ANNUAL REPORT IX

2018-2019

Contents

BENCHMARK ACHIEVEMENTS (2018-2019) ................................................................. 2
OUR HISTORY ........................................................................................................... 3
TEXAS TECH UNIVERSITY MISSION STATEMENT .................................................. 3
TEXAS TECH UNIVERSITY ETHICS CENTER MISSION STATEMENT ...................... 3
TTU ETHICS ORNAMENTAL SYMBOL .................................................................. 3
ACKNOWLEDGEMENTS ......................................................................................... 4
A NOTE FROM THE MANAGING DIRECTOR ......................................................... 5
ETHICS CENTER STAFF ......................................................................................... 6
2019 ACADEMIC INTEGRITY SURVEY BY CLASSIFICATION ................................. 9
CAMPUS COLLABORATIONS ............................................................................... 10
CORE PROGRAMS .................................................................................................. 11
I. GLOBAL ETHICS DAY ......................................................................................... 11
II. SWRCAI 9th ANNUAL RESPONSIBLE CONDUCT OF RESEARCH & ACADEMIC INTEGRITY CONFERENCE ...... 14
   TTU Ethics Courses ........................................................................................ 16
III. COMMUNITY ENGAGEMENT PARTNERSHIPS .................................................. 17
IV. 2019 ARBOR DAY ETHICS PROMPT: “WHAT IS YOUR ETHICAL RESPONSIBILITY CONCERNING CLIMATE CHANGE? ... 24
V. 2019 ARBOR DAY ACADEMIC INTEGRITY SURVEY ....................................... 25
VI. PEER-TO-PEER (P2P) ACADEMIC INTEGRITY PRESENTATIONS ...................... 29
VII. TTU ETHICS CENTER WORKSHOP SERIES .................................................. 30
VIII. RED RAIDER ORIENTATION (RRO) ACADEMIC INTEGRITY SURVEY .............. 32
IX. FORUMS AND INTERVIEWS ABOUT ETHICS ...................................................... 34
X. 2018-2019 PRESENTATIONS AND GUEST SPEAKERS ...................................... 35
PUBLICATIONS & PRESENTATIONS .................................................................. 36
ADAPTIVE STRATEGIC ANALYSIS 2020 ............................................................. 37
APPENDICES ......................................................................................................... 38
STATEMENT OF ETHICAL PRINCIPLES ............................................................... 38
ACKNOWLEDGEMENTS ............................................................................... 40
TEXAS TECH UNIVERSITY ETHICS CENTER CONTACT INFORMATION (2018-2019) ......................... 45
Benchmark Achievements (2019-2020)

1. Organization of American States Costa Rica Initiative
2. DoNut Cheat Project Partnership Mentorship
3. Annual Strive for Honor Week/Arbor Day Activities
4. TTU Ethics Center student focus group
5. Global Ethics Day – TTU Ethics Center, Carnegie Council for Ethics in International Affairs, TTU School of Law, and Graduate School partnership
6. Ethics Faculty, Staff, and Student Symposium
7. 27th Annual Association for Professional & Practical Ethics Conference
8. 26th Annual International Center for Academic Integrity Conference
9. Mentor Tech Ethical Best Practices in Writing initiative
10. TTU Ethics Center and Community Foundation of West Texas partner
11. Peer-to-Peer (P2P) Ethics/Academic Integrity Discussions and Presentations
12. TTU Ethics Center partners with Center for Campus Life promoting ethical best practices
13. TTU Ethics Center partners with TTU Student Organizations to promote academic integrity
14. Faculty interviews about Ethics for Social Media
15. TTU Ethics Center e-Journal
16. TTU Ethics Center Blog
17. SouthWest Regional Consortium for Academic Integrity Blog
18. TTU Students Talk Ethics
19. TTU Faculty & Student Travel Funding Program
20. Red Raider Orientation (RRO) Participation
21. TTU Statement of Ethical Principles assessment modules
22. Public & Private Community Partnerships
Our History
During the 2005-2010 Quality Enhancement Plan (QEP), Texas Tech faculty volunteers proposed a university ethics center to provide the campus with ethics education resources. Since its establishment in 2009, the Texas Tech University Ethics Center has developed ethics programs to support student and campus learning in ethics, academic integrity, and the responsible conduct of research.

The Ethics Center, under the direction of Dr. Ralph Ferguson, shares information with domestic and international partners. This provides the TTU learning community with an ethical deliverable that may enrich domestic and global awareness. The staff of the Ethics Center takes seriously the university’s 2010 commitment to student success, to the University’s Core Values, and to “preparing learners to be ethical leaders for a diverse and global competitive workforce” (University Mission Statement, 2010). Each summer semester we prepare an annual report of our ethics education accomplishments, activities, and outcomes. This reporting is required by the bylaws of the Texas Tech University Ethics Center Advisory Committee.

Texas Tech University Mission Statement
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. (Enhanced for emphases). Approved by the Texas Tech University Board of Regents on May 14, 2010.

Texas Tech University Ethics Center Mission Statement
The Texas Tech University Ethics Center enhances the overall ethical culture of the University by promoting ethics education; facilitating ethics research; providing outreach; and fostering discourse on ethical issues among students, faculty, staff, alumni, and others with interest in ethics. Approved by the Advisory Committee of the Texas Tech University Ethics Center, January 2011.

TTU Ethics Ornamental Symbol

Figure 1: TTU Ethics Ornamental Symbol
Acknowledgements

Advisory Committee Members (2018-2019)

The following faculty and staff served on the TTU Ethics Center Advisory Committee for academic year 2018-2019.

