



TEXAS TECH UNIVERSITY

Ethics Center

Annual Report I
2010-2011







TEXAS TECH UNIVERSITY
Ethics Center™

Annual Report I

2010-2011

TEXAS TECH UNIVERSITY

October 1, 2011

Prepared by the Texas Tech University Ethics Center

Annual Report I

2010-2011

Contents

A MESSAGE FROM THE DIRECTOR	2
A MESSAGE FROM THE ADVISORY COMMITTEE	2
THE ADVISORY COMMITTEE.....	3
ADVISORY COMMITTEE OUTCOMES.....	3
ABOUT THE TTU ETHICS CENTER.....	3
ETHICS CENTER STAFF	4
ETHICS CENTER EFFORTS	6
TLTC/TTU ETHICS CENTER: ETHICS LUNCH SERIES	6
FIRST ANNUAL RESPONSIBLE CONDUCT OF RESEARCH CONFERENCE.....	6
TEACHING RESEARCH ETHICS (TRE) CONFERENCE 2011.....	7
ARBOR DAY 2011	8
PRESENTATIONS AND GUEST SPEAKERS	9
SURVEYS AND ASSESSMENTS	10
RECURRING PROGRAMS	11
MATADOR ETHICS VIDEO CHALLENGE	11
RED RAIDER ETHICS GENERATOR SERIES.....	12
ETHICS CENTER FACULTY AND STAFF RESEARCH SUPPORT PROGRAM.....	13
EXTERNAL FUNDING AND RECOGNITION	13
FUTURE PLANS	14
2011-2012 CALENDAR	14
OTHER ACTIVITIES	15
FINANCIAL REVIEW	16
APPENDIX	17
TEXAS TECH UNIVERSITY ETHICS CENTER STRATEGIC PLAN (2009)	17
ADVISORY COMMITTEE MEMBERS (2011-2012).....	22
OTHER SUPPORTIVE FACULTY, STAFF, AND SECTORS	22
BYLAWS OF THE TEXAS TECH UNIVERSITY ETHICS CENTER ADVISORY COMMITTEE	22
TEXAS TECH UNIVERSITY ETHICS CENTER STAFF.....	24
TEXAS TECH UNIVERSITY ETHICS CENTER CONTACT INFORMATION.....	24

A Message from the Director

During our inaugural year as a center at Tech we have worked to establish the Ethics Center as a supportive resource for faculty scholarship and student learning. We have developed training and educational programs on Academic Integrity and Responsible Conduct of Research, and we use innovative assessments and activities like the Matador Ethics Video Challenge to increase student involvement in our campus wide conversation on ethics. As we move into our sophomore year on campus, we hope to increase our reach at Tech, impacting more students, faculty, staff, administrators, and even Tech alumni, and continuing to prepare ethical leaders for a diverse and globally competitive workforce.

Strive for Honor Evermore!



*Director of the Texas Tech University Ethics Center
Justin R. Louder, EdD*

A Message from the Advisory Committee



*Chair of the Advisory Committee
Valerie Paton, Ph.D.*

In its inaugural year, the TTU Ethics Center Advisory Committee provided leadership for the transition of the TTU Ethics Center from the SACSCOC Quality Enhancement Plan to a permanent, integral component of Texas Tech's mission. The Advisory Committee embraced two related and significant areas of concern for the university: responsible conduct of research and academic integrity. The 2010-2011 Annual Report documents the Center's commitment to lead educational activities that address these two areas. In 2011-12, the Advisory Committee will seek ways to strengthen these activities, as well as adding a third area: the new Personal and Social Responsibility component of the recently approved Texas Common Core Curriculum. These three areas of concern touch every member of the Texas Tech community. The Ethics Center's role in leading educational efforts that focus on these three themes is essential to the fulfillment of Texas Tech's mission.

The bylaws of the Texas Tech University Ethics Center Advisory Committee require us to prepare an annual report each fall semester. This report summarizes the accomplishments of the Ethics Center's Advisory Committee and staff through 2010-2011.

The Advisory Committee

The TTU Ethics Center Advisory Committee provides broad institutional oversight for the Ethics Center's staff and programs. Chaired by a representative of the Office of the Provost, the committee includes representatives from all university colleges and schools, the University Libraries, the Division of Enrollment Management and Student Affairs, the Office of the Vice President for Research, the Office of Audit Services, the Division of Information Technology, the Faculty and Staff Senates, Texas Tech Athletics, the Student Government Association, and the Ethics Center Staff. Each of these positions creates a large group, but the composition of the committee institutionalizes the support of all academic and core non-academic units for ethics education at Texas Tech. Each representative shares how ethics issues impact his or her sector's curriculum and professional environment, and brings sector perspectives into support for the ethical development of students and employees.

Advisory Committee Outcomes

The Advisory Committee met twice during the 2010-2011 academic year, once each long semester.

At the committee's inaugural meeting in November 2010, attendees reviewed the Ethics Center's history, discussed ongoing grants and programs. Dr. Paton solicited members' recommendations for new programs in the light of the Center's purpose. A draft copy of the bylaws was distributed.

In January 2011, the Advisory Committee prepared their bylaws (Appendix), and accepted the following vision and mission statements for the TTU Ethics Center.

Texas Tech University Ethics Center Vision Statement:

The Texas Tech University Ethics Center strives to be an innovative source for excellence in ethics scholarship and teaching, and a cultivator of ethical awareness and conduct.

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.

Some Advisory Committee members met with senior campus stakeholders during the summer. This group discussed strategies for using the *Strive for Honor* meme to brand ethics programming campus wide. Action points from this discussion have been shared with the Advisory Committee and will be implemented this coming academic year.

About the TTU Ethics Center

During the 2005-2010 Quality Enhancement Plan, faculty volunteers proposed a university ethics center to provide the Texas Tech community with ethics education resources. Since its 2009 establishment, the Ethics Center has developed ethics programs to sustain QEP campus and student learning gains. This

activity is in line with the Center’s 2009 Strategic Plan (Appendix). The Ethics Center is now located in a custom-designed Administration unit that it shares with the Office of Planning and Assessment (OPA). At this location, Center staff members have direct access to core university services and administrators, faculty, staff, and students from all academic departments. Grounding the Ethics Center’s programmatic work is the 2010 University mission statement, which says, in part: “The university is dedicated to student success by preparing learners to be ethical leaders for a diverse and global competitive workforce.” The staff of the TTU Ethics Center is committed to supporting this goal.

