campus, and many students chose to attend the discussion.

Fort Lewis College

- Principle based ethics are discussed in various business courses, such as Modern World: Business Ethics and Management Principles.
- Two teams of four student and ethics champion Kaori Takano went to the Diversity & Business Ethics Case Competition in Boulder. One team competed in the UCCS Business Ethics Case Competition.

- Fort Lewis College is sponsoring a Teaching of Ethics Conference on Saturday, October 12, 2019. Twenty-eight submissions are from Adams State, Colorado State University Pueblo, Univ of Northern Colorado, Univ of Mississippi, UCCS, Arizona State, Bowling Green State Univ, Fundação Dom Cabral in Brazil, Muhlenberg College (PA), New Mexico State Univ, Fort Lewis College.

Western State Colorado University

Returning ethics champion Jeffrey Dykes & Jessica Laramie served during the year, assisted by past ethics champion Michael Vieregge. Accomplishments include:

- Dissemination of ethics event information to Western Business faculty at faculty meetings;
- Two teams competed in the Fall 2018 UCCS ethics case competition in Nov 2018, mentored by Drs. Dykes and Vieregge.
- Classes including ethic and the DFEI Principles included: Legal Environment of Business (two courses each semester), Business law (one course each semester), Energy Management, Negotiations, Accounting, Auditing, Headwaters (freshman) and various other courses.
- Dr. Vieregge, developed and presented on the topic of ethics in the hospitality industry in Napa, CA in the Spring of 2019.
- Western's School of Business hosted the first SCHEC Ethics Summit in Spring 2019. President Salisbury and Dean Sherman welcomed the group. Students helped set up and work the event.

Pikes Peak Community College

Warren Munick continued to champion ethics at Pikes Peak Community College and at education fairs in Colorado Springs. Impact includes:

- Economics students facilitate the Economics Discussion Series - a question and answer session with a community leader. More than 50 community leaders attended. Lines of questions for guests and the organizations they represent are about ethical decision making. Questions asked are:
 - *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?*
 - *How did you/your company resolve these ethical dilemmas?*
- Introduction to Entrepreneurship students collaborate with a variety of internal and external stakeholders. Students come to learn that trust and integrity are required. Entrepreneurship has helped students identify ethical implications in real-world situations and to apply ethical principles in real-world decision making. Ethical and socially responsible decision-making is a required part of a business plan. These ideas encourage participation from a wide cross-section of internal and external stakeholders.
- Student entrepreneurs collaborated with the PPCC Centennial Campus food service and our culinary department to organize a mobile food cart selling the food services' products and culinary students' confections at various locations on campus. Students worked with a diverse group of faculty, staff, and administrators to successfully complete this first-time ever campus venture. This collaboration embodies Daniels principles to seek to *create long-term value for all relevant stakeholders*. Students are practicing real-world decision making where trust and integrity are critical character attributes to make these relationships work and sustain into the future.
- Warren Munick presented the opportunities sponsored by DFEI at UCCS to the STEM Club at PPCC that is one of the most active and has about 30 members.

- In the spring, 2019 semester, the economics faculty assessed microeconomics students about their participation in, or knowledge of civic engagement. There were 120 students assessed. Students were asked how the mission of an organization (they chose to solve a problem) meets the needs of the community.

Pueblo Community College

Ethics Champion, Travis Parkhurst reports several ways that Pueblo Community College has promoted principle-based ethics reaching over 300 students directly.

- In November, PCC sent two teams of two students to UCCS for the Daniels Fund Case Competition. Aside from the four students present at the case competition, six philosophy club students, four faculty, and two administrators assisted the four students in preparation for the competition.
- On February 19th, PCC hosted an event titled “All That Glitters is Not Gold: Exposing the Russian Doping Scandal” with speakers Vitaly Stepanov and Yulia Stepanova. 109 people attended the event, 92 of whom were students. 12 faculty and staff members also attended along with 5 members of the community. The PCC community received the event extremely well. The event was called “impactful, “very informative,” and multiple comments expressed admiration for the courage the speakers exhibited in the face of overwhelming moral and practical obstacles. Several commenters thanked PCC for bringing the speakers to the school, and 100% of those who left a comment card noted that they would recommend the event to others.
- On April 4-5, 2019, PCC sent a delegation of four students, three business leaders, three faculty, and one administrator to Gunnison Colorado for the Daniels Fund Ethics Summit.
- In the fall of 2018, Travis Parkhurst created an Institutional Learning Outcome Professionalism rubric for use at Pueblo Community College. The rubric incorporates Daniels Fund ethics principles. The rubric is pending approval from PCC faculty and the PCC Assessment Committee. If approved, the rubric will be used to assess hundreds of PCC students on professionalism. Approval is expected in the 2019-2020 academic year.

During the 2018-2019 academic year the following courses incorporated ethics into the classrooms.

Course	Description of Ethics Assignment
Ethics (Phi 122)	Students compared Aristotle’s virtue ethics with the Daniels Fund principles, and with applying both versions of virtue ethics to a case study.
New first year experience course (AAA 109) s	Daniels Fund principles guide an academic dishonesty unit.
Health Information Technologies program (HIT) (HIT 102, 105, 111, 112, 150, 188, 220, 225, 252, 261, and 268).	Used material from the Daniels Fund resources guide in each of their classes in the 2018-2019 academic year.

Lamar Community College

Returning ethics champion Rory Gillespie integrated principle-based ethics in two courses: Ethics and Business Ethics. Lamar Community College had two undergraduate students and one Student Life & Leadership staff participate in the SCHEC Ethics Summit.

Otero Community College

Ethics champion, Emily Litle represented Otero Community College. College staff Dillon Martin attended the SCHEC Ethics Summit to develop more involvement with the ethics initiative programs on their campus.