Dennis Patterson, PhD  College of Arts and Sciences (Chair)
Ralph Ferguson, PhD  TTU Ethics Center (ex-officio)
Steve Fraze, PhD  College of Agricultural Sciences and Natural Resources
Benaissa Chidmi, PhD  College of Agriculture and Applied Economics
Joseph Aranha, PhD  College of Architecture
Mario Beruvides, PhD  Edward E. Whitacre Jr. College of Engineering
Hansel Burley, PhD  College of Education
Earnstein Dukes, PhD  TTU Libraries
Mary Murimi, PhD  College of Human Sciences
Weiwu Zhang, PhD  College of Media and Communications
Bill Gelber, PhD  College of Visual and Performing Arts
David Doerfert, PhD  Graduate School
Dwight McDonald, JD  School of Law
Patrick Metze, JD  School of Law
Bill Poirier, PhD  Department of Chemistry and Biochemistry
John “Tex” Watts  Faculty Senate
Maggie Gilchrest  Staff Senate
Thad Brock  Student Government Associate (Undergraduate)
Surya Yadav, PhD  Rawls College of Business Administration
Justin Noble  Texas Tech University System, Office of Audit Services
Rodney Lackey  Texas Tech Athletics
Paul Frazier, PhD  Institutional Diversity, Equity & Community Engagement
Bill Gustafson, PhD  Department of Personal Finance Planning
Pamela Johnson  Graduate School of Biomedical Sciences
Beverley Bowen  Department of Public Health
Comfort Pratt, PhD  College of Education, Curriculum and Instruction
Catherine Duran, PhD  Undergraduate Education and Student Affairs (ex-officio)
Justin Louder, EdD  Worldwide eLearning (ex-officio)
A Note from the Managing Director

Ralph Ferguson, Managing Director and Fulbright Global Specialist

The Ethics Center, through the Ethics in Action initiative, broadens the lens to view more challenges in real-time that may impact the shape of the future. The Texas Tech University Statement of Ethical Principles, adopted by the Board of Regents 2008, serves as the catalyst to construct innovative programs with academic colleges to prepare students for entry into the competitive market.

The TTU Ethics Center communicates the importance of personal accountability across the academic community. Students in fraternities, sororities, and social organizations signal that they appreciate the TTU Ethics Center’s delivery of programs promoting ethical conduct, academic integrity, and the responsible conduct of research through engagement in social media, seminars, classrooms, and compassionate ethical service activities. The programs provide students the convenience of using their e-mobile devices to view the TTU Ethics Center social media presentations at their leisure.

The TTU Ethics Center participates as a hemispheric organization to connect TTU students to the ethical challenges of migration, security, food, water, and gender in this region of the world. The resources developed by the TTU Ethics Center to support strengthening students’ ethical values may make graduates well rounded and enhance opportunities for them as TTU graduates. The TTU Ethics Center achieves its benchmarks due to the effective partnerships with faculty, staff, student organizations, and administrators across disciplines on campus that value the importance of our mission.

TTU Student volunteers enjoy Strive for Honor Week/Arbor Day activities.
Ethics Center Staff

During the 2018-2019 academic year, the TTU Ethics Center operated with four full-time staff and one part-time student:

Ralph Ferguson serves as Managing Director of the Texas Tech University Ethics Center and is a Fulbright Specialist on business and international issues. The leadership of the TTU Ethics Center discusses effective innovative strategies to enhance service to students and build global networks. Using social media, organizations across the globe can view interviews and prompts from the TTU Ethics Center that present information about academic integrity, research misconduct, and genocide, race, community relations and other relevant ethical topics.

Dr. Ferguson speaks to groups about ethical analytics related to the impact of the rising cost of education, management, business development, values, personal financial planning, debt, emerging markets, inclusiveness, and disenfranchisement. Dr. Ferguson was a principal owner in DancingFibers.com, a limited liability corporation, which distributed imported knitting yarns from China, Bolivia, Peru, and Japan to more than three hundred retail stores in the United States, Canada, and Mexico. Under his leadership, Dancing Fibers, LLC partnered with Alamos de la Andes to create opportunities for Aymara and Quechua Indian women in Bolivia.

At TTU, Dr. Ferguson serves as a management professor in the Department of Public Health at Texas Tech University Health Sciences Center. As a consulting member of REF Management LLC, Dr. Ferguson addresses complex problems related to business, science, engineering, ecology, and organizational structure with professional peers. He is a leading analyst on the economics and ecological benefits of tire derived fuel. A leader in education and business, his scholarship focuses on human rights, economics, ecology, education disparity, employment, and agriculture.

Dr. Ferguson brings a wealth of knowledge to his work and research from careers as a successful entrepreneur, corporate executive, Court Administrator, Magistrate, and Municipal Court Judge. Dr. Ferguson holds a Master’s in Public Administration from the University of Southern California and a doctorate from Texas Tech University in Personal Financial Planning (CEED).

Lisa James serves as Unit Manager for the Texas Tech University Ethics Center, and Founding Circulation Editor for the Journal of the Texas Tech University Ethics Center. Serving as a leading team member to push forward the outreach of the ethics center to benefit students, staff, faculty, and community, she manages pivotal functions: 1) Manages the SWRCAI blog to communicate with peers; 2) Oversees the Peer-to-Peer (P2P) student program that visits with campus organizations about Texas Tech University Statement of Ethical Principles; 3) Acts as the adaptive strategic budget planning partner to maximize the use of revenue to sustain quality programs through disciplinary partnerships; 4) Coordinates student focus groups for foundation information to tailor ethical best practices workshops; 5) Uses collaborative skills in the development of training workshops, conference presentations, social media analysis, and preparatory assignment analytics.

In keeping with the TTU Ethics Center mission, Ms. James is the recipient of the Texas Tech University Quality Service Award (2012) for support of the emerging scientists and engineers initiative launched through administration. She brings an array of professional experiences that make her an asset to the
center and university. Her talents have been part of the team guiding the development and completion of two Quality Enhancement Plans (QEP) for the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The programs that evolve from Quality Enhancement Plans serve to enrich the academic values of the institution. At the national level to support the effort to achieve the Hispanic Serving Institution (HIS) designation for the Title III and Title V waivers to benefits the increasing diversity on the campus, Ms. James for more than seven years used her analytical know-how to collect and prepare data for Federal Department of Education reporting by the Texas Tech University executive team.