Ethics Center Staff

The Ethics Center currently operates with seven full or part-time staff members:

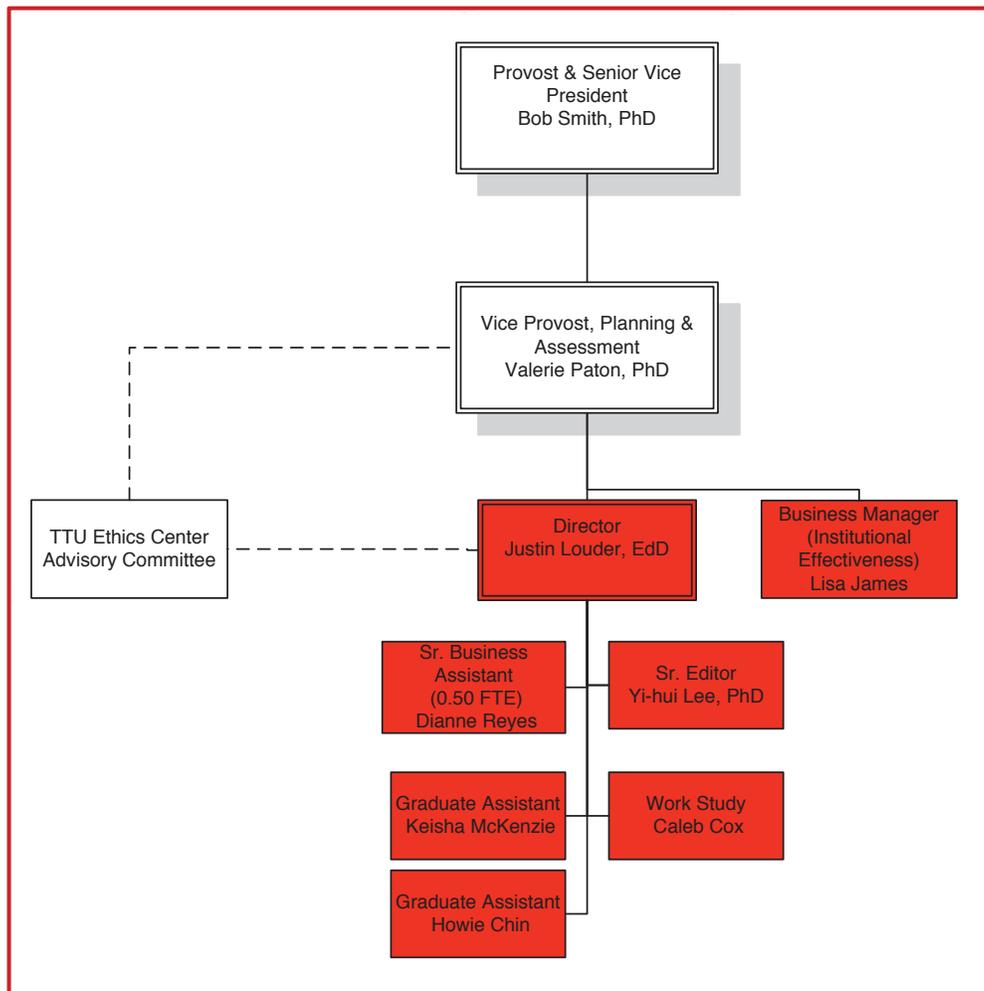


FIGURE 1: TEXAS TECH UNIVERSITY ETHICS CENTER ORGANIZATIONAL CHART (REV. 2011)

Justin R. Louder is the Director for the Texas Tech University Ethics Center. He came to Texas Tech in 2010 from Angelo State University where he had worked since 2005. Justin earned a B.A. in Communication and Psychology from Angelo State University, a M.A. in Communication from Angelo State University, and his Ed.D. in Instructional Technology with a minor in Higher Education

Administration from Texas Tech University. An accomplished grant writer, Justin has secured funding for programs and scholarships at Angelo State University and is working with a diverse group of scholars at Texas Tech to secure external funding for the TTU Ethics Center.

Yi-hui Lee, a native of Taiwan, became the senior editor for the TTU Ethics Center in Fall 2011. She holds a Ph.D. in Theatre Arts from Texas Tech University and based her dissertation on a graduate internship at the J. Paul Getty Museum in Los Angeles, California. Until summer 2011, Yi-hui worked as a graduate assistant in the Ethics Center, managed the annual Matador Ethics Video Challenge program, and supported assessment efforts.



FIGURE 2: STAFF OF THE TTU ETHICS CENTER

Lisa James is the Business Manager for Texas Tech University's Institutional Effectiveness division, which includes the TTU Ethics Center (0.50FTE). Lisa came from Southern California to work for TTU's Division of Outreach and Distance Education in 2003, and transferred to the Office of Planning and Assessment/ Quality Enhancement Plan in 2008. She supports the Ethics Center by managing the Center's budget, program expenses, and payroll.

Dianne Reyes is a native of Plainview, TX, and since 2010 has served the Ethics Center as its Senior Business Assistant (0.50FTE). Her days at the Ethics Center include setting up lunch workshops, managing staff and guest speakers' travel arrangements, and answering the phone. Before joining TTU, she was employed by SERCO/Workforce of Texas. She also has over 18 years of experience working in an upper management Independent School District environment.

Keisha McKenzie is a graduate assistant, technical editor, and a doctoral candidate in technical communication and rhetoric. Before joining the Ethics Center team in summer 2009, she edited revisions to the Regent's Rules and university OPs (2007), co-wrote a federal emergency management grant for the TTU System (2008), and supported the university's NCAA re-certification committees as report writer and editor (2008-2009). Working with Dr. Louder and other faculty, she has co-written and edited external grant proposals, program assessments, and SACS accreditation reports.

Howie Chin is a Master's of Architecture student at Texas Tech University focusing on community development, urban fabrication, and adaptive use. During his undergraduate career, he explored

architectural urbanism in study abroad programs in Paris and London. He also spent two years as a teaching assistant for Survey of World Architecture History. He is currently a member of the Knights of Architecture, a student-run service organization that represents the student culture of the College of Architecture. Howie supports all Ethics Center programming and specializes in graphic design.

