



Celebrating 20 Years of Guiding Tigers to Ethical Success!

ANNUAL REPORT
2020-2021



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Guiding Tigers to Ethical Success

The Robert J. Rutland Institute for Ethics

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.

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.

Message from President Clements



I am proud of Clemson's continued leadership role in promoting ethics in the workplace and community through the great work of the Rutland Institute for Ethics. For 20 years, the Institute and its dedicated staff and board members have engaged our students, faculty and staff in discussions about advancements in ethics and decision-making that will help them succeed in the classroom, in the workplace and in life. This work will become even more important in the future, and I am confident the Rutland Institute and Clemson will continue to be at the forefront in the future. I am grateful to all who have contributed to the Institute's success and longevity. You are making a difference at Clemson and beyond through your outreach efforts and actions.

James P. Clements, Ph.D.
President



Message from Provost Jones



Congratulations to the Rutland Institute for Ethics for 20 years of leadership and actions that have greatly benefited Clemson University and the Clemson community. The support the Institute has provided our faculty and students through education, programming, awards and scholarships has made a difference in their academic and professional careers. Thank you to the

board members, the director and the faculty advocates for your tireless work and commitment.

Robert Jones
Provost



By the Numbers

274

ANNUAL ETHICS DAY KEYNOTE
VIEWERS

51 EVENING SESSION
VIEWERS

15

STUDENTS PARTICIPATED IN
STAR MODEL VIDEO CONTEST

8 VIDEOS RECEIVED
FOR STAR MODEL
VIDEO CONTEST

11

FACULTY MEMBERS ON
FACE COMMITTEE

7 COLLEGES
REPRESENTED

\$3,000

IN STUDENT AWARDS GIVEN AWAY

22

STUDENTS PARTICIPATED IN HIGH
SCHOOL ETHICS CASE COMPETITION

9 SCHOOLS
REPRESENTED

20

YEARS OF THE RUTLAND
INSTITUTE FOR ETHICS AT
CLEMSON

16

STUDENTS ATTENDED
THE ETHICAL STUDENT
LEADERSHIP CONFERENCE

3 UNIVERSITIES
PARTICIPATED:
CLEMSON, THE
CITADEL, COASTAL
CAROLINA

223

TIDE CONFERENCE KEYNOTE
ATTENDEES

153 ATTENDEES
FOR COLLEGE
SPEAKER SESSIONS

29

STUDENTS PARTICIPATING
IN DISTINGUISHED ETHICS
SCHOLARS PROGRAM

1 DISTINGUISHED
ETHICS SCHOLAR
GRADUATE

15

STUDENTS IN CHANGE
STUDENT GROUP

7 COLLEGES
REPRESENTED

Board Chair's Message



Caroline Stewart
Board Chair

This past year has certainly changed our lives – more so than any year in my memory. Isolation, conflict, social media overload, supply disruption, quarantine – to name a few challenges. How does an organization like the Rutland Institute continue its mission to encourage discussion about ethical decision making without physical interaction with the students, faculty and businesses?

There was not a hesitation by the director and staff of the Rutland Institute to adjust the programs and introduce new programs during the 2020-2021 year. They continued to be innovative by introducing the TIDE Conference and devising ways to deliver meaningful programs in a socially distanced setting. What an achievement!

Dealing with social isolation can greatly impact decision making and especially ethical decision making. There is comfort in a group environment when making a difficult decision. There is a sense of relief in reaching a consensus with a group after hearing differing approaches to problem solving and a sense of accomplishment that a good decision has been reached. Making decisions alone is challenging.

I encourage those who read this to learn about the STAR Model for ethical decision making. This framework for logical and ethical decision making is easy to learn. It allows the decision process to be taken in organized steps in order to reach a good decision. By learning and using this model, difficult ethical decisions move from dilemmas to rational solutions.

Thank you to the Rutland Institute of Ethics for supporting the Advisory Board, students, faculty, and businesses by delivering great programs to further the use and understanding of ethical decision making. The knowledge they bring to us and the tools they train us to use give us lifetime skills.



Advisory Board Through the Years (top left: 2001, top right: 2017, bottom: 2019)



2020-2021 Advisory Board



Delia B. Allen
Furman University



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Physicians Financial
Services



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Retired



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Debbie Dubose
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Consultant



Sam Erwin
IBERIABANK



Anderson Garcia
GE Gas Power



John Knapp
Washington &
Jefferson College



Robert Rutland
Greyland Development
Group



Caroline Stewart
Retired



Joseph Turner
First Sun Management
Corp.



Nancy Whitworth
Retired



Harry Durham
Member Emeritus



Kelly Durham
Chair Emeritus



Dick Sargent
Member Emeritus

Director's Message



Dr. William McCoy
Director

To hear the words of Associate Provost John Griffin was encouraging. Dr. Griffin was going over my performance appraisal for the 2020/21 year. "Bill, the Rutland Institute for Ethics has not only maintained itself through the pandemic, but it has grown in programs and presence." I smiled. He was right. During the pandemic we formally introduced the Clemson Tigers for Inclusion, Diversity and Ethics (TIDE) Conference, graduated our first Distinguished Ethics Scholar, and completed our first year of collaborative services with Culver Academy – an elite military high school in Indiana. We seamlessly converted most of our programs to a virtual format and exceeded our attendance expectations in many of them. Due to the addition of an on-campus intern, we were able to beef-up our social media presence, and we were able to successfully begin a \$100,000 campaign designed to strengthen the TIDE Conference. Even now I can share that the advisory board of the Institute has given over 25% of that monetary goal! Yes, the Institute has been busy and fruitful during the pandemic and I couldn't be happier.

I am proud of what we have accomplished! I am blessed to work with staff that are second-to-none. I work with an advisory board that is supportive in a myriad of ways and operates like a family. The faculty committee (FACE) has worked tirelessly behind the scenes to implement various curricular enhancements designed to improve student knowledge in ethical leadership and ethical decision-making. The student group CHANGE has been a fantastic partner in programming throughout the difficulties of the pandemic, doing their best to keep ethics education at the forefront of the minds of students who were not even physically on campus. Clemson's administration has remained loyal to our cause and has utilized our programmatic endeavors as shining examples of what Clemson University is all about. What more could we ask for?

As we begin another academic year, the Rutland Institute for Ethics will focus on two specific things: celebrating 20 years of ethics education influence on Clemson's campus, and strengthening the programmatic foundation on which we are built. If you are reading my words, thank you for your continued dedication to ethical decision-making and ethical leadership in higher education. Your commitment is changing the future of tomorrow's leaders. Thank you for being ALL-IN!

Rutland Institute Staff



Rachel Dial
Assistant Director



Landan Hydrick
Graduate Assistant



Kate Billingsley
Undergrad Intern

Faculty Advocating for the Commitment to Ethics (FACE) Committee

With a full plate of items to deal with, the FACE Committee remained active in service to the university. The Committee gave its final approval on the use and distribution of the STAR Decision-Making Model for Clemson University. The greatest part of the academic year was spent developing and marketing the TIDE Conference and acting as the liaison between their respective colleges and the Rutland Institute for Ethics. With a successful conference behind them, the committee will continue to look for ways to make the conference bigger and better for next year. The year ended with the addition of a new member – Dr. Kyle David Anderson – from the College of Architecture, Arts, and Humanities. Many of the curricular ideas associated with the institute are championed by the FACE Committee, and we are proud of the success and dedication of this group!