The Association for Professional and Practical Ethics recognizes the transformative leadership of the Texas Tech University Ethics Center with the request to lead the 2017 Directors Summit. This is a high honor for Ms. James and the team that in less than five years the Texas Tech University Ethics Center is seen as an innovator in encouraging and promoting ethical conduct. Ms. James has a Master’s degree in Higher Education with academic work in-process toward a doctorate in the same field.

Lora L. Lopez serves as an administrator for the TTU Ethics Center reaching out to undergraduate/graduate students through presentations and social media. As a team member in the TTU Ethics Center she serves as a leadership compass for students, staff, faculty, and community orienting them towards ethical conduct. Ms. Lopez navigates the mission of the Ethics Center in the following key areas: 1) as oversight lead for the Faculty Ethics Symposium; 2) in charge of the assessment survey tool, Ethical Principles on Blackboard for students, staff, and faculty to utilize; 3) as the manager of the center’s social media; 4) as the lead in interviewing and editing videos for social media posting; 5) as a collaborator for adaptive strategic budget planning working as the primary point of contact for bringing programs like “SURVIVORS” to campus, and 6) as the coordinator for the bi-annual “Donut Cheat” initiative to promote ethical behavior during final exams.

As a professional, Lora demonstrates high interest in compassionate service through volunteer activities with the following agencies: Mentor Tech, Multicultural Faculty and Staff Association, Hispanic Association of Women, Fiestas Del Llano, Inc., Ronald McDonald House Charities of the Southwest, and the South Plains Food Bank. Ms. Lopez has a Master’s degree in Interdisciplinary Studies.

Anastasia Coles holds a Masters in Technical Communication from TTU, and serves as an administrator. She developed the animated “Ethical Principles” illustrated feature for the web site to accompany the center’s promotion of the seven ethical principles. She is the primary liaison with TTU’s Mentor Tech for the TTU Ethics Center’s Compassionate Service mission, working as a writing tutor for Mentor Tech’s monthly tutoring sessions. She also continues to be a primary participant in promotional activities through Red Raider Orientation, new faculty orientation, and regular TTU Ethics Center events.

Ms. Coles edits and assembles the online Journal of the Texas Tech Ethics Center, featuring presentations from the annual Global Ethics Day and faculty symposia. The journal represents the TTU Ethics Center’s promotion of scholarly research on ethics in academia and beyond. Ms. Coles is also the primary writer and editor of an interview series with TTU faculty about teaching ethics in their disciplines. This series is featured on the Ethics Center web site as a blog entitled “Continuing the Conversation on Ethics”. Faculty across all TTU colleges have participated in the interviews.
She has helped lead projects for the Ethics Center that involve TTU faculty innovations in ethics pedagogy and programs to help students develop critical thinking skills while avoiding inadvertent plagiarism. She has led workshops to help students avoid poor ethical decision-making in academic contexts. Materials from these workshops will form the content of a future issue of the Ethics Center journal.

**Phuongminh Nguyen** serves as Student Assistant for the TTU Ethics Center. Phuongminh completed his High School Diploma with High Honors and distinction at Lubbock High School. He was also a successful Advance Placement (AP) graduate and the first full Vietnamese at his high school to earn the International Baccalaureate (IB) diploma. Prior to attending TTU, Phuongminh completed his Pre-College Leadership Program at Brown University and earned the Brown Leadership Institute diploma. Phuongminh is currently a sophomore at Texas Tech University and the Honors College. He is in the process of pursuing a BA degree and double majoring in Political Science and Honors Arts and Letters with the concentration in Health and Humanities. Outside his academic life, he was a Research Assistant for Dr. Hai Nguyen and participated in the research and writing process of Dr. Nguyen's Vietnam War project. Moreover, Phuongminh is involved in community works by volunteering as a member of HON Eta Omicron Nu, volunteering at Bayless Elementary School as a mentor, became an Ability Care Leader for Friendly Friday, and a UMC volunteer.

In his role as Student Assistant, his primary duties include: managing data collection and analysis for Ethics Center research projects, serving as liaison for the Ethics Center at Red Raider Orientation events, providing peer-to-peer (P2P) academic integrity program presentations, and providing support at TTU Ethics Center programs and initiatives engaging TTU students, faculty, staff, and administrators.
2019 Academic Integrity Survey by Classification

Student Classification

- Freshman: 19%
- Senior: 26%
- Junior: 21%
- Sophomore: 18%
- Masters: 7%
- Doctoral: 9%
Campus Collaborations

The TTU Ethics Center connects with students, faculty, and administration to engage and promote the importance of disciplinary ethical dialogues. With more than 120 academic programs, the TTU Ethics Center encourages instructional and service best practices through social activities, training, and special projects. The TTU Ethics Center builds programs with partners that reinforce disciplinary and institutional values. When students exit TTU, the Ethics Center strives with departments to strengthen their ethical compass so that they can become good decision-makers.

Figure 2: TTU Departments, Colleges, and Student Organizations collaborate with the TTU Ethics Center to provide programs and workshops for students, faculty, staff, and members of the surrounding community.
Core Programs

The TTU Ethics Center brings forward thought leaders with their research to enhance understanding about local planetary ethical concerns, governance, human migration, and U.S. & Russia. Collaboration with university and global experts lifts standards within the TTU learning community.

I. Global Ethics Day

The TTU Ethics Center’s partnership with the Carnegie Council for Ethics in International Affairs connects with students on campus to bring a global dimension to all inquiries on ethics. The panel presents critical topics: 1) Global Ethical Concerns; 2) Governance & Hemispheric Challenges; 3) Human Migration Issues; and 4) United States & Russia. The panelists discuss with a local and online audience the stressors that may generate instability across the world into the distant future.

