“Ethics... Speak Up!” How do students finish the sentence?

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Don’t think too much . . .

- Ethics is . . .

- I act ethically because . . .
As a public research university, Texas Tech advances knowledge through innovative and creative teaching, research, and scholarship. The university is dedicated to student success by preparing learners to be ethical leaders for a diverse and globally competitive workforce. The university is committed to enhancing the cultural and economic development of the state, nation, and world.

Approved by the Texas Tech University Board of Regents on May 14, 2010 (Emphasis Added)
Core values

Texas Tech University is committed to the values of mutual respect; cooperation and communication; creativity and innovation; community service and leadership; pursuit of excellence; public accountability; and diversity.

—2005 Texas Tech University Strategic Plan

Texas Tech University Statement of Ethical Principles

“Do the right thing”

Texas Tech University is committed to being an ethical institution. In recognition of the rights and inherent dignity of all members of the Texas Tech University community, the university is committed to supporting the following principles and to promoting those rights guaranteed by the Constitution, the laws of the United States and the State of Texas, and the policies adopted by the Board of Regents. As members of the Texas Tech community, faculty, students, staff, and administration, all stakeholders accept responsibility for abiding by and promoting the ethical principles of the university described below. Although legal behavior and ethical behavior overlap in many areas, they are quite distinct from each other. While we follow legal requirements, an ethical institution goes beyond them to achieve the following values.

Mutual Respect

Texas Tech University is committed to an open and diverse society. Each member of the Texas Tech community has the right to be treated with respect and dignity. This right imposes a duty not to injure upon the rights or personal values of others. Professional relationships among all members of the Texas Tech community deserve attention so that they are not exploited for base motives or personal gain.

Cooperation and Communication

Texas Tech University is committed to the promotion of professional relationships and open channels of communication among all individuals. The university will publish and disseminate in a timely manner its values, policies, procedures, and regulations, as well as any other information that is necessary to protect and educate all members of our community. We encourage and provide opportunities for the free and open exchange of ideas both inside and outside the classroom. While the free expression of views in orderly ways is encouraged, personal vilification of individuals has no place in the university environment.

Creativity and Innovation

Texas Tech University is committed to ethical institutional programs that meet the teaching, research, and service objectives of each discipline and department, to policies that are consistent with those objectives, and to a working and learning environment that encourages active participation. Such exemplary environments often challenge existing worldviews, requiring trust in the process of discovery and the acceptance of uncertainty and ambiguity within ethical parameters. The university supports all its members in lifelong learning—a process that is both challenging and rewarding—and encourages creative and innovative means to achieve this goal through both opportunities and incentives.

Community Service and Leadership

Texas Tech University is committed to ethical leadership practices at all levels and to our tradition of community service, both within the university community and in our relationships with the greater community. We strive for exemplary professional and community service through research, creative works, and service programs that extend beyond the university environment. We strive to provide excellent service in a caring and friendly environment, and encourage such involvement in the community by all faculty, students, staff, and administration.

Pursuit of Excellence

Texas Tech University is committed to achieving excellence in all aspects of our community. We expect this in the expertise and performance of our faculty, staff, and administration, as well as the continuing education of our students. A high standard of professionalism, including opportunities for professional contact and continuous growth, is expected of our faculty, students, staff, and administrators. The university is committed to academic integrity and to the effective and just implementation of a system designed to preserve and protect it. The university intends to be a model of excellence, following best practices in its professional work, displaying the highest standards in its scholarly work, and offering courses to demonstrate national and international examples of achievement.

Public Accountability

Texas Tech University is committed to transparency in governance, personal responsibility, and high ethical standards by both individual and organizational integrity. Being responsible requires us to be thoughtful stewards of our resources—accountable and respectful to ourselves, to each other, and to the public we serve. A sense of institutional and public responsibility requires careful reevaluation of one’s ethical obligations and the duty to respect commitments and expectations by acknowledging the context and considering the consequences, both intended and unintended, of any course of action. We promptly and openly identify and disclose conflicts of interest on the part of faculty, staff, students, and administration, and the institution as a whole, and we take appropriate steps to either eliminate or mitigate such conflicts or ensure that they do not compromise our procedures and values. When we make promises, we must keep those promises. We strive to do what is honest and ethical even if no one is watching us or compelling us to “do the right thing”.

Diversity

Texas Tech University is committed to the inherent dignity of all individuals and the celebration of diversity. We foster an environment of mutual respect, appreciation, and tolerance for differing values, beliefs, and backgrounds. We encourage the application of ethical principles and policies that ensure that all are welcome on the campus and are extended all of the privileges of academic life. We value the cultural and intellectual diversity of our university because it enhances our lives and the community as a whole, promoting success, equity, and excellence.
QEP & Do the Right Thing

- Quality Enhancement Plan is part of the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) accreditation
- Began 2005 with the “Do the Right Thing: A Campus Conversation on Ethics” campaign
- Broad-based Institutional Impact both direct and indirect on student learning and the learning environment

Source: Texas Tech University Quality Enhancement Plan Impact Report
http://www.depts.ttu.edu/provost/qep/2005-2010
3 Goals