Kyle David Anderson
College of Architecture,
Arts, & Humanities



John DesJardins
College of Engineering,
Computing, & Applied
Sciences



Tracy Fasolino
College of Behavioral,
Social, & Health Sciences



Nicole Martinez
College of Engineering,
Computing, & Applied
Sciences



Meredith Morris
College of Science



Hope Parnell
Wilbur O. & Ann Powers
College of Business



Kirby Player
College of Agriculture,
Forestry, & Life Sciences



Lior Rennert
College of Behavioral,
Social, & Health Sciences



Jill Shelnut
College of Education



Matthew Turnbull
College of Science



Reed Watson
Wilbur O. & Ann Powers
College of Business

A Reflection on the COVID-19 Pandemic

Ethics of Resource Allocation During the COVID-19 Pandemic

Dr. Lior Rennert, Department of Public Health Services, Clemson University

Since the onset of the Covid-19 pandemic, limited resources have posed daunting challenges for decision makers worldwide. The allocation of hospital beds and ventilators, generally widely available, were in short supply early in the pandemic and raised many ethical questions on fair distribution. Many public health officials, health care providers, and ethicists proposed directing these critical resources to patients that would benefit the most from their use. Simultaneously, personal protective equipment (PPE) were in short supply for health care workers. To help ensure sufficient PPE for this high-risk population, the World Health Organization (WHO) and the Center for Disease Control and Prevention (CDC) advised the general public not to wear face masks unless sick or caring for someone who is sick. When testing supplies were limited, there were differing views on best practices for allocating testing resources.



Rennert named 2021 Researcher of the Year

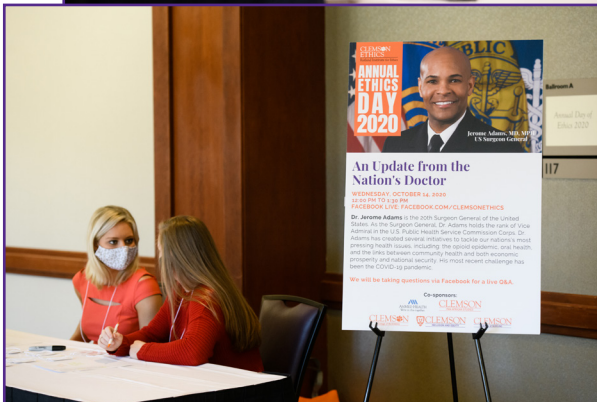
Colleges and universities across the United States were not exempt from such ethical decisions on resource distribution. To help prepare for this limited resource problem at Clemson University in the Fall of 2020, we pre-emptively took action and delayed the start of in-person instruction to ensure sufficient infrastructure for Covid-19 surveillance testing, isolation beds, and other essential resources. By the start of in-person instruction we had accrued roughly 1200 tests per day for Covid-19 surveillance, with additional testing kits reserved for any individual that wants or needs a Covid-19 test. To maximize the effectiveness of our testing resources in mitigating disease spread, we transitioned from surveillance testing to surveillance-based informative testing (SBIT) during the first 2 weeks of in-person instruction of Fall 2020. Rather than allocating our surveillance tests to students randomly, we prioritized testing of hotspots where outbreaks were detected. This strategy (SBIT) was able to detect almost twice as many positive cases compared to random testing alone. Additionally, since all individuals had access to testing resources at any point in time, we did not face the same ethical dilemma of restricting tests for any individual.



Throughout the Covid-19 pandemic, there has been a near unanimous agreement on the ethics of allocating limited resources to those who would most benefit (based on improved health outcomes). Most notable was the initial rollout of the Covid-19 vaccines, which prioritized high-risk populations including health care workers, older age groups, and those with comorbidities. These vaccines are now available to all individuals (12+) in the United States. However, due to lack of access and/or vaccine hesitancy, there are currently a substantial portion of Americans yet to be vaccinated. To help reach these underserved populations, mobile health units have been utilized. However, fair allocation of these limited resources poses additional ethical issues on fair distribution. While the consensus is to send these units to the areas of greatest need or impact, this is a difficult metric to define. For example, if we distribute the mobile units to areas of high disease prevalence where vaccine hesitancy is strong, we will vaccinate few high-risk individuals. On the

other hand, if we distribute the mobile units to areas of low disease prevalence where vaccinations are more widely accepted, we will vaccinate many low-risk individuals. To help tackle this dilemma, our team is working to incorporate this complex information into dynamic simulation models for allocating South Carolina's mobile vaccination units to regions where they will have the greatest impact in reducing severe Covid-19 outcomes.

Such ethical dilemmas have been at the forefront of many policy decisions since the start of the pandemic. Fortunately, safe and highly effective vaccines have led to a substantial decrease in Covid-19 cases while providing strong protection to those vaccinated. This has naturally reduced the tension in the decision-making process for resource allocation. As the Covid-19 pandemic evolves, we will need to continue adapting and analyzing policy decisions while keeping these ethical considerations in mind, with the understanding that there is no perfect course of action.





LITTLE JOHN COLISEUM

YOU MADE IT TO THE FINISH LINE
I'M THANKFUL WE'RE ABLE TO

Celebrating Our Successful Tigers

Student Awards

Congratulations to the 2021 recipient of the Cherry Braswell Rutland Memorial award, Alexis Davis!

In 2018, through the Robert J. Rutland Institute for Ethics at Clemson University, an award 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 award is designed to recognize a student at Clemson University who has demonstrated ethical fortitude in the face of a true ethical dilemma.

Alexis Davis is currently a sophomore at Clemson majoring in Architecture and minoring in Financial Management and Non Profit Leadership. Her goal is to earn a degree and license in architecture, take classes concerning restoration and renovation, and bring back the color and youth to small towns in the U.S., starting with her parents' hometown of Kinston, North Carolina. When that's accomplished, the rest of her career will be dedicated to helping the homeless epidemic with more effective shelters.



It is with great pride that I accept this award. Ethics has always played a huge role in how I live and experience life. I am extremely thankful to the Rutland Institute of Ethics for the opportunity that I have been given. My experiences at Clemson have taught me many things about becoming a leader. One of those things being: you can not be a true leader without being ethical. It is my hope that this idea becomes more common, so that one day we can all live in a brighter, fairer, and more ethical society.

-Alexis Davis, 2021 Cherry Braswell Rutland Memorial Award

This year we are pleased to announce the CHANGE Student Group as the recipient of the 2021 J.T. Barton, Jr. Memorial Award!

In 2001, Stephan Barton established an ethics award in honor of his late father, J.T. Barton Jr. Mr. Barton was a proud alumnus of Clemson University (Class of 1950), and passed spirit of excellence down to his son – Stephan – who is also a proud Clemson University graduate (1972). The award is given 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.

The CHANGE (Creating Habits And Norms Guiding Ethical Decisions) student group creates student-led ethics programming on Clemson's campus. Made up of students from all seven colleges of the university, CHANGE creates programs at both the university-wide and college-specific level by bringing in speakers and hosting activities that focus on exposing students to real-life applications of ethical decision-making and ethical leadership. Additionally, CHANGE publishes the Ethics Editorial newsletter that highlights various aspects of ethics on campus.



2020-2021 Graduates

This year we celebrated several students graduating from Clemson!

We had three members of the CHANGE student organization graduate this year:

- Paige Kimble joined CHANGE in Spring of 2020 and graduated from the College of Engineering in May.
- Kendra Gordillo joined CHANGE in Spring of 2019 and was elected Vice President in Fall 2020. Kendra is also the first graduate of the Institute's Distinguished Ethics Scholar Program. She graduated from the College of Science and Honors College in May.
- Tomiko Smalls was part of the inaugural CHANGE group that started in 2018. She has been elected as the Chief Officer of Alumni Relations for 2021-2022. Tomiko graduated this August with her MS in Athletics Leadership and will continue at Clemson for her PhD in Education and Organizational Leadership. Tomiko is also a member of the Distinguished Ethics Scholars Program.