Caleb Cox is the Ethics Center's Work Study student as of Fall 2011, and a Business Administration student studying marketing and management in the Rawls College of Business. A graduate of Red Oak High School, Caleb is an accomplished trumpet player who marched with the Goin' Band in the 2010 football season. This semester, Caleb is working with the Ethics Center to support a campus-wide research project being led by Dr. Howard Curzer from the Department of Philosophy.

Ethics Center Efforts

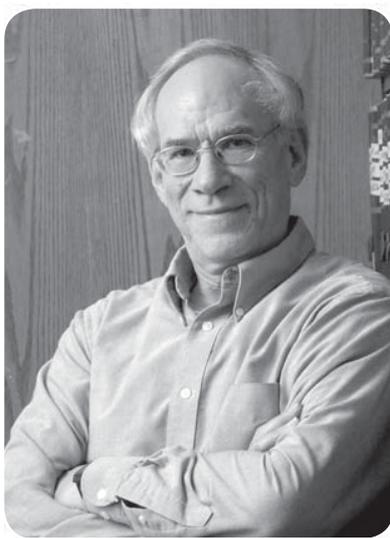
The Ethics Center's accomplishments each semester are dependent on collaborations with other teaching and research centers and the consistent support of faculty, staff, and administrators (Appendix).

TLTC/TTU Ethics Center: Ethics Lunch Series

Through the 2010-2011 year, we continued our collaboration with the Teaching, Learning, and Technology Center (now Teaching, Learning, and Professional Development Center [TLPDC]. The TLPDC hosted 6 sessions over the Fall and Spring terms for students, staff, and faculty members. All events attracted a good mix of attendees from different disciplines with different academic classifications.

In the Fall semester, sessions included an analysis of responses to the BP Gulf Oil Spill; teachers' professional responsibility, and academic integrity in the classroom. Fall attendees totaled 85. In the Spring Semester, sessions addressed research ethics, the link between justice and what genetic discrimination means, and how to parse students' and teachers' responsibility for ethical conduct. Spring attendees totaled 145. With one panel discussion each semester, these sessions supported focused content delivery as well as substantive dialogue among participants on ethical topics of significance.

First Annual Responsible Conduct of Research Conference



The Ethics Center planned and hosted the first annual Responsible Conduct of Research Conference at the Museum of Texas Tech University on March 28, 2011. Dr. Frederick Grinnell (University of Texas-Southwestern Medical Center) conducted two plenary sessions for faculty, staff, and students interested in the ethical practice of research: "Ethical Dilemmas in Research" and "Informed Consent and Risk."

Overall, 108 people supported the event: 72 from Texas Tech University, 28 from the TTU Health Sciences Center, 5 from sister institution Angelo State University, 2 from the local teaching hospital, the University Medical Center, and 1 from Lubbock Christian University. As Figure 4 shows, almost all attendees were at least *somewhat satisfied* with the event, and about 75% were *very satisfied* or

FIGURE 3: DR. FREDERICK GRINNELL, SPEAKER AT THE FIRST ANNUAL RESPONSIBLE CONDUCT OF RESEARCH.

extremely satisfied.

We will plan and host another RCR conference for 2012. Given how well this year's sessions were supported, we will solicit sponsorship from across the Texas Tech University System of institutions and bill the 2012 conference as a TTU-System event. We anticipate continued support from the Office of the Vice President for Research and expect the spring RCR conference to become a recurring system program.

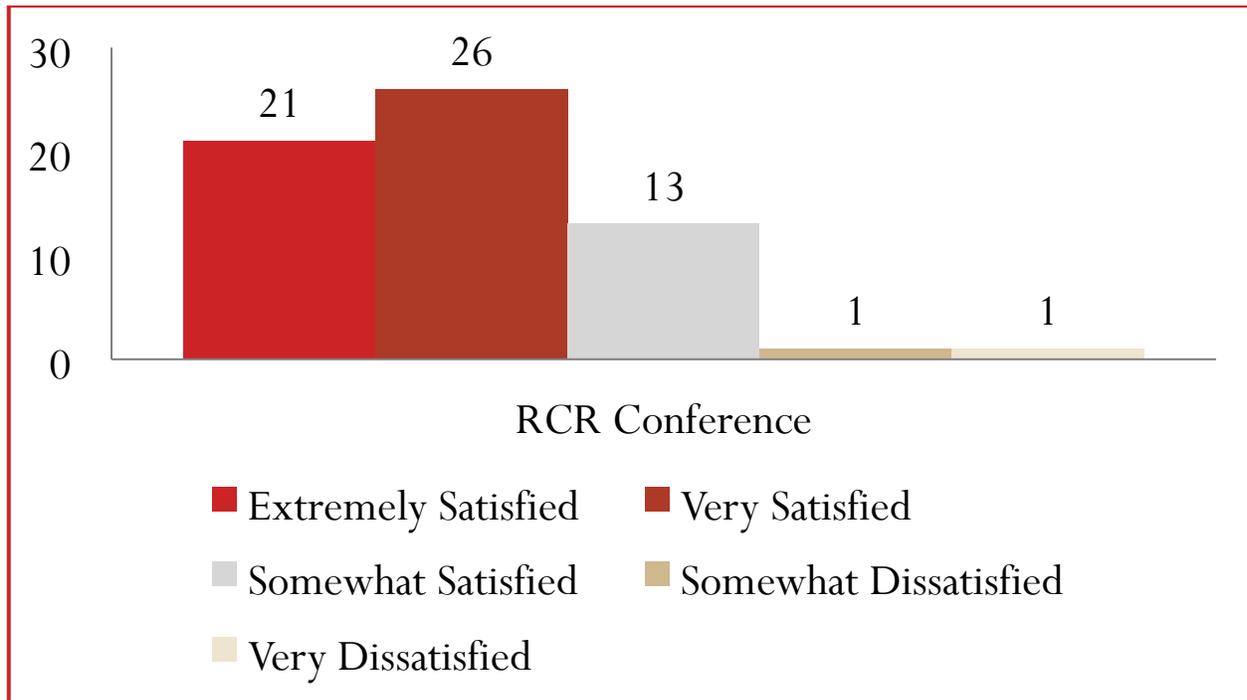


FIGURE 4: PARTICIPANT SATISFACTION WITH THE RESPONSIBLE CONDUCT OF RESEARCH

Teaching Research Ethics (TRE) Conference 2011

The Teaching Research Ethics Conference is hosted annually at Indiana University's Poynter Center for the Study of Ethics and American Institutions. This conference includes workshops on ethics instruction strategies and new issues in research ethics, questions of authorship, developing training programs. Plenary sessions include presentations by specialists in research ethics, and attendees have the opportunity to learn from and network with their peers at other ethics centers and institutions around the country.