Trinidad State Junior College

The new ethics champion for Trinidad State Junior College, Melissa Kleinschmit is a biology faculty, expanding principle-based ethics beyond accounting on their campus.

- An ice breaker activity with the Daniels Fund Principles involved 30 students in two biology courses.
- Two students participated and attended the Ethics Case Competition. This was the first team from TSJC to participate in the case competition.
- Four students, two faculty, one staff, and the ethics champion attended the Ethics Summit at Western University.
- Kleinschmit promoted the Ethics events in classes and with colleagues to find participants for the case competition and for the Ethics Summit.

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

In 2018, there were a record sixteen teams competing from seven schools Teams and faculty advisors from Fort Lewis College and Western Colorado University had overnight accommodations in Colorado Springs paid by the DFEI at UCCS.

3. Become a regional resource in Sports Ethics.

From tainted bids to tilting at windmills. Bonita Mersiades, the former Head of Public Affairs for the Football Federation Australia, shared lessons from the 2018/2022 World Cup bidding process and taking on the might of world soccer. Bonita was one of two whistleblowers who informed Michael Garcia of the global network of corruption through the FIFA and confederation-based structure of international football. There were 89 students, educators and community that learned of her experiences in identifying corruption inside FIFA and her experiences of whistleblowing.

Climb to Glory – eSports Tournament and Summit. Summit featured keynote speakers and expert panel on Dynamics and Challenges to the Development of eSports. This event featured an eSports tournament organized by the student club eSports UCCS with competition in four different games and an academic summit that focused on ethical issues in eSport, primarily ethics in law and inclusion.

Unite & Ignite: SportsWomen Power Summit. A panel on governance of sport asked what does the national and international landscape look like for sports? The panel focused on the shift over the last few years in how we expect our sport organizations' leaders to lead and support all aspects of sporting opportunities - whether it be mega sporting events, diversity and inclusion, gender equality, human rights, reconciliation of displaced peoples, or any variety of topics that falls in their laps. The sports leaders on this panel shared how they work to support and promote equality in sports governance at all levels.

TrueFood for TrueSport.

TrueFood is an enhanced sport nutrition program that targets families, athletes, coaches, and teachers (K-12). The project is a collaboration with the UCCS Health Sciences Sport Nutrition program, the US Anti-Doping Agency TrueSport program, and the DFEI at UCCS. During the 2018-2019 academic year, materials were shared with over 1,000 students, educators, and community. New materials created this year:

Seasonal Eating Guide for Athletes, Coaches, Parents, Teachers. To navigate through the complex food system and discover ways to find seasonal food in their area.

Local Eating Guide for Athletes, Coaches, Parents, Teachers. To understand the importance of local food and how to find it in their area.

TrueFood Athletes' Plate Guide (supplements the TrueFood Plate Placemat) This guide is a sample of meal ideas developed for an average sized athlete that matches his/her exercise intensity/volume based on the seasons. The meal plans are separated into 4 seasons, each with examples of meals and snacks for easy, moderate, and hard training days. We also included recipes for some of the listed meals.

Videos Spring and Summer curriculum online.

Engagement - Events:

Slow Food Nations – In July 2019, TrueFood Plate teachings were held in conjunction with a mini grain bowl at the Grain Chain Pavilion – an exhibit to create greater awareness and build knowledge in consumers about the importance of whole grain nutrition from Colorado. There were 1000 visitors to the Grain Chain Pavilion in Denver, CO over the weekend of July 20-21. For this event, five UCCS students were involved in the planning and execution.

Pre-collegiate Visit to Farmhouse – In June 2019, ten pre-collegiate students were taught about the Ethics of Food in a visit to the UCCS Farmhouse. All students took home a placemat. Four UCCS students were involved in planning and implementation of this visit.

Camp Elevate Dinner - Five students presented to 60 university/college coaches to introduce TrueFood and why it is important for coaches to educate their players about the *Ethics of food* and how they can incorporate it into their program. A TrueSport ambassador, Tyler Carter (Paralympic Alpine Skier) spoke about his experiences with ethical eating & fueling and how it has changed his outlook on nutrition and performance. A TrueFood meal was served including 95% local ingredients.

Student Feedback: “We believe it made an impact on the coaches and hopefully planted a seed for teaching athletes to think about how to fuel for their sport in a way that benefits their attitudes, knowledge, and behaviors around food and fuel and links into their ethics-based sportsmanship curriculum based on TrueSport. “

2019 Ethics Fellows & Champion Welcome Reception, Dinner & Orientation– Ethically and locally sourced food was served at the August 16 -17 ethics fellows and champions orientation events. Nanna Meyer presented the menu for the dinner and described the importance of the ethics of food.

4. Collaborate with K-12 Colorado Schools on ethics education.

A DFEI Fellow from the College of Business, Scott VanNess presented three ethics workshops on February 16, 2019 for 49 students in the Pre-Collegiate program. The topic was part of a professionalism day for high school tenth graders from the Colorado Springs area.

Other outreach to the community.

The **Ethics for Educators** program focused on implementing an ethics training series for teachers in Colorado Springs School District 49. Trainings took place in March, April, and May of 2019, and each professional development session enabled educators to develop a better understanding of the role of ethics in the teaching profession. The trainings supported educators in creating ethical classroom and school building environments, fostering principle-based ethics and ethical decision-making skills, implementing effective strategies and tools to meet the diverse needs of all students, and highlighting moral and ethical dilemmas through roleplaying and interactive scenarios.

Teachers in Colorado do not receive formal education or training on ethical matters in their educator preparation programs or school district induction programs; thus, a need for this training series has been identified by local school leaders. The Daniels Fund Ethics Initiative at UCCS funded this pilot program to develop and train on seven course topics.

