EXECUTIVE SUMMARY

A message to leadership. In the 2019 Ethics Awareness Week letter to the USG Presidents, Chancellor Wrigley spoke to our shared core values and code of conduct being incorporated into our day-to-day decision making. He stated that Ethics Awareness Week sets aside time to reinforce the value of our ethical culture and promotes our priorities of degree attainment, affordability and efficiency which rely on the public’s trust. We must incorporate ethical decision-making in all that we do and be good stewards of the resources entrusted to us.

PROPOSED ACTIVITIES

STRATEGIC LEVEL INITIATIVE
Alignment to the UNG Strategic Goal 4, Objective 1, Strategy 1
Strategy 1: Establish clear, equitable and transparent systems of ... decision-making.
Development of a UNG Decision-Making Tool. The BB&T Center for Ethical Leadership, working alongside the Provost, could design a draft for UNG Cabinet review.

VALUES AND CULTURE INITIATIVES
#1. *Overall initiative email from President* to go out mid-October announcing the UNG initiatives and then a *video message (sent through email) to kick off Ethics Awareness Week* (Monday, Nov. 11, 2019)

#2. *Videos aligned to each of the five UNG Core Values* conducted by Cabinet leaders to be sent out by email, one each day during the Ethics Awareness Week in November – suggested alignment below:
- EXCELLENCE – Message from Provost
- INTEGRITY – Message from CBO
- SERVICE – Message from SVP of Leadership and Military Programs
- ENGAGEMENT – Message from SVP Advancement (alumni)
- STUDENT FOCUS – Message from SVP Student Affairs

In addition, these videos can then be put on a loop and played throughout digital signage on all five campuses throughout the week.

FACULTY & STAFF ENGAGEMENT
Ethics Awareness Week Luncheon, held on Gainesville campus (simulcast to each of the other campuses, with at least one Cabinet member in attendance at each of the campuses) that highlights our focus to goal 4 of UNG Unity and Ethical Culture. Invitations for the luncheon would go to UNG Executive Council, Faculty Senate, Staff Council and Student Leadership Organizations.

COMMUNITY INITIATIVES
Business Ethics Education Programs
Business Ethics: Educate (BEE-1) brings over 1,200 high school students from the north Georgia region each year to the UNG campuses for a half-day program focused on facilitating discussions on ethical behavior, providing an understanding of an ethical decision-making process, and increasing student awareness of the importance of values. Fall 2019 dates: Sept. 24 & 26; Oct. 8, 10, 22 & 24; Nov. 5 & 7.
Business Ethics: Experience (BEE-2) brings over 300 high school students from the north Georgia region for a full-day simulation focused on immersing students in a business environment, developing critical thinking in ethical decision-making through real scenarios, and defending ethical decisions to a live panel of business community leaders. Fall 2019 dates: Sept. 20 (Oconee) & Oct. 17 (Cumming).

Mid Atlantic Regional Intercollege Ethics Bowl Competition
Hosted at the University of North Georgia Gainesville Campus, the Mid-Atlantic Regional Intercollegiate Ethics Bowl Competition is a one-day, multi-institutional collegiate competition held in partnership with the Association for Practical and Professional Ethics (APPE). 20 regional university teams compete in a debate-style competition around 15 regional cases published in fall 2019. There are four rounds, a semi-final round and a final round within the competition to determine the top teams that will advance to the national competition sponsored by APPE. The 2019 National Competition will be held in Atlanta, GA and is a multi-international collegiate competition.

Date: Saturday, Nov. 16, 2019.

PROPOSED COMMITTEE MEMBERS
Jill Holman, Director, Internal Audit
Rose Procter, Director, BB&T CEL
Edie Rogers, University Relations

PROPOSED UNG EAW TIMELINE
Monday 10/14 EAW UNG initiatives email from President/lunch invite
Monday 10/14 Launch Ethics Training to all employees
Monday 11/11 EAW President kickoff video/email (8AM)/Luncheon (12PM)
Monday 11/11 (2PM) Excellence email (w/video) from Provost
Monday 11/11 Upload Decision Tool to UNG Culture webpage
Tuesday 11/12 Integrity email (w/video) from CBO
Tuesday 11/12 Reminder (all employees) to complete Ethics Training
Wednesday 11/13 Service email (w/video) from SVP Leadership/Military
Wednesday 11/13 Press release around strategic and community initiatives
Thursday 11/14 Engagement email (w/video) from SVP Advancement
Thursday 11/14 Reminder (all employees) Ethics Training due tomorrow
Friday 11/15 Student Focus email (w/video) from SVP Student Affairs
Friday 11/15 Reminder Ethics Training due today
Saturday 11/16 Mid-Atlantic Regional Intercollegiate Ethics Bowl
Monday 11/18 news article on all EAW Initiatives w/USG policy links

PROPOSED RESOURCES
Planning Committee Members
University Relations/AV
Video production
UNG News Article (1)
Press Release (1)
BB&T Center for Ethical Leadership
Sponsor community initiatives

BUDGET
Luncheon $750
Video/AV $250
Total $1,000