Communications and activities are essential to having a successful Ethics Awareness Week (EAW) campaign. Some communications that have been successful, as well as other ideas, are as follows:

I. Internal Communications
   - E-mail from the institutional president prior to and/or at the beginning of EAW
   - Video message, blog, or newsletter from president (e.g., and/or other senior leaders and influential individuals)
   - Short Q&A videos about what our values mean
   - E-mails from senior management
   - Recognition of EAW during staff meetings
   - Messages about EAW on electronic bulletin boards or digital signage
   - Post flyers on bulletin boards and other appropriate places
   - Posters on easels in high traffic areas
   - Campus-wide and departmental electronic newsletters
   - Internal surveys
   - Large signs with core values printed on each one
   - T-shirts or buttons with core values or Ethics office logo that are worn by the President and senior staff

II. External Communications & Social Media
   - Video message from Dr. Wrigley, USG Chancellor
   - Press release
   - Post information about EAW on the institution’s website
   - Create a website for EAW with a link from the institution’s homepage
   - Use social media such as Twitter, Facebook, Instagram, etc. to post information about EAW and related events/activities/promotions.
   - Create a video and share by way of social media or share on institution’s website
   - YouTube video

III. Education
   - Include EAW in compliance trainings offered by the institution
   - Offer on-line training
   - Host a featured speaker (virtual)
   - Host an educational roundtable or panel of experts on an ethics or related topic (virtual)
   - Faculty/Staff presentations
   - Group Activities: Have individuals divide into smaller groups (e.g., Zoom, etc.) and present them with ethical dilemmas (e.g. Using a gift card from a vendor to benefit other
hard-working employees; not requiring an employee with an illness to use sick leave because the are about to run out of sick leave, ignoring a subordinate’s chronic tardiness because the employee has a troublesome home life and you figure they’ve got enough to deal with.

- Ethics Workshops (virtual): Have information, policies, handouts and associated forms related to core values, gratuities, conflict of interest, outside activities, ethics policy, etc.
- Portable Resources: Create laminated notecards and other quick-reference tools, such as a core values card, Dos and Don’ts, etc.
- Lecture series: Reference the “Speakers List” within the Toolkit
- Have ethics and compliance officers speak to institutional departments about services offered, mission, how to avoid problems, reminders about disclosures, etc. (virtual)

IV. Activities / Events / Promotions (if multiple campuses – have at each location if possible)
- Kickoff event: Breakfast, (virtual) (think of creative slogan – Coffee and Ethics, Eggs and Ethics, etc.)
- Document shred event: Feature a speaker or handout about privacy, security, records retention, etc.
- Daily ethics quiz: Conduct via e-mail, website, social media, etc.
- Ethics Chalk event – within your student organizations, they can write the values in chalk around campus in various locations.
- Community events; T-shirt design competitions
- Ethics stations staffed by Ethics office and President/Cabinet-level staff with tables and banners at all locations to meet-and-greet employees, hand out promotional items, snacks, and portable resources, such as quick reference guides
- Use of promotional items related to Ethics Awareness, e.g. highlighters, pens, retractable badge holders, hand sanitizer, cups/mugs, kick-sacks, stylus pens, sticky note pads with the Ethics Hotline Information (not sure due to budget constraints)
- Cookie table at student center or other location convenient for students and faculty. Have ethics awareness information or promotional items available.
- Have a poem-writing or essay contest for employees. The theme or topic should be generic, such as “What does compliance mean to me?” or “What is compliance?” The winning essay could be rewarded with a small token prize and featured in a newsletter.