Course	<i>Accountability for and Compliance with K12 New Colorado Department of Education (CDE) Requirements</i>
	Provided participants with practical tools and strategies to meet the needs of Culturally and Linguistically Diverse (CLD) students to meet the CDE requirements for teacher licensure.
Ethics focus	Teachers need to meet the needs of <i>all</i> students and provide CLD students equal opportunities to learn.
Principles Covered	Integrity, Trust, Accountability, Fairness, Respect, Rule of Law
Course	<i>Ethical and Innovative Approaches to Early Childhood Mathematics (Grades K-2)</i>
	Focused on the developmentally appropriate strategies for teaching early childhood mathematics including ways to engage students in concept development and mathematical language.
Ethics focus	Early childhood teachers require strategies, tools, and information to effectively meet the needs of all students.
Principles Covered	Integrity, Trust, Accountability, Fairness, Respect, Rule of Law, Viability
Course	<i>Developing Conceptual Understanding to Ethically and Effectively Teach Mathematics (Grades 3 – 5)</i>
	Provided participants with hands-on strategies to develop their students’ procedural knowledge and conceptual understanding to promote mathematical fluency.
Ethics focus	Teacher implementation of strategies and tools to meet the needs of all students demonstrates a teacher’s professional ethics.
Principles Covered	Integrity, Trust, Accountability, Fairness, Respect, Rule of Law, Viability
Course	<i>Supporting Students with Disabilities: Effective and Ethical Strategies for Elementary and Secondary Paraprofessionals</i>
	Provided paraprofessionals with a foundation in the ethics of special education, based on the ethical principles of the Council for Exceptional Children.
Ethics focus	The ethical foundation of working with students with special needs is to <i>presume competence</i> and know that every student contributes to society in their own unique way.
Principles Covered	Integrity, Trust, Accountability, Transparency, Fairness, Respect, Rule of Law, Viability

Course	<i>Ethics in Leadership for Administrators</i>
	Provided an ethics in leadership training for school administrators.
Ethics focus	Focused on ethical dilemmas in leadership, how to make tough decisions while keeping professional and personal ethics, and the importance of leadership, integrity, and character. The session also focused on ethics for students, parents, and staff.
Principles Covered	Integrity, Trust, Accountability, Transparency, Fairness, Respect, Rule of Law, Viability
Course	<i>Communicating with Parents: Building Relationships with Integrity and Respect</i>
	Provided teachers with ethical and innovative strategies for communicating with parents throughout the school year, techniques for developing positive relationships with families, and discussed “difficult scenarios” and how to ethically approach each situation.
Ethics focus	Having the strategies and tools to communicate effectively with integrity and build respectful relationships with parents and families demonstrates professional ethics.
Principles Covered	Integrity, Trust, Accountability, Transparency, Fairness, Respect, Rule of Law, Viability
Course	<i>Ethically Supporting the Academic Language Development for English Learners</i>
	How to ethically provide language support to English Learners.
Ethics focus	Teachers need to meet the needs of <i>all</i> students and provide CLD students equal opportunities to learn.
Principles Covered	Integrity, Trust, Accountability, Fairness, Respect, Rule of Law

Feedback from Course Surveys:

“I feel that this course has given me the foundation. I came in almost clueless and now I feel much better about ethics in education.”

“Ethics – being ‘fair’ to all learners and giving English Learners the same opportunity to learn as the rest of the students.”

“Ethics involves respecting cultural perspectives in communicating with parents, families, and students.”

“I really liked the questions to ask yourself when making ethical decisions, and I will use this in my practice.”

“Ethics involves how we treat and respect each other, in this case, to include our special education students. We must not only respect them and their abilities but help to teach regular education students to do the same.”

“The biggest thing that resonated with me was that integrity builds credibility.”

“Ethics in education are a set of standards that are being used to broaden staff and student learning. My learning of new ways to teach will only broaden the understanding students have in my class.”

“It is ethical to develop each student’s personal view of themselves as a problem-solver, valued member of a group, and helper to others.”

“It is a comprehensive approach that makes teaching include ethics as well as procedural and conceptual.”

“Ethics isn’t just looking at teaching skills, it’s looking at the whole child.”

Requests for more ethics-focused professional development in the future include:

- How to make good decisions – as leaders, in education; Mental health and ethics in education;
- Ethics around family engagement; Teacher evaluation and giving feedback in an ethical manner;
- More ethics in leadership – further scenarios and dilemmas to discuss

Coaching School Leaders – UCCS DFEI Fellow Tacy Killingsworth included the Daniels Fund Ethics Initiative Principles as an educational consultant for local school districts. Coaching thirteen school leaders in three school districts included: *Ethics in Crisis Situations*, *Ethics in Leading Change*, *Ethics in Conflict Resolution*, and *Ethics in Providing Feedback*.

International Society for Military Ethics 2019 Conference – On June 29-30, UCCS hosted the annual conference of the International Society for Military Ethics (ISME). The ISME is an organization of military professionals, academics, and others formed to discuss ethical issues relevant to the military. The conference topic was on the ethics of our involvement in space. The keynote speaker was Lt. Gen. David D. Thompson, Vice Commander of US Space Command.

The conference drew 92 scholars from around the world with strong contingents from Australia, Canada, Japan and of course the United States. Papers and presentations covered a wide range of issues on the conference theme: Space, War, and Ethics. The various perspectives provided at the conference advanced understanding of the intersection of the military, space, and ethics. The conference provided valuable networking opportunities for conference participants and fostered international relations between nations with a strong stake in the continuing use and defense of space-based assets. UCCS students and USAFA cadets interacted with the world's most foremost scholars in the field of military ethics. The DFEI at UCCS offset a portion of the costs of hosting the conference at UCCS.

