

*reimagining
Ethics at Clemson*

ANNUAL REPORT 2018-2019



CLEMS^N
ETHICS

Rutland Institute for Ethics

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Rutland Institute for Ethics

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ETHICS AT CLEMSON

As a land grant university, Clemson's primary purpose is educating undergraduate and graduate students to think deeply about and engage in the social, scientific, economic and professional challenges of our times and thereby contribute to the resources of the state of South Carolina and the world. As our mission statement proclaims, the University is committed to the personal growth of the individual and promotes an environment of good decision-making, healthy and ethical lifestyles, and tolerance and respect for others.

RUTLAND INSTITUTE FOR ETHICS

MISSION

"The purpose (and mission) of the Institute for Ethics is to encourage discussion on campus, in businesses and in the community about how ethical decision-making can be the basis of both personal and professional success." --Robert J. Rutland

VISION

To partner with every academic college at Clemson to provide the tools and support for the expansion of ethics education and ethical leadership for every discipline.

GOALS

- Encourage integration of ethics education and ethical leadership within all Clemson University colleges, and provide support for those colleges as necessary to advance ethics in their disciplines.
- Develop and provide programmatic opportunities in the area of ethics education for university members.
- Develop and display examples of ethical leadership through the involvement of students, faculty, staff, alumni, and corporate leaders in on-campus and community programs.
- Adopt and disseminate at least one decision-making tool for students to utilize in the face of an ethical dilemma.
- Enhance university goals through the use of ethics education in the curriculum.

FROM OUR LEADERS

DR. WILLIAM MCCOY, *DIRECTOR*

In the 15+ months of my employment at Clemson University as the Director of the Rutland Institute for Ethics, I am amazed at our progress! Recently, I remarked to the staff that most of what we currently do programmatically is brand new and has never been done at this university. Keep that in mind as you go through this annual report.

There is no way that I can even remotely take credit for our progress. Having an advisory board second-to-none has proven instrumental in opening doors to advance our goals. Their support has been unwavering, and I am most appreciative for each of them. I must thank Associate Provost John Griffin for allowing me to pull together one of the hardest working teams on campus; people dedicated to the vision of taking ethics education to the next level. Our vision has included the formation of two new groups: a diverse faculty group tasked with guiding the ethics education integration process on campus, and a student group in charge of programming from a student-to-student perspective. We are also fortunate to have the support of our Provost (Bob Jones) and President (Jim Clements), both of whom have personally sacrificed to see the institute succeed. Together, we all provide the foundation necessary to bring ethics to the forefront of the Clemson University curriculum and experience.

As we close the book on the last academic year, we embrace new opportunities for growth and impact in the coming year. The Rutland Institute for Ethics has been and will continue to be an integral part of Clemson's path forward. Go Tigers!

RUTLAND INSTITUTE STAFF



Dr. William McCoy
Director



Rachel Dial
Assistant Director



Kathy Russ
Program Manager



Tim Switzer
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ADVISORY BOARD



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Joseph Turner
CEO,
First Sun
Management Corp.



Nancy Whitworth
Int. City Manager,
City of Greenville

KELLY DURHAM, *BOARD CHAIR*

The 2018-19 academic year was a watershed for the Rutland Institute for Ethics. In his first full year as our director, Bill McCoy quickly engaged students from across campus, attracted visiting scholars, and reached out to the business community to form alliances. Clemson's first Ethics Day brought Joan Dubinsky, former director of the United Nations' office of ethics, to campus for a lively, interactive discussion with students from many disciplines. The presentation of the James F. Barker Ethics in Action Award to Tobin Cassells III of Columbia helped spread the institute's message and reach beyond the geographical limits of campus.

This past year has seen the addition of great talent and diversity to the Institute's advisory board and welcome additions to its staff. Rachel Dial joined Bill, Kathy and Tim this past spring as the Institute's assistant director. This leadership team is reaching students through our affiliated CHANGE committee, through regular communications on campus, and through established partner programs with Greek Life organizations.

