ANNUAL REPORT VII
2016-2017

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Benchmark Achievements (2016-2017)

1. Samantha Grant, author and film-maker, *A Fragile Trust*
2. Professor Javier Trimino, PhD International University Network
3. Brad Agle, PhD, co-author of *The Business of Ethics Field Guide: The Essential Companion to Leading Your Career and Your Business to Greatness*
4. Political Science: Race and Community Relations Series
5. Carnegie Council for Ethics in International Affairs & TTU School of Law partnership – Global Ethics Day
6. Ethics Faculty Symposium
7. Conference presentation at SWCAI 7th Annual RCR & AI Conference (Lopez, James & Ferguson)
8. TTU Ethics Center invited to host APPE Ethics Center Directors Summit
9. Conference presentations at 26th Annual Association for Professional & Practical Ethics (James, Lopez, & Ferguson)
10. Mentor Tech Ethical Best Practices in Writing initiative (Coles)
11. International Cultural Center hosts Former US Ambassadors
12. TTU Ethics Center partners with Medici Circle supporting TTU School of Art
13. TTU Ethics Center and Community Foundation of West Texas partner (ARCS)
14. TTU Ethics Center partners with International Cultural Center hosts Young African Leaders Institute
15. TTU Health Sciences Center’s Ethics Symposium
16. TTU Ethics Center partners with Center for Campus Life promoting ethical best practices
17. Faculty interviews about Ethics for Social Media
18. Fulbright Disciplinary Reviewer (Ferguson)
19. TTU Ethics Center e-Journal launch
20. TTU Statement of Ethical Principles assessment modules test in Blackboard
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. 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

![TTU Ethics Ornamental Symbol](image)
## Acknowledgements

### Advisory Committee Members (2016-2017)

The following faculty and staff served on the TTU Ethics Center Advisory Committee for academic year 2016-2017.

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tr>
<td>Dennis Patterson, PhD</td>
<td>College of Arts and Sciences (Chair)</td>
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<tr>
<td>Ralph Ferguson, PhD</td>
<td>TTU Ethics Center (ex-officio)</td>
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<tr>
<td>Steve Fraze, PhD</td>
<td>College of Agricultural Sciences and Natural Resources</td>
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<tr>
<td>Benaissa Chidmi, PhD</td>
<td>College of Agriculture and Applied Economics</td>
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<tr>
<td>Joseph Aranha, PhD</td>
<td>College of Architecture</td>
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<tr>
<td>Mario Beruvides, PhD</td>
<td>Edward E. Whitacre Jr. College of Engineering</td>
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<td>Hansel Burley, PhD</td>
<td>College of Education</td>
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<td>Earnstein Dukes, PhD</td>
<td>TTU Libraries</td>
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<td>Mary Murimi, PhD</td>
<td>College of Human Sciences</td>
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<td>Weiwu Zhang, PhD</td>
<td>College of Media and Communications</td>
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<td>Bill Gelber, PhD</td>
<td>College of Visual and Performing Arts</td>
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<td>David Doerfert, PhD</td>
<td>Graduate School</td>
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<td>Dwight McDonald, JD</td>
<td>School of Law</td>
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<td>Patrick Metze, JD</td>
<td>School of Law</td>
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<tr>
<td>Bill Poirier, PhD</td>
<td>Department of Chemistry and Biochemistry</td>
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<tr>
<td>Gene Wilde, PhD</td>
<td>Faculty Senate</td>
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<tr>
<td>Ali Luempert</td>
<td>Staff Senate</td>
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<tr>
<td>Ben Sharp</td>
<td>Student Government Associate (Undergraduate)</td>
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<td>Surya Yadav, PhD</td>
<td>Rawls College of Business Administration</td>
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<tr>
<td>Justin Noble</td>
<td>Texas Tech University System, Office of Audit Services</td>
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<td>Rodney Lackey</td>
<td>Texas Tech Athletics</td>
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<td>Paul Frazier, PhD</td>
<td>Institutional Diversity, Equity &amp; Community Engagement</td>
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<td>Bill Gustafson, PhD</td>
<td>Department of Personal Finance Planning</td>
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<td>Pamela Johnson</td>
<td>Graduate School of Biomed Sciences</td>
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<tr>
<td>Beverly Bowen</td>
<td>Department of Public Health</td>
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<tr>
<td>Catherine Duran, PhD</td>
<td>Undergraduate Education and Student Affairs (ex-officio)</td>
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<tr>
<td>Justin Louder, EdD</td>
<td>Worldwide eLearning (ex-officio)</td>
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A Note from the Managing Director