Theatreworks Scholar Chats – Theatreworks is committed not only to entertainment for the Pikes Peak Region, but also to challenge and education. This season, Theatreworks built on its commitment to engaging audiences more deeply with the themes of its productions by hosting community conversations and scholar chats around the ethical themes of its productions. The seven shows in the season offer opportunities to reflect on and discussion ethical decision-making. This is especially true of the three productions: William Shakespeare's MEASURE FOR MEASURE, GLORIA by Branden-Jacobs-Jenkins and Sarah Ruhl's PASSION PLAY. Both works look at leadership, community, and ethical decision-making within the mores of a society. The DFEI at UCCS is funding Theatreworks to share ethical touchpoints for each of the seven productions, and deeper connections during MEASURE FOR MEASURE by hosting a short pre-show scholar chat on our first Thursday or facilitate a post-show community conversation on our first Saturday.

In June and July, three ethical scholar chats were held for MEASURE FOR MEASURE

- June 25 with the director and artists from the production (10 attendees)
- June 30, before the Sunday evening performance, with Dr. Michael Kim (Colorado College) and Dr. Patrick Yarnell (UCCS). The discussion framed issues of ethics, leadership, and gender in the play. (17 attendees)
- July 18 with Dr. Steven Hayward of CC-English Department and Dr. Rick Furtak of CC Philosophy Department (32 attendees)

Theatreworks FREE-FOR-ALL: Mobile Shakespeare –With support of the DFEI at UCCS, Theatreworks toured a 75-minute adaptation of Comedy of Errors for free to libraries, community centers, and other spots throughout the Colorado Springs region in July and August. The adaptation of Comedy of Errors featured all original Shakespearean text, retold in a fun, physical, fast-paced, family friendly production perfect for a summer outing. In this story, two sets of identical twins, separated at birth by shipwreck, find themselves in the same city and mistaken for each other in one chaotic day full of nuns, merchants, stolen rings, and sorcery! The performance includes business transactions over lost jewelry and bags of gold. In working out the mistaken identities, various characters make less than ethical choices which are resolved through the action of the play. During the performance, ethical dilemmas generate a “bell-tone” and audience discussions after the performance discuss the ethical dilemmas based on DFEI principles. The cast featured seven actors from the community and UCCS students.

Comedy of Errors Performances reached 716 community members at 13 sites:

- Sat, 7/13: Remington Park Mobile Library
- Sat, 7/20: Rockrimmon Library
- Sat, 7/20: Fort Carson Library
- Sat, 7/20: Hillside Community Center
- Sun, 7/21: Linbach Park in Monument
- Sat, 7/27: Imagination Celebration in the Citadel Mall
- Sat, 7/27: Penrose Library
- Sat, 7/27: Deerfields Hills Community Center
- Sun, 7/28: Memorial Park in Manitou Springs
- Wed, 7/31: Pillar Institute for Lifelong Learning)
- Fri, 8/2: Old Colorado City Library
- Sat, 8/3: East Library
- Sun, 8/16: Colorado Springs Senior Center



Manitou will be jumping during race weekend

By Rhonda Van Pelt

Editor's note: This is the first in a series of stories leading up to the Pikes Peak Ascent and Marathon.

If Jeff Mosher's hopes come true, Manitou Springs residents, visitors and business owners will see Pikes Peak Ascent and Marathon weekend as a party they want to attend.

Mosher is the race weekend's base activities coordinator, meaning he's organizing what will happen on Manitou's streets and in the parks from Thursday, Aug. 22, to Sunday, Aug. 25.

That's all the fun stuff, like drinking beer, listening to music, shopping and cheering on the people doing the hard work of running up and down the mountain. And this year, Mosher said, those base activities will be even bigger and better than last year.

A giant screen will be set up in Soda Springs Park on Saturday, Aug. 24, so fans can watch the 13.3-mile-long Ascent. The Run Expo and awards ceremonies will take place in Memorial Park.

Sunday's public events kick off with the Shamrock Pancake Breakfast, 7:30-10 a.m. in Memorial Park. Cost is \$5 for all you can eat, and proceeds benefit the Kiwanis Club of Manitou Springs.

The block party will take place 10 a.m.-4 p.m. Sunday, in the 900 block of Manitou Avenue. Businesses are encouraged to have a booth at the event, and should contact Mosher, baseactivities@gmail.com, to reserve booth space by Aug. 19.

There is no cost to have a booth.

"We want to make it a Manitou Block Party on

Aug. 1, 2019
Vol. 18, No. 37
Serving Manitou Springs,
Old Colorado City and
Lower Ute Pass
\$1⁰⁰

Shakespeare in the park



A plucky band of performers entertained crowds with their mobile version of Shakespeare's "The Comedy of Errors" on Sunday, July 28. The 2 and 6 p.m. performances in Memorial Park were part of Theatreworks' "free for all" program. The cast also included Ambrosia Feess-Armstrong, Julia Greene and Anna Fay Hunter; Caitlin Lowans directed; Marie Verdu designed the props and Macia Kalua designed the costumes.



Photos by Rhonda Van Pelt

Top, Sean Sharif, playing Dromio of Syracuse (or is it his twin, Dromio of Ephesus?), speaks to the audience. Above, Rachel Fey as Adriana and Dante Finley as a courtesan get a little help from a puppet.

OBJECTIVE 5**Outreach to Non-Business Disciplines on Campus****1. Support and grow Student Center for Public Trust (SCPT).**

Our student organization for the SCPT was not as active this year. Many partnerships with other student organizations and student government were effective in student leadership with ethics. A Student Ethics Ambassador program is starting in Fall 2019. Students will work with DFEI Fellows and rejuvenate the SCPT student organization on our campus.

