

Ethics Editorial

Vol. 5, Issue 1



Making a CHANGE and Having Fun

Lane Mayfield, Graduate Assistant

My time as the graduate assistant for the Rutland Institute has been such a positive experience so far! As the student advisor of CHANGE (Creating Habits and Norms Guiding Ethical Decisions), I have enjoyed getting to know each of our wonderful students. Every member of CHANGE has helped it become what it is today, the student voice of ethics.

Last year, we hosted remarkable events such as the bounce house and a campus-wide virtual scavenger hunt. Over the summer, the fun continued as we gathered virtually to reconnect and begin planning for the Fall. During our summer meetings, we were able to have a little fun while also finding the best ways to extend our outreach on campus. Since returning for the fall, we have worked hard to recruit new members and expand our activities. So far, we have changed our meetings from bi-weekly to weekly, to allow more time for guest speakers, ethical conversations, education, and games centered around ethics. We might also enjoy a donut or two while discussing topics of interest. We have also received multiple applications for new members as a result of our involvement at Tiger Prowl, at tabling events on campus, and our engagement with students on campus. Here's to a fun new year!



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Fall 2022 Events

CHANGE

College of Business Movie Night
Early November

Rural Health Discussion
Early October

COE Ethical Codes With USAB
Mid November

University Wide Article Contest
October-November

RUTLAND INSTITUTE

Annual Ethics Day
October 12th

Student Award Applications
Due December 31st

Faithfully, We Sail On

Zion Kaauwai, President of CHANGE

Intrepidity is as important a trait as pro-activity. Navigating uncharted waters requires both foresight and responsiveness, something found in effective leaders and effective leadership teams. As usual, the student leaders of CHANGE have persevered. Due to the conclusion of the spring semester, we saw many of our long-time members shove off and set sail to newer shores in their burgeoning professional careers. In their absence, we have brought new members aboard, with new connections and fresh perspectives. Additionally, even more bridges were built between CHANGE and the other organizations that bind the students of our campus. If we sail, we sail together.

On the inside, CHANGE has ventured into ethical development through bonding and discussion. Alongside our usual planning meetings, social meetings are interposed to keep everyone fresh. These light-hearted gatherings help tender ethical discussion about current world events, learn about campus history, and also familiarize the newer members with the returnees. Our most recent social gathering was an hour of conversation about assorted topics such as AI, campus landscaping, TikTok, the passing of the Queen and how the context of each topic changes the effects it has on the culture at large. Of course, being under Rutland's umbrella, we also utilized the STAR Decision-Making Model as a template for analyzing any decisions we made regarding the topical dialogues.

With my presidency past noon and my time with CHANGE in its sunset, the time for reflection is upon me. Having already spent three years furthering ethics on our campus, I have genuinely enjoyed my time spent with this unique group of individuals. I am excited to see how the dauntless students of CHANGE will steer our organization into its limitless future. We have traversed uncertainty and doubt with our eyes on the glittering horizon, and we have done it united. With truth on our tongues and faith in our hearts, we sail on, together.



An Interview with Joe Turner- Member of the Rutland Institute Advisory Board

Lane Mayfield, Graduate Assistant



Joe Turner has lived in Clemson since his Freshman year of undergraduate studies. Joe graduated from Clemson in 1971 with a degree in Industrial Management. Upon graduation, he was offered a position in the alumni office at Clemson where

he worked for seven years. His next role was in the athletic department where he was the head of IPTAY for seven more years. After his fourteen years of working at Clemson, Turner was given the opportunity to become a Wendy's franchisee with the help of a business partner. He has now spent thirty years with Wendy's, owning 52 stores across North Carolina, South Carolina, Georgia, and Alabama.

When asked about his decision to get involved with Wendy's, Joe says, "Working with the university was a great opportunity but I had a chance to own my own business. I have loved hamburgers all my life since I was a little kid and now I had a chance to go into the hamburger business. I have loved every minute of it since." Joe's business partner has now retired and Joe's son is now helping run the business. Turner has received several awards for his leadership in the Wendy's franchise and was inducted into the Wendy's Hall of Fame in 2007.

While serving as a member of the Rutland Institute for Ethics Advisory Board, Joe has thoroughly enjoyed the opportunity to watch the institute grow. His motivation for serving on the board is to help young people understand ethics. Growing up in a small town with only 39 students in his senior class, Joe was raised by the entire community around him. His parents taught him to be kind to other people, to work hard, and to be fair. Because of this upbringing, Joe has become passionate about ethics and applies these principles to his leadership everyday.

When discussing ethics Joe says, "It matters how you live your life. I'm not telling you what you are going to do, but I'm telling you it matters. If you are honest and ethical, you'll learn so much about yourself and others. If you are not fair and ethical, you will be involved with shortcuts and craziness."

He mentioned that some people, employees included, are not ready to follow ethics. Even when an employee is terminated, Joe always lets them know that the door to return is always open. He ultimately believes in the good of all people and the ability for people to come back and change for the better.