*Ralph Ferguson, Managing Director and Fulbright Global Specialist*

The Ethics Center reaches across disciplines to partner with departments and programs that champion ethical best practices to serve TTU and community engagement. Workshops organized by the Ethics Center serve students, staff, and faculty with comprehensive guidance that helps manage learning challenges with technology. The TTU 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 Ethics Center serves as an agency to galvanize ethical principles in the learning community that students may use the guiding standards as a foundation through the development of their careers. The TTU Ethics Center communicates the importance of personal accountability across the academic community. Our affiliation with an extensive number of domestic and international institutions and agencies benefits the TTU learning community, because the TTU Ethics Center brings the challenges of the world to the campus. 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.

Figure 1: Students and their families participating in Red Raider Orientation.
Ethics Center Staff

During the 2016-2017 academic year, the TTU Ethics Center operated with seven full- and part-time staff and students:

**Ralph Ferguson** serves as Managing Director of the Texas Tech University Ethics Center and is a Fulbright Specialist on business and international issues. The 26th Annual Association for Practical and Professional Ethics Conference invited the TTU Ethics Center to host their Director Summit. The leadership of the TTU Ethics Center discussed effective innovative strategies to enhance service to students and build global networks. The invitation to host the summit demonstrates the high regard peers have for the TTU Ethics Center. Using social media, organizations across the globe view interviews and prompts from the TTU Ethics Center that presents information about academic integrity, research misconduct, and genocide, race, community relations and other relevant ethical topics. TTU students gain awareness to enrich classroom study utilizing Ethics Center social media or the website to check the calendar to attend an on-site program.

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 Alamas 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 the 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 words and deeds focus 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 Texas Tech University Ethics Center. Serving as a leading team member to push forward the outreach of the center to benefit students, staff, faculty, and community, she manages pivotal functions: 1) SWRCAI blog to communicate with peers; 2) Peer-to-Peer student program that visits with campus organizations about Texas Tech University Statement of Ethical Principles; 3) Adaptive strategic budget planning partner to maximize use of revenue to sustain quality programs through disciplinary partnerships; 4) Adept at utilizing student focus groups for foundation information to tailor ethical best practices workshops; 5) Use of collaborative skills in development of training workshops, conference presentations, social media analysis, and preparatory assignment analytics.
To the 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 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 designation for the Title III and Title V waivers to benefits the increasing diversity on the campus, Ms. James for more than five years has 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 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 the doctorate.

Lora L. Lopez serves as administrator for the TTU Ethics Center reaching out to undergraduate/graduate students through presentations and social media. Team members in the Ethics Center must be a leadership compass for students, staff, faculty, and community to engage in promoting and encouraging 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) maintains updates on social media for students to follow Ethics Center programs; 4) interviews and edits videos for social media posting; 5) collaborates on adaptive strategic budget planning key for bringing getting programs like “A Fragile Trust” to campus.

She is a resourceful team member with a solid reputation in the development of projects that serve the academic community. While as an administrator in the graduate school, her initiative led to the establishment of the following programs: 1) travel grants to reduce financial burden on students presenting papers at conferences; 2) establishment of a poster competition to present research across disciplines on campus then showcase posters in the community for citizens to view; 3) family night-out that domestic and international student families can have pizza and movie night-out; 4) invited by the State of Texas to serve on the University Records Retention Schedule Subcommittee.