2. 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. In 2018-2019, 377 students participated in the program.

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

Seven non-business faculty served as Daniels Fund Ethics Initiatives Fellows in 2018-2019. Reports of their activity and impact follow.

Name/Title	Impact
Tacy Killingsworth Leadership, Research, & Foundations, College of Education	<p>Focused on integrating the DFEI Principles in four courses.</p> <p>LEAD 5020 Vision, Ethics & Politics for School Leaders: Ethical Case Studies in Education: Making decisions based on four paradigms (Paradigm of Justice, Paradigm of Care, Paradigm of Critique, Paradigm of Profession) and being cognizant of Daniels Fund Ethics Principles</p> <p>LEAD 5070 HR Mgmt. & Staff Development: Ethical Case Studies in dealing with personnel issues/concerns.</p> <p>LEAD 5230 Instructional Leadership: Ethical Case Studies in dealing with personnel issues/concerns.</p> <p>GPS 1010 Head of the Class: Ethics in education: The basics of ethical behavior for teachers regarding instructional practices and student confidentiality</p>
YongJei Lee Assistant Professor of Criminal Justice, School of Public Affairs	<p>Revised two existing courses that help the development of ethics awareness in the fields of criminal justice and criminology. Courses were: Crime Prevention and Analysis & Mapping & Analysis for Public Safety. Students use real crime data sponsored by the Colorado Springs Police Department (CSPD) to understand the inherent nature of crimes in Colorado Springs, analyze crime data to find spatial patterns of crime, detect current crime-wedded area in the city, and suggest policy implications for crime prevention. During this process, students learn the importance of DFEI principles to protect the raw information in the crime data, address how they modify the data set not to expose any proprietary information to the general public, and justify why they used specific analytics skills to find the patterns of crime.</p>

<p>Mary Claire Wahl Senior Instructor, Nursing, Helen Johnson Bethel School of Health Sciences</p>	<p>Nursing Care of the Childbearing Family - Designed a group assignment whereby student groups selected an ethical dilemma, defined the ethical dilemma, and used a model of ethical decision-making to propose solutions or to help a family find solutions to the dilemma. The students applied ethical principles in accordance with the ANA Code of Ethics and the DFEI. This assignment exposed them to both nursing and biomedical ethical principles, as well as business-based ethical principles. They were also able to apply the principles to a decision-making process using established models.</p> <p>Seminar in Advanced Practicum- Created a reflective journal assignment focusing on an ethical issue they encountered in patient care. Students described the issue, then used ethical principles to further elaborate on why this was an ethical issue. Students were prompted to write about their observations of what happened, then to reflect further and anticipate what they would do if this situation occurred after graduation while practicing as a registered nurse.</p>
<p>Amanda Elder Associate Professor Department of Health Sciences Master of Science in Athletic Training</p>	<p>Incorporated ethics across the new 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. As a new program, the student impact was 23, but will grow as the program grows. Assignments include ethics case study assignment and application of ethical principles through mock hiring processes. Presented “Can I Play” at an ethics roundtable and presented “Cybersecurity for Athletic Trainers”.</p>
<p>Kay Yoon Associate Professor, Department of Communication College of Letters, Arts & Sciences</p>	<p>Enhanced 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). The courses focused on how to collaborate with others in team settings new assignments helped students recognize how ethical principles are connected to team collaborations. Following the conceptual understanding, students developed a team code of conduct (team contract) that provided more concrete behavioral guidelines embedded in ethical principles.</p> <p>Student’s comprehension of the ethical principles in the mid-term/final exams and found that more than 75% of the students accurately identified the definitions of the ethical principles. Also, the ethical principles were well incorporated into their team assignment, which indicates students’ above-average understanding of the concepts.</p>
<p>Rory Lewis Program Officer Computer Science Master’s Department College of Engineering</p>	<p>Raised ways to discern between individuals who intentionally violate ethical standards and those who unintentionally violate ethical standards in computer science projects where teams of coders are all contributing various sections of code. Two courses where Rory included team work ethics were Business Law and Ethics for Engineering classes.</p>

<p>Jeffrey Montez de Oca Associate Professor Department of Sociology, College of Letters Arts & Sciences.</p>	<p>Focused on the principles of integrity, trust, accountability, transparency, fairness, respect, and rule of law at the center of four courses: Modern Sociological Theory and Sociology of Popular Culture, Gendered Images. Organized events and speakers, including Unite and Ignite: SportsWomen Power Summit, Michael , and Climb to Glory: eSports Tournament & Summit.</p>
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Non-business 2019-2020 Daniels Fund Ethics Initiative Fellows - For the coming 2019-2020 academic year, 7 Ethics Fellows champion ethics education in their non-business discipline.

- **Todd L. Bredbenner**, assistant professor of mechanical and aerospace engineering, College of Engineering and Applied Science
- **Nanna Meyer**, associate professor of health sciences, Helen and Arthur E. Johnson Beth-El College of Nursing and Health Sciences
- **Jennifer Kling**, assistant professor of philosophy and director of the Center for Legal Studies, College of Letters, Arts & Sciences
- **Diane Stutey**, assistant professor of counseling and human services, College of Education
- **Katie Sullivan**, assistant professor of communication, College of Letters, Arts & Sciences
- **Tom Wahl**, senior instructor, Technical Communication and Information Design Program, College of Letters, Arts & Sciences
- **Kevin Landis**, associate professor and director of the Theatre and Dance Program, Department of Visual and Performing Arts, College of Letters, Arts & Sciences

Offer curriculum and event funds campus wide.

Events funded and organized from colleges outside of the College of Business include Shale Play, Unite & Ignite, Climb to Glory eSport, TrueFood, EthicsFirst, and UCCS coach development.

Encourage all faculty to attend Ethics Roundtables and Ethics Workshops.