The Rutland Institute is on the move toward realizing the vision of our founder, Bob Rutland: to encourage discussion on campus, in businesses and in the community, about how ethical decision-making can be the basis of both personal and professional success. Come join us!

A SPECIAL THANKS:

The Rutland Institute for Ethics staff wishes to thank John Wareham for his years of service and his dedication to the expansion of ethics education at Clemson University. John served as the Assistant Director of the Rutland Institute before, during, and after our time of leadership transition. John did an excellent job in not only maintaining the institute, but actively looking for ways to broaden our sphere of influence both on campus and in the community. We wish him the best in retirement and in the next phase of his professional journey. We are a better institute for having had him on our staff!



ETHICS ON CAMPUS

ANNUAL ETHICS DAY

Clemson's First Annual Ethics Day was celebrated October 17, 2018. The purpose of Annual Ethics Day is to promote ethical decision-making to our students through the experiences of professionals. This year's Annual Ethics Day was co-sponsored by the Office of Global Engagement and University Housing & Dining. It featured Ms. Joan Dubinsky, former director of the Office of Ethics at the United Nations. The day included a lunch with Ms. Dubinsky and university leadership, a student ethics forum, a faculty & staff ethics forum and reception, and a keynote presentation open to the public. Concluding her keynote presentation with a story describing the courage it takes to stand one's ethical ground, Ms. Dubinsky encouraged us to take our global citizenship seriously and believe in the power of thinking together in real time to answer the complex challenges of our world and place in history.



LUNCH & LEARNS: ETHICS, POLITICS, AND CHEATING

The fall Lunch & Learn was held in conjunction with Annual Ethics Day and featured Joan Dubinsky engaging a select group of students with informal conversation about the collision of ethics and political posturing on the world stage.

The spring Lunch & Learn offered an engaging and interactive program for students, faculty, and staff on the topic of academic dishonesty. In total, 45 students, 9 faculty, and 10 staff members representing all seven of Clemson's colleges contributed to group discussions, presentation of the IAJD decision-making model, skits enacting true-to-life cheating scenarios, small group work, and application of the IAJD model to the skits.



ETHICS ON CAMPUS

FACULTY ADVOCATING FOR THE COMMITMENT TO ETHICS

In the Rutland Institute's goal to encourage integration of ethics education and ethical leadership within all of Clemson's colleges and to disseminate ethical education to all students, the Institute has created the Faculty Advocating for the Commitment to Ethics (FACE) committee. The committee is made up of faculty from various colleges around the university. The group examined the effectiveness of the IAJD model and have designed the STAR model to be formally introduced during the 2020/2021 academic year.



Brookes Brown
Philosophy



Tracy Fasolino
Nursing



Nicole Martinez
*Env. Engineering
& Earth Sciences*



Hope Parnell
Business



Jill Shelnut
Education



Brandon Turner
Political Science



Reed Watson
Business

INTRODUCING OUR 2019-2020 FACULTY FELLOW

The Rutland Institute is very excited to announce our newest Faculty Fellow for the 2019-2020 academic year: Ms. Joan Dubinsky. We look forward to Ms. Dubinsky joining the institute for several engagements during the year including our Spring Lunch & Learn. Ms. Dubinsky will be available to speak to classes, corporations, and community groups. If interested in having her speak to your group, please contact Dr. William McCoy at 864-656-6147 or wmccoy@clemson.edu for more information.



CREATING HABITS AND NORMS GUIDING ETHICAL DECISIONS STUDENT GROUP

The **C**reating **H**abits **A**nd **N**orms **G**uiding **E**thical decisions (CHANGE) student group was formed in the Fall of 2018. CHANGE, which represents Clemson's student ethics committee, is a group of both undergraduate and graduate students from a variety of colleges across campus dedicated to the promotion of ethics. Throughout their first year, CHANGE recruited their first members, held their first meetings, wrote the organization's constitution, established their bylaws, and wrote the first volume of the Ethics Editorial bi-annual newsletter. They also developed and hosted the first High School Ethics Case Competition.