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 has worked as an administrator in the Ethics Center since September 2016. She has continued to develop 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 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 Ethics Center events.

This past year saw the inauguration of the Journal of the TTU Ethics Center. Ms. Coles was responsible for editing and assembling the online journal’s premier issue of articles from transcriptions from the speakers from the 2016 Global Ethics Day faculty symposium. The journal represents the Ethics Center’s debut into promoting scholarly research on ethics in academia and beyond. Ms. Coles will assist with the editing of the next issue due in Fall 2017 including selected research from the Law School, Medical School and main TTU campus.

Ms. Coles has completed an interview series with TTU faculty about teaching ethics in their disciplines. This series will be 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 and the blogs will be open for online discussion. Blog features will be published in connection with discipline-specific promotional dates.

Currently she is engaged in a research project involving surveying TTU faculty about innovative pedagogy to help students develop critical thinking skills while avoiding inadvertent plagiarism. She will be teaming up with the TLPDC’s TEACH program to have faculty present their curricula to graduate students as part of a panel about teaching around the issue of academic integrity. Panel presentations will form the content of a future issue of the Ethics Center journal.

Terrell DeLeon serves as Student Assistant for the TTU Ethics Center. Terrell completed his BBA in Energy Commerce from TTU’s Rawls College of Business Administration in August, 2015. Terrell has completed his first year of the Master of Science in Personal Financial Planning program in the College of Human Sciences. 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.

Terrell is a former Eagle Scout in the Boy Scouts of America; who served the nation as a Sergeant in the United States Marine Corps, and attends Green Zone training provided by the TTU Military & Veterans Programs to better advocate for and create a welcoming environment for veterans, military personal, and their families on campus in summer 2017.

Hai Nguyen serves as Research Assistant for the TTU Ethics Center. Hai received his PhD in History from TTU’s College of Arts and Science. In his role as Research Assistant, Hai’s duties include video recording the Center’s events and activities, peer-to-peer (P2P) responsible conduct of research program presentations, and he has provided support at Ethics Center functions that engage TTU students, faculty, staff, and administrators.

Nguyen, a fiction writer, filmmaker, journalist, and scholar is from Central Vietnam. Over the last decade, he has worked in conflict zones, including Tibet, Xinjiang, Pakistan, and Afghanistan. Hai has reported and made televised documentary films about the history of Vietnam and other Southeast Asian, European and Central Asian countries.

**Linh Nguyen** serves as Student Assistant for the TTU Ethics Center. Linh is a Public Relations major with a minor in Business Administration at Texas Tech. She began working for the Ethics Center 2015. Her responsibilities include serving as a digital editor for Ethics Center programs and activities, participating in the Ethics Center international program development, assessment and collection of data, organizing and reporting on measurable data graphically, contributing to the collection of program and initiative data, and assisting Ethics Center staff with research assignments, conferences, programs, and other events.
Figure 2: 2017 Academic Integrity Survey results by student classification. Data collected by TTU Ethics Center Staff.
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 Ethics Center encourages instructional and service best practices through social activities, training, and special projects. The 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.
Core Programs

The TTU Ethics Center brings forward thought leaders with their research to enhance understanding about social justice, healthcare, governance, and nutritional desert. 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 our inquiries on ethics. The panel presents critical topics: 1) Climate Change; 2) The Equator Principle; 3) Leadership; 4) Social Justice Legal Challenges; 5) Educational Transition; and 6) Codes of Conduct. The panelists discuss with a local and online audience the stressors that may generate instability across the world into the distant future.