Five of the Ethics Roundtables in the 2018-2019 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.

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. The program is used in new employee orientations and supervisor training.

The Daniels Fund Ethics Initiative at UCCS sponsored an EthicsFirst event with a keynote by Stephen M. Covey on Trust. The keynote speech was followed by small workshops for attendees on the UCCS ethics program Voicing our Ethical Values. The Action Cards for speed of trust are used throughout the campus with various departments.

Plans for Sept 2019-Dec 2019

Student Learning Integrated throughout the Business School

A new career development program in the College of Business will require business students to participate in ethics events on campus. The R.O.A.R. (Relationships, Opportunities, Acumen, Readiness) program prepares undergraduate College of Business students for their transition from college to career. This program focuses on career exploration, career planning, professionalism, networking, and mentorship. Business ethics is one of the twelve ongoing professional development activities required.

- *Develop faculty expertise in ethics education.*

2019-2020 Faculty Fellow in the College of Business will focus on the following topic

Juan-Maria Gallego Instructor ,Marketing	International cross-cultural applications of ethics and ethics integration in marketing projects with local businesses.
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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.*

Ethics, Improv & Building a Culture of Respect: An EthicsFirst Keynote & Workshop is scheduled for Wednesday, September 11, 2019 with Colleen Murray Peyton and Ronnie Feldman from Learnings & Entertainments and special guest Neal Dandade. Students, staff, educators, and administration will peel back the curtain to learn how the skills of professional improvisers can be used to help improve respectful communication. Two sessions are scheduled , followed by a lunch with theatre students and faculty.

Scott Kelly: Significant Speaker Event is scheduled for Tuesday, September 24 at UCCS. The Department of Student Life, in partnership with the Daniels Fund Ethics Initiative at UCCS, the College of Engineering and Applied Science, and Office of Veteran and Military Affairs, is proud to announce a special Fall 2019 speaker event featuring **Scott Kelly**, world renowned astronaut who spent a year in space. Scott Kelly captivated the world and seized the imagination of millions during his record-breaking voyage—proving that the sky is not the limit when it comes to the potential of the human spirit. With awe-inspiring stories from space and personal reflections on leadership, teamwork and testing limits, Scott inspires others to believes that they can reach any goal, no matter how ambitious or audacious.

- *Provide students opportunities to demonstrate ethical learning.*

UCCS will send a delegation to the **2019 Ethics Consortium Summit** and two student teams to the **2020 Daniels Fund Ethics Consortium Case Competition**.

We expect to fund two – four students to the **West Point National Conference on Ethics in America**.

The **UCCS Business Ethics Case Competition** is scheduled for Friday October 25, 2019. Students' involvement will include recruiting teams from UCCS and the Southern Colorado Higher Education Consortium. For the first time, we will have a flight dedicated to 2-year schools and allow teams to consist of 2-3 students. These changes will increase the costs as the DFEI at UCCS pays for the lodging of teams from southern Colorado and all meals during the competition.

Ethics Bowl & Bio-Ethics Bowl are competitions where teams from various colleges and universities debate and discuss complex, real-world ethical challenges to determine what we ought to do about them. Teams are judged on how well they take account of all the ethical issues at stake in the relevant case, how well they respond to the opposing team's points, and how well their manner and discussion are conducive to constructive (rather than destructive) ethical debate. UCCS will send teams to the Rocky Mountain Regional Ethics Bowl competition, and if the team succeeds at the Regional Ethics Bowl competition, we will compete at the National Ethics Bowl competition in March, which takes place over 2 days. The UCCS Ethics Bowl team is sponsored by the Daniels Fund Ethics Initiative at UCCS.

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.

Student Ethics Ambassador Program is a unique opportunity for students to engage in the DFEI at UCCS, partner with an ethics fellow, and gain program based work experience. Students who are selected to participate in this unique opportunity will be paired with a [Daniels Fund Ethics Initiative Fellow](#) Faculty Member to create ethics programs, conferences, and/or curriculum to be delivered to UCCS and the greater southern Colorado DFEI community. We expect 5-8 students in the pilot semester, with hopes to increase to ten-fifteen in subsequent years.

Daniels Fund Ethics Initiative at UCCS - Student Ethics Ambassador Program requirements:

- Eligible students must be UCCS Undergraduate or Graduate Students
- The student must be enrolled as a full-time student during the award period (fall and/or spring semester 2019-2020).
- The student must remain in good academic and behavior standing during award period (i.e. not on probation, no academic and student conduct violations)
- The intent of the program is to be a full academic year from August – May. In receiving the award, the participating student agrees to engage in the required assignments in the Fall and Spring semesters (awards will be adjusted accordingly based on availability)
- The student must complete required assignments (about 50 hours each semester) during the year to include:
 - a. Participate in Ethics Ambassador Orientation
 - b. Share DFEI activities and events with students
 - c. Assist or attend two DFEI events
 - d. Work with assigned UCCS Ethics Fellow to organize and execute one educational activity on behalf of DFEI at UCCS
 - e. Serve in an advisory capacity for DFEI at UCCS.

GMG Cup – DFEI Dinner & Speaker. UCCS will be hosting the annual golf tournament between UCCS PGA Golf Management vs. NMSU PGA Golf Management. Students from both PGA Golf Management programs compete in golf and included ethic cases during the welcome dinner, and a speaker on Ethics in Golf at the awards dinner.

Host the 23rd Annual Business Information Systems (BIS) Conference in June 2020. BIS is a renowned international conference on business information systems that has been recognized by professionals as a forum for the exchange and dissemination of topical research in the development, implementation, application and improvement of computer systems for business processes. The theme of the conference in 2020 is Data Science and Security. Workshops in topics of cybersecurity and blockchain run as precursors to the regular sessions. DFEI at UCCS will partner with the UCCS Cybersecurity program to fund the costs of hosting this conference on our campus.