This year, the Ethics Center co-sponsored the TRE Conference and also paid for three TTU faculty and staff to participate:

- Dr. Alice Young (Office of the VP for Research)
- Dr. Marianne Evola (Office of the VP for Research)
- Dr. Jeremy Schwartz (Dept of Philosophy)

The TTU Ethics Center will co-sponsor the 2012 conference. Our sponsorship and representation at the conference this year helped to introduce the Ethics Center to more established ethics programs and we intend to build on the connections we have made this year.

At Table 2, Academic Integrity taskforce chair, Dr. Cathy Duran, conducted a more comprehensive assessment of students' understanding of academic integrity. The academic survey has been administered each spring over the last two years. Respondents select true or false responses to 12 items, and also complete two open-ended questions. Figure 6 shows the distribution of correct responses across the responding population (n=678).

As the chart shows, freshmen and seniors produced a slightly higher percentage of correct responses on this year's survey than other classifications of student, and graduate students. Although the results are not statistically significant, student responses suggest that Ethics Center-led interventions in the first-year curriculum are productive. This year's 4-year seniors have also been exposed to the recently completed QEP and ethics initiative for their entire tenure at Texas Tech. We look forward to analyzing the outcomes of students registered as sophomores and juniors in 2011-2012, because they came to TTU as more QEP programs were implemented and a wider range of ethics education activities were funded.

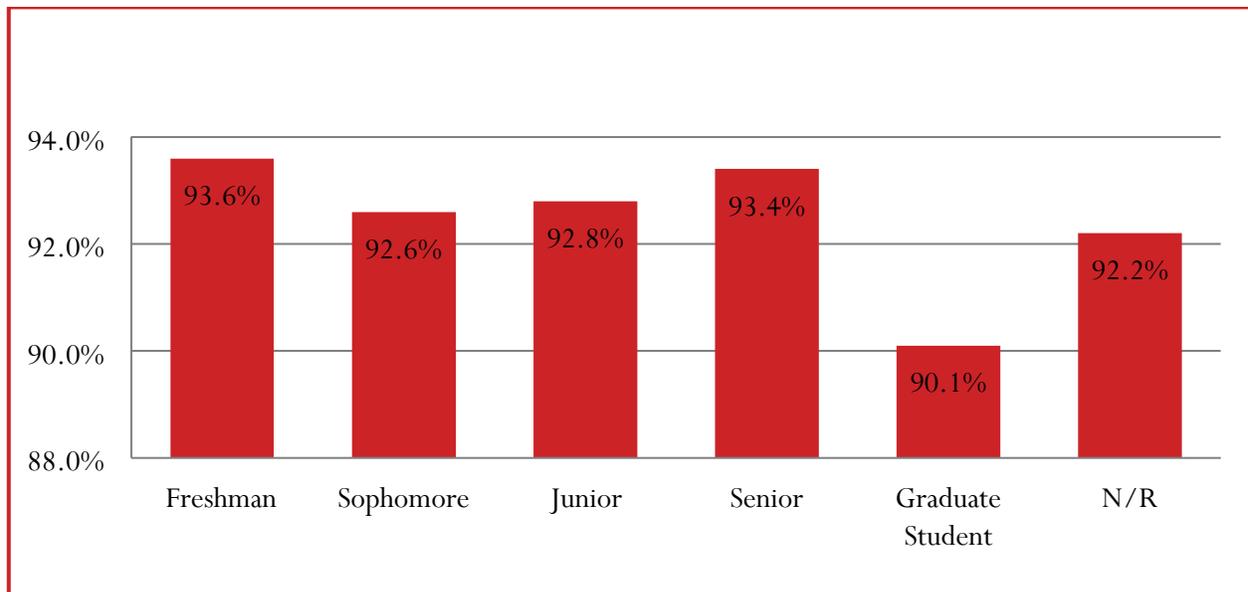


FIGURE 6: CORRECT ACADEMIC INTEGRITY SURVEY SCORES BY RESPONDENTS' CLASSIFICATION

Presentations and Guest Speakers

Through the year 2010-2011, Ethics Center staff and Advisory Committee members presented on ethics research and concepts around campus and across the country.

Along with OPA staff members during the Fall 2010 semester, Justin Louder presented at the Southern Association of Colleges and Schools (SACS) conference, the American Association of Colleges & Universities' General Education and Assessment meeting, and the Southern Association of Institutional Research (SAIR) conference. At each of these meetings, Ethics Center and OPA staff shared findings from our assessments of students' academic integrity or described outcomes from the five-year QEP process. The Fall 2010 SACS presentation focused on the Matador Ethics Video Challenge and showed other institutions

how they might secure student engagement in a comprehensive program such as our Conversation on Ethics.

On campus, Justin also served as guest speaker for a range of audiences, introducing the Ethics Center and ethics initiative to them, and inviting them to participate in programs like the Matador Video Challenge. During the Fall 2010 semester, Justin addressed first-year students in IS 1100 combined classes, and campus housing residents through the Residence Hall Association: Raiders Educated About Leadership (REAL). He also presented to faculty members of the American Association of University Professors (AAUP) and gave a guest lecture to students of personal financial planning.

Members of the Ethics Center Advisory Committee also presented through the year. Former Curriculum Taskforce chair Dr. David Roach and Former Ethical Institution co-chair Kim Turner worked together to develop a webinar about the QEP Conversation on Ethics for the Association of College and University Auditors in Fall 2010. They revised this content to run a session at the Society of Corporate Compliance and Ethics (SCCE) Higher Education conference in June 2011. Kim Turner is also the auditor for the Texas Tech University System.

The Department of Philosophy hosted two special research presentations during the fall semester and a third during the spring term. In October 2010, Dr. Robin Fiore from the University of Miami's ethics program gave a talk titled "Beyond Conflicts of Interest: A Moral Hazards Analysis of Industry Funded Research." In December 2010, Dr. Ben Minter from Arizona State spoke on the topic "Natural as a Moral Resource: Recovering Aldo Leopold's Public Philosophy," and in February 2011, Dr. Joan McGregor, also from Arizona State, presented her talk, "Emerging Technology and Sustainability: Are Transhumanists Thinking like Mountains?" The Texas Tech University Ethics Center sponsored the room and refreshments for the Fiore program.