2017 Panelists

1. Dr. Michael Ryan, Institute for Leadership Research & Center for Entrepreneurship & Family Business
2. Dr. Andrea McCourt, TTU Human Resource Development
3. Mr. Richard Burgess, Murdough Center for Engineering Professionalism & National Institute for Engineering Ethics
4. Mr. Dwight McDonald, TTU School of Law
5. Dr. Manuel Woersdoerfer, Murdough Center for Engineering Professionalism & National Institute for Engineering Ethics
6. Dr. Katherine Hayhoe, TTU Department of Political Science

Figure 4: Global Ethics Day panelists.

Figure 5: Dr. Katherine Hayhoe, TTU Department of Political Sciences.
II. SWRCAI 7th Annual Responsible Conduct of Research & Academic Integrity Conference

Southwest Regional Consortium for Academic Integrity
This group broadens the administrative focus of the SWRCAI 7th Annual Responsible Conduct of Research and Academic Integrity Conference in order to establish meaningful dialog 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) on-line class delivery practices; 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 small and large universities in the region serves to benefit awareness of the challenges associated with promoting academic integrity.
The cross-section of topics presented during the conference 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, or dismantle ineffective practices. Moreover, the conference may assist in the development of universal guidelines for preventive strategies to reduce misconduct.

The topics presented and discussed:

- The Integrity Revolution
- Authorship, Credit, and Other Fictions: Recent Tales of Research Ethics
- Implementation of a “Level Zero” Academic Integrity Sanction
- Dis-incentivizing and Discouraging Academic Misconduct in Online Instruction & Learning
- Analysis of A Fragile Trust
- Student-Athlete Strategies for Collegiate Success
- A Three-tiered Approach for Academic Integrity for International Students
- Students Guiding Students: The Symbiotic relationship of Integrity in a Peer-Led System in Transformative Student Experience
- Responsible Conduct in Research – An Analysis of Ethical Decision Making Practices

Figures 6-8: 2017 SWRCAI hosts 7th Annual Responsible Conduct of Research & Academic Integrity Conference.
Figures 9-11: Conference attendees in academic sessions and tour campus of conference Co-host University of Oklahoma.
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 3,000 students with this initiative. An Ethics Faculty Symposium encourages ethics instruction across disciplines that support classroom instruction that strengthens ethical best practices among students.

### Fall 2016 TTU Ethics Courses with/without "Ethics" in the title

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<tr>
<th>Percentage of courses without &quot;Ethics&quot; in the title</th>
<th>Percentage of courses with &quot;Ethics&quot; in the title</th>
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<td>36%</td>
<td>64%</td>
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### Fall 2016 TTU Ethics Courses by Classification

- Freshman level: 11.4%
- Sophomore level: 13.6%
- Junior level: 18.2%
- Senior level: 25.0%
- Graduate level: 31.8%

### Fall 2016 TTU Ethics Course Enrollments Available Seats vs. Registered Students

- Number of Registered Students: 5493
- Number of Available Seats: 4951

Figures 12-14: Fall 2016 TTU Course with/without “Ethics” in the title, enrollment by classification. Unofficial data collected by TTU Ethics Center staff.
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.

Professor Javier Trimino, Ph.D. from the University Havana Cuba discusses with Dr. Ferguson his work as an executive team member with the International University Network (IUN). This organization encourages research and training regarding population, environment, and local economic development.

Dr. Brad Agle, co-author of *The Business Ethics Field Guide: The Essential Companion to Leading Your Career and Your Business to Greatness*, visits as a guest speaker the Rawls Business College with TTU Professor Ron Mitchell. The Ethics Center encourages students to attend these programs. Dr. Agle delivers an influential message about professional values to connect with students’ interest.

International Cultural Center hosts Former US Ambassadors on the TTU campus to bring the learning community an in-depth discussion about the challenges of the Middle East. Students gain from discussions that include first-hand experiences from their work in fractured regions of the world.
TTU Ethics Center Partners with Medici Circle supporting TTU School of Art project to raise funds for scholarships to benefit students. Artists are essential to the stability of our humanity. Medici Circle President: Tonya Hagy-Valdine

The TTU Ethics Center and Community Foundation of West Texas partner to identify Anthony Bui (ARCS Recipient) and nominating faculty member, Dr. Robert Shaw.