During the COVID-19 outbreak, Joe and his employees faced a difficult time, along with many others around the world. Stores were closed from April until June. Pick-up windows began to open up in July but it took six months for business to pick back up for Joe's locations. While all of this was going on in the world, many people lost their jobs or their businesses and Joe is incredibly thankful that his business could stay open and his employees could be paid. He mentions that he made sure to care for all of his employees during the difficult time.

Joe has practiced ethics his entire life. He and his business partner instill ethics in their employees, asking about ethics and what it means for them. By discussing ethics with their employees, Joe and his partner are able to help their employees recognize unethical behavior and make changes to improve their behaviors. He visits each Wendy's every month and makes personal connections with everyone so that they are treated fairly and ethically.

With his passion for ethics, caring demeanor, and leadership skills, it is no surprise that Joe has led his team to Wendy's highest awards for sales, marketing and overall operations.



The Ethics of the N.I.L.

Lindsay Einbinder and Jasmine Sampson

In June 2021, the Supreme Court unanimously ruled that the NCAA can no longer restrict payments to student athletes. Prior to this ruling, athletes lost eligibility if they profited from any form of business venture. This recent ruling is deemed the “NIL,” which stands for “name, image, and likeness.” While college athletes cannot receive compensation for athletic performance or for signing to a particular school, they can now profit off their image and brand. For instance, an athlete can now be paid for simply signing an autograph or selling a jersey under their name⁵. Additionally, students can sign with agents who help them secure endorsements, appearances, etc. Essentially, the NIL provides players the rights to the publicity that ordinary citizens already have.

After the first year of the NIL’s existence, statistics suggested that the most frequent business transaction was autographs followed by business ownership. Furthermore, over three-quarters of NCAA athletes have engaged in NIL activity in some form since the Supreme Court ruling. It is estimated that college athletes earned a total of about \$917 million in the first year of the NIL, and it is projected that this year’s athletes could reach a total of \$1.14 billion in endorsement deals².

Due to the high value of NIL transactions, athletes are motivated to sign for universities with a large donor and alumni presence who can help them access deals. However, booster involvement in recruiting is against NCAA rules. According to NCAA rules, boosters are defined as “any third-party entity that promotes an athletics program, assists with recruiting, or assists with providing benefits to recruits.” Despite this rule, the NCAA has struggled to enforce recruiting policies and prevent the involvement of boosters⁶. A sports media journalist writes, “Texas A&M boosters are reported to have committed over \$25 million to NIL deals to help bolster recruiting”⁶. A second source mentions that 87% of Division I athletic presidents believe boosters are the largest cause of integrity issues¹.

The ethical dilemma at hand is how to maintain the integrity of college athletics while properly compensating athletes. While universities have profited from their athletic programs for decades, athletes are finally able to receive some form of compensation for their contribution and likeness. In spite of the NIL’s benefits to young athletes, abuse of the NIL ruling has arisen since its establishment.



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Photo by Logan Weaver at unsplash.com

In ethics, the concept of integrity is summed up as acting “virtuously regardless of circumstances or consequences” — or in the words of author C.S. Lewis, “doing the right thing, even when no one is looking”⁴. Integrity is arguably one of the most fundamental concepts in ethics. While the NCAA may struggle to enforce policies, donors should still follow rules regardless of the lack of consequences and benefits to the team.

Another ideal to consider is the “prohibition of bribery.” Bribery is defined as “offering, promising, giving, accepting or soliciting of an advantage as an inducement for an action which is illegal, unethical, or breach of trust”³. The phrase “breach of trust” is particularly relevant to this topic because both athletes and boosters are violating the trust of the NCAA as well as teammates, coaches, etc when basing their decisions off of bribes. A coach or program director likely assumes that players select the school they sign with based on genuine interest in the team, not access to a business contract from which they will heavily profit.



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All in all, the compensation of young athletes is generally perceived as beneficial. Should young athletes be blamed for taking advantage of booster’s unethical practices? Should fans even care that teams are using unethical methods as long as it benefits the team and players?

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McCoy's Corner Fall 2022

Dr. William McCoy

The Rutland Institute for Ethics is proud of our connection to the College of Business at Clemson University. For the past three years, the Institute has been invited to speak to all Freshman and transfer Business students in both the fall and spring semesters. This is a unique opportunity to engage alumni and corporate volunteers and encourage them to give of their time and talent by sharing their experiences in dealing with personal ethical dilemmas they have faced. This is also a good opportunity for me to share my experiences in the classroom.

One of the most frequently used examples of an ethical dilemma I share with the students occurred many years ago in working for a non-profit entity. Our office staff looked like the following:

- Director (1)
- Asst. Directors (2)
- Regular Staff (3 – of which I was one)
- Administrative Assistant (1)

In a very short amount of time, say within a three-month span, we lost the director and both assistant directors. Of the three regular staff left, I was chosen to be the interim director, much to the chagrin of my colleagues. Due to internal conflicts which were a result of my being “promoted”, tensions in the office became high and the only calming force in the office was the administrative assistant. You can imagine my surprise when I learned, quite accidentally I might add, that the administrative assistant was financially defrauding the company.