2018-2019 Events

Brave New Genome

CHANGE partnered with the Clemson Science Student Advisory Board to host "Brave New Genome". The event consisted of a discussion on ethics as it pertains to gene editing realities, implications, and misconceptions.

Ethics Pledge

CHANGE hosted an Ethics Pledge in the College of Behavioral, Social, and Health Sciences (CBSHS). Over 50 students signed, pledging to make ethical choices and consider the implications of their actions throughout the 2019 year. They were also able to have wide ranging discussions with various students in the CBSHS about the ethical dilemmas they are likely to face in their specific field.

College of Education Ethics Essay Competition

Congratulations to Charlotte Neidenbach for winning 1st place and Sarah Silvester for winning 2nd place!

Spin the Ethics Wheel

Students from every college stopped by to discuss an ethical question of the day and spin the wheel to win prizes.

CLEMSON® UNIVERSITY

CHANGE

CREATING HABITS AND NORMS GUIDING ETHICAL DECISIONS



ETHICS ON CAMPUS

DR. DILEMMA

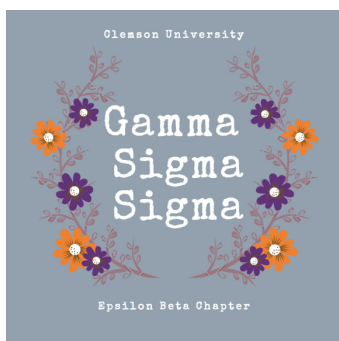


The Dr. Dilemma forum provides a space where students can feel comfortable asking difficult questions about ethical issues that impact their lives. Much of our present ethics education comes from case studies that highlight what students will face in the future, but what about issues that students face today? Students can anonymously ask Dr. Dilemma, a Clemson faculty member working in the field of ethics, for advice on ethically-related issues. Questions and responses are posted monthly on the Rutland Institute website and social media pages. Currently Dr. Dilemma is voiced by Dr. Brookes Brown.

Since introducing Dr. Dilemma in March, topics have included research ethics, the moral permissibility of presenting group work as your own, and cultural appropriation. Students can send questions to Dr. Dilemma at ethics@clemson.edu.

GREEK LIFE PARTNERSHIPS

The Rutland Institute has partnered with two great Clemson organizations to help deliver ethics events to all students on Clemson's campus and to help spread ethics education programming. Thank you to Gamma Sigma Sigma and Farmhouse Fraternity for all of your help this past year!



CLEMSON~NORTHERN ILLINOIS ETHICS FORUM

This spring the Rutland Institute had the honor of hosting several students from Northern Illinois University, alma mater of Rutland Director Dr. William McCoy, for a forum with Clemson students to discuss *The Intersection of Race and Ethics in Higher Education: Geographic Variances From A Student Perspective*. Panel topics included students' agency in holding their universities accountable in engaging in ethical behavior and discussions on commonalities and differences in students of color across universities and how different universities address equity, inclusion, and ethics.

The forum was co-sponsored by the Clemson University Office of Diversity, Equity, and Inclusion and held the day before Clemson's Men of Color Summit.



ETHICS ON CAMPUS

CHERRY BRASWELL RUTLAND MEMORIAL SCHOLARSHIP

In 2018, through the Robert J. Rutland Institute for Ethics at Clemson University, a scholarship opportunity was established to provide financial assistance for students who exhibit ethical leadership through excellent decision-making skills.

Named after Mrs. Cherry Braswell Rutland, the late wife of Mr. Rutland, the scholarship is designed to recognize a student at Clemson University who has demonstrated ethical fortitude in the face of a true ethical dilemma.



2019 Recipient: Alianna Pearson



A sophomore majoring in Wildlife and Fisheries Biology with a minor in Spanish Studies, Ms. Pearson exemplifies a Rutland Memorial Scholar. Her commitment to ethics was apparent in her application, where she explained that her life passions merge in a vocational call to provide advocacy and local education to conserve and preserve the Amazon Rain Forest. She is interested in the ethical dilemma created by protecting endangered habitats while

also considering the financial needs of those whose livelihoods depend on the lumber industry. Congratulations Alianna!