The 15th Annual Mentor Tech Celebration Banquet receives support from the Ethics Center to benefit students in their programs.

The 12th Annual Women’s Conference partnership with the Texas Tech University Ethics Center to discusses challenges in the community, family, and values.
The Young African Leaders Institute participants (Mandela Fellows) listen to Rich Burgess, Tibor Nagy, and Ralph Ferguson share insights, concerns, and risks facing emerging nations on the continent of Africa.

Mr. Richard Burgess, Murdough Center for Engineering Professionalism & National Institute for Engineering Ethics

Ambassador Tibor Nagy and Dr. Ralph Ferguson attend Young African Leadership Institute.
Texas Tech University Health Sciences Center’s Ethics Symposium and Banquet at the International Cultural Center, Drs. Berk and Ferguson enjoy the evening acknowledging student achievements related to ethics research.

Dean Nguyen, Ph.D. at the National University of Civil Engineering (NUCE) visits TTU to attend his daughter’s graduation and discuss, Dr. Ferguson’s return to Hanoi to continue their Interdisciplinary curriculum initiative.

The TTU Ethics Center partners with the student life team to expand outreach to support TTU is ethical messaging mission. With more than 500 student organizations, teamwork and use of social media TTU students are encouraged to engage in best practices across campus.

Ms. Keri Shiplet, Assistant Director, Center for Campus Life

Ms. James, Drs. Agle and Ferguson discuss ethical challenges and Agle’s book prior to an Association for Professional and Practical Ethics’ plenary session.
IV. 2017 Arbor Day Ethics Prompt: “How will what you’ve learned about ethics at TTU help your future career?”

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, “How will what you’ve learned about ethics at TTU help your future career?” Students are invited to respond to the prompt in their own words.

Graffiti Responses
Graffiti Responses
V. 2017 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 interest 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 must be in constant motion to keep pace and out front to understand trends that may disrupt ethical awareness. The following charts are self-explanatory from the survey:

Figure 15: Arbor Day Academic Integrity survey selected results. Data collected by TTU Ethics Center staff.
Academic Integrity means that you are accountable for your own work

- Not at all important: 0.4%
- Somewhat important: 2.0%
- Important: 20.3%
- Very important: 77.2%

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

- Not at all important: 0.2%
- Somewhat important: 2.3%
- Important: 22.7%
- Very important: 74.8%

Ethical behavior and independent thought are important for achieving academic success

- Not at all important: 0.1%
- Somewhat important: 2.9%
- Important: 23.6%
- Very important: 73.4%

Figures 16-18: Arbor Day Academic Integrity survey selected results. Data collected by TTU Ethics Center staff.
The appraisal indicates the core ethical characteristics of respondents in the survey. Faculty and administration may trust that among students in the TTU learning community the data indicate a well-rounded population exists. The TTU Ethics Center supports ethical conduct, academic integrity, and responsible conduct of research in workshops and joint programs with departments. The data indicates that the respondents have an understanding about ethics.

Figures 19-20: Arbor Day Academic Integrity survey selected results. Data collected by TTU Ethics Center Staff.
VI. Peer-to-Peer (P2P) Academic Integrity 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.

1. Phi Alpha Delta Pre-Law Student Organization
2. Filipino Student Association
3. Hispanic Student Association
4. Tech Activities Board
5. Kinesiology and Sports Management Student Ambassadors

Figure 21: Hispanic Student Association P2P Academic Integrity & Responsible Conduct of Research presentation.
VII. TTU Ethics Center: Ethics Lunch Series

Students, faculty, staff, and administrators participate in the program series that introduce concerns in 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 2016-2017 found them beneficial:

1. Green Zone Module 1: Core Training
2. Stress Management
3. Effective Communication

Figures 22-25: TTU Ethics Center Lunch Series; Green Zone Training, Stress Management, and Effective Communication.
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.