*2018 Panelists*

1. Dr. Thi Kim Xuan Nguyen, Senior Ethics Officer, United Nations
2. Ambassador Nestor Mendez, Assistant Secretary General, Organization of American States
3. Dr. Nadia Flores-Yeffal, TTU Department of Sociology, Anthropology & Social Work
4. Dr. Daniel Epstein, TTU Department of Political Science
Global Ethics Day panelists with TTU administrators, President Lawrence Schovanec and Provost Michael Galyean.

Dr. Thi Kim Xuan Nguyen with TTU Ethics Center staff.

Dr. Ralph Ferguson, Ambassador Nestor Mendez, and Dr. Sukant Misra celebrate Global Ethics Day.

Dr. Ralph Ferguson with Ambassador Nestor Mendez.
Global Ethics Day celebration includes representatives from the TTU Ethics Center, TTU School of Law, TTU Graduate School, Departments of Political Sciences, Sociology, Anthropology & Social Work, Classical & Modern Languages, International Affairs, History, Civil Engineering, and TTU Regional Campuses.
II. SWRCAI 9th Annual Responsible Conduct of Research & Academic Integrity Conference

Southwest Regional Consortium for Academic Integrity

This group broadens the administrative focus of Responsible Conduct of Research and Academic Integrity to establish meaningful dialogue among administrators to better address student challenges. Through discussing best practices in community colleges, and regional research institutions, the consortium promotes shared knowledge in order to make administration more effective in managing campus misconduct in and out of the classroom. This process creates an opportunity to learn more about 1) responsible conduct in research; 2) teachable moments for judgment errors; and 3) increasing the understanding of stress among students.

The Southwest Regional Consortium for Academic Integrity provides a forum for professionals to gather and learn from peers about programs with successful outreach. This well-rounded group including Community Colleges and large universities in the region serves to benefit awareness of the challenges associated with promoting academic integrity.
The cross-section of topics opens an opportunity for students, faculty, staff, and administrators to view best practices through a variety of lenses. Having the chance to learn from others about their achievements in serving their campuses allows attendees to reflect on how to strengthen good practices or how to dismantle ineffective ones. Moreover, the affiliation may assist in the development of universal guidelines for preventive strategies to reduce misconduct.

The topics presented and discussed include:

- Boundless Spirit of Ethics
- Addressing Plagiarism Policy Roadblocks
- Cultivating Academic Integrity in Writing: The Ethical Use of Models and Templates to Mentor Student Writers
- Research, Integrity, and Social Commitment
- Proactive and Inclusive Approaches to Teaching Academic Integrity
- Cultures and Plagiarism
- Crafting Assignments that Scaffold Academic Integrity: Making Plagiarism Downright Difficult
- An Examination of a Student’s Responsibility for Academic Integrity
- Conducting Responsible and Ethical Archaeological Research
By participating with faculty, who teach courses with ethics as a part of their focus (as determined by course titles or descriptions in Cognos), the TTU Ethics Center reaches more than 4,000 students with this initiative. An Ethics Symposium encourages ethics instruction across disciplines that support classroom instruction that strengthens ethical best practices among students.

---

**Fall 2018 TTU Ethics Courses by Classification**

( unofficial estimates )

- Freshman: 1018
- Sophomore: 787
- Junior: 646
- Senior: 1519
- Masters: 227
- Doctoral: 49

---

**Fall 2018 TTU Ethics Courses with/without "Ethics" in the Title**

( unofficial estimates )

- Ethics Courses with “Ethics” in the Title: 75%
- Ethics Courses without "Ethics" in the Title: 25%

---

**Fall 2018 TTU Ethics Course Enrollments - Available Seats vs. Registered Students**

( unofficial estimates )

- Number of Available Seats: 4282
- Number of Registered Students: 5154

---

Figures 3-5: Fall 2018 TTU Ethics Course with/without “Ethics” in the title, by classification, and registered students. Unofficial estimates collected by TTU Ethics Center.
III. Community Engagement Partnerships

The TTU Ethics Center is an intersection of people and events that seek to elevate ethics across the university. This commingling of diverse perspectives on ethics increases the likelihood that students may develop best practices in order to avoid misconduct. An active audience engages with the Ethics Center through social media. The outreach functions of the TTU Ethics Center reinforce an institutional commitment to excellence in ethics as a signature activity to benefit the learning community.

TTU Ethics Faculty Symposium

The TTU Ethics Faculty Symposium research paper winners are in the Student category: Hossein Mohayeji and Donald Soles. In the Faculty category: Drs. Michael Faris, Jeremy Schwartz, and Angela Lumpkin. Pictured here with Drs. Ralph Ferguson and Michael Ryan.
Organization of American States (OAS) elevation of TTU Ethics Center partnership at Costa Rica Conference.

CILDE & EC advances ethical dialogue through noir crime novels.
The TTU Ethics Center, Mentor Tech Student Organization, and Dunkin Donuts would like to thank everyone who stopped by the Free Speech area in support of our “Donut Cheat” event.

President Schovanec supports EC Donut Cheat program.

Journal of the Texas Tech University Ethics Center

You’re Invited!

Join us as we celebrate the 8th Annual Responsible Conduct of Research and Academic Integrity Conference authors who were published in the

Tuesday, May 7 at 3pm
Specialized Testing
BIC 2A08
TTU undergraduate students participate in a focus group and discuss Ethics.