Also graduating in May was the Rutland Institute's Graduate Assistant, Landan Hydrick. Landan joined the Institute team in Fall of 2019 working on Lunch and Learns and special projects and joined us as the main GA in the Fall of 2020. In his capacity as GA, Landan was the president of the CHANGE Student Organization and ran the High School Ethics Case Competition. Landan graduated in May from the Graduate School with a Master's in Clinical Mental Health Counseling.



Kendra Gordillo



Tomiko Smalls



Paige Kimble



Landan Hydrick



1870

HARDIN HALL

UNIVERSITY

Celebrating 20 years of the Rutland Institute for Ethics

20 Years of the Rutland Institute for Ethics



Center Dedication, 2001



Center Dedication, 2001



Ethics Bowl Team, 2008

Ecospllosion, 2011



Ethics Bowl Team, 2011



MBA Case Competition, 2009



10th Anniversary Dinner, 2012



10th Anniversary Dinner, 2012



10th Anniversary Dinner, 2012



JIMMY CARTER

October 2021

To Bob Rutland

Rosalynn and I are pleased to join you in celebrating the 20th anniversary of Clemson's Robert J. Rutland Institute for Ethics. As a pioneer in the field of industrial chaplaincy, you have helped promote ethical decision making in the community and the work environment. The Institute's commitment to nurturing integrity, honor and leadership is a remarkable tribute to your high, unquestionable integrity.

With warm best wishes for continued success,

Sincerely,

A handwritten signature in cursive script that reads "Jimmy Carter".

Robert Rutland
Robert J. Rutland Institute for Ethics
Clemson University
Clemson, South Carolina

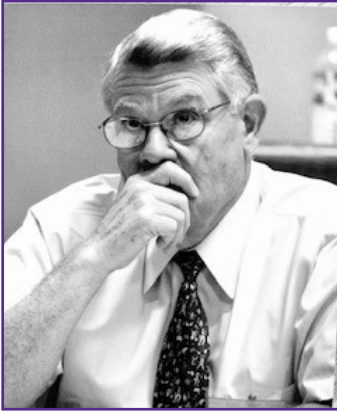
Rutland Institute for Ethics Founder: Robert J. Rutland



Let the works that I've done speak for me!

A History of the Robert J. Rutland Institute for Ethics

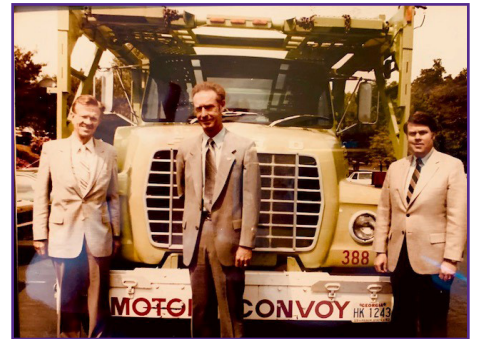
Dr. William McCoy



Bob Rutland

The nature of tigers is to be agile, confident, proud, and keenly aware of that which surrounds them. They walk lightly and silently, spending most of their time out of sight and in the shadows of their environment. They are powerful creatures that generally spend an inordinate amount of time avoiding detection, yet their presence will affect the very balance of wildlife for miles around. They can be playful, especially in their youth; but as they mature, they learn how to maximize their impact through stealth and experience. They fear nothing and every fiber of their being exudes the very power so sparingly used in day-to-day activities. Once in their presence, you know that you've spent time with greatness. Such is the case with Clemson Tigers, especially one by the name

of Robert Rutland – founder of the Robert J. Rutland Institute for Ethics at Clemson University.



As the year 2000 approached, Bob Rutland – an alumnus of Clemson University – began to survey the landscape of American business practices with great trepidation and a sense of disdain. A consummate business professional with generational roots in the transportation industry, Rutland was determined to take the enterprise to the next level of success by expansive networking opportunities built on a foundation of wholesome and consistent business practices that capitalized on a person's word being his or her bond. In other words, Rutland believed in old fashioned trust and values; but as he surveyed the business landscape, Rutland realized that the core of his convictions was not always shared or paralleled by newcomers. The values he so heartily clung to that compelled him to be the honest and forthright businessman he was so dedicated



Bob and Wife, Cherry Braswell-Rutland

to being were not the same values shared by all he encountered. As a devout Christian man who believed in the betterment of mind, body, and soul, what could he do to impact future business leaders? Looking at it another way, how could he become the change he wished to see in the world? After much prayerful consideration, a vision began to formulate and Clemson University, his alma mater, came into view. Rutland understood that if he could influence college-level curriculum to consistently include the basics of good decision-making skills and ethical leadership embracement, burgeoning professionals (business or otherwise) would possess more of that which makes for great leaders regardless of their discipline of study. With his wife Cherry Braswell-

Rutland by his side, Bob began the arduous process of founding an ethics institute.

Chosen for their faith and adherence to values, the ensemble of business leaders who presented themselves as partners in this endeavor was impressive to say the least. Cornerstone members of the then titled, "Rutland Ethics Alliance", included many notable Clemson alumni, including Stephen Barton, Joel A. Berly, Harry Mahaffey, and John E. Walker. Several additional people and couples recognized the importance of this alliance and joined cornerstone members in giving of their resources including Bob & Debbie Dubose,

Seth R. Sargent, Allan J. Thompson Jr., and Harry and Ina B. Durham. Community businesses recognized the important work of this project, with Duke Energy and Joe Turner's regional Wendy's Restaurant enterprise joining the alliance. Of course, the university was extremely receptive of such an initiative, and fully understood the vitality of developing more well-rounded and ethical Clemson graduates. With all the players in place, the Rutland Institute for Ethics was officially launched in the fall of 2001 with the purpose, as stated by Rutland, of encouraging "discussion on campus in business, and in the community, about how ethical decision-making can be the basis of both personal and professional success."

The fledgling organization scored many successes early on and encountered some challenges along the way, but the university's dedication to the vision of the institute remained strong and consistent, allowing the institute to flourish and thrive in many ways. Faculty development was a central focus early in its existence along with community and business training in ethical decision-making and ethical leadership. The Philosophy Department of Clemson University was the main driver of the institute's direction and creatively developed ways to engage a diverse body of faculty members in curriculum-building with ethics as its foundation. During this time, the J.T. Barton Jr. Award was introduced by Stephen Barton in memory of his father and was presented to



Daniel Wueste with 2016 Barton Award Winner

winners of an annual ethics essay competition. Led by Dr. Daniel Wueste, the institute definitely made a mark on the campus and in the community, but Rutland and the advisory board, through strategic planning and discussions, saw an opportunity for greater impact and programmatic expansion designed to enlarge the institutes sphere of influence. Such influence could reach the breadth and length of the university and beyond.



J.T. Barton Jr. and wife Mabel

It was at this time that the university experienced several key executive level changes, which presented a perfect opportunity to realign the institute's leadership with that of the incoming administration. These changes allowed programmatic

expansion to take a prominent role within the institute and to build upon past successes enjoyed by the institute. Institute leadership began working collaboratively with the university's efforts to revise the general curriculum of undergraduate education. Several new partnerships were formed to expand ethics education to high school entities across the country, and several new competitions were introduced to engage Clemson University students more thoroughly. A new scholarship was created and named after Cherry Braswell-Rutland highlighting students who demonstrate ethical fortitude and who are following in the pathway of ethical leadership. University leaders were so impressed with the collaborative nature of the institute that the advisory board was assured the institute's inclusion in the upcoming capital campaign. Clearly, Rutland's vision was coming to fruition.



First Cherry Braswell-Rutland Award recipient, Alianna Pearson, 2019

The Rutland Institute is now positioned as a major influence of ethics education on the Clemson University campus, and Bob Rutland has shared with university leadership his approval and support of the institute's success. The advisory board is stronger and more diverse than ever. The institute has strengthened its presence in each of the academic colleges by forming an inter-college faculty group tasked with curriculum integration and an inter-college student group tasked with student-to-student programmatic influence. The parameters of outreach have grown to include areas as far away as Arizona, and more Clemson students

are familiar with the institute than ever before. A statewide ethics consortium involving The Citadel and Coastal Carolina University has been developed and brings students together annually to discuss how to grow the impact of ethics education on college campuses.



