

## SCPT Ethics in Action Video Contest Winner: *the confession*

This year, the Student Center for the Public Trust (SCPT) invited all U.S. college students to participate in the Ethics in Action (EIA) Video Competition. Teams entered from diverse colleges such as South Carolina State University, University of Colorado at Boulder, University of Miami, FL, Lipscomb University, Nashville, TN, and Elon University, NC. The competition was promoted on both Facebook and Twitter. SCPT Facebook followers also had the opportunity to view the videos and cast Viewers' Choice votes for their favorite submission.



EIA Winner, Andy Hubright

*the confession*, this year's Ethics in Action winning video, is an amazingly clever three-minute video created by Team 205-A, comprised of two Lipscomb University College Students, Zach Shunk and Andy Hubright, who also star in the film. With a continuous rhythmic soundtrack in the background, which provides a sense of urgency, the video flips between the two students as they discuss their various ideas of how to portray ethics in action. The discussion is a contrast of film-making action sequences and serious discourses of their personal thoughts on ethics. They deliberate portraying ethics in action by developing scripts that topple a dictatorship or involve a college student mistaken by the FBI as a terrorist for a good deed done to a Muslim family; shot in between these sequences are their own thoughtful discourses such as, ethics boil down to "small daily decisions that can lead to life changing decisions" and the root of most ethical dilemmas is distilled to honesty and integrity.

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EIA Winner, Zach Shunk

## Good News

### Tragedy in Japan

Although the earthquake/tsunami tragedy last month in Japan is clearly not good news, we are thankful that the strict building codes and advanced structural engineering allowed the well-constructed buildings to withstand the biggest earthquake in 140 years. It is estimated that millions of lives were saved by this forethought and planning. The earthquake measured 8.9 on the Richter scale. The Japanese are demonstrating a real allegiance to social order and calm as they search for loved ones or wait in lines for basic necessities. There is no looting or violence, even as residents wait in line for 12 hours to buy food. And, among the first celebrities to offer relief aid is, **Lady Gaga**. The pop singer is selling a newly created bracelet that says "Pray for Japan" in English and Japanese characters for \$5 each with the promise that "all proceeds go directly to Japan relief efforts." Additional donations may be added to the cost of the item as well.

### Doggie Paddle Saves Lives

The Italian Coast Guard rescues about 3,000 people every summer on Italy's crowded beaches, and they have help from canine "lifeguards." Unlike their human counterparts, the "lifedogs" can leap from helicopters or speeding boats to reach swimmers in trouble. Hundreds of specially trained dogs join Italy's

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## Vice President's Voice

As I write this, the tragedy in Japan continues and weighs heavy in my heart and mind. The initial shock of the earthquake, then tsunami, were bad enough—but adding in the nuclear power plant melt downs was terrifying. The fact that the Japanese as a people could really keep it together is wonderful and amazing, but not surprising. Gilbert Gottfried—the actor who portrays the Aflac duck voice who was fired for truly offensive jokes about the situation in Japan—what was he thinking? Maybe he caught a little Charlie Sheen fever.

I've read that the number one time waster at the office is surfing the Internet. It won't be a waste of your time to visit our Web site and view the student videos submitted during this year's Ethics in Action Competition. They are clever and entertaining.

This issue, we've done something a little different for the reprint article. We've reproduced a comprehensive listing of the innards of an ethics and integrity benchmarking tool, with the complete 26-page report available on our Web site at [www.centerforpublictrust.org](http://www.centerforpublictrust.org). Let me know how you like this approach.

The CPT Board of Directors recently developed two important documents—Core Commitments and Aspirations. They are so impressive and beautifully written. Please take the time to read them.

It's spring, but still snowing in New York.

*Lisa Axisa*

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## Ethics Program Best Practices

“Global Ethics and Integrity Benchmarks” by Hudson-Ethics Consulting “is a tool for helping organizations assess and measure their progress in making a formal and transparent commitment to ethics and integrity in the workplace.” Categories and select best practices are given below.

### 1. Vision and Goals

- ♦ Ethical thought and action have become part of the fabric of the organization. Ethics is not seen as an isolated program, but rather as key to growth and success.
- ♦ The organization has identified and defined its core ethical values, and communicates about values on a regular basis.