Each of these presentations on and off-campus helps to raise the profile of the Ethics Center and the programs it has run since 2009.

Surveys and Assessments

In addition to lunch series, conferences, presentations, the Ethics Center has supported several university-wide assessments through the 2010-2011 academic year.

The Office of Planning and Assessment (OPA) administers the ACT's Collegiate Assessment of Academic Proficiency, a standardized test that ranks institutions on their undergraduate students' general education outcomes in six subjects including reading, mathematics, and science. Ethics Center employees have helped to staff administrations of the CAAP tests each long semester. Although the Ethics Center does not directly benefit from CAAP outcomes, we value our cooperative relationship with the Office of Planning and Assessment and the work it does in support of monitoring the university's Core Curriculum.

We have also worked with OPA on administering the Defining Issues Test, Version 2 (DIT-2). The DIT-2 focuses on students' ability to identify, articulate, and reflect critically on ethical issues from multiple perspectives. Administering the DIT-2 to students in several courses allowed the Ethics Center to evaluate co-curricular variables and the effects of ethics curricula on students' ethical development. Results

suggested that exposure to ethics curricular increased ethical reasoning as measured by the DIT-2, and we shared our findings in a presentation to SAIR (October 2010) and a poster at the AAC&U's General Education 3.0: Next-Level Practices Now Conference (March 2011).

In addition, Ethics Center staff members have partnered with OPA to administer the McCabe Academic Integrity survey every three years since 2004. The last administration in 2010 suggested increases in “students’ abilities to identify key components of the institution’s policy on academic integrity, to recognize acts of academic integrity and of academic dishonesty, and to use their knowledge of academic integrity to make ethical academic decisions” (Sattler & Dupree, 2010).

The Ethics Center was instrumental in completing the university’s Fifth-Year Report to its regional accrediting association, SACS. As part of the Fifth-Year Report, the staff compiled a description of how the Quality Enhancement Plan on Ethics impacted students and improved student learning outcomes. The QEP Impact Report summarizes five years of work in 10 pages, and the SACS asked for no follow-up on the content. Although this was not a public report, we consider the outcome to be one of our biggest successes this year.

All of these surveys and assessments have required the Ethics Center to connect with faculty and staff across the university’s colleges and schools. We are particularly grateful to the professors who have been supportive this year, whether by attending Ethics Center workshops, recruiting their students for programs, or allowing us to assess their classes. Supportive professors for 2010-11 are listed in the appendix.

Recurring Programs

The Ethics Center has retained two major programs from those conducted through the QEP: the Matador Ethics Video Challenge, and the Red Raider Ethics Generator Series. We have also added a third: the Ethics Center Faculty and Staff Research Support Program.

Matador Ethics Video Challenge

The Matador Ethics Video Challenge competition encourages students to identify and articulate ethical issues from the Statement of Ethical Principles, and showcases their video production talents. Participants produce a 30-second video on one of the principles, and winning videos are played to audiences at Texas Tech Football games, at events in the student union, on resident hall TV channels, and at other university events. Some supportive faculty members now require students to submit a video, and this increases student participation. A 5-judge panel that includes undergraduate and graduate students, Visual and Performing Arts faculty, and a community member with a background in professional feature film production judges the videos and selects one individual winner and one group winner. The Matador Ethics Video Challenge is now conducted each Fall semester. The Ethics Center staff member responsible for executing it produces a summative report.

In Fall 2010, students submitted more than 60 videos, four times as many as during the previous competition. The group winner was a team of freshmen and sophomores from the Residence Hall Association’s LEAD program, and the prize this year was a meet and greet with football coach Tommy

Tuberville, lunch with Provost Bob Smith, and the winning videos broadcast at the Weber State football game in October.



FIGURE 7: FALL 2011 WINNERS OF THE MATADOR ETHICS VIDEO CHALLENGE

Students are currently being invited to participate in the Fall 2011 competition. The topic for this semester is the Public Accountability principle, and winning videos will be screened at the TTU-Oklahoma State football game on November 12, 2011.

Red Raider Ethics Generator series

A wide range of contributors and topics made the 2010-2011 *Red Raider Ethics Generator* series a valuable component of the TTU Ethics Center's routine programming this year. Through nine articles, fourteen of fifteen QEP and Ethics Center outcomes were engaged, and more articles discussed profession-specific ethics issues, codes of behavior, and academic integrity this year. The most common outcomes engaged in articles were those that address students' ability to identify, articulate, and reflect critically on a range of ethical issues from more than their own perspective.

However, no student comments were posted online in response to this year's articles. This may be because the *Daily Toreador* website changed platforms during the school year and the new platform required readers to register in order to comment. This process may have discouraged both new readers and seasoned commentators from responding. A review of the DT site shows that although students share articles on Facebook and Twitter, few-to-none go on to comment on substantive articles. Future *Red Raider Ethics Generator* writers might explicitly encourage students to sign up, reflect, and respond in the comments section. More controversial topics might prompt more dialogic participation during the new school year.

The Texas Tech Ethics Center will continue the *Red Raider Ethics Generator* series during the 2011-2012 academic year, sustaining both the range of subjects discussed and the range of disciplines and colleges that writers represent. Campus administrators, coaches, alumni, and student leaders are currently being invited to contribute a short piece for the 2011-2012 series.

Ethics Center Faculty and Staff Research Support Program

Two faculty participated in the Ethics Center Faculty and Staff Research Support Program, which provides faculty or staff members with travel awards if they attend or present at an ethics conference in Texas, nationwide, or internationally. During the 2010-2011 school year, we dispersed two travel grants. The first grant went to Dr. Howard Curzer (Department of Philosophy), who presented at the International Society for Environmental Ethics, the International Society for Comparative Studies of Chinese and Western Philosophy, and the University of Minnesota at Duluth during Spring 2011. The same semester, we provided another grant to Ms. Donnell Calendar (TTU Library) for a presentation at the Texas Library Association Annual Conference.

We received unprecedented faculty and staff interest in this support program this fall, and expect to provide 12 grants during the 2011-2012 academic year. Faculty and staff receiving travel grants will be asked to indicate during their presentation that they received financial support from the TTU Ethics Center to attend the conference. Also, each funding recipient will provide a short post-presentation report for the advisory committee on their conference and how their research and attendance will benefit the overall “Campus Conversation on Ethics”.