TTU Ethics Center partners with TTU College of Education in a mini-conference for mental health practitioners. Behind the Perspective: Advocacy and Social Justice Leadership Mini-Conference held in the College of Education. Conference Theme: Sustaining Cities & Communities: Counselors Creating Safety, Inclusivity, and Resilience
SURVIVORS film producers, Arthur Pratt and Lansana Mansaray, enjoy Lubbock after sharing their Ebola crisis experience in Sierra Leone as part of the *Ethics in Action* initiative.
African Leaders, the flagship program of the Young African Leaders Initiative (YALI). Dr. Ferguson, Managing Director of the TTU Ethics Center, was a guest speaker for an academic session covering Leadership, Management, Ethics, and Conflicts of Interest.
Red Raiders travel to Italy! TTU Ethics Center Unit Manager, Lisa James, TTU College of Education Faculty, Graduate and Undergraduate Students visit several universities in Italy to discuss approaches to academic integrity and research misconduct.

Red Raiders visit Rome, Italy:
**Back row:** Dr. Hugo Garcia, TTU College of Education faculty, Ms. Jasmine Pena, Ms. Gabby Suarez, Mr. David Pierce, Ms. Lisa James, Ms. Briana Chapa, Mr. Jacob Valadez, Mr. Andrew Herridge, and Ms. Anquanette Harris.
**Front row:** Ms. Melissa Glidewell.

Red Raiders visit Vatican City, Italy: TTU Undergraduate students Mr. David Pierce, Ms. Gabby Suarez, Mr. Jacob Valadez, Ms. Melissa Glidewell, Ms. Briana Chapa, and Ms. Jasmine Pena.
IV. 2019 Arbor Day Ethics Prompt: “What is your ethical responsibility concerning Climate Change?”

Texas Tech University hosts its annual Arbor Day Celebration at Memorial Circle; the TTU Ethics Center provides an activity involving TTU students, called “Ethics Prompt.” Ethics Center staff makes available tablets of paper at their table. This year, the tablets begin with a question, “What is your ethical responsibility concerning Climate Change?” Students are invited to respond to the prompt in their own words.

Graffiti Responses
V. 2019 Arbor Day Academic Integrity Survey

An estimated 1,000 students complete the Ethics Center survey at the University Arbor Day activities. Students from social, fraternal, and sorority organizations participate as well. This snapshot survey provides insight about the affirmative characteristics of students seeking an academic credential from the university. The analysis of the survey information assists the TTU Ethics Center in program development to benefit students, staff, and faculty. This survey is a tool utilized to serve the interests of students.

The sample in the survey indicates that students selecting and attending TTU have a positive understanding about the importance of ethical conduct. Students' core characteristics are consistent with the values required in the learning community. The responses from the self-identified sample signal consistency with the TTU Statement of Ethical Principles. The TTU Ethics Center promotes:

1. Accountability measures related to academic integrity.
2. Ethical behavior connects to personal decision-making.
3. Achieving academic success includes building blocks for independent thought.
4. Individual prowess mandates trust and respect for others.

The population older than 25 indicates an ethical quotient consistent with the objectives of ethical conduct, academic integrity, and responsible conduct of research. The findings from the survey help identify pathways to strengthen outreach among students, faculty, staff, and administrators to refine programs. The learning curve of the TTU Ethics Center keeps pace and is out front to understand trends that may disrupt ethical awareness. The following charts from the survey are self-explanatory:

![Student Classification Chart](image)

Figure 6: 2019 Arbor Day Academic Integrity survey selected results. Data collected by TTU Ethics Center/TTU Student Affairs.
Academic Integrity means that you are accountable for your own work.

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all Important</td>
<td>0.71%</td>
</tr>
<tr>
<td>Somewhat Important</td>
<td>2.24%</td>
</tr>
<tr>
<td>Important</td>
<td>11.63%</td>
</tr>
<tr>
<td>Very Important</td>
<td>85.4%</td>
</tr>
</tbody>
</table>

Making a personal decision to adhere to the standards of ethical behavior.

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all Important</td>
<td>0.31%</td>
</tr>
<tr>
<td>Somewhat Important</td>
<td>2.86%</td>
</tr>
<tr>
<td>Important</td>
<td>13.57%</td>
</tr>
<tr>
<td>Very Important</td>
<td>83.27%</td>
</tr>
</tbody>
</table>

Ethical behavior and independent thought are important for achieving academic success.

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all Important</td>
<td>0.61%</td>
</tr>
<tr>
<td>Somewhat Important</td>
<td>2.24%</td>
</tr>
<tr>
<td>Important</td>
<td>13.88%</td>
</tr>
<tr>
<td>Very Important</td>
<td>83.27%</td>
</tr>
</tbody>
</table>
The data indicate the core ethical characteristics of respondents in the survey. Faculty and administration may trust that a well-rounded population exists among students in the TTU learning community. The TTU Ethics Center supports ethical conduct, academic integrity, and responsible conduct of research in workshops and joint programs with departments. The survey findings indicate that the respondents have a good understanding about academic ethics.
TTU students, faculty, and staff enjoy Annual Strive for Honor Week, Arbor Day celebration by completing Academic Integrity Survey and responding to Ethics Prompt.
VI. Peer-to-Peer (P2P) Academic Integrity & Ethics Presentations

Ethics Center staff and students provide TTU’s 500+ student organizations with Peer-to-Peer (P2P) Academic Integrity and Responsible Conduct of Research presentations on request.

1. Tech Society for Interdisciplinary Study Student Organization

Tech Society for Interdisciplinary Study and Undergraduate Class participate in P2P Academic Integrity & Responsible Conduct of Research presentations.
VII. TTU Ethics Center Workshop Series

Students, faculty, staff, and administrators participate in the program series that introduce issues concerning ethics to the learning community. The TTU Ethics Center brings forward topics that underscore the importance of being well informed. The Ethics Center includes in the series, informational programs about addiction, veterans’ issues, and student research challenges. Program topics come from discussions with students, staff, faculty, and current events. Participants in the following TTU Ethics Center workshops 2018-2019 found them beneficial:

![Question 6: This workshop met my expectations based on the title and/or description.](image)

Figure 12: TTU Ethics Center Workshop Series survey responses. Data collected by TTU Ethics Center.

