

ADAMS STATE UNIVERSITY

Daniel's Ethics Fund Initiative (DFEI)

2016-2017

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SPRING 2016

- Nomination & Acceptance
 - President Beverlee J. McClure submitted the nomination and we discussed ASU's participation in this endeavor
- *Drones...where does it intersect with ethics*
 - Attended this workshop at the UCCS campus
- Article in the *ASU Stater*
 - An article highlighting our involvement with the DFEI was published and distributed to ASU students, staff, faculty, and alumni

FALL 2016

- Introduce DFEI Principles in coursework
 - Bus 364 Agribusiness Management
 - Address in all 17 case studies considering the following topics per chapter (40% of grade):
 - Business practices, management, applied economics in management, organization, international relationships, strategic marketing and decision tools, finance, decision making, production & planning management, organizational structure, and human resources management
 - Bus 478 Agricultural Marketing
 - Address at all stages in their marketing project:
 - Marketing Report is 20% of course grade
 - Macro and micro aspects; competitive environment; functions, structure, and alternatives in the agricultural marketing system; domestic market, international market; pricing & exchange systems and alternatives, optimum varieties & qualities; place & time aspects of marketing; hedging; participation & leadership in marketing-procurement channels; marketing by farmer groups – collective action; processor procurement & marketing systems; wholesale, retail, and food service marketing

FALL 2016

- ASU Agribusiness Club/ASU Collegiate Farm Bureau Chapter
 - Interesting relationships developed with no specific assignment as students began applying the DFEI principles in their Club activities and to their discussion meet arguments
 - Increased membership and active participation through students' applied use of the principles
 - Jordyn Neely placed first at State CFB Discussion meet, finished in the Sweet Sixteen at nationals

SPRING 2017

- DFEI Workshop on ASU campus
 - *Teaching Ethics Across the Curriculum*
- Introduce DFEI Principles in coursework
 - Bus 488 Agricultural Policy & Farm Bill
 - Assignment:
 - Create a video addressing ethics in an agribusiness scenario to enter into the national DFEI Video Contest
 - **Viewer's Choice Runner Up (\$300): [Gas Up](#)**
School: Adams State University
Team Members: Paitton Heltenberg, Cade Kunugi, Braydon Wakasugi and Kreg Vollmer



FALL 2017

- In progress for Bus 364 Agribusiness Management
 - 6 students, teams of 2
- Role play assignment addressing human resources management
 - Employee action
 - Management outcome
 - HR involvement
 - DFEI Principles addressed
 - Debrief



THANK YOU FOR THIS EXPERIENCE