External Funding and Recognition

In October 2010, the Ethics Center staff prepared an application to the Council for Higher Education Accreditation (CHEA)’s Award for Outstanding Institutional Practice in Student Learning Outcomes. This 10-page application summarized the student and institutional learning outcomes focused on during the QEP; how ethical learning was integrated into the curriculum, co-curricular activities, athletics, and campus environment; and how staff assessed student performance over the years. The application was not successful but will be used in an Ethics Center presentation at the SACS Annual Conference in Orlando, Florida, in December 2011.

In Spring 2011, we submitted two ethics education grants to federal agencies. The first was a \$565,289 National Science Foundation grant titled “Engineering Ethics: From Instruction to Employment and Career.” This project was designed as a 36-month longitudinal evaluation of how engineers used their ethical knowledge from undergraduate through the first year of their professional career. The team of investigators included Dr. Bill Marcy (National Institute for Engineering Ethics, PI), Dr. Valerie Paton (Office of the Provost, Co-PI), Dr. Howard Curzer (Department of Philosophy, Co-PI), and Mr. Rich Burgess (Murdough Center for Engineering Professionalism, Co-PI). The project was unfunded.

The second grant was a \$1,179,754 National Institutes of Health submission titled “Ethical Cell Division: Training Cohorts of East African Medical and Public Health Professionals in Human Subjects Research Ethics, Methods, and Communication.” This was an explicitly multidisciplinary and multi-institutional project that allowed the TTU Ethics Center to develop a partnership with Mekelle University in the Tigray region of Ethiopia. Texas Tech University has prior experience working with Mekelle faculty but the connection was new for the Ethics Center.

We proposed to develop a multidisciplinary 30-credit hour Master of Science degree in clinical research ethics, with 24 hours delivered by TTU faculty and the remaining 6 hours delivered by Mekelle faculty. The

program would target East African academics, clinical researchers, and public health professionals and be delivered using asynchronous online distance learning tools, face-to-face intensive courses, and traditional semester-long, classroom-taught courses. Through the proposed degree, participating students would learn how to critically evaluate ethical issues and design ethical research based on the standards and practices of their respective disciplines.

Dr. Valerie Paton is Principle Investigator for this grant, which is still under review at the NIH. We are particularly proud of the range of support that a broad cross-section of faculty gave to the development of this curriculum: if the grant is successful, participating faculty will come from Law, International Affairs, Psychology and Neuroscience, Agricultural Communications and Education, Technical Communication and Rhetoric, Philosophy, Geography, Biological Sciences, and the TTU Health Sciences Center.

Future Plans

We will continue the Red Raider Ethics Generator and Matador Ethics Video Challenge programs through 2011-2012. In addition, we expect to continue faculty/staff research grants, at least one federal grant, the TLPDC Ethics Luncheon Series, and consistent research and assessment presentations nationally.

2011-2012 Calendar

The following calendar highlights some of our recent and scheduled presentations:

<i>Date</i>	<i>Event</i>
Aug & Sept 2011	IS 1100 Freshmen Seminar
August 23, 2011	New Faculty Orientation
August 23, 2011	Academic Integrity Session, TLTC
August 24, 2011	Athletic Tutor Session, Marsha Sharp Center
October 2011	Presentation to LEAD, Residence Hall Association
October 2011	Presentation to TTU student-athletes
October 2011	International Conference on Academic Integrity, Toronto, Ontario, Canada
November 2011	Presentation of Fall 2011 Matador Ethics Video Challenge winners
December 5, 2011	Southern Association of Colleges and Schools (SACS) Annual Meeting, Orlando, Florida
Spring 2012 (pending)	Texas A&M University Conference, College Station, Texas
Spring 2012 (pending)	Texas Association for Institutional Research (TAIR) Conference, Corpus Christi, Texas

Other Activities

In addition to research and assessment presentations, the Ethics Center will cooperate with the following partners through the year:

<i>Partners</i>	<i>Activity</i>
Office of Planning and Assessment; Dr. Howard Curzer, Philosophy	Curzer has developed a new moral development research instrument. During the 2011 calendar year, the Ethics Center edited this instrument, granted Curzer with research conference funding, and will continue to support the instrument's implementation and finding analysis through the 2011-2012 academic year.
TTU Human Resources TTUS Audit Services TTU TLPDC Staff Senate	The Ethics Center is working with Human Resources, Audit Services, the Teaching, Learning, and Professional Development Center, and the Staff Senate to develop ethics training tailored to staff needs. We have already developed ethics training modules for students and programming for faculty. Working with staff extends our work in the campus community.
Academic Integrity Committee Student Judicial Services Campus Life	The Ethics Center will co-develop training for students and faculty on the new academic integrity policy when the policy has been Board-approved. We will also distribute Magna Publications' white paper, "Building a culture of academic integrity" and have made the information sheet, "Tips to prevent cheating" available to new teachers this Fall.
Athletics Campus Life Academic Integrity Communications & Marketing Institutional Diversity	We are working across the institution to deepen branding of the phrase "Strive for Honor". We intend to associate it with all ethics programming and with the university identity. We are also working with Diversity, Athletics, and the Office of the President to develop additional ethics videos for screening at athletics games. The Athletics sector has been very supportive of the university's ethics initiatives.

Financial Review

The Texas Tech University Ethics Center operates on a yearly budget of \$339,125.00.

<i>Budget Item</i>	<i>Expenditure</i>
Salaries & Benefits (full-time staff, part-time staff, graduate assistants, and student workers)	\$186,660.00
Ethics programming, including food for Ethics Series	\$12,347.00
RCR staff support (visiting professor salary & graduate assistant)	\$69,800.00
RCR Activities (conference, course development, guest speakers, & materials)	\$37,448.00
Faculty travel funds	\$11,147.00
Capital investments (office)	\$19,019.00

With this budget, the Ethics Center supports campus ethics initiatives, Responsible Conduct of Research training and educational events, student competitions, and faculty travel in state and around the country. The Chair of the Advisory Committee provides the Ethics Center with ongoing financial monitoring.

Appendix

Texas Tech University Ethics Center Strategic Plan (2009)

Vision Statement

It is the vision of the Texas Tech University Ethics Center to be recognized as the best of its kind in the nation: a source of and support for excellence in ethics scholarship and teaching, and the cultivator of ethical awareness both inside and outside academia.