The TTU Ethics Center remains ready to adapt a cross-section of programs that feedback indicates there is an interest in. Disciplinary partners suggest programs for the Ethics Center. Students present ideas for programs they believe the Ethics Center should consider. Survey data confirms that respondents are satisfied with the quality of the effort by the Ethics Center to provide stellar programs.
This series provides students, faculty, staff, and administrators with ideas and concepts to use in their classrooms. The programs promote self-improvement. In hosting this series, the TTU Ethics Center encourages best practices that serve participants with issues beyond the context of their academic discipline.

1. Plagiarism/iThenticate® Workshop
2. Decisions on Deadlines: Ethical Decision Making Workshop
3. When Collaboration Becomes Collusion: University Students’ Attitudes and Opinions

As more e-tools become available to students, staff, and faculty, the TTU Ethics Center establishes a variety of programs to guide their use. Utilizing e-tools for research analyzing academic integrity makes it prudent to watch out for accidental or willful misuse of online information. The TTU Ethics Center focuses on the well-being of the learning community through the development of technical programs to assure best practices to avoid these pitfalls.
VIII. Red Raider Orientation (RRO) Academic Integrity Survey

The TTU Ethics Center participates in the Red Raider Orientation (RRO) programs. Orientation reaffirms to students and their parents that TTU is the right academic institution for them. A combination of freshmen and transfer students attend RRO functions where the TTU Ethics Center data management team request completion of a survey focusing on the following subjects:

1. Academic Integrity
2. Trust and Respect
3. Demographic Information
4. Non-sanctioned collaboration

This self-selected sample has values consistent with currently enrolled students. The survey signals that faculty, staff, and administrators need to continuously work with students to elevate ethics, academic integrity, and the responsible conduct of research.

Academic Integrity means that you are accountable for your own work

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>0.1%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>1.6%</td>
</tr>
<tr>
<td>Important</td>
<td>31.0%</td>
</tr>
<tr>
<td>Very important</td>
<td>67.3%</td>
</tr>
</tbody>
</table>

Trust and respect among students, faculty, and staff are essential components of education

<table>
<thead>
<tr>
<th>Importance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>0.1%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>1.6%</td>
</tr>
<tr>
<td>Important</td>
<td>25.2%</td>
</tr>
<tr>
<td>Very important</td>
<td>73.1%</td>
</tr>
</tbody>
</table>

Figures 13-14: Academic Integrity survey responses. Data collected by TTU Ethics Center.
In-coming and returning TTU students attend Red Raider Orientation and participate in Academic Integrity Survey.

Red Raider Orientation (RRO) serves in-coming freshmen, transfer, and new graduate students. Through the program, the TTU Ethics Center has the opportunity to acquaint students with the Texas Tech University Statement of Ethical Principles. The survey sample shows that RRO students are receptive to the best practices of TTU’s guiding principles.
IX. Forums and Interviews about Ethics

Dr. Thi Kim Xuan Nguyen
Ambassador Nestor Mendez
Dr. Stephen Ekwaro
Ms. Minaiy
Mrs. Jessica Spott
Ms. Tetiana Sukach
X. 2018-2019 Presentations and Guest Speakers

Throughout the year, Ethics Center staff members present topics including ethics research and academic concepts around the TTU campus, regionally, nationally, and internationally.

Best Practices in Ethics Writing, led by Mrs. Anastasia Coles.

Dr. Ralph Ferguson, invited speaker at University of New Mexico. Presentation topic, Ethics: Leadership, Management, and Globalization.

Guest Speaker: Ralph Ferguson

ETHICS: LEADERSHIP, MANAGEMENT, AND GLOBALIZATION

Dr. Ralph Ferguson is the Managing Director of the Texas Tech University Ethics Center and an Adjunct Specialist on business and international issues. Dr. Ferguson brings a wealth of knowledge to his work and research from careers as an entrepreneur, corporate executive, Court Administrator, Magistrate, and Municipal Court Judge. Dr. Ferguson holds a Master’s in Public Administration from the University of Southern California and a Juris Doctor from Texas Tech University in Personal Financial Planning.

The talk is academic and experiential presenting many reasons to lead. Understanding the world that is transforming requires: commitment to 1) Mutual Respect; 2) Cooperation and Communication; 3) Creativity and Innovation; 4) Community Service and Leadership; 5) Vision of Mandeville; 6) Public Accountability; and 7) Divinity. Present and future leaders must engage challenges with an appreciation of the long-view. To achieve effective and relevant leaders need to negotiate with an ethical compass that includes the notion of human well-being.

The SGT Student Chapter at UNM focuses on business ethics and provides the opportunity for the UNM community to hear about the challenges of business and provide tools to help make the right decisions.

Monday, March 25, 2019
5:30 pm - MCM 1110
RSVP TO EMAIL: unm.edu
Publications & Presentations


Adaptive Strategic Analysis 2020

1. Continue current programs
2. Disciplinary Blog launch
3. Social Media program expansion
4. TTU Ethics Center e-Journal Inclusiveness
5. Ethics Faculty Symposium
6. Organization of American States (MOAS)
7. Hispanic Crime Fiction Conference
8. Philosophy Student Conference
9. Assess development of Ethics Center Podcast
10. Assess development of Interdisciplinary Gaming Ethics Analysis
11. Expansion of Global Ethics Day
Appendices

Statement of Ethical Principles

The Texas Tech University Ethics Center is committed to the University’s *Statement of Ethical Principles*, submitted by the Steering Committee of the Texas Tech University Ethics Initiative, and adopted by the Board of Regents March 6, 2008:

- **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 infringe 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 life-long 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 venues to showcase national and international examples of achievement.