### 2. Leadership

- ♦ Managing ethically is considered an essential leadership competency.
- ♦ Senior managers are seen as role models. They emphasize the importance of ethical conduct as a core organizational value and strategy.
- ♦ Leaders and board members share a deep-seated commitment to ethical conduct as a foundation for the organization's culture.

### 3. Infrastructure

- ♦ The Chief Ethics Officer is a recognized and respected member of the senior management team. S/he serves as an independent and confidential ethics advisor to senior leaders and governance members.
- ♦ Adequate financial and other tangible resources are allocated annually to the ethics function.
- ♦ Annual reports about ethics activities and results are made to the board of directors.

### 4. Legal Compliance, Policies, and Rules

- ♦ The organization has articulated the ethical standards and principles expected of third parties (e.g., suppliers, consultants, and contract workers).
- ♦ The organization demonstrates transparency and accountability by requiring key employees to make regular disclosures concerning, for example, conflicts of interest.
- ♦ The code of conduct/code of ethics covers all employees; is freely available in translation for all major language groups working in the organization.

### 5. Organizational Culture

- ♦ Most employees are very proud to work at the organization and would describe it as a great place to work, where ethics, integrity, and trust and fairness are highly valued.
- ♦ Employees feel safe to speak up (e.g., to blow the whistle) if they encounter fraud or other wrongdoing in the organization.

### 6. Disciplinary and Reward Measures

- ♦ The organization recognizes and rewards ethical behavior and supports appropriate discipline when necessary.
- ♦ The performance management system incorporates the organization's values and ethical principles, and records employee behavior that meets or fails to meet these expectations.

# CPT Board of Directors Adopts Core Commitments and Aspirations

At a recent meeting, the NASBA Center for the Public Trust Board of Directors adopted two important guiding documents: Core Commitments and Aspirations. The purpose of these documents is to act as the Board's guiding principles and to assure stakeholders of the intent and integrity with which the Board of Directors leads the organization.

## CPT Board Core Commitments

### **I. We Inspire Trust**

The CPT Board and staff members are dedicated to serving in a highly ethical manner. *We achieve this by:*

- ◆ Providing prudent oversight and stewardship of financial resources. This includes deployment of resources in an efficient manner to fulfill our mission and never for personal, financial or political gain.
- ◆ Actively engaging in forthright, respectful discussions regarding CPT affairs—ensuring that we conduct ourselves in a manner that honors the positive reputation and collaborative nature of the CPT.
- ◆ Being an inclusive organization—building on the diverse perspectives, talents and experience of our Board members to enrich the culture of the CPT.
- ◆ Accurately recording our actions to maximize accountability and ensure transparency.

### **II. A Passionate Commitment to Ethics Education**

The CPT Board is passionately committed to promoting ethics education. *We achieve this by:*

- ◆ Encouraging staff members to develop and offer practical tools that help businesses, firms, agencies and nonprofit organizations embrace ethical principles and practices.
- ◆ Embracing and celebrating best ethical business practices through innovative recognition programs, conferences and other communiqués.
- ◆ Providing guidance and support to the CPT leadership that enables them to proactively engage higher learning institutions in the development and sustainment of curriculum that fosters ethical insights.

## CPT Board Aspirations

### **1. Promoting Trust and Integrity**

The NASBA Center for the Public Trust Board of Directors is committed to making choices that inspire trust and display integrity. As a nonprofit organization, the Center for the Public Trust accepts donations and contributions from many corporations and individuals who support similar values. Because we are dedicated to upholding the values of trust and integrity, we promise never to allow the financial contributions by which we are funded to influence the ethical information that we provide, the practices that we promote or the awards we present. The NASBA Center for the Public Trust Board of Directors is dedicated to acting ethically in all aspects of our organization in order to inspire trust and integrity in our mission.

### **2. Supporting Ethics Education**

The NASBA Center for the Public Trust Board of Directors believes strongly that acting ethically is essential to being a successful business, firm, agency or non-profit organization. It is because of this belief that the NASBA Center for the Public Trust Board of Directors is committed to providing the public with access to ethics education. This is achieved by the wealth of materials that can be found on our Web site, including articles on ethics and newsletters. It is also accomplished through our educational conferences for professionals and through our support of student chapters on college campuses.