Normally I wouldn't have hesitated to fire the individual, but because she was the calming force to an already explosive situation and because she was the only person in the office that knew how to pay bills, I had a dilemma on my hands. Do I let her know I'm aware of her wrongdoing and if so, how do I deal with her actions? If I keep her, how do I reign her in to give her another chance?

If I let her go, how will the bills get paid? Do I deal with her publicly or behind closed doors? So many questions swirled in my mind, not the least of which was how to keep peace in the office.

So many ethical dilemmas of this nature occur to make us STOP, TEST, ACT, and REFLECT (STAR). I am ever grateful that the Faculty Advocating for the Commitment to Ethics (FACE) Committee carefully and thoughtfully came up with a decision-making model that is thorough and easy to remember. Over the past four years, the STAR Decision-Making Model has become the bedrock of what the Rutland Institute for Ethics is all about. We are sharing this model with Clemson University students in all colleges, high school students throughout the country, and other organizations interested in an efficient and effective way to promote ethical leadership and ethical decision-making. I continue to be proud of what we have accomplished.

STAR Decision-Making Model	Ethical Tests
Stop- Recognize the ethical problem, identify the stakeholders, and develop at least 3 solutions to the problem.	Harm Test- Does this option do less harm than the alternatives?
Test- For each potential solution use at least 3 ethical tests.	Legality Test- Is this option legal?
Act- Using the tests, make a decision and act upon it.	Precedent Test- Does this option set a precedent which may become problematic in the future?
Reflect- Consider/reflect on the outcome of your decision, take responsibility and adapt for the future if necessary.	Respect Test- What would someone I respect or hold in high regard say if he or she learned of this option?
	Golden Rule Test- Would I still think this choice was a good option if I were adversely affected by it?
	Peer or Colleague Test- What do my peers or colleagues say when I describe my problems and suggest this as my solution?

Our future looks bright as we improve upon what has been established. Thank you for being one of our increasing number of supporters! Together, we will continue to make a difference.

The RIE Advisory Board Welcomes Two New Members

The Rutland Advisory Board is delighted to announce two new members for the 2022-2023 year. These two members share a passion for ethics, a strong belief in the mission of the Rutland Institute, and a love for the Clemson community.

Dave Diamond, President of Walter Wayne Development in Illinois, is one of this year's new Rutland Advisory Board members. Dave works with Rotary Youth Leadership as part of Rotary International's mission to provide leadership training for our youth. Diamond works primarily with high school students in Illinois. He is a Rotary Club chair member in his district, and he works to put on a leadership conference for high school students in the area. Diamond hopes to bring the leadership conference to Clemson, where he sees our university playing a huge role in expanding the conference on a national level. Back in the early 1990s, Dave was asked to speak at the youth conference that he now plans. At this conference, he spoke to 60 high school students and fell in love with making meaningful connections with students. Diamond says, "I was also genuinely concerned about how they define leadership and how it was valuable to them in their life, so that became a romance." Since then, he has played a vital role in the leadership conference and hopes to continue to make this impact on students to come. When asked about his definition of leadership, Diamond says, "I would say that leadership is one's awareness about themselves, their limitations, their possibilities, their potential, awareness about the environment around them, and the people living in that environment." Diamond believes that the best way to impact youth is to help bring them together and help them realize that we don't have to be so divided.



Harskin "HJ" Hayes Jr. is the Director of Sona Specialty Pharmacy in North Carolina, and he is the second new member of the Rutland Advisory Board. HJ is a South Carolina native, and he graduated from Clemson with a B.S. in Biology in 2008. After he attended Clemson, he attended the South Carolina College of Pharmacy, where he decided to focus on Community Pharmacy. In his current position, HJ handles specialty medication for patients dealing with anything from cancer to HIV. The medications he deals with are expensive, strong, and come with many side effects. HJ enjoys taking his time for each and every client, so they have the best care and resources available. Due to the importance of his work, Hayes describes many instances where ethical dilemmas occur in his work. When working with these dilemmas, HJ always thinks of the patients he is working with as if they were his own family. He goes the extra mile to stay on the phone with patients or to help connect them to grants to lower the cost of life-saving medication. HJ believes that ethics plays an important role in how he interacts with patients and he believes that it is important for all students, especially those in the medical field, to think about. Hayes is excited to begin his work with the Rutland Institute and help spread education about ethics to the Clemson community.



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- Get involved with ethical leadership, ethics programming, and ethics coursework



CLEMSON UNIVERSITY

CHANGE

CREATING HABITS AND NORMS GUIDING ETHICAL DECISIONS

CHANGE is an officially recognized student organization on campus. Among its activities, CHANGE is the creator of the Rutland Institute for Ethics bi-annual newsletter.

For more information about CHANGE, please contact Lane Mayfield at mayfie2@clemson.edu or 864-656-5379.

