What is the Daniels Fund Ethics Initiative?

The Daniels Fund Board of Directors established the Daniels Fund Ethics Initiative Collegiate Program in 2009 as a five-year pilot. The effort was officially launched in early 2010 with eight business schools at universities in Colorado, New Mexico, Utah, and Wyoming as initial partners. Due to its success during the pilot phase, the Collegiate Program renewed in 2014 for an additional five years (2015–2019), and the number of partners now includes ten business schools and one law school.

The Collegiate Program drives the strengthening of principle-based ethics education throughout each participating school. The ultimate goal is to instill a high standard of ethics in our young people.

Participating schools in the Daniels Fund Ethics Initiative Collegiate Program become members of the Daniels Fund Ethics Consortium. Working together, Ethics Consortium members leverage individual school achievements to further strengthen and expand ethics education in the region.

For more information, see http://www.danielsfund.org/Ethics/Collegiate.asp

What is the Daniels Fund Ethics Initiative at UCCS?

The Daniels Fund Ethics Initiative at UCCS is a resource for principle-based ethics education, serving students, educators, and business community.

The UCCS College of Business is one of eight original participating schools in the initiative and is an active member of the Daniels Fund Ethics Consortium. The Daniels Fund Ethics Initiative at UCCS seeks to strengthen the teaching of principle-based ethics, promotes the practical application of ethics-based principles in the curriculum, provides student opportunities to practice ethical leadership and ethical decision-making, and engages the business community. The DFEI at UCCS has five focus areas organizing resources to identify and address ethical considerations in specific industries or context:

- **Behavioral Ethics**: Why do good people do bad things? How do people make ethical decisions? Behavioral ethics seeks to understand the rationalizations and biases leading to misconduct.

- **Ethics and Technology**: What are the potential risks for ethical misconduct in the future? Explore the ethical risks in communication and technology innovation.

- **Ethics and Fraud**: Explore the dangers posed by fraud, identify fraudulent scenarios and make principle-based ethical decisions to prevent fraudulent actions.

- **Ethics in the Organization**: Organizations that exhibit ethical behavior place ethics in high regard in their corporate culture. Learn more about the benefits of strong organizational ethics.

- **Ethics in Sport**: A web portal of resources on ethics in sport for academic institutions, students, sports business, youth sport organizations and associations.

In 2016, the DFEI at UCCS offered a program to colleges in the Southern Colorado Higher Education Consortium (SCHEC) through the support of the Daniels Fund Ethics Initiative at UCCS (DFEI at UCCS). College presidents select one faculty member to be an Ethics Champion for their campus. UCCS Ethics Fellows will engage with ethics champions, present at workshops on SCHEC campuses, and learn from the ethics champions at faculty roundtables.

In the 2016-2017 academic year, 9,631 students and 903 educators explored ethics through the work of Daniels Fund Ethics Initiative Fellows, curriculum development funds, SCHEC programs and faculty roundtables.

What are principle-based ethics?

The Daniels Fund Ethics Initiative and its components extend beyond philosophy and theory to real-world practical application of ethical principles as a framework for personal and organizational decision-making and leadership. Our belief is that ethics education must convey that principles are constant foundations — not relative to a specific situation — and that doing what is right prevails over self-interest when the two may appear to be in conflict.
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The Daniels Fund, along with our business school partners, established a set of straightforward and understandable principles that form the philosophical foundation of all Ethics Initiative activities:

**The Daniels Fund Ethics Initiative Principles**

- **Integrity:** Act with honesty in all situations
- **Trust:** Build trust in all stakeholder relationships
- **Accountability:** Accept responsibility for all decisions
- **Transparency:** Maintain open and truthful communications
- **Fairness:** Engage in fair competition and create equitable and just relationships
- **Respect:** Honor the rights, freedoms, views, and property of others
- **Rule of Law:** Comply with the spirit and intent of laws and regulations
- **Viability:** Create long-term value for all relevant stakeholders

**What is a DFEI at UCCS Ethics Fellow?**

The prestigious Daniels Fund Ethics Initiative (DFEI) fellowships are awarded to UCCS faculty who demonstrate excellence in pedagogical activities related to applied business, professional and organizational ethics. Fellows are expected to make a substantial contribution to facilitating the objectives as part of the Daniels Fund Ethics Initiative. A DFEI at UCCS Ethics Fellow encourages learning opportunities in ethical thought and decision making to their respective college and area of focus as well as develop materials for ethical education in the classroom, workshop, or other platform. Ethics Fellows share their ideas in Faculty Roundtables at UCCS. During their term (academic year), they serve as the primary contact for their college and area of focus to the DFEI at UCCS team. A DFEI Ethics Fellow earns a stipend during their term and receives training and support from the DFEI at UCCS.