- **An Ethical Institution** – strengthen commitment to ethical behavior at the institutional level, thereby providing a model and inspiration for students
- **Ethics in The Curriculum** – raise the level of ethical reasoning employed by students and faculty
- **Academic Integrity** – strengthen campus culture of academic integrity

Source: Texas Tech University Quality Enhancement Plan Impact Report
http://www.depts.ttu.edu/provost/qep/2005-2010
Sustaining the QEP/Ethics Initiative

- Campus-wide “Integrity Matters”, “Raider Power: Honor, Respect, Pride and Tradition” and Strive for Honor” campaigns (2006-2010)
- TTU Statement of Ethical Principles formally adopted by the TTU board of Regents on 3/6/2008 and adopted as Core Values Statement in 2010 Strategic Plan
- Red Raider Generator articles in the student newspaper (2009-2010)

Source: Texas Tech University Quality Enhancement Plan Impact Report
http://www.depts.ttu.edu/provost/qep/2005-2010
Sustaining the Ethics Initiative

- Creation and funding of the TTU Ethics Center (2009)
- Revision of the Mission Statement to include “the University is dedicated to student success by preparing learners to be ethical leaders” (2010)
- Matador Ethics Video Challenge (2009-2013)
- Annual Responsible Conduct of Research Conference (2010-2013)
- Introduction of Ethics Modules in Freshman Seminar Courses

Source: Texas Tech University Quality Enhancement Plan Impact Report
http://www.depts.ttu.edu/provost/qep/2005-2010
Arbor Day Celebration at TTU

Arbor Day is an annual event that provides an opportunity for students, faculty, and staff to join together to beautify the Tech campus, build a sense of community, and receive recognition. Live music, free food and t-shirts, and planting alongside other Red Raiders makes this one of the most anticipated events each spring.

11 am - Make Your Own Plant
11 am-1 pm - Free Food and T-shirt with TTU Student I.D. ($5.00/Shirt for Faculty & Staff*)
11:30 am-12:50 pm - Live Music
12:50 -1:20 pm - Student Organization Awards
1:20 -3 pm - Planting begins
Arbor Day Celebration at TTU

Arbor Day is a campus beautification program planned by President Knapp in 1938. It provides the chance for students, faculty, and staff to join together to beautify the Tech campus, to "build a sense of community," and to receive recognition. Participant organizations and departments will be assigned an area of campus where they will plant flowers.

April 25, 2008
Memorial Circle
11:00-1:30
11:00 Free food with TTU-Student ID; $2.50 for Faculty/Staff
11:30-1:30 Free info with TTU Student ID; $2.50 Faculty/Staff
12:00-1:30 Live music by Fort Parker
1:30-2:00 Ceremony and Student Organization Awards Ceremony
2:00-3:00 Planting

For more information: 762-3636

reduce, reuse, recycle
why the TECH not?

arbor day 2009
Arbor Day Celebration at TTU
“Ethics...Speak Up” tables

[Imagery of Arbor Day 2012 event at Texas Tech University]
“Ethics...Speak Up” tables
2010: Ethics is . . .

- 786 valid responses, into 20 themes
  - Do the right thing (19.6%)
  - Honesty (11.7%)
  - Green/earth (11.5%)
  - Moral, value, belief, golden rule (9.7%)
  - Respect (6.7%)
  - Integrity (4.5%)
  - Love (4.2%)
2011: I think of Ethics when I see . . .

- 539 valid responses, into 19 themes
  - Do the right thing (14.8%)
  - Service to others (14.7%)
  - Honesty (9.8%)
  - Integrity (8.9%)
  - Respect (5.0%)
  - Love, caring, kindness (4.8%)
  - Good behavior (4.1%)
2012: My last ethical activity was . . .

- 692 valid responses, into 11 themes
  - Volunteering/community service (30.8%)
  - Showing love and kindness (14.9%)
  - Donating (9.7%)
  - Being honest (8.4%)
  - Tutoring & mentoring (7.9%)
  - Relay for Life (6.1%)
  - Adhering to academic integrity (5.5%)
"My last ethical activity was . . ."
2013: I act ethically because . . .

- 625 valid responses, into 15 themes
  - It’s the right thing to do (23.0%)
  - My character (9.8%)
  - Requirement/obligation (8.8%)
  - Gratification (6.7%)
  - Goodness (6.7%)
  - Parental influence (6.6%)
  - Citizenship/mankind (6.1%)
“I act ethically because . . .”

I act ethically because...

Because I was raised to treat others the way I want to be treated.

Because it’s important. It’s awesome!

It’s the right thing to do.

I wasn’t raised to do so.

Because it’s the right thing to do.

Everyone deserves respect.

Everyone deserves respect.

It’s important.

It’s the right thing to do.

It’s good for the world.

It makes the world a better place.

It makes sense in every act we do and gives us success and peace.

I act ethically because...

It’s the right thing to do.

It sets the standard.

It keeps the world honest.

It’s the best thing to do for everyone.

I was raised to do so.

Because you just should.

I actually do what I’m supposed to do.

It feels right.

It’s how it should be done.

I want to do what is right.

I want to do what I’m supposed to do.

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I want to do what is right.

It makes sense in every act we do and gives us success and peace.

I act ethically because...

It’s the right thing to do.

It sets the standard.

It keeps society polite in a good place to live in.

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## Comparison

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In line to get T-shirt...
Strive for Honor