2019 CHANGE Student Group



2019 Ethical Student Leadership Conference

In response to the social unrest of 2020, the Tigers for Inclusion, Diversity, and Ethics (TIDE) Conference was formed to address the intersection of diversity and ethics as it pertains to various academic disciplines. A bi-annual newsletter is now developed and shared with the campus community, while our website and social media footprint continues a slow and steady growth. Clearly, Rutland's vision is coming to fruition, but we yet have more ground to cover. Rutland desires to see the institute increase its promotion of ethics education in education, industry, and in public arenas. He also envisions the success of the institute being shared more globally so that other colleges and universities can copy and grow from our success.

Like the tiger, the power of Robert J. Rutland's presence lies in his ability to serve others. He does not seek the limelight; he only seeks to make a difference that is lasting and progressive. A songwriter once penned the words, "Let the works that I've done speak for me." Bob Rutland – thanks for allowing your actions to speak your heart.



Ethics Slam, 2014



Values Based Leadership Workshop, 2015



Ethics in Action Award, 2015



Architecture of Leadership, 2016



Ethics in Action Award, 2018



Guiding Tigers to Ethical Success on Campus

Annual Ethics Day

No one could have imagined the impact an impromptu meeting between friends and colleagues would have. There they sat — Dr. Tracy Fasolino and Dr. Bill McCoy — discussing potential speakers for the upcoming 2020 Annual Ethics Day event. This discussion occurred during a 2019 event at the Madren Center where both individuals bumped into each other by happenstance. Dr. McCoy had decided to host a speaker that would appeal to the College of Behavioral, Social, and Health Sciences, and wanted to vet some potential speakers with Dr. Fasolino. Many speakers were discussed, but Dr. Robert Redfield (former CDC Director) was at the top of the list due to his proximity to Clemson (Atlanta) and the obvious knowledge he could share with Clemson students. When his calendar would not allow him to attend, the focus shifted to Dr. Jerome Adams, the U.S. Surgeon General.



Dr. Jerome Adams

Keep in mind that negotiations with the office of the Surgeon General began before the pandemic, so we continue to be amazed at just how perfect the timing of our request was. After much communication, the Institute was able to secure Dr. Adams despite the uncertainty of a pandemic. Due to social distancing regulations, we held our main event over lunch at the Madren Center with university administration, leaders, and some students, while Dr. Adams appeared virtually. A number of attendees walked away from the keynote session in awe of the straight-forwardness and honesty of the surgeon general, and his passion for making a positive impact during a time of national health insecurities.



Dr. Jerome Adam's talk could not have been a more relevant event for Annual Ethics Day in this crazy year. For a student hoping to go to medical school, hearing from the nation's top doctor during one of the worst public health emergencies our country has ever seen was incredibly inspiring, as his role symbolizes one of the greatest examples of ethics in practice under the pressures of constant emergencies as well as the endless difficulties of politics. I came away from the event wowed by his devotion to this country and the health of its citizens, and inspired to continue to pursue a career in public health!

-Louise Frank, Clemson student



To supplement the main event, we invited the interim Director of Public Health for the State of South Carolina (Dr. Brannon Traxler) to join us for an evening panel that would also consist of Clemson health experts Dr. Tracy Fasolino and Clemson healthcare advocate Michelle Taylor-Smith. Clemson University pre-med students were in attendance for the session and did a fantastic job of asking pertinent questions, while panelists proved to be a wealth of knowledge and eagerly shared items of substance with attendees. The Rutland Institute for Ethics could not have had better speakers for its Annual Ethics Day event – another successful day for the history books! Special thanks to AnMed Health Systems, the College of Behavioral, Social, and Health Sciences, as well as Clemson’s Division of Equity and Inclusion for their sponsorships of this event.



Dr. Brannon Traxler



STAR Model Video Contest

This year's video contest was tweaked slightly from the previous year to have students focus more on understanding, using, and explaining the STAR Decision-Making Model. Individuals or teams of students had to walk through the STAR Model using a example that would be relatable to college students. Prizes were awarded to the top three videos and the faculty member who sponsored that individual or team.

We received eight entries from fifteen students and were sponsored by three faculty members. Our judges were the Rutland Institute staff this year for the most accurate scoring on use of the STAR model.

2020 Winners:

1st place: Evan Miyasato (Faculty Sponsor: Scott Husson)

2nd place: Claire Haenoehrl (Faculty Sponsor: Scott Husson)

3rd place: Will Burnette (Faculty Sponsor: Scott Husson)

STAR Decision Making Model



Case: You're an Undergraduate in General Engineering

- ▶ Major project is due in two days and you have barely started.
- ▶ You do not really understand the materials because you have been scrolling through Twitter during online class.
- ▶ An older friend from a club you're a part of says he did the same project when he was a freshman and offers to give it to you.

Scenario:

Your friend is very drunk and has symptoms of alcohol poisoning. However, you are both underage. You are trying to decide what to do to help them.

What do you do?



S = STOP

- Take the time to recognize the ethical problem and all of the issues surrounding and contributing to the problem.
- Identify the stakeholders (those affected by the problem) and the impact the issue is having
- Develop at least three solutions to the problem



How can the STAR method be applied to life situations?

Scenario: Driving after drinking alcohol

- **S – Stop**
- The impact: Injury or death to yourself and those around you and/or going to jail and being prosecuted which can have an impact on your future
- Solutions:
 1. Call a rideshare service or ride the local public transportation options
 2. Drive home while being intoxicated
 3. Catch a ride from a friend that has also been drinking
 4. Walk home

Impaired Driving: Get the Facts. https://www.cdc.gov/transportationsafety/impaired_driving/impaired_driv_factsheet.html (accessed Dec 2, 2020).

Three potential solutions:

- 1. No plan**



Distinguished Ethics Scholars Program

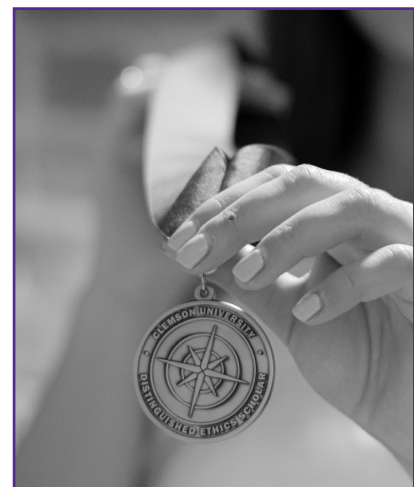
After a year of development by the faculty committee and the Rutland Institute, the first year of the Distinguished Ethics Scholars Program began in the Fall of 2020. The Distinguished Ethics Scholars Program encourages and recognizes Clemson University students engaged in co-curricular education that is focused on ethics, ethical leadership, and ethical decision-making. Based on criteria established by the faculty committee, students can earn one of two scholar designations: Ethics Scholar or Distinguished Ethics Scholar. The designations are rewarded with an accessory to accompany graduation regalia, either a cord for ethics scholars or a medallion for Distinguished Ethics Scholars. Students will also receive a co-curricular transcript; giving them a competitive edge in the professional interviewing process upon graduation.

In its first year, twenty-nine students registered to participate in the program. The month of May saw our first graduate from the program with Kendra Gordillo graduating with the Distinguished Ethics Scholars designation. We are looking forward to working with these students as they complete their requirements.



I loved being a part of the Distinguished Ethics Scholars Program. It allowed me to explore ethics beyond the classroom and enhance my philosophy minor, which focused heavily on ethics. Most importantly, this program helped me discover how to be an ethical leader. These leadership skills are something I can bring with me beyond Clemson and I am forever grateful for the opportunity to be a part of this program.