Mission Statement

The Ethics Center at Texas Tech University supports the institutional mission and enhances the overall ethical culture of the University, its surrounding community, and beyond. It does this by promoting ethics education; conducting and facilitating ethics research; developing and supporting institutional education on the responsible conduct of research; providing outreach; and fostering discourse on ethical issues among students, faculty, and staff in all its colleges and schools, as well as individuals and groups in industry, government, and private practice.

The Texas Tech University Ethics Center will:

- Contribute to the preparation of students, faculty and staff to be ethical leaders and decision makers – principled, articulate, innovative, confident, and able to think critically with sound reasoning ability;
- Foster a campus culture that reflects a positive attitude toward ethical reflection, discussion and decision-making;
- Create and maintain an environment where students, faculty and staff are confident in raising ethical issues without fear of retribution;
- Conduct and assist others in the University to conduct research that enhances knowledge in the field of ethics. This research can be broadly defined as both research about specific ethical issues throughout the curriculum and research about the best methods of providing ethics education;
- Assist the Office of Research to meet new NSF funding requirements by supporting the development of training in the responsible conduct of research;
- Engage in local, regional, state, national, and international activities promoting ethics in academic, community, government and corporate circles; and
- Earn recognition as the leading public education and research center for the study, communication and application of ethics.

The Texas Tech University Ethics Center is committed to the University's *Statement of Ethical Principles*:

- **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.

Goals, objectives, and implementation strategies

The Texas Tech University Ethics Center is designed to provide leadership, resources, and financial support for a wide variety of activities as part of the University’s ethics initiative, *A Campus Conversation on Ethics: Do the Right Thing*, including, but not necessarily limited to, the following:

1. **Goal 1: Provide leadership for campus-wide ethics programs, professional development, and events for students, faculty, and staff.**

Objectives:

1.1. *Facilitate discussion of ethics and ethical issues through activities such as hosting or co-sponsoring conferences and supporting attendance at national and international conferences.*

Implementation strategy

- 1.1.1. Host periodic major ethics conferences or symposia.
- 1.1.2. Co-sponsor periodic conferences at other institutions.
- 1.1.3. Arrange for campus visits by nationally renowned scholars in ethics.
- 1.1.4. Support travel to ethics related activities.

1.2. *Support the development of university and college ethics events for faculty, staff and students*

Implementation strategy

- 1.2.1. Host ethics events for all students based on “A Campus Conversation on Ethics.”
- 1.2.2. Encourage and fund occasional department ethics events for students in various departments.

1.3. *Support professional development on ethics and ethical issues including hosting scholars and speakers, ethics forums, and leadership training in theoretical and applied ethics.*

Implementation strategy

- 1.3.1. Sponsor monthly ethics forums that address specific ethical issues as they arise.

2. **Goal 2: Promote the teaching of ethics for faculty and staff.**

Objectives:

2.1. *Support the development of ethics course materials.*

Implementation strategy

- 2.1.1. Develop ethics teaching materials.
 - 2.1.2. Provide support in the form of instructional consultation and teaching materials for Colleges and Schools and undergraduate and graduate programs to develop an ethics course related to their discipline or to encourage research on ethical issues related to their discipline.
- 2.2. *Provide guidance to faculty, staff and students on introducing ethics theories and concepts in applied ethics.*

Implementation strategy

- 2.2.1. Create special ethics events for faculty, staff and students.
 - 2.2.2. Develop ethical leadership training for interested faculty, staff, and students.
 - 2.2.3. Conduct ethics workshops for faculty, staff, and students, including theoretical and applied ethics.
 - 2.2.4. Provide guidance to faculty in on introducing ethical theories and applied ethics to students.
- 2.3. *Provide ethics modules, including films and other media, to faculty in all disciplines for use in classes to encourage development of independent ethical decision-making.*

Implementation strategy

- 2.3.1. Prepare case studies for teaching students about applied ethics in various disciplines.
- 2.3.2. Develop a series of short (15-minute) ethics films that encourage development of moral courage and independent ethical decision-making.

3. Goal 3: Support research in ethical theory and applied ethics, including interdisciplinary research.

Objectives:

- 3.1. *Develop and seek funding for Ethics Faculty Fellowships, including visiting scholars, as well as for dedicated leaves for faculty studying ethics in any discipline*

Implementation strategy

- 3.1.1. Create Ethics Fellows positions for faculty, post-doctoral scholars, and/or visiting scholars who are engaged in significant ethics research
- 3.1.2. Support leaves for faculty to pursue scholarly research in ethical theory and applied ethics

- 3.2. *Seek funding for faculty ethics research including grants to develop proposals for outside funding, challenge grants for matching funds, and institutional grants*

Implementation strategy

- 3.2.1. Provide grants for faculty to conduct ethics research and/or develop proposals for outside funding
 - 3.2.2. Seek challenge grants to match sponsors' funds
 - 3.2.3. Encourage interdisciplinary research by providing special grants to faculty research groups
 - 3.2.4. Encourage students to be involved in ethics research by providing graduate assistantships
- 3.3. *Provide resources to identify research funding opportunities and assist with proposal preparation*

Implementation strategy

- 3.3.1. Work with office of Vice President for Research to identify funding opportunities
- 3.3.2. Work with offices of Research Services and the Research Grant Editor to develop proposal preparation training sessions for faculty and graduate students
- 3.3.3. Provide staff for proposal preparation

3.4. *Create rewards and incentives for outstanding ethics research and publication*

Implementation strategy

- 3.4.1. Create annual “Ethics Research Award(s)”

4. Goal 4: Provide comprehensive outreach activities

Objectives:

- 4.1. *Improve public awareness of ethical issues in business, engineering, health care, education, politics, civic engagement, public safety, and other professional areas*

Implementation strategy

- 4.1.1. Hold periodic workshops and information events for the public that highlight specific ethical issues
- 4.1.2. Develop and distribute an “ethics newsletter” that analyzes ethical aspects of current news stories or public events for distribution to selected community leaders
- 4.1.3. Develop and offer professional ethics instruction for academic credit and professional development hours via on-line, web-assisted and other distance learning technology to individuals and groups throughout the world
- 4.1.4. Develop and present ethics workshops, seminars, and presentations for companies, societies, alumni and other groups

- 4.2. *Promote public awareness of ethics-related activities on the Texas Tech University campus*

Implementation strategy

- 4.2.1. Newsletter cited in 4.1 above
- 4.2.2. Work with KTXT-TV and KOHM-FM to develop programming that highlights ethics activities and research on the TTU campus
- 4.2.3. Develop a website and e-mail newsletter to inform the TTU community and the public about ethics events and activities on campus

- 4.3. *Encourage student, staff and faculty outreach to the community, such as promotion of service-learning, recognition of special service to the community, and identification of community service opportunities*

Implementation strategy

- 4.3.1. Create an “Ethics Faculty Fellows” program to promote ethics outreach activities in courses for students
- 4.3.2. Create a faculty “Service to Ethics” award for exceptional outreach into the community related to ethics or ethics-related issues or activities
- 4.3.3. Create an ethics outreach clearing house to publicize ethics outreach opportunities

Advisory Committee Members (2011-2012)

The following faculty and staff will serve on the TTU Ethics Center Advisory Committee for the year 2011-2012.