Figure 26: TTU Ethics Lunch Series and selected survey results. Data collected by TTU Ethics Center Staff.
VIII. TTU Library/TTU Ethics Center Workshop Series

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. The Nuts and Bolts of iThenticate® / Turnitin® Workshop – Fall 2016
2. Paraphrasing, Quoting, and Plagiarism: the DOs and DON’Ts - Fall 2016
3. Paraphrasing, Quoting, and Plagiarism: the DOs and DON’Ts – Spring 2017
4. The Nuts and Bolts of iThenticate® / Turnitin® Workshop – Spring 2017

Figures 27-30: TTU Ethics Center/TTU Library Workshops; Paraphrasing, Quoting, and Plagiarism: The Dos and DON’Ts, and The Nuts and Bolts of iThenticate® and Turnitin®.
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 with research to analyze academic integrity is prudent to avoid detrimental challenges from accidental or willful misuse 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.

![Figure 31: Turnitin® User Agreement and Warranty Disclaimer. Retrieved by TTU Ethics Center Staff from www.turnitin.com](image)

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 with research to analyze academic integrity is prudent to avoid detrimental challenges from accidental or willful misuse 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.

![Figure 32: TTU Ethics Center/TTU Library Workshops selected survey results. Data collected by TTU Ethics Center staff.](image)
IX. Red Raider Orientation (RRO) Academic Integrity Survey

The TTU Ethics Center participates in the Red Raider Orientation (RRO) programs. Orientation reaffirms to students 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. Collusion

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

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

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Academic Integrity means that you are accountable for your own work

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Figures 33-34: Academic Integrity survey responses. Data collected at Red Raider Orientation by TTU Ethics Center staff.
Red Raider Orientations (RRO) serves incoming freshmen, transfer, and 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 orienting their values to be consistent with the best practices of TTU’s guiding principles.

Figures 35-41: TTU students and their families enjoying Red Raider Orientation.
X. Forums and Interviews about Ethics

1. Dr. Bill Poirier, Chemistry & Biochemistry
2. Dr. Jonathan Marks, Theater and Dance
3. Dr. Juan Sanchez Muñoz, President - University of Houston - Downtown
XI. 2016-2017 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.

Samantha Grant – author, film maker, and invited speaker

Samantha Grants presentation focused on Jayson Blair, the promising young journalist who made some really bad decisions thereby inciting the worst plagiarism scandal ever seen at the world’s most important newspaper – The New York Times. Blair’s exclusive interview for *A Fragile Trust* represents the first time he has spoken out about his actions at the Times since the weeks immediately following the scandal in 2003. *A Fragile Trust* tells the dramatic story of Jayson Blair and Macarena Hernandez, two reporters who became entangled in a scandal that brought the New York Times to what publisher Arthur Sulzberger called “the low-point in the 152 year history of the paper.” From the buzz of New York City to the solitude of the Texas desert, this cinematically evocative film addresses questions of ambition, race, and hierarchy in journalism, while bringing focus back to the heart of the matter, the sacred and fragile trust upon which all American journalism is built.

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

Dr. Ralph Ferguson visits with the (2017) American Association of University Professors (AAUP) to acknowledge TTU Ethics Center initiatives.
Publications & Presentations

Ferguson, R., and Louder, J. (October 2017) Making the case for establishment of ethics centers on community college campuses, In New Directions for Community Colleges.