-Kendra Gordillo, Clemson student



Tigers for Inclusion, Diversity & Ethics (TIDE) Conference

The Rutland Institute for Ethics held its first annual Clemson Tigers for Inclusion, Diversity and Ethics (TIDE) Conference on Tuesday, March 30, 2021 in a virtual format and what a success it was! The 2020 theme, chosen by the Rutland faculty (FACE) committee, was “The Ethics of a Pandemic”. Each college invited a speaker to address its students on the intersection of the chosen theme and related diversity issues. Each 75-minute session was designed to provide information according to a particular academic discipline, but to also allow student engagement with Q&A. Sessions included the following speakers:

College of Agriculture, Forestry & Life Sciences – Dr. Maria Navarro

College of Architecture, Arts & Humanities – Dr. Hunter Gardner and Dr. Caroline Dunn

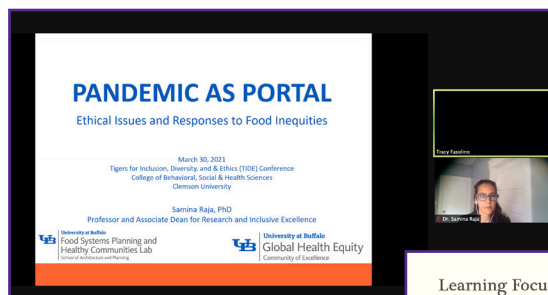
College of Behavioral, Social & Health Sciences – Dr. Samina Raja

College of Business – Emily Bieber, Esq

College of Education – Dr. Jeremiah Holiday

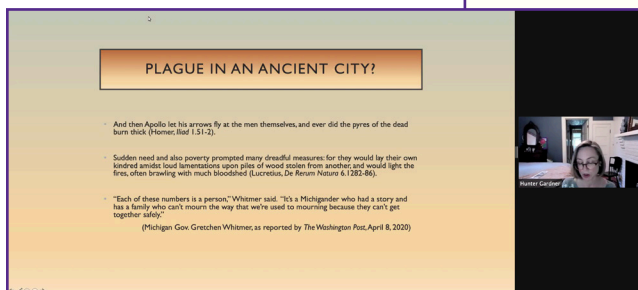
College of Engineering, Computing & Applied Sciences – Dr. William Marcy

College of Science – Dr. Nancy Berlinger

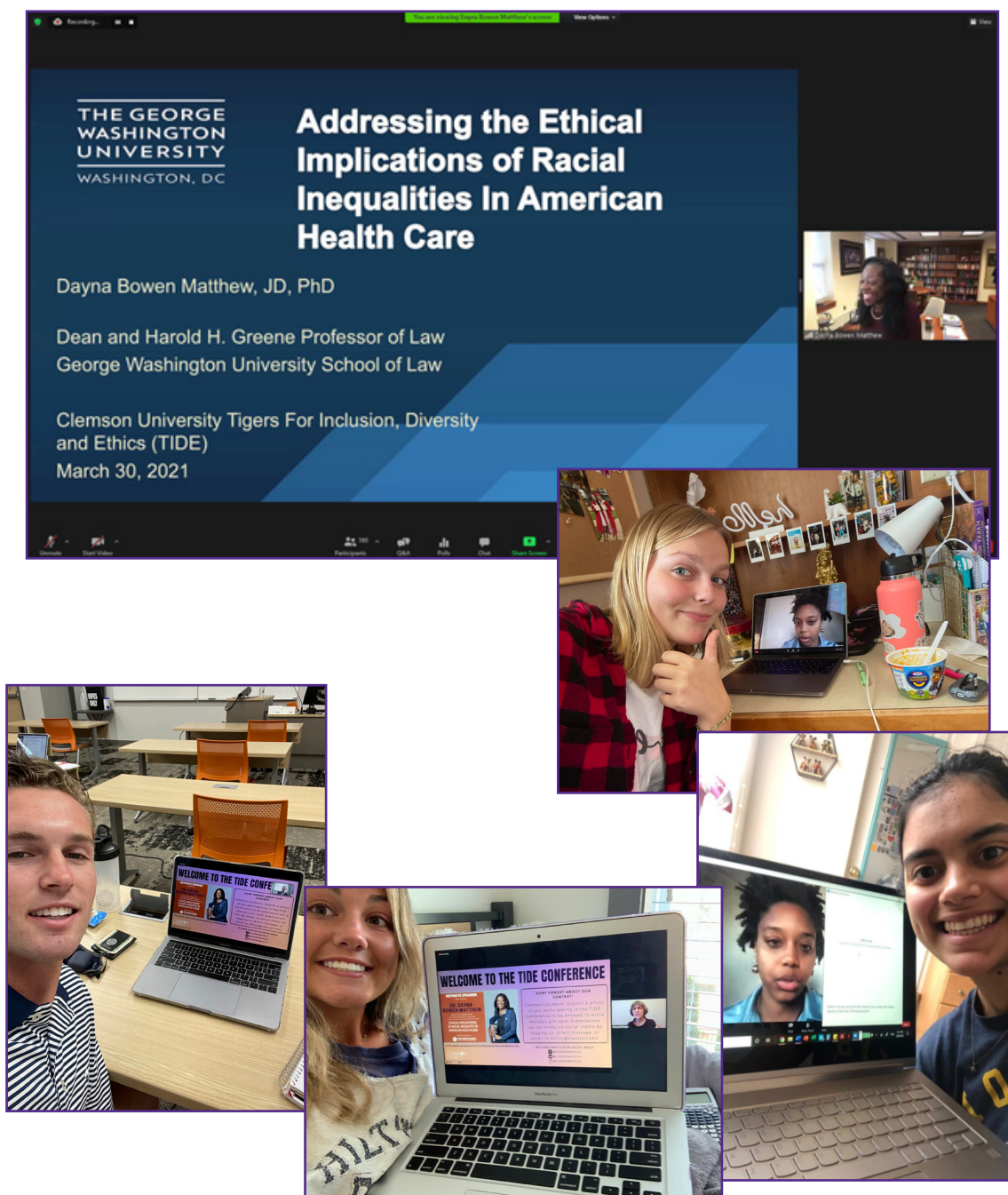


Learning Focus

- We will focus on ethical leadership in K-12 education during the pandemic as framed by **six moral complexities** – academic leadership, equity, well-being, freedom of choice, disparities and politics – and how certain policies/procedures may seek to assist or hinder what is truly valued.



The keynote session, featuring Dr. Dayna Bowen Matthew (Dean of the College of Law for George Washington University), challenged students to consider the inequities of healthcare in America. Attendees left the session laden with the latest statistics involving inequities, different lenses to view the problems through, and various ways to consider potential solutions. The TIDE Conference boasts the largest audience of any Rutland event since 2018 with over 300+ attendees. We look forward to growing this unique conference! Additionally, although he is much too modest to take credit for it, much thanks goes to former chair of the Rutland advisory board **Kelly Durham** for birthing the idea of the Clemson TIDE Conference.



CHANGE Update

CHANGE (Creating Habits And Norms Guiding Ethical decisions), which represents Clemson's student ethics committee and the student voice of the Rutland Institute for Ethics, is a prestigious student organization consisting of both undergraduate and graduate students from a variety of backgrounds and majors. CHANGE continues to hold representation from all seven colleges at Clemson University.

Successfully, the student organization was able to fill all leadership roles in February 2021. Leadership roles now include President, Vice President, Assistant Vice President of Historical Context, Chief Financial Officer, Chief Administrative Officer, Chief Marketing Officer, and Chief Alumni Relations Officer.