Public Accountability

Texas Tech University is committed to transparency in governance, personal responsibility, and 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 publics we serve. A sense of institutional and public responsibility requires careful reflection on 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, administration, and the institution as a whole, and we take appropriate steps to either eliminate 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 practices 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 enriches our lives and the community as a whole, promoting access, equity, and excellence.
Dear Dr. Ralph Ferguson:

On behalf of the Institute of International Education’s Council for International Exchange of Scholars (IIE/CIES), I would like to thank you for your service on a Fulbright U.S. Scholar Discipline Peer Review Committee (Business). You and your fellow reviewers assessed Fulbright Scholar applications for over 140 countries around the world. IIE/CIES deeply appreciates your time and expertise in this substantial activity.

Your participation in the peer review process ensured that highly qualified scholars and professionals will represent American scholarship abroad through Fulbright. The candidates recommended during the peer review process are being forwarded to the Fulbright Commissions or U.S. Embassies, the U.S. Department of State, and the J. William Fulbright Foreign Scholarship Board for review and selection.

The peer review process has been a hallmark of the Fulbright U.S. Scholar Program since its establishment more than 70 years ago. On behalf of the U.S. Department of State’s Bureau of Educational and Cultural Affairs, which sponsors the Fulbright Scholar Program, please accept this acknowledgment of your peer review service. You have made a meaningful contribution to the Fulbright Scholar Program’s important mission to advance mutual understanding through the international exchange of scholars around the world.

Thank you again for your participation.

Sincerely,

Jordanna Enrich
Director, Fulbright U.S. Scholar Program
October 1, 2018

Dr. Ralph Ferguson, Director
TTU Ethics Center / Texas Tech University
Box 41004
Lubbock, TX  79409

Dear Dr. Ferguson:

I would like to thank you for TTU Ethics Center’s recent contribution of $1,200.00 to the Association for Practical and Professional Ethics (APPE) in sponsorship of a coffee break during APPE’s 2019 annual conference in Baltimore on February 28 – March 3, 2019. We will be in touch regarding details of the sponsorship benefits.

For over a quarter century APPE has, through its annual conference, provided valuable training and networking opportunities designed to advance ethical understanding/practice throughout all sectors of our daily lives. Support from members and organizations who recognize the value of APPE’s work is critical to the association’s ongoing growth and success.

The world is facing uniquely new and persistent challenges that push the boundaries of our ethical standards and frameworks. Your willingness to join with APPE in building communities willing to engage in thoughtful dialogue and committed to civil discourse on the diverse ethical issues of our time is truly most appreciated.

I look forward to seeing you at the conference.

Sincerely,

[Signature]

P.S. J. Strauffer
From: Bradley, Loretta <Loretta.Bradyv@ttu.edu>
Sent: Wednesday, April 3, 2019 9:13 PM
To: Ferguson, Ralph <Ralph.Ferguson@ttu.edu>
Subject: Re: TTU Faculty, Staff, and Student Ethics Symposium

Thank you for inviting me to the Ethics presentation today. You did a good job!
Loretta

Loretta J. Bradley, PhD, LPC, NCC
Paul Whitfield Horn Professor
Counselor Education
Texas Tech University
806-834-1031

From: Monroe, Monte
Sent: Monday, September 17, 2018 3:41 PM
To: Ferguson, Ralph <Ralph.Ferguson@ttu.edu>
Subject: RE: acknowledgement

Dear Ralph,

It was great seeing you, as well my friend.

Please forgive my tardy reply. It has been a busy couple of weeks, as I’m sure you can imagine. Man, you have been one busy guy. I am very impressed with the annual report of the Ethic Center. There is no doubt that yall are doing great things. I was also fascinated by the interdisciplinary e-journal. Thank goodness Tech has someone of your experience and character at the helm of this necessary center on campus.

Regarding 9/26, all I intended to say in our brief conversation, is that something good is coming my way on that date, which I assume you may find out about via campus media or the AI. Unfortunately, I’m prohibited from saying what it is until it happens. My schedule will certainly get busier.

I gave a tour to Gary Elbow’s freshman Honors Geography class this AM. I told them all to study hard, keep their noses clean, and to make their families’ proud of them. If I was still actively teaching over in History, I think I would have your staff come in for a presentation at the first of each semester.

By the way, I’m sure sorry that our college baseball museum seems to be on the back burner for the present here in town. Let’s keep our fingers crossed.

Keep up the great work and, hopefully, we will run into each other on campus before the end of the semester!

Best,
Monte

Monroe L. Monroe, Ph.D.
Southwest Collection Librarian/Adjunct Professor
Southwest Collections/Special Collections Library

From: Devin Rapp <devin@rappsolutions.com>
Sent: Wednesday, October 10, 2018 2:47 PM
To: Ethics Center <ethics.center@ttu.edu>
Subject: Ethics Center Research for BYU

My name is Devin and I’m working with the Marriott School of Management at Brigham Young University on an effort to do research about potentially opening a Center for Ethics. We have really enjoyed learning about Texas Tech’s impressive Ethics Center. However, we have not been able to find information regarding the Annual Operating Budget and Endowment Size thus far (as you can see below). We understand that in some cases this data is not available to the public, which we can fully appreciate. In these cases, please feel free to share any indirect indicators (general range, press releases highlighting donor contributions, staffing levels, etc.) that may help us to understand the resources your center has dedicated to such an important cause. Thank you so much for your assistance. If you have any questions, you can call me directly at 858-336-1411.

Best regards,
Devin Rapp

Devin Rapp
Research Assistant
Brigham Young University
858-336-1411
devinrapp@gmail.com

From: Zhang, Shuang <Shuang.Zhang@ttu.edu>
Sent: Wednesday, January 30, 2019 1:36 PM
To: James, Lisa <Lisa.James@ttu.edu>
Subject: Shuang’s Photos of Hawaii International conference on education

Dear Lisa,

I have returned from the Hawaii International conference on education. I send the photos I took in the conference and some conference materials. If the photos are not enough, I will provide more about the conference and presentation. Could you tell me how I can contact with center staff to schedule the short interview? And should I provide some receipts to reimburse? I will appreciate the information. Thank you and the ethic center’s help to support me attend this conference! Appreciate you and the ethic center!