Japan Study Abroad for Business – The DFEI at UCCS will award twelve students participating in a study abroad program in Japan that focus Visits could include Coca-Cola, Toyota, Panasonic, the US Chamber of Commerce - Japan, the US Consulate, the Fujiyoshida city government (our sister city), and the Japanese Olympic Committee. es on ethics in business. The purpose of the program is to expose students to a different culture and diverse ways of doing business with opportunities for students to interact with the Japanese business community. Before the trip students will learn about the Japanese business environment and DFEI ethics principles. Students will need to develop and ask questions at the site visits about ethical issues. When they return, they will have to author a paper about an acceptable ethics topic, and a report on each company visit applying learned material relating to ethical decision-making, ethical leadership, and ethical management in business.

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. The R.O.A.R. program will include business presentations on ethical issues.

Outreach to Other Educational Institutions & Community Constituents

- *SCHEC Ethics Champion Program.*

The champions program expanded since its inception, with sixteen ethics champions serving 2019-2020 academic year. This has doubled the travel and stipend expenses of the program. The orientation included twelve of the ethics champions. An orientation will be at Lamar Community College in September for those not able to attend the August event. Anticipated involvement also includes support for an Ethics Education conference at Fort Lewis College and planning events/workshops at all the schools.

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

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 in September and the Cool Science Carnival in October.

Play the Game Conference – October 2019. 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. The DFEI at UCCS is one sponsor along with other UCCS departments, CU-Boulder, USADA, SportsCorp and local/regional entities.



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

Shakespeare Comedy of Errors Middle School Program – Theatreworks will bring a 75-minute adaptation of Shakespeare’s COMEDY OF ERRORS into middle and high schools on a weekly basis throughout the fall 2019 semester for 12 performances. In addition to performing the play, the actors will provide all schools with meaningful study guides and teacher resource packs, as well as talkbacks following all performances. Schools will also be able to choose to host workshops with our actors and teaching artists on the themes of this play for deep learning on questions of ethics and social responsibility. The need for a traveling performance program is especially clear to allow us to reach more rural school districts beyond El Paso and Teller counties.

With COMEDY OF ERRORS, students will have the opportunity to explore the major question of “why do people with good intentions make bad choices?” and preventing fraudulent activity. In this story of mistaken identity, two sets of twins have been separated at birth, only to be reunited and mistaken for each other later in life. Each set of twins—a master and servant—is working through their own identity and how that are consistently being held responsible for activities they did not do and promises they did not make, including in business transactions over lost jewelry and bags of gold. In working out the mistaken identities, various characters make less than ethical choices which are resolved through the action of the play. COMEDY OF ERRORS will provide a light-hearted, enjoyable entry point for ethical discussion for middle and high school students across Southern Colorado. We would utilize post-performance talkback, teaching artist-led workshops, educator-designer study guides for students and teacher resource packs to examine the eight Daniels Ethics Initiative Principles, especially INTEGRITY, ACCOUNTABILITY, and TRANSPARENCY.

Plans are to offer this program to the SCHEC schools to organize performances in their communities. The DFEI at UCCS funded the development of the program and will support the travel expenses to the southern Colorado area.



Outreach to Non-Business Disciplines on Campus

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

Student Ethics Ambassadors will represent colleges across campus to work with non-business DFEI Fellows. 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.*

Seven 2019-2020 **Daniels Fund Ethics Fellows** in non-business disciplines are focusing on:

Todd L. Bredbenner Assistant Professor Mechanical and Aerospace Engineering	Musculoskeletal biomechanics, as well as other mechanical engineering applications.
Jenn Kling Assistant Professor Philosophy Director, Center for Legal Studies	Creation and coaching of a UCCS Ethics Bowl Team.
Kevin Landis Associate Professor, Director of Theatre and Dance Program	Prologue series that pairs scholars and artists with the themes of the seasons of plays for the UCCS Theatre company and Theatreworks to focus on ethical issues in the arts.
Nanna Meyer Associate Professor, Human Physiology & Nutrition	“The Ethics of Food” in events, classes, and community programs.
Diane Stutey Assistant Professor, Counseling and Human Services	Ethics instruction for students to work with minors through a therapeutic youth mentoring program and courses using play therapy.
Katie Sullivan Assistant Professor, Communication	Ethical learning in Integrated Marketing Communication, Advanced Organizational and Strategic Communication, and Managing Social Media courses
Tom Wahl Senior Instructor, Technical Communication, and Information Design Program	The ethical challenges of not misrepresenting or misreporting visual information in Business and Administrative Writing.

Positive Impact Points

Beginning Fall 2019, UCCS students will earn Positive Impact Points (PIPs) for attending ethics events or competing in case or essay competitions. PIPs are a ready to use app fully loaded with multiple earn and redeem opportunities, as well as tools for creating contests and challenges, including Trivia Contests, Scavenger Hunts and more. PIPs are a social good currency earned and redeemed for verifiable daily life behaviors that benefit the planet, community, and personal health. Students can earn points in categories such as sustainability office activities, transportation (ride bus, bike to campus), health and wellness activities, leadership and engagement activities, and others. Students may redeem PIPS for great deals on healthy food, fitness classes and responsibly made gear OR use to unlock matching scholarship grants when they commit what they earn to pay school expenses.