Throughout the rest of the Fall 2020 and Spring 2021 semesters, CHANGE focused on expanding the committee, rewriting the constitution to reflect voting and office regulations, writing the case for Clemson's 2021 High School Ethics Case Competition, writing the first and second issues of the third volume of the Ethics Editorial Newsletter, and conducting programs that focused on ethics and ethical decision-making. CHANGE held nine events this year for the Clemson student population; unfortunately, an additional two events scheduled for the fall and one in the spring had to be postponed or canceled due to COVID-19.

Members participated in an informative university-wide event, showcasing RIE's STAR Decision-Making Model that provided Clemson students with a necessary workshop on how to solve real-life ethical dilemmas.

Additionally, on March 5th, 2021, CHANGE members assisted the Rutland Institute for Ethics in running Clemson's 2021 High School Ethics Case Competition. CHANGE members served as moderators, time-keepers, and assisted in managing breakout rooms on Zoom to ensure the event ran smoothly and according to the rules.

WHY ME?

With more than 20 years in business development, I help turn high-potential opportunities into mutually beneficial business to business (B2B) partnerships.

by Business Report

- Recruited and implemented first new client in over 20 years
- Managed 6 of only 20 client relationships by providing funding, technology and backroom operations to support rural US agriculture communities
- Developed and implemented solutions for clients and prospects consistently resulting in 50% year over year growth
- Managed proposal team with a success rate of 90% year over year

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LE YOI QU

Chat

From Lexi Merriam to Everyone: the 2,2,2 rule

From Kira Derrick to Everyone: Lead with value, not want

From Marie Lynch to Everyone: definitely purposefully following up and doing research about people and doing little acts to engage

From Emerald Withers to Everyone: Taking pride in my work and accomplishments (something I was taught not to do)

From Olivia Novak to Everyone: Realize that you might not have your dream job straight out of college, find a sponsor to assist you in getting your dream job

From Ava Buffum to Everyone: Do your homework even when working a real job. Makes a big difference just researching people

From Marie Lynch to Everyone: Future focus also was very interesting to me because after I or someone does presentations or have conversations, I always reflect and criticize what I or others did but it's definitely better to be more positive and focus on what can be done in the future rather than dwelling on the past

To: [Name] (private)

Type message here.

Zoom Meeting Grid:

- Lexi Merriam
- Julia Ellen
- Ava Buffum
- Gabriella Saidieman

CHANGE Events 2020-2021

Introducing Hemp Plants in South Carolina

An ethical panel discussion hosted by students from the College of Agriculture, Forestry and Life Sciences and partnering with Clemson Collegiate Farm Bureau to discuss different viewpoints of the hemp plant.

Ethics in International Business with the French Professional Society

Hosted by students in the Wilbur O. and Ann Powers College of Business and joined by the French Professional Society, students could interact with a panel of Clemson faculty to discuss how businesses incorporate different ethical practices when taken internationally.

Jurassic Park Film Viewing and Ethical Discussion

Led by the College of Science as a virtual event for students to first watch Jurassic Park and then discuss the ethical underpinnings of genetics and dilemmas in the film.

South Carolina's Model Code of Ethics

CHANGE students, partnered with the Committee of Diversity and Inclusiveness, conducted a panel discussion that allowed students to learn about how South Carolina's Model Code of Ethics can serve as a guide to have ethical conduct in different fields in Education while also being able to interact with panelists in the field as well as Clemson faculty.

Competition of Ethics in Agricultural Policies

College of Agriculture, Forestry, and Life Sciences

An essay competition discussing AFNR (agriculture, food, & natural resources) related policies and the ethics behind them. Students submitted essays to be judged by a CHANGE student and faculty member to see if they could win the gift card prize.

Ethical Dilemmas and Challenges Writing Contest

College of Behavioral, Social, and Health Sciences

CHANGE members offered an essay contest for students to share their opinions on the biggest ethical dilemma that CBSHS is facing right now or the biggest ethical challenge the world is facing right now.

Environmental Market Failures and Their Possible Solutions

College of Engineering, Computing, & Applied Sciences CHANGE members partnered with the Biosystems Engineering Club to host a panel discussion to focus on how the marketplace has failed the environment along with ethical considerations to possible solutions.

Greetings from



Guiding Tigers to Ethical Success in the Community

Ethical Student Leadership Conference

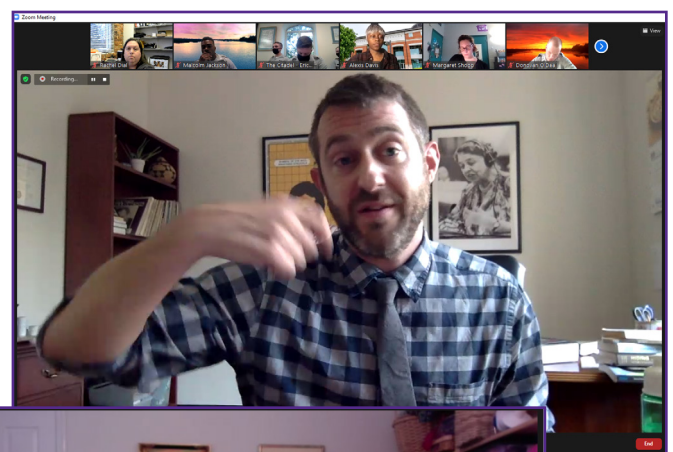
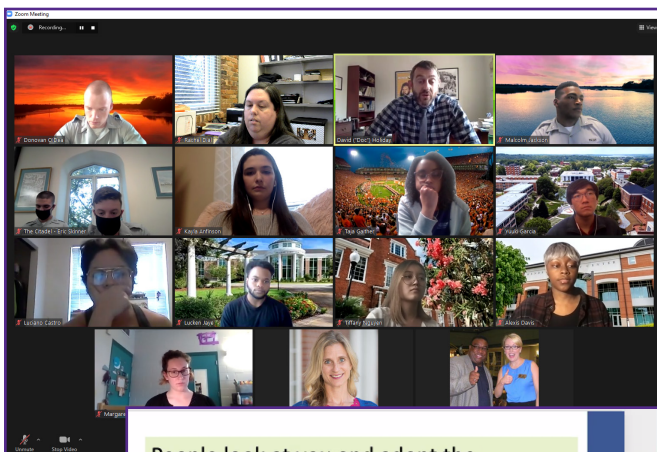
When we created the South Carolina Ethics Consortium with the ethics centers from The Citadel and Coastal Carolina, we came up with the idea to annually get student leaders from all three schools together for a two-day conference focusing on ethical leadership for current university students. This year the consortium held the second annual Ethical Student Leadership Conference on February 26th and 27th. The conference was virtual in nature in accordance with the ongoing challenges of the COVID-19 pandemic.

Sixteen students from the three universities participated in two main sessions during the conference. The Friday evening session, “What is Ethical Leadership?”, gave students an overview of ethics, ethical issues and dilemmas, and gave them tools such as models for value identification and decision-making. The Saturday session was all about “What an Ethical Leader Does All Day”. Joan Dubinsky, the Rutland Institute Faculty Fellow and former Chief Ethics Officer for the United Nations, joined the conference for a discussion around what being an ethical leader looks like in the real world.



The Ethical Student Leadership Conference held in February 2021 had a great impact and was very interesting. The key take away points for me were the non-bias discussions on racial profiling, COVID vaccinations, and the STAR model which was a tool to use to make ethical decisions. Another key take-away point was the speaker Joan Elise Dubinsky. On the second day of the conference she discussed what ethical leadership is and the importance of an ethical leader. During her discussion it allowed me to retain key skills of what makes an ethical leader.