James, L., & DeLeon, T. (2016) *Paraphrasing, Quoting, and Plagiarism Workshops Impact English and Non-English Speakers* Southwest Regional Consortium for Academic Integrity 6th Annual Responsible Conduct of Research & Academic Integrity Conference. Texas Tech University, Lubbock, Texas (June 2016)

Lopez, L., & Ferguson, R. (2016) *Refining the Ethical Perspective through Survey to Enhance Guidance* Southwest Regional Consortium for Academic Integrity 6th Annual Responsible Conduct of Research & Academic Integrity Conference. Texas Tech University, Lubbock, Texas, (June 2016)


James, L. (2015) *Academic Integrity @ Texas Tech University*. Mentor Tech Membership Meeting. Texas Tech University, Lubbock, Texas (September, 2015)

James, L. (2015) *Academic Integrity @ Texas Tech University*, 1st International Student Conference. Texas Tech University, Lubbock, Texas (September 2015)
Adaptive Strategic Analysis 2018

1. Continue current programs
2. Disciplinary Blog launch
3. TTU Ethics Center e-Journal inclusiveness
4. Focus groups: EC committee, students, & organizations
5. Ethics Faculty Symposium
6. Increase research practices with partners
7. Ethics Center & Political Sciences: Hispanic Heritage Program
8. Humans vs. Zombies Ethics Field activity
9. Continue, increase, and expand social media activities
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.
Acknowledgements

November 22, 2016

Dr. Ralph Ferguson
Ethics Center
2515 15th Street
Lubbock, TX 79409

Dear Dr. Ferguson,

On behalf of the Institute of International Education’s Council for International Exchange of Scholars (CIES), I would like to thank you for your service on the Business Administration Peer Review Committee. You and your fellow reviewers assessed Fulbright Scholar applications for over 140 countries around the world. 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 your committee recommended will enable the J. William Fulbright Foreign Scholarship Board, appointed by the President of the United States, to officially select Fulbright scholars for 2017-2018.

The peer review process has been a hallmark of the Fulbright Scholar Program since its establishment 70 years ago. On behalf of the U.S. Department of State’s Bureau of Educational and Cultural Affairs, which funds 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. We look forward to engaging with you further on the Fulbright Scholar Program.

Sincerely,

Jordanna Enrich
Director, Fulbright U.S. Scholar Program
November 22, 2016

Dr. Juan Munoz
Texas Tech University
2500 Broadway
Lubbock, TX 79409-2005

Dear Dr. Munoz,

On behalf of the Institute of International Education’s Council for International Exchange of Scholars (CIES), I am writing to send our deep appreciation for the service of Dr. Ralph Ferguson from your institution. Dr. Ferguson served on the Business Administration Peer Review Committee, which completed the merit review of Fulbright U.S. Scholar Program applications for 2017-2018.

The Fulbright Scholar Program is sponsored by the U.S. Department of State’s Bureau of Educational and Cultural Affairs (ECA). Our office convenes review committees that encompass the diversity of U.S. academia. The candidates recommended by the peer review committees will be considered for awards to over 140 countries around the world. The J. William Fulbright Foreign Scholarship Board, appointed by the President of the United States, makes the final selection of candidates.

CIES appreciates the time Dr. Ferguson contributed to reading and evaluating applications. We send this acknowledgment of our gratitude for the expertise provided by this academic service, which furthers the Fulbright goals of increasing mutual understanding through international academic exchange.

Sincerely,

Jordanna Enrich
Director, Fulbright U.S. Scholar Program
From: Abalo, Victoria [mailto:VAbalo@oas.org]
Sent: Friday, August 11, 2017 8:41 AM
To: Ferguson, Ralph <RALPH.FERGUSON@ttu.edu>
Subject: Re: MOAS

Sounds great Mr. Ferguson. It was great meeting you and hearing about the University.

Here’s the link to our website and social media:

Regards,

Victoria Abalo
Coordinator MOAS Program
Office of the Assistant Secretary General
Organization of American States
17th Street and Constitution Ave., N.W.
Office MNB-3-124
Washington, D.C. 20006
T. 202-570-5067
vabalo@oas.org
www.moas.oas.org

Dear Dr. Ferguson,

On behalf of the Eta Epsilon Chapter of Alpha Phi Alpha Inc., I would like to thank you again for speaking on the I AM A LEADER panel. We greatly appreciate the role you played in helping us host a successful event.