Have a good day!

Shuang Zhang
From: Rodrigo Pereyra <rpereyra@gmail.com>
Sent: Monday, September 24, 2018 10:54 AM
To: Ferguson, Ralph <Ralph.Ferguson@ttu.edu>
Subject: Thank you from CILDE

Dear Dr. Ferguson,

Let me first mention how honored and proud those of us representing CILDE felt by having you and your office, the TTU Ethics Center, be part of our commitment as scholars in exploring the significance of the current Hispanic crime fiction. Your office has helped make our studies more relevant to the day-to-day lives of authors, readers and scholars of this genre. I am personally very glad to have gotten to meet you and exchange some ideas on our conference’s future; I look forward to friendly cooperation as well as we make plans for CILDE 2019.

All best,

Rodrigo

Rodrigo Pereyra Espinoza, Ph. D.
CILDE, Director

From: Patti Stauffer <pstauffer@apppe-ethics.org>
Sent: Monday, March 11, 2019 12:20 PM
To: James, Lisa <Lisa.James@ttu.edu>
Subject: Thank you for your support of APPE’s 28th Annual Conference!

Lisa: Now that we have wrapped up APPE’s annual event in Baltimore, I wanted to extend my most sincere expression of thanks for TTU Ethics Center’s very generous sponsorship. APPE relies heavily on conference sponsorships to help offset programmatic costs. Your support is a testament to the value of our work and is much appreciated.

We will be in Atlanta next year and I truly hope that we can count on you to again serve as a sponsor. Until then, I welcome your thoughts/comments/feedback on both the conference and the sponsorship opportunities. It is my desire to critically review what works and what needs tweaking so that we may improve the conference experience for both participants and sponsors going forward.

Thank you for being such an integral part of the APPE family! Patti

Pattie A. Stauffer, Executive Director
Association for Practical and Professional Ethics
2561 W County Road 225 S
Greencastle, IN 46135
(765) 668-4164
Pronouns: she/her/hers
pstauffer@apppe-ethics.org

From: Brandon Mullins <branchon@wku.edu>
Sent: Wednesday, December 5, 2018 1:27 PM
To: Lopez, Lora <Lora.Lopez@ttu.edu>
Subject: Re: Donut Cheat Event

You can we would be glad to partner with you on it..

On Wed, Dec 5, 2018, 11:17 AM Lopez, Lora <Lora.Lopez@ttu.edu> wrote:

Hello Brandon,

I just wanted to follow up after the event to let you know that it was very successful. Below are links for the FB link of the Daily Toreador that did a story about the event and the TTU Ethics Center FB page link. Attached is a photo of the banner that is hanging in the Student Union Building which is viewable by students who walk through the area.

I also wanted to ask if Dunkin Donuts would be willing to donate donuts in the spring so that we can make this an event each fall/spring semester?

Again, we appreciate the donation and partnership! Please share this information with the owner and let him know that we are very grateful for the partnership and willingness to part of this program!

TTU Ethics Center: https://www.facebook.com/TTUethic/ (Look for the November 29th posts)

The Daily Toreador link: https://www.facebook.com/DailyToreador/?m-str=k+4zF (Look for the November 29th at 4:39 p.m. post)

Regards,

Lora L. Lopez
From: John Whiton <john.whiton@ana.org>
Sent: Tuesday, April 2, 2019 1:42 PM
To: Ferguson, Ralph <Ralph.Ferguson@ttu.edu>
Cc: rvasuki@hotmail.com
Subject: Thank You

Dr. Ferguson,

I cannot thank you enough for your kindness in meeting with me and Vasuki Rethinam (my wife) yesterday morning in your office.

It was my distinct pleasure to be able to meet you in person after hearing such great things about how you were there for Vasuki at a pivotal crossroads for her at Texas Tech in about year 2002. To hear her tell it, you were the game changer for her remaining as a graduate student at TTU, and her taking a new pathway to completion of the PhD (changing academic departments). She is now at the US Dept. of Ed in Washington, DC and at an equivalent of the highest-grade role for a civil servant, and looking forward to even more impactful leadership roles as a result of her experience at TTU.

I hope that all of our paths cross again, and if you see an opportunity for anything that I can do for you, please think of us, and let’s stay in touch.

Regards,

John
Whiton7@gmail.com

John Whiton EdD
Senior Researcher
Institute for Credentialing Research and Quality Management
American Nurses Credentialing Center / American Nurses Association
8515 Georgia Avenue
Silver Spring, MD 20910
301-628-5237
john.whiton@ana.org
www.nursingworld.org

From: Thomas Lancaster <thomas@thomaslancaster.co.uk>
Sent: Monday, March 25, 2019 10:36 AM
To: Ferguson, Ralph <Ralph.Ferguson@ttu.edu>
Subject: Re: ICAI

Hi Ralph,

It was good to talk to you at the conference as well. I’m just getting caught up with emails properly after a busy week assessing student presentations last week.

Thanks for the report. Very interesting reading. You look to have everything in hand (well ahead of most universities), so there’s little I can add.

Best wishes,
Thomas
Texas Tech University Ethics Center Contact Information (2018-2019)

**Office Location:** Texas Tech University Drane Hall, Room 301

**Mailing Address:** Box 41004 | Lubbock, Texas 79409-1004

**Texas Tech Mail Stop:** 1004

**Office Phone:** 806.742.1506

**Office Fax:** 806.742.0718

**Email:** ethics.center@ttu.edu

**Web:** [www.ethics.ttu.edu](http://www.ethics.ttu.edu)

**Twitter:** @ttuethics

**Facebook:** [www.facebook.com/TTUEthics](http://www.facebook.com/TTUEthics)