-Taja Gaither, Clemson Student



People look at you and adopt the behaviours that you display

- Talk about the ethical challenges that you face and explain your decisions.
- Use the language of ethics in everyday conversations
- Accept that sometimes things don't turn out OK
- Hold yourself and others responsible for failures and near-misses
- Give credit where credit is due

To be a role model, your actions must matter

© Joan Elise Dubinsky, 2019

(20)



Joan Dubinsky

Culver Academy Partnership

During the last academic year, the Rutland Institute for Ethics was contacted by Culver Academy, an elite preparatory military high school in Indiana. It was the desire of the school to partner with the institute to enhance student education in the areas of ethics and diversity. A three-year contract was developed between the two entities that would inevitably expose Culver students to Clemson students and a modified version of the Institute's programming. This relationship would also include opportunities for institute-related individuals to address Culver students on various issues.

Culver was most interested in participating in the High School Ethics Case Competition, thus cultivating the institute's need to offer the competition virtually (along with pandemic restraints). Dr. Evan Dutmer, Culver's primary liaison, served as the keynote speaker for the competition, and did a fantastic job of challenging the students to think more critically about ethical decision-making. The Rutland Institute for Ethics is proud of its partnership with Culver Academy and looks forward to strengthening the relationship over the next several years.



Dr. Evan Dutmer

High School Ethics Case Competition

On March 5th, 2021, the Rutland Institute for Ethics hosted Clemson's 2021 High School Ethics Case Competition virtually via Zoom. This competition included teams of two high school students presenting their response to an ethical dilemma in front of a panel of judges (Clemson alumni, faculty, Rutland Institute Advisory Board Members, and community business professionals). The case for the 2021 Competition was written by CHANGE (Creating Habits And Norms Guiding Ethical decisions), Clemson's student ethics organization.

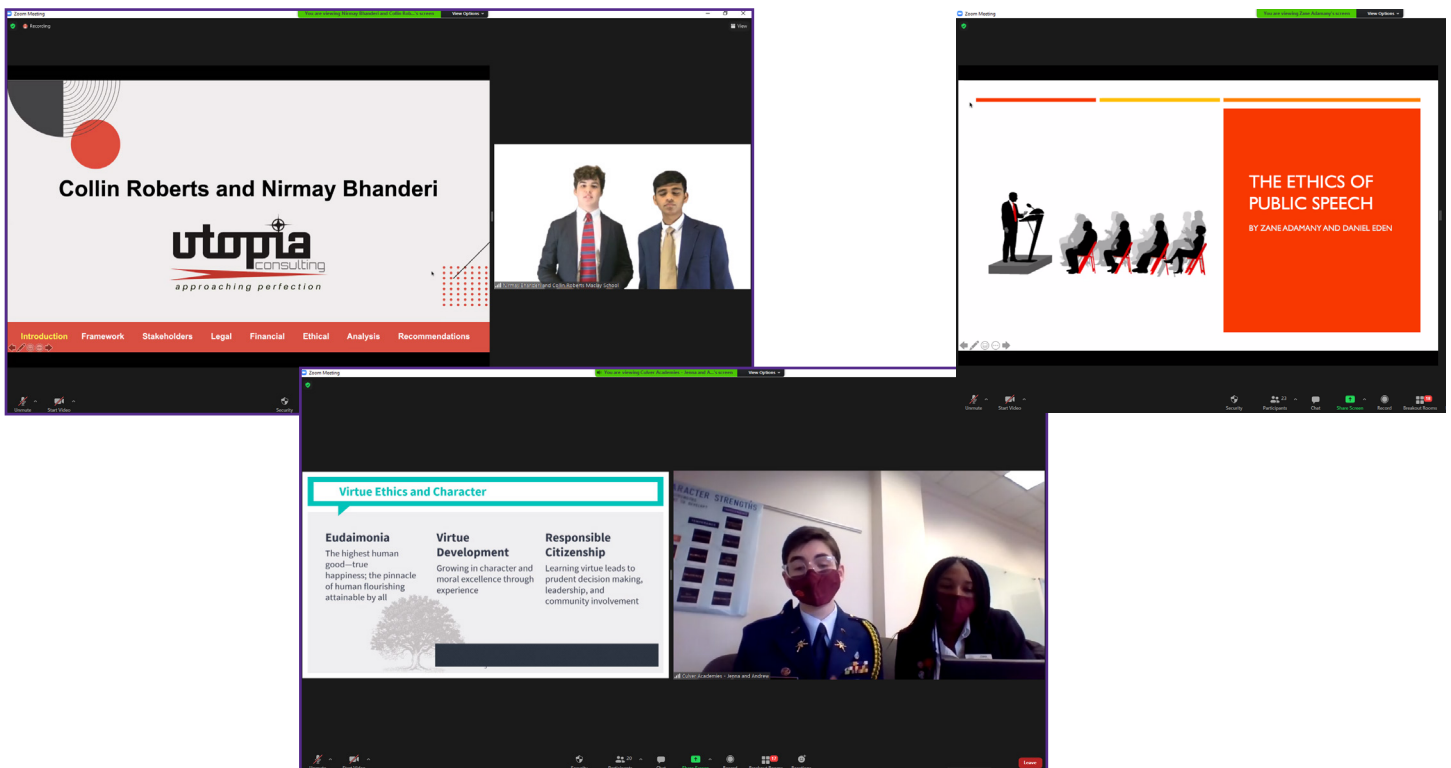
In an effort to continually improve and expand the competition while dealing with the Coronavirus Pandemic, the Rutland Institute decided to open the competition up to not just high schools in Anderson, Oconee, Pickens, Greenville, and Spartanburg counties, but also high schools in four other states as well. Recruitment looked a little different this year, with all of RIE staff conducting these efforts virtually. Connections and networks were made at the top level such as high school principals and administrators all the way down to judges such as Clemson alumni and faculty.

2021 Winners:

1st place: Nirmay Bhanderi and Collin Roberts- The Maclay School

2nd place: Zane Adamany and Daniel Eden- Brophy College Prep

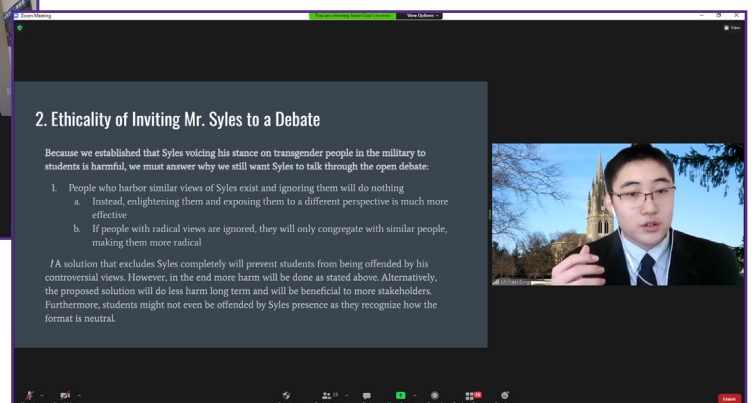
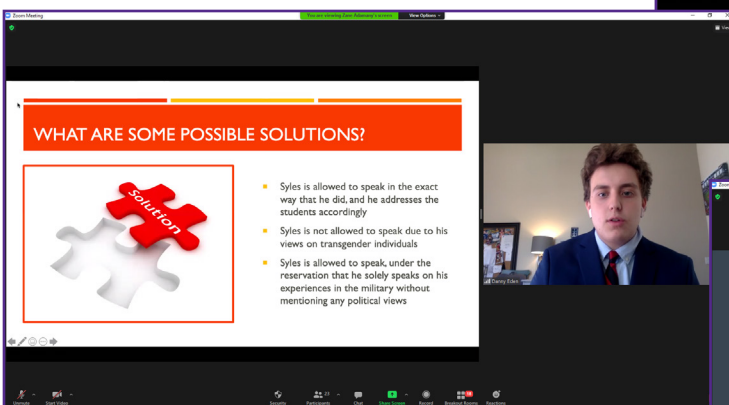
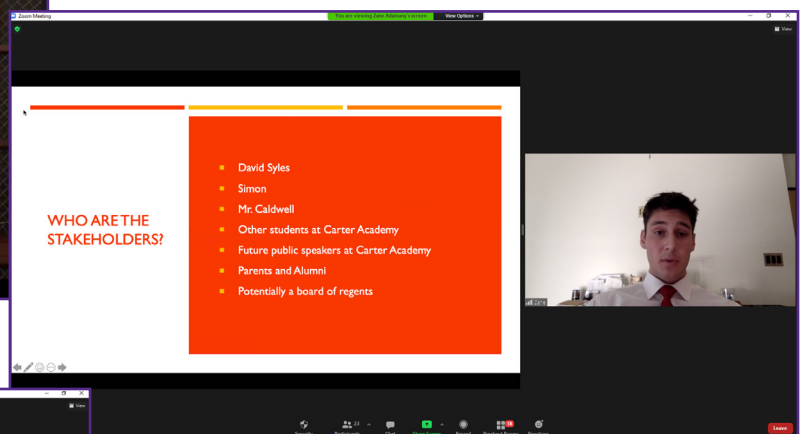
3rd place: Andrew Perun and Jenna Springer- Culver Academies