### **3. Maintaining a Positive Perspective**

The NASBA Center for the Public Trust Board of Directors believes that a positive attitude best serves the actions of the organization in fulfilling its mission. We believe in keeping a positive perspective and in sharing our positive view with others. The NASBA Center for the Public Trust highlights the positive in the world by dedicating a portion of our Web site to “good news.” We also believe in celebrating those who do good. The NASBA Center for the Public Trust gives awards to those companies, firms, agencies and nonprofit organizations who are on the front lines in the battles to restore confidence and trust and who make ethical choices and a positive impact in the world.

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## Ethics Program Best Practices

### 7. Whistleblowing

- ◆ Employees are encouraged to speak up and bring forward their concerns or complaints about unethical behavior or misconduct. The organization offers a number of confidential channels or resources to which employees may turn.
- ◆ Supervisors and managers receive training on how to recognize and prevent retaliation.

### 8. Measurement and Research

- ◆ Ethics and integrity are regularly incorporated into organizational culture surveys and assessments.

### 9. Confidential Advice and Support

- ◆ Leaders actively encourage staff to obtain ethics advice whenever anyone perceives or believes that an ethical issue has arisen.
- ◆ The confidentiality of the ethics advisory process is respected at all levels of the organization.

### 10. Ethics Training and Education

- ◆ Ethics training, focused on enhancing ethical awareness, ethical decision-making, ethical leadership, and personal accountability, is integrated into the organization's general educational curriculum.

## CPT Board of Directors Adopts Core Commitments and Aspirations

### 4. Engaging in and Supporting Business Practices that are Honest and that Strive to Make a Difference

The NASBA Center for the Public Trust Board of Directors is conscientious and persistent about engaging in business practices that are honest and working with people who want to make a real, positive difference. The NASBA Center for the Public Trust Board of Directors and staff are individuals who strive to personify its values in their own professional lives and who are involved in the organization for the opportunity to make a difference and promote public trust.

### 5. Bridging the Gap Between Theory and Practice

The NASBA Center for the Public Trust Board of Directors believes that learning ethics is important, but that practicing ethics is paramount. Many professionals, including CPAs, are required to take ethics courses or pass an ethics examination in order to fulfill licensure requirements, but the fulfillment of those requirements does not always lead to the execution of ethical practices. The NASBA Center for the Public Trust Board of Directors aims to reach out and help businesses, firms, agencies and nonprofit organizations bridge the gap between the understanding of ethics

### 11. Ethics Communication

- ◆ Leaders regularly speak about ethical commitments, challenges, and successes.
- ◆ The organization promotes transparency in connection with all of its activities.
- ◆ The organization's Web site includes information about its ethics vision, goals, programs, and results.

### 12. Corporate Social Responsibility

- ◆ The organization supports the contribution of employee time, energy, and ideas to social and environmental concerns.
- ◆ The organization vigorously supports human rights and environmental sustainability in all its actions.

*By Suj Shah, Ethics Consultant with Ethically Managed / MYECCHO (www.ethicallymanaged.org, www.myeccho.org)*

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A link to "Global Ethics and Integrity Benchmarks" by Hudson-Ethics Consulting is available in the Ethics Articles Section of the CPT Web site at [www.centerforpublictrust.org](http://www.centerforpublictrust.org)

to the implementation of ethical procedures and practices. We believe that a key to enhancing public trust is that ethics must be more than a topic, more than slogan, more than a regulatory requirement. We, as members of the Board, believe that the CPT can best promote public trust through ethics in action.

### 6. Governing with Openness, Mutual Respect, Candor and Personal Accountability

Members of the NASBA Center For the Public Trust Board of Directors understand that the public the CPT serves, as well as donors, volunteers and related organizations support the CPT because they trust the Board to govern the CPT with transparency; and recognize that the best, most defensible decisions are those that are transparently made by individuals who can be respectful of others' views but candid in their own perspectives. We realize that in an environment fraught with cynicism, trust must be earned every day. Thus, regardless of laws, regulations, bylaws, or policies, each of us has an individual duty to routinely self-assess the ways in which we have in the past, and could in the future, better serve the NASBA Center for the Public Trust. ☆

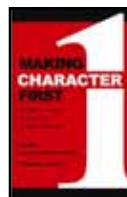


# Good Reads

New York Times bestseller, *Switch—How to Change Things When Change is Hard*, by Chip Heath and Dan Heath is a terrific read from the brothers who brought us *Made to Stick*. Because the narrative is full of interesting and memorable stories, it makes the psychology easy to remember, even long after you've put it down. Their premise is that we are all ruled by two systems; one emotional and one rational. The emotional wants to eat the cookies; the rational wants to be fit and healthy. The Heath brothers show the reader over and over how to unite the mind's systems in order to achieve dramatic results. Beyond the business applications, there are many human interest stories that are fascinating and will appeal to many. In the chapter "Shrink the Change," the authors focus on NFL Coach Bill Parcells, who won two Super Bowls as coach of the New York Giants. Parcells supported the notion that "even small success can be extremely powerful" and in training camp, he would establish goals that were within immediate reach—not the ultimate goal of getting to the Super Bowl. Overall, the book sheds light on how to effectively make changes, while acknowledging it's one of the hardest things to do.