J.T. BARTON, JR. MEMORIAL ETHICS SCHOLARSHIP

In 2001, Stephan Barton established an ethics scholarship in honor of his late father, J.T. Barton Jr. Mr. Barton was a proud alumnus of Clemson University (Class of 1950), and passed the spirit of excellence down to his son – Stephan – who is also a proud Clemson University graduate (1972). The scholarship is awarded to a singular student and/or a student group on the Clemson University campus who programmatically uses the award to in part or fully advance good ethical decision-making skills and/or ethical leadership.



2019 Recipient: CHANGE Student Group

CHANGE has helped the Rutland Institute for Ethics achieve several program objectives this year, such as hosting 19 teams from several local high schools to compete in a day-long High School Ethics Case Competition on the Clemson campus. CHANGE has been instrumental in creating a Clemson student volunteer base to assist with ethics programming at the university and college level, and has provided editorial leadership for the Rutland Institute's biannual newsletter. Equally important, CHANGE provides a means for ethically-minded college students to enjoy fellowship in service to ethics education on campus and in the community.



ETHICS IN THE COMMUNITY

JAMES F. BARKER ETHICS IN ACTION AWARD

The 2019 James F. Barker Ethics in Action Award held on April 11, 2019 was presented to W. 'Tobin' Cassels III, President of Southeastern Freight Lines, Inc. Through his guidance of corporate philanthropy and community service, Mr. Cassels exemplifies ethical behavior. The dedication of Southeastern Freight Lines to both internal and external customers has garnered quality awards from some of the most respected companies in America. Congratulations to Mr. Cassels for his hard work and dedication to true ethical leadership!



HIGH SCHOOL ETHICS CASE COMPETITION

Rutland Institute's First Annual High School Ethics Case Competition was held March 1, 2019. The competition featured 19 teams of two who presented their response to an ethical dilemma in front of a panel of judges made up of Clemson faculty, alumni, and business professionals. The case for the 2019 competition was written by CHANGE. Max Allen, Chief of Staff for Clemson University, gave the keynote address.

The competition consisted of 18 teams from six public high schools and one home school academy from the surrounding tri-county area. Congratulations to the 1st and 3rd place teams from Seneca High School and the 2nd place team from Walhalla High School!



SPEAKING ENGAGEMENTS

Rutland Institute staff are available on campus and to the public for speaking engagements throughout the year. Some of this year's engagements included:

- Georgia District Rotary Club keynote
- Spring Convocation keynote
- Founder's Day Ceremony benediction
- Osher Lifelong Learning Institute Annual Reporting Session
- Classroom presentations in Business, Engineering, & Humanities
- Czech Christian Business Men's Association (Prague, Czech Republic)

BUDGET

Income

	<u>FY 19 Actual</u>	<u>FY 20 Budget</u>
University Budget	\$ 309,579.00	\$ 309,579.00
Ethics in Action Award Sponsorship	\$ 21,131.00	\$ 24,000.00
Annual Ethics Day Co-Sponsorships	\$ -	\$ 2,500.00
Board Donations	\$ 9,000.00	\$ 12,000.00
Other Gifts	\$ 1,400.00	\$ -
Case Competition Fees	\$ 720.00	\$ 1,000.00
Total	\$ 341,830.00	\$ 349,079.00