These communications allowed for a total of 9 high schools to participate in the competition, including Westside High School, Classical Conversations of Clemson, James F. Byrnes High School, Spartanburg High School, Spartanburg Day School, Culver Academies (IN), Brophy College Prep (AZ), Mercersburg Academy (PA), and Maclay School (FL). Representing those nine schools were a total of 11 teams (22 students). Judging the competition were a total of 12 judges including community members and Clemson alumni and faculty. The goal for next year's competition is to host the program as a hybrid model, half in person and half online.

We would like to thank every student-competitor, advisor, and judge for participating in the competition.

We would also like to give a special thank you to Dr. Evan Dutmer, Instructor in Latin and Ethics at Culver Academies, for providing the keynote address.





Budget

Budget

Income	<u>FY 21 Budget</u>	<u>FY 21 Actual</u>	<u>FY 22 Budget</u>
University Budget	\$ 310,681.00	\$ 305,753.06	\$ 307,000.00
Annual Ethics Day Co-Sponsorships	\$ 1,000.00	\$ 2,000.00	\$ 3,000.00
Board Donations	\$ 12,000.00	\$ 13,000.00	\$ 12,000.00
Case Competition Fees	\$ 500.00	\$ 20.00	\$ 50.00
Income Total	\$ 324,181.00	\$ 320,773.06	\$ 322,050.00

Expenses	<u>FY 21 Budget</u>	<u>FY 21 Actual</u>	<u>FY 22 Budget</u>
Annual Ethics Day			
Speaker Stipend	\$ -	\$ -	\$ 5,000.00
Event Venue	\$ 2,000.00	\$ 2,695.00	\$ 1,000.00
Production company	\$ -	\$ 5,533.85	\$ -
Transportation (speaker)	\$ -	\$ -	\$ 1,000.00
Hotel (speaker)	\$ -	\$ -	\$ 500.00
Meals (speaker)	\$ 200.00	\$ -	\$ 350.00
Gift (speaker)	\$ -	\$ -	\$ 50.00
Photographer	\$ 100.00	\$ 72.50	\$ 100.00
Videographer		\$ -	\$ 300.00
Food (lunch & reception)	\$ 1,500.00	\$ 1,450.03	\$ 1,500.00
Marketing	\$ 500.00	\$ 416.41	\$ 750.00
Décor	\$ 50.00	\$ 610.21	\$ 200.00
Total	\$ 4,350.00	\$ 10,778.00	\$ 10,750.00
Tigers for Inclusion, Diversity, and Ethics Conference			
College Speaker Stipends	\$ 4,000.00	\$ 3,000.00	\$ 3,500.00
Keynote Speaker Stipend	\$ 2,000.00		\$ 2,000.00
Venue	\$ 2,000.00		\$ 1,500.00
Food	\$ 1,500.00		\$ 1,500.00
Photographer	\$ 500.00		\$ 500.00
Marketing	\$ -	\$ 339.02	\$ 500.00
Total	\$ 10,000.00	\$ 3,339.02	\$ 9,500.00
Distinguished Ethics Scholars Program			
Events	\$ -	158.62	\$ 300.00
Tshirts	\$ -	\$ 1,217.13	\$ -
Medallions	\$ -	\$ 1,427.27	\$ -
Cords	\$ -	\$ -	\$ 2,000.00
Total	\$ -	\$ 2,803.02	\$ 2,300.00
STAR Model Video Competition			
Student Prizes	\$ 1,750.00	\$ 1,750.00	\$ 1,750.00
Faculty Prizes	\$ 500.00	\$ 500.00	\$ 500.00
Total	\$ 2,250.00	\$ 2,250.00	\$ 2,250.00

Ethical Student Leadership Conference			
Event Venue	\$ -	\$ -	\$ -
Food	\$ -	\$ -	\$ -
Supplies	\$ -	\$ -	\$ -
Printing	\$ -	\$ -	\$ -
Parking Passes	\$ -	\$ -	\$ -
Speaker gifts	\$ -	\$ -	\$ -
Photographer	\$ -	\$ -	\$ -
Service Project	\$ -	\$ -	\$ -
Travel	\$ 1,500.00	\$ -	\$ 1,750.00
Total	\$ 1,500.00	\$ -	\$ 1,750.00
Case Competition			
Workshop	\$ -	\$ -	\$ -
Food	\$ -	\$ -	\$ -
Advertising	\$ 300.00	\$ 157.60	\$ -
Space Rental	\$ -	\$ -	\$ -
Photographer	\$ -	\$ -	\$ -
Supplies	\$ 400.00	\$ -	\$ -
Gift Cards	\$ 700.00	\$ -	\$ -
Staff Travel	\$ 200.00	\$ -	\$ -
Postage	\$ 200.00	\$ -	\$ -
Total	\$ 1,800.00	\$ 157.60	\$ -
General Expenses			
Salaries	\$ 257,000.00	\$ 263,462.61	\$ 270,230.00
Staff Travel	\$ -	\$ 274.85	\$ 5,000.00
Board Meetings	\$ 500.00	\$ 48.15	\$ 750.00
Phone	\$ 1,900.00	\$ 867.00	\$ 1,000.00
Printers	\$ 600.00	\$ 1,272.13	\$ 750.00
Printing	\$ 1,000.00	\$ 596.79	\$ 1,500.00
Supplies	\$ 350.00	\$ 56.57	\$ 150.00
Facilities	\$ 100.00	\$ -	\$ 100.00
Subscriptions	\$ 100.00	\$ -	\$ -
Memberships	\$ 400.00	\$ 350.00	\$ 400.00
Scholarships	\$ 4,000.00	\$ 3,000.00	\$ 4,000.00
Postage	\$ -	\$ 49.84	\$ 50.00
Business cards	\$ -	\$ -	\$ 50.00
Staff Retreat	\$ -	\$ -	\$ 200.00
Business Meals	\$ 100.00	\$ 191.33	\$ 500.00
Marketing	\$ 5,125.00	\$ 1,527.46	\$ 4,300.00
Misc.	\$ 1,725.00	\$ 2,475.97	\$ 1,000.00
Men of Color Summit sponsorship	\$ -	\$ 7,000.00	\$ -
BUS 1010	\$ -	\$ -	\$ 500.00
Credit Card Fees	\$ 20.00	\$ 6.19	\$ 20.00
Faculty Fellow	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Total	\$ 277,920.00	\$ 286,178.89	\$ 295,500.00
Expenses Total	\$ 297,820.00	\$ 305,506.53	\$ 322,050.00

ALL IN *tegrity*

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