

ETHICS MATTERS

NASBA
CENTER FOR THE
PUBLIC TRUST



WE CHAMPION ETHICAL LEADERS

August 2021

STUDENTCPT 2021 LEADERSHIP CONFERENCE

RECAP

From June 7 – 9, 2021, the NASBA Center for the Public Trust (CPT) hosted the 2021 StudentCPT Leadership Conference (SLC) via Zoom, from 12 p.m. – 2 p.m. (CST) each day. During these three days, SLC speakers shared information on relevant topics related to student leadership along with daily training for incoming StudentCPT leaders. With an average of 25 students registered for each general and StudentCPT specific session, CPT staff were excited about the participation in this year's virtual conference.

Dr. Lisa Ordóñez, Dean and Stanley and Pauline Foster Endowed Chair, Rady School of Management, University of California, San Diego, shared a great presentation on decades of research on performance goals. Her topic, *Goals Gone Wild: The Unintended Effects of Goal Setting on Employee Performance*, introduced how goals can both increase productivity while also generating undesirable and unethical activities.

The second day, Ryan Hirsch, Senior Director for Surgent Accounting &

Financial Education, discussed, *Three Ways Technology Can Impact Ethical Decision-Making*. It was great to have Hirsch back (he is a former CPT employee) to share his knowledge and engage with students on how technological advances can enhance ethical decision-making processes and how these skills are essential to developing long-term career success.

On the last day, Alfonzo Alexander, Chief Ethics and Diversity Officer, NASBA, and President, CPT, presented on *Strengths Based Leadership*, using the CliftonStrengths Assessment taken by the student participants. He shared leadership strategies and tips on how students can lead with their strengths.

Ashley Stoker, CPT Student Programs Manager, conducted the StudentCPT members-only workshops and officer trainings on topics including, *Recruiting Lifelong Leaders* and *Meaningful Meetings*. Her sessions inspired and prepared StudentCPT leaders to lead their chapters in the fall. ☆

GOOD NEWS

Yale School of Drama to Become Tuition-Free

According to a recent article in Forbes, billionaire David Geffen recently donated \$150 million to the Yale School of Drama. According to the university, this significant donation is the largest ever gift to American theater. Beginning in August, the drama school will be tuition-free for both current and future students in its master's, doctoral and certificate programs.

Moving forward, the school will be renamed to the David Geffen School of Drama at Yale University. Students will now be able to attend the school without the tuition price of \$33,000 a year. This marks the second school at Yale to become tuition-free, the first being the Yale School of Music in 2005.

Even better, there is a growing number of universities that are becoming tuition-free. Many of these opportunities have been possible with new policies and legislation, gifts, grants and endowments. These colleges and universities offer lower-income students new opportunities and that sounds like Good News to us!

If you have more Good News, please share by emailing the NASBA Center for the Public Trust at info@cpt.org. ☆

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2021 ETHICS IN ACTION VIDEO COMPETITION



Congratulations to the 2021 *Ethics in Action* Video Competition winners! Students from across the country were invited to submit commercials and short films for a chance to win up to \$1,000 in prizes. The competition was split into two judging sequences; Viewer's Choice – where peers, family members and CPT supporters voted for their favorite videos and Judge's Choice – where volunteers were asked to review videos and score them based on originality, clarity, relevance and critical thinking skills. This year, 64 videos were submitted and over 500 votes were cast during the Viewer's Choice Voting Week.

SHORT FILM CATEGORY (1-3 MINUTES)

Judge's Choice Short Film (1-3 Minutes)

1st Place Grand Prize (\$1,000)

Ethical Dilemma at a Crawfish Boil,
Loyola University, New Orleans

Runner Up (\$500)

Diversity In the Workplace,
Loyola University, New Orleans

Viewer's Choice Short Film (1-3 Minutes)

First Place (\$700)

They Both Want a Promotion, University
of the Virgin Islands

Runner Up (\$300)

The Saboteuring Salesman,
University of Colorado, Colorado Springs

COMMERCIAL CATEGORY (59 Seconds or Less)

Judge's Choice Commercial

(59 Seconds or Less)

First Place (\$800)

Magical Monitoring, Mt. San Antonio College

Runner Up (\$400)

Ethics – Don't Leave Home Without Them, University
of Southern Mississippi

Viewer's Choice Commercial

(59 Seconds or Less)

First Place (\$500)

Unwanted Advice,
University of Alabama, Birmingham

Runner Up (\$200)

Ethics Insurance, University of Wyoming



LEAD WITH INTEGRITY

CPT Board Member Spotlight:

Getting to Know Andrea P. Perry, Esq.

The NASBA Center for the Public Trust (CPT) staff recently sat down for a chat with its newest board member, Andrea P. Perry, Esq. Perry, a 2021 *Nashville Business Journal* Best of the Bar award recipient, is a member and attorney with Bone McAllester Norton PLLC, in Nashville, TN. She concentrates her practice in the areas of real estate, commercial lending, general corporate, entertainment, and tax-exempt organizations. Hear more from Attorney Perry as she shares insight on why she accepted the invitation to join the CPT Board of Directors, her proudest moments in life and how young professionals can overcome life's challenges.