Thank you!

Michael

Dear Dr. Ferguson

Thank you for taking out time to speak to us, and instill in us the knowledge and skills required to make ethical decisions in complex situations.

We learned a lot from our interaction with you, and will be better leaders as a result. Thank you best wishes 2017 Mandala Washington Fellow
#TTU #Week5Tech #SunShineCmty

Hi User,

I just wanted to thank you again for being a part of the Arbor Day Celebration this year. It was a huge success with our 500 participants! I look forward to working together again in the future.

Thanks again,

Troy Pike
Good Morning Ralph,

As you may remember, Dr. Amy Boren, Dr. Matt Baker, and I submitted a grant to host 25 young African leaders in Lubbock this summer. We were successful with our grant so we are now planning activities for these visitors. Would it be possible for us to impose on you? We would like for you to participate in a panel discussion on Ethical Decision Making In Complex Situations. Would you be available to participate on Thursday, July 21st from 1:30-3:00 pm?

Thank you for considering our request.

David Lawver, Professor
Agricultural Education and Communications
Texas Tech University

From: Thomas, Camille
Sent: Monday, February 13, 2017 8:22 AM
To: Coles, Anastasia <anastasia.coles@ttu.edu>
Subject: Ethics Journal

Hi Anastasia,

I saw the Ethics Journal. It looks fantastic. I would like to talk more about copyright info for authors and how the editorial process is going so far. I know OJS can be quirky, so I want to make sure it’s as smooth as possible for you.

Camille
More than 1,000 Vietnamese students across the globe responded to Dr. Ralph Ferguson; Managing Director of the Ethics Center and Fulbright Specialist, requests to complete the TTU Ethical Principles Assessment. The outcome of the survey confirms that students are more similar than dissimilar. This experience provides Vietnamese students with a connection to the rigorous standards US students address day to day in the classroom and research projects. The outcome of the survey affirms that the Vietnamese respondents have the appropriate values for transitioning into TTU’s learning culture.
My willingness to have my personal beliefs and views challenged by others is...

- Very high: 81
- Above average: 103
- Average: 134
- Below average: 11
- Very low: 4
- Does not apply: 5

When a Chinese American person celebrates Cinco de Mayo, and a Hispanic American person attends the Lunar New Year Festival, that is called ________.

- Diversity: 5
- Prejudice: 20
- Multiculturalism: 19
- Values: 37
- Acculturation: 140
- Equity: 29
- Ethnocentrism: 27
- Culture: 25

To manage conflicts of interest/commitment in teaching, research, and services, 'prompt disclosure' is key and the person involved in the conflict situation cannot be the decision maker about the case.

- Answer True: 62
- Answer False: 38
- Answer Unsure: 162
Using a clear message can ____________.

- Support understanding
- Reduce confusion and anxiety
- Build trust
- Increase cooperation between team members

“Consensus building,” an important concept of cooperation, means that everyone in the group must have the same opinion or stance towards an issue.

- Answer: True
- Answer: False

Figures 43-47: Vietnamese students’ selected responses to the TTU Statement of Ethical Principles. Data collected by TTU Ethics Center Staff.

Among the Vietnamese student population who completed the TTU Ethical Principles assessment, the charts signal that there are shared values. Fulbright Specialist Dr. Ralph Ferguson discussed the importance of having ethical awareness in one’s private and professional life. His insightful and energetic presentation stimulated high interest in Texas Tech University’s effort to expand the dialog on ethics around the world. The response by students is consistent with international peers indicating affirmative ethics is a shared understanding of the human condition.
Texas Tech University Ethics Center Contact Information (2017-2018)

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Email: ethics.center@ttu.edu

Web: www.ethics.ttu.edu

Twitter: @ttuethics

Facebook: www.facebook.com/TTUEthics