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

"Ethics is a large part of everything we do in the world of education. As leaders in education, we are constantly making ethical decisions that require us to consider principles such as integrity, trust, accountability, transparency, fairness, respect, law, and viability. To be effective and authentic leaders, we must be intentional around using these principles to guide our decision making and actions." DFEI Ethics Fellow Tacy Killingsworth

"It is imperative that we include ethical principles in our curriculum, as well as provide real-world examples of ethical dilemmas to prepare students for the application of these principles in their professional lives." DFEI Ethics Fellow Mary Claire Wahl

The Daniels Fund Ethics Initiative at UCCS continues to focus on the objectives of the collegiate program. The College of Business takes its role in student learning of principle-based ethics education earnestly and thoughtfully. Throughout the ten years of the program, we reinforce the legacy of Bill Daniels. One quote from Bill Daniels that captures our impact as educators is "...being the kind of person who takes the time to pass on knowledge and values to the next generation". Through our UCCS DFEI fellows and SCHEC ethics champions, we pass on principle-based ethics to students, educators, and the community.

The Daniels Fund Ethics Initiative at the College of Business at UCCS serves as a resource on principle-based ethics education for our campus and those in the region. As such, efforts of the DFEI at UCCS impact **12,500** UCCS students, **821** faculty, **799** staff and **1938** student workers at UCCS. Our outreach programs with the southern Colorado higher education reaches **36,669** students.

The College of Business includes principle-based ethical decision making as a learning objective in all degree programs. Principle-based ethics is weaved throughout the core courses in the College of Business. End of program assessments demonstrate that our students graduate with a solid understanding of principle-based ethics and decision-making. Some student feedback includes:

"Personally, I found every assignment tied back to ethics. I really enjoyed this part of the class and know I will continue to use the concepts. I reviewed my employer's code of conduct and the final report was requested by our VP of Human Resources. They were impressed with how much they need to improve it and have begun the work." UCCS MBA Student

"I learned that ethics are part of the decisions we make every day. It doesn't matter how big or how small the decision is, ethics play a large role in guiding our moral compass. I plan on using these principles in my future career every day. Acting with integrity, trust, accountability, transparency, fairness, respect, rule of law, and viability will be a focal point from here on out. I feel like these 8 principles will be a fantastic guide to my success and help me make the right decisions every day." UCCS Undergraduate Student

Our programs reach beyond the business school – recognizing that students in all disciplines will be active in the workforce / workplace. The inaugural ethics summit for the southern Colorado schools focused on the DFEI Principles in the outdoor industry. To have the greatest impact, we engage faculty from UCCS and the SCHEC schools to submit projects that align with the Daniels Fund Ethics Initiative learning outcomes/objectives, connect ethics and a specific discipline; and integrate the Daniels Fund Ethics Initiative Principles in student learning. We also encourage projects that align with the themes of the Life and Legacy of Bill Daniels.

"I was most impressed by the background and history of Mr. Daniels and the initiatives of the Daniels Ethics fund." Fort Lewis College Faculty attendee at the UCCS DFEI-SCHEC Ethics Summit

We offer a sampling of programs that make a difference to students and educators.

Amateur Sports – “If you weren't a team player, you sat on the bench.” Bill Daniels

Our focus on sport ethics education impacts College of Business Sport Management and PGA Golf Management students, Sports Nutrition students, Athletic Training students and Sociology students. Course work includes principle-based ethics education that is supported with engagement opportunities. We sponsor speakers, conferences, and outreach programs. We partner with the US Antidoping Agency, Play the Game, and the MLS Rapids organization. Student interns in sport organizations follow ethical guidelines incorporating the DFEI Principles. The GMG Cup golf competition with NMSU integrates ethics.

“I learned during the GMG Cup Team what ethics in connection with the game of Golf means. However, ethics should be constantly present in our daily life and serve as the guide for all decisions. I will value and use the 8 principals of the Daniel Ethics Initiative in the future throughout my personal life and business career.” -Denny Scholl, Student Participant (Junior)

Youth Development (career & counseling) – “I have supported young people all my life. I enjoy sharing my good fortune with others, but most especially young people with talent and drive.” Bill Daniels

The Daniels Fund Ethics Initiative partners with UCCS pre-collegiate and youth counseling programs in the Colorado Springs area. The pre-collegiate program has area of emphasis on business and includes ethics throughout the program. DFEI principles are also included in a professionalism segment for all high school sophomores in the program. An incoming DFEI faculty fellow from the College of Education will teach principle-based ethics to students working with minors in youth development programs .

Education - “Quality education for all should be our goal.” Bill Daniels

DFEI fellows in the college of education include principle-based ethics in educational leadership graduate courses and early childhood education courses. An incoming ethics champion will integrate the DFEI principles in early childhood courses at Pueblo community College.

The pilot Ethics for Educators program to promote principle-based ethical decisions with new teachers was a result of a conversation with the College of Education dean after seeing too many MBA students that related ethical challenges in education. For example, one student told this story:

“It was my first year of teaching and subsequently, my first year of filling out end of year reports. ...The superintendent was displeased with this outcome. ...He informed me that the funding the school receives from the state for the CTE program is what pays for my position and that the reports need to show higher attendance and higher grades in order for the district to receive enough funds to keep my position.When I met with the principal, she informed me that the reports HAD to be filled out the way the superintendent said, more students with higher grades.”

The Shakespeare Comedy of Errors that will be in middle schools this fall is an innovative approach to introduce principle-base ethical decision-making in a business context. The pilot performances in Colorado introduced the DFEI principles to 700 community members.

Military ethics - Bill’s military service during World War II was always a source of great pride.(p 16)

About 20% of the students at UCCS have affiliation with a branch of the US military. Many of our MBA students are either active duty or returning to civilian life after serving. The DFEI at UCCS seeks to support these students in exploring principle-based ethics in a business context. Ethics events on drones and cybersecurity included speakers from the military and business. The DFEI at UCCS helped bring an international military ethics conference to UCCS to create a dialogue with students and faculty.

Conclusion

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 can 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.™*