**What does an Ethics Fellow do?**

The Ethics Faculty Fellow is to champion ethics in their discipline and promulgate the outcomes of his or her project through publication, teaching, and public discussion. This includes, but is not limited to:

- Attend an Ethics Fellow & Champion orientation program;
- Expected to attend Daniels Fund Ethics Initiative at UCCS events during the academic year;
- Present at Faculty Roundtables and events;
- Promote student involvement in Student Center for Public Trust (SCPT) and DFEI at UCCS events/activities.
- Provide at least two ethics class material (i.e. Syllabi, cases, debates, role-plays, PPT) which address practical and professional ethics in the Fellow’s discipline for an Internet archive and posting on DFEI at UCCS website.
- Contribute to the ethics expert web page for USSC Ethics Fellows – including links to videos, research, and materials relevant to the focus areas most related to your expertise.
- Present at topical ethical workshops at Southern Colorado Campuses (stipend awarded).

**What is a Faculty Roundtable?**

DFEI Faculty Roundtables are held throughout the academic year and open to all 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.

**How do I apply to be an Ethics Fellow?**

The application process requires the identification of a project to complete during the academic year that will enhance student learning of ethical issues and ethical decision-making skills. Examples of projects are available at the DFEI at UCCS website in the "Ethics Experts" section and include launching a new course, incorporate ethics throughout the existing courses with assignments, cases, or experiential learning, develop curriculum and activities for workshops that include community or K-12 students, or create tools for campus use in addressing ethical issues.

**Who is eligible to be a new UCCS DFEI Fellow?**

- Ethics Faculty Fellows must be full-time Faculty of UCCS.
- Faculty may not have been an Ethics Faculty Fellow in the past.
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How is my proposal evaluated?
Fellowship proposals will be evaluated on the following criteria.
• Alignment with the Daniels Fund Ethics Initiative learning outcomes/objectives;
• Interdisciplinary connection between ethics and a specific discipline;
• Integrate the Daniels Fund Ethics Initiatives Principles in student learning;
• Fit within the five focus areas of the Daniels Fund Ethics Initiative at UCCS;
• Projects may not include activities relating to sustainability, social responsibility, corporate social responsibility, or social justice. **Projects may relate to making ethical decisions that take into consideration the impact on the community (people and environment) and follow responsible business practices.
• Projects for new activities for expanding principle-based ethics will receive first consideration (not a maintenance of an activity).

For how long am I a UCCS DFEI Fellow?
"Once a fellow – always a fellow" New fellows serve one year and are recognized by their academic year (ie. 2016-2017) in their respective area and college on the DFEI at UCCS website.

How are the UCCS DFEI Fellows recognized?
• For new UCCS DFEI Fellows:
  o Acceptance letter to fellow and dean of college.
  o Press releases sent out to local media announcing the fellows.
• All UCCS DFEI Fellows:
  o Project information and material posted on the DFEI website.
  o Name tag ribbons “DFEI Fellow” provided for all UCCS events.

How may a UCCS DFEI Fellow promote their fellowship?
• Include on your resume or online CV "[Academic Year] UCCS Daniels Fund Ethics Initiative Fellow".
• Presentations or material presented can include recognition of being a fellow per instructions above, and include acknowledgement of support of the DFEI at UCCS.
• For DFEI at UCCS logo and use permission, please contact emoore@uccs.edu.

Are there special opportunities available to DFEI at UCCS Ethics Fellows?
Yes there are sponsored ethics trainings, summits and seminar events. You may request funding for specific projects, events and conferences you may wish to attend as it that pertain to your fellowship’s area of focus. Look to our website under Fund Request Information and Teaching Ethics Opportunities for details.

How can we engage students on our campus?
In addition to classroom learning, DFEI at UCCS student engagement activities provide an opportunity to demonstrate an understanding of principle-based ethics, ethical decision-making, and ethical leadership. Student participation in seminars and workshops and ethics case competitions augment the classroom experience and generate further learning. Through our DFEI at UCCS Ethics Fellow program, more student engagement opportunities will be available. A listing of students attending is available to assist you with grant course credit. Check out Student Opportunities on our website www.uccs.edu/~businessethics/.

Whom do I contact for more information?
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