Expenses

	<u>FY 19 Actual</u>	<u>FY 20 Budget</u>
Annual Ethics Day		
Speaker Stipend	\$ 2,500.00	\$ 5,000.00
Event Venue	\$ 909.50	\$ 1,000.00
Décor	\$ 35.82	\$ -
Transportation (speaker)	\$ 547.10	\$ 1,500.00
Hotel (speaker)	\$ 148.74	\$ 1,000.00
Meals (speaker)	\$ 68.81	\$ 200.00
Gift (speaker)	\$ 59.01	\$ 100.00
Photographer	\$ 155.00	\$ 100.00
Food (lunch & reception)	\$ 799.08	\$ 1,000.00
Alumni Parking Spaces	\$ 96.00	\$ -
Total	\$ 4,423.98	\$ 9,900.00
Lunch & Learns		
Food	\$ 524.34	\$ 1,000.00
Video Recording	\$ 72.42	\$ 74.00
Event Venue	\$ 207.96	\$ 600.00
Total	\$ 804.72	\$ 1,674.00
Ethics in Action Award Ceremony		
Event Venue	\$ 8,355.66	\$ 9,000.00
Meal	\$ 7,500.00	\$ 8,000.00
Event Production	\$ 12,000.00	\$ 6,000.00
Décor	\$ 771.90	\$ 700.00
Signage	\$ 1,211.67	\$ 1,200.00
Photographer	\$ 400.00	\$ 400.00
Award	\$ 417.30	\$ 425.00
Staff Travel	\$ 474.64	\$ -
Total	\$ 31,131.17	\$ 25,725.00
NIU Forum		
Food	\$ 593.32	\$ -
Venue	\$ 209.00	\$ -
Total	\$ 802.32	\$ -
Ethics Video Case Competition		
Prizes	\$ -	\$ 1,750.00
Total	\$ -	\$ 1,750.00
Ethical Student Leadership Conference		
Event Venue	\$ -	\$ 1,000.00
Food	\$ -	\$ 2,000.00
Supplies	\$ -	\$ 500.00
Printing	\$ -	\$ 200.00
Service Project	\$ -	\$ 200.00
Total	\$ -	\$ 3,900.00

CHANGE		
Logo Creation	\$ 112.50	\$ -
Fall End of Semester Event	\$ 63.09	\$ 70.00
Strategic Planning Session	\$ 35.42	\$ 40.00
Graduation Gifts	\$ 41.48	\$ 80.00
Supplies	\$ 305.88	\$ 300.00
T-shirts	\$ 499.40	\$ 500.00
Spring End of Semester Event	\$ 163.12	\$ 200.00
CoEd Event	\$ 150.00	\$ 150.00
CoSci Event	\$ 148.60	\$ 150.00
University Wide Event	\$ 272.83	\$ 300.00
Total	\$ 1,792.32	\$ 1,790.00
Case Competition		
Workshop	\$ 16.36	\$ 40.00
Parking	\$ 114.00	\$ -
Food	\$ 1,313.75	\$ 500.00
Advertising	\$ 45.00	\$ 50.00
Photography	\$ 110.00	\$ -
Space Rental	\$ 223.00	\$ 400.00
Décor	\$ 54.59	\$ -
Supplies	\$ 178.79	\$ 200.00
Gift Cards	\$ 569.99	\$ 600.00
Total	\$ 2,625.48	\$ 1,790.00
General Expenses		
Salaries	\$ 225,830.46	\$ 275,000.00
Travel Reimbursement	\$ 7,350.54	\$ 10,000.00
Board Meetings	\$ 381.28	\$ 400.00
Phone	\$ 1,855.26	\$ 1,900.00
Printing	\$ 926.68	\$ 900.00
Supplies	\$ 316.57	\$ 350.00
Facilities	\$ 95.46	\$ 100.00
Subscriptions	\$ 37.50	\$ 100.00
Memberships	\$ 570.00	\$ 600.00
Scholarships	\$ 1,000.00	\$ 4,000.00
Postage	\$ 14.06	\$ 50.00
Name badges	\$ 42.81	\$ -
Business cards	\$ 38.52	\$ 50.00
Staff Retreat	\$ 286.16	\$ 300.00
FACE	\$ 86.79	\$ 200.00
Business Meals	\$ 737.01	\$ 800.00
Marketing	\$ 6,515.01	\$ 7,000.00
Misc.	\$ 413.01	\$ 800.00
Total	\$ 246,497.12	\$ 302,550.00
Total	\$ 288,077.11	\$ 349,079.00



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