Dr. Valerie Paton (Provost Office)	Dr. Cherif Amor (Human Sciences)	Ms. Donell Callender (Faculty Senate)
Dr. Justin Louder (Ethics Center)	Dr. Tai Kreidler (TTU Libraries)	Mr. Bruce Bills (Staff Senate)
Dr. Tom Knight (CASNR)	Dr. Kevin Stoker (Mass Communications)	Mr. Tyler Patton (Student Government)
Dr. Gary Smith (Architecture)	Dr. Jonathan Marks (VPA)	Dr. Kathy Austin (CIO/IT)
Dr. Howard Curzer (Philosophy)	Dr. Arquimedes Ruiz-Columbié (University College)	Dr. Alice Young (Research)
Dr. Cathy Duran (Business)	Dr. Ralph Ferguson (Graduate School)	Dr. Judi Henry (Athletics)
Dr. JoAnn Klinker (Education)	Prof. Jennifer Bard (Law)	Ms. Kim Turner (TTUS Audit)
Dr. Bill Lawson (Engineering)		
Dr. Gary Elbow (Honors College)		

Other Supportive Faculty, Staff, and Sectors

The following faculty, staff, and sectors have participated in assessments; opened their classes to Ethics Center presentations; or facilitated workshops and conferences during the 2010-2011 academic year. We recognize their special contributions to the TTU Ethics Center's programming and the ongoing moral maturity of the university community.

Mr. Richard Burgess	Dr. William Marcy	Dr. Robert Smith
Center for Campus Life	Dr. Andrea McCourt	Ms. Suzanne Tapp and the staff of the Teaching, Learning, & Professional Development Center (TLPDC)
Dr. Jan Childress	Dr. David Roach	Texas Tech Athletics
Dr. Marianne Evola	Ms. Sofia Rodriguez and Student Judicial Services	University Catering
Ms. Jennifer Hughes and the staff of the Office of Planning & Assessment	Dr. Rial Rolfe	
	Dr. Michael San Francisco	

Bylaws of the Texas Tech University Ethics Center Advisory Committee

ARTICLE I: Charge

The Advisory Committee for the Texas Tech University Ethics Center (Committee) advises the TTU Ethics Center in the development, supervision, and assessment of the University's ethics activities.

1. The Committee will consider matters pertaining to ethics education, research, opportunities, and engagement that will continue the Campus Conversation on Ethics.

2. The Committee shall provide an annual report to the Provost summarizing the University's ethics efforts. The report will be submitted by August 1.

ARTICLE II: Membership

Section 1: The Committee shall be comprised of the following voting members:

1. Each College and School including the University Libraries will appoint a member to the Committee.
2. One member shall be from the Office of the Vice President for Research.
3. One member shall be from the Texas Tech University System Office of Audit Services. One member shall be from the Division of Information Technology.
4. The Faculty Senate and the Staff Senate shall appoint two members each.
5. Texas Tech Athletics shall appoint one member of the Committee.
6. The Student Government Association shall appoint two student members: one undergraduate and one graduate student.
7. One member shall be appointed from the Office of the Provost to serve as the Chairperson of the Committee.
8. A staff member or the director from the Texas Tech University Ethics Center.

Section 2: The Provost or designee, in consultation with the TTU Ethics Center, will make all appointments. The Provost or designee shall consider all nominations; however, appointments are not limited to those nominated. Members will serve at the Provost or designee's discretion until they are unable or unwilling to continue their service.

ARTICLE III: Chairperson

The representative from the Office of the Provost will serve as the Chairperson of the Committee and will be appointed by the Provost to serve an indefinite term. The Chairperson may appoint a vice-chairperson or designate an individual to convene meetings during periods of the Chairperson's absence.

ARTICLE IV: Actions of the Committee

Formal actions and recommendations of the Committee require majority vote from all members of the Committee. Normally, votes will be taken during Committee meetings. However, the Chairperson may request for a vote via e-mail or other means. The results from any vote must be reported to all members.

ARTICLE V: Meetings

Section 1: Meetings of the Committee will be held at least quarterly.

Section 2: Minutes of all meetings will be distributed to Committee members for approval at the next meeting of the Committee. Minutes of the meetings are to be approved by voting members of the Committee. Approved minutes will be distributed to all members of the Committee and the Provost.

ARTICLE VI: Sub-Committees

The Chairperson of the Committee may appoint sub-committees to address specific issues related to ethics at the University. Sub-Committee reports will be submitted to the Committee for review and discussion.

Sub-Committee recommendations receiving majority support from the Committee will be forwarded to the Provost.

ARTICLE VII: Reports

An annual report describing the work of the Committee and summarizing the University's ethics efforts will be submitted to the Provost by August 1 of each year. Other reports may be submitted by the Committee as appropriate.

ARTICLE VIII: Amending the Bylaws

Amendment or revision of the Bylaws may be made following a majority vote of the members of the Committee.

Texas Tech University Ethics Center Staff

Valerie Osland Paton, Ph.D. – Vice Provost for Planning and Assessment

Justin R. Louder, Ed.D. – Director

Yi-hui Lee, Ph.D. – Senior Editor

Lisa James – Business Manager

Dianne Reyes - Senior Business Assistant

Keisha McKenzie – Graduate Assistant

Howie Chin – Graduate Assistant

Caleb Cox – Work Study

Texas Tech University Ethics Center Contact Information

Office Location: Texas Tech University Administration Building, Room 243

Mailing Address: Box 45070 | Lubbock, Texas 79409-5070

Texas Tech Mail Stop: 5070

Office Phone: 806.742.1505

Office Fax: 806.742.1510

Email: ethics.center@ttu.edu

Web: www.ethics.ttu.edu





Strive for Honor