1. What made you decide to join CPT's Board?

I decided to join the CPT's Board of Directors as its mission resonates with me. It is important to me to be a part of a nonprofit focused on the development, empowerment and promotion of ethical leaders.

2. What are some of your proudest moments?

This is a question that causes one to reflect upon what they value most in life. When asked this question, I could talk about the success that I've had in my career, awards that I've amassed over my career or the ceilings that I've broken as a black female in the field of law; however, my proudest moments stem from watching my sons accomplish their dreams, both on and off the field, and hearing my parents tell me thank you for being by their side to care for them when they were ill. Those are the things of which I am most proud.

3. Tell us about your college experience? What were you involved in?

My college experience was truly one of the best times of my life. This was largely due to the people I met and friends that I made during that time – friends that I still have to this day. As a student at both the University of Memphis and Vanderbilt, I was involved in a myriad of clubs and organizations - pre-law club, a sorority, and student government association, to name a few. I enjoyed being busy and having the opportunity to meet people from various walks of life.

4. How do you recommend young professionals overcome a challenge?

Maintaining a positive mindset is first and foremost. Thus, it is important to remember that everyone encounters challenges in their journey through life. Next, you have to analyze the challenge and come up with a plan of how to overcome it. Remember, it's okay to ask for help with either coming up with a plan to overcome the challenge or executing the plan. Reach out to your parents, a friend, a teacher or someone who has always been in your corner. The important thing to remember is you don't have to handle your challenges alone. Everyone has had help getting to their destination in life.

To learn more about Andrea P. Perry, Esq.,

visit: <https://www.bonelaw.com/attorneys/andrea-p-perry>. ☆

The CPT is Going Back to School

As students prepare to head back to campuses across the United States and travel restrictions are being lifted, the NASBA Center for the Public Trust (CPT) is gearing up to support 49 StudentCPT chapters and their efforts on campus. The CPT is anticipating increased engagement with in-person activities, including speakers campus recruiting fairs, and community service projects.

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UW SparkTank



STUDENT NEWS

UW's SparkTank Ignites Hope in Laramie

Each year, the University of Wyoming's StudentCPT chapter hosts SparkTank, an annual community service event aimed to provide a spark to help nonprofits in Laramie, WY, fulfill their mission and "spark" a sense of community service within the next generation of leaders.

"This past fall semester, UW Ethics Club members were asked to nominate local nonprofits that are making a difference in the Laramie, WY community. Next, we reached out to all 20 nonprofits and asked them to submit a short two-minute video including their mission, a tour of their physical location, if applicable, and why they want to be a part of SparkTank 2021." explained Chapter President, Troy Cassity.

During the virtual SparkTank event, each organization shared a presentation introducing their nonprofit and how the gifts would be used. StudentCPT members and Sales Seminar class participants secured \$57,500 that was distributed among four selected nonprofits. One organization in particular caught the chapter's attention - the Laramie Foster Closet.

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The CPT is Going Back to School

The CPT is committed to meeting the needs of student leaders by providing training, chapter resources and promotional materials, such as t-shirts, pens and branded tablecloths, to help chapter leaders promote ethical leadership across campus. Pizza and Chick-fil-A are also "big hits" when served at chapter meetings!

Your support provides the resources to give students a lasting memory and experience by participating in the StudentCPT. A gift of \$100 provides 10 t-shirts or 10 pizzas, and

"When we broke the news to the organizer about the club's \$22,000 investment in the organization, there were many tears shed and lots of thank you's as it was the biggest donation they had ever received! Tucker [fellow officer] and I both got choked up on the phone," explained Cassity. "Knowing the Foster Closet organizer was busy serving others as we were trying to reach her drove it home that we absolutely made the right choice. I'm blown away and will forever remember that call! Life changing!"

"I love our students and I love what they do for our community. Working with them on our SparkTank events has been the highlight of my professional career," says Kent Noble, StudentCPT Chapter Advisor.

Additional SparkTank Donations:
Wyoming Coalition Against Domestic Violence and Sexual Assault - \$16,000
Laramie Soup Kitchen - \$12,000
Climb Wyoming - \$7,500

For more information, please visit uwsparktank.org. ☆

a lifetime experience that the CPT believes translates into future ethical leaders.

Consider making your gift today by visiting the website at thecpt.org/donations/. Checks can also be mailed to:

Center for the Public Trust
P.O. Box 306262
Nashville, TN 37230-6272

Again, thank you for your support of the CPT and ethical leadership development! ☆

CPT LEADERSHIP

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Congratulations



Congratulations to the following StudentCPT chapters for a job well done!
Special thanks to StudentCPT officers and chapter advisors for your leadership during
an unprecedented year. These chapters continued to spread the good news
and promote leadership on their campuses and online.

2020-2021 Golden Star Chapters

Belmont University
Colorado Mesa University
East Central University
Florida State University
Lipscomb University
Marshall University
Oklahoma State University

Tennessee Tech University
University of Alabama at Birmingham
University of Colorado, Colorado Springs
University of Southern Mississippi
University of Wyoming
Valdosta State University