Tom Hill, chairman of the board of Oklahoma-based Kimray, Inc., a manufacturer of oil and gas equipment and controls, has written a great book on the importance of investing in character development. *Making Character First*, exemplifies how implementing a character-based hiring process can have astounding results for an organization. Kimray added a character assessment to its application process and eventually, character became more relevant in the hiring process, and morale and productivity increased. Workers' compensation claims dropped by 80 percent. There are many enjoyable anecdotes about Hill's life and career, but the resounding overall theme is that investing in employee character development is one of the best long-term investments an employer can make in its people. ☆



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Both Hubright and Shunk have plans in the near future to visit Tegucigalpa, Honduras, to design and build a self-sustaining food farm that will provide clean food and employment to a group of people that live, eat and work out of a city dump. Upon completion of this project, they will bring the concept to Nashville and create a food farm to employ the homeless and utilize the profits to sponsor other projects around the world.

Awards were also given to second and third place winners.

- ◆ Second Place Winner: *Money Isn't Everything*  
submitted by The Serious Bunch: Alexander Givant and Jin Szang Chew
- ◆ Third Place Winner: *Changing the World with Ethics*  
submitted by The Celly Sisters: Caitlin Selle and Kelly Dean

*Changing the World with Ethics*, by Caitlin Selle and Kelly Dean won the Facebook Viewers' Choice award by receiving more likes than any of the other entries.

To view this year's winning videos, visit the CPT Web site at [www.centerforpublictrust.org](http://www.centerforpublictrust.org).

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## Good News

Coast Guard canine corps each summer. The canine lifeguards wear a harness or tow a buoy that victims can grab, or a raft they can sit on to be towed back to shore. For these "lifedogs," the doggie paddle works just fine.

### Walmart Honored by Nation's Governors

The National Governors Association (NGA) recently honored Walmart Stores, Inc., with its annual Public-Private Partnership Award. The award, in its fifth year, recognizes NGA Corporate Fellow companies that have partnered with a governor's office to implement a program or project that positively affects the state's citizens.

Walmart was nominated by Arkansas Governor Mike Beebe for its leadership in the No Kid Hungry Campaign, which brings together leaders with knowledge, experience and resources to improve access to hunger relief programs, strengthen community infrastructure for food delivery and expand families' knowledge about available healthy food resources throughout Arkansas.

"Walmart has demonstrated a commitment to philanthropic efforts across the nation, but its efforts here in Arkansas have been particularly generous and noteworthy," Governor Beebe said. "We can maximize the potential of every child only when the most basic health and wellness needs are met."

### Big Four Firms in Top 50 for Diversity

Each year, DiversityInc. publishes its "Top 50 Companies for Diversity" list, assessing diversity management initiatives in corporate America and globally. This year, for the first time, all the Big Four firms made the list. Five hundred and thirty-five companies participated in DiversityInc.'s survey which ranks companies according to their attention to four key areas: (1) CEO commitment; (2) human capital; (3) corporate and organizational communications; and (4) supplier diversity. "Diversity and talent may be the most important asset for businesses today," said PWC CEO, Bob Moritz. "We believe that our commitment to diversity, inclusion, and flexibility will create significant value for our clients, our stakeholders, our firm and our people."

# BEING A DIFFERENCE *Award*



## Being A Difference Award Nominations Due April 29

This year's Being A Difference Award call for nominations will close on April 29, 2011. Each year, the CPT honors the accomplishments of individuals and organizations that demonstrate exemplary practices of ethics in leadership and strong corporate citizenship. The Being A Difference Award has been granted to Fortune 500 executives, Olympic athletes, a Big Four Audit Firm, a public water utility and individuals quietly serving their community. Nomination forms can be found at [www.centerforpublictrust.org](http://www.centerforpublictrust.org).