

Welcome to our Fall 2022 newsletter!

Hello, we're glad you're here! This is Volume 1, Issue 1 of CSU's COB Daniels Fund Ethics Initiative newsletter.

At the College of Business (COB), we believe that strong ethics are the foundation of any business education. Ethics inform daily actions both large and small. By both learning about and practicing ethical behavior, our students build a solid grounding in ethics to help them make principled decisions that make the world a better place throughout their careers—and their lives.

Meet CSU'S COB DFEI 2022-2023 Faculty Fellows

Thirteen faculty were awarded Daniels Fund Faculty Fellowships this year, the largest number we've ever had! Proposals on co-curricular programming and how to infuse ethics into courses (15 this year) fosters student learning both within the COB and across campus (bringing the 6-year total to 43 courses!). The recipients are as follows: Paulo de Brito, Michael Gross, Doug Hoffman, Amy Kozlarek, Kipp Krukowski, Eric Rapley, Pat Ryan, Cassie Shearholdt, Bill Shuster, Mary Waller, Tracy Webb, Theresa Wernimont, and Jon Zhang.



Kipp Krukowski, Ph.D.

Clinical Professor of Entrepreneurship

My initiative is the creation of a professionally filmed and edited video series in which I interview alumni CSU entrepreneurs to capture real-world ethics-related experiences to bring into the classroom discussions.

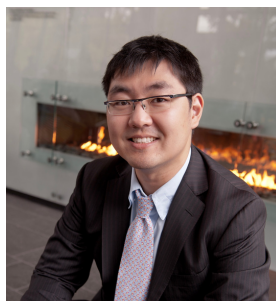
Having been a business owner, I know that students find interest in my real-world stories related to material covered in my course. By creating the videos, we:

- 1) Are not be limited to discussions with CSU alumni entrepreneurs that are in close proximity to the university
- 2) Gain a wider audience of students as speakers are often limited to presenting at one time when there are often conflicts with student schedules
- 3) Are able to use the content across multiple semesters
- 4) Discuss topics that often don't come up in live guest speaker events
- 5) Showcase our CSU alumni's entrepreneurial success while hearing about specific ethics-related stories.

Jonathan Zhang, Ph.D.

Dr. Ajay Menon Professor in Business

My research and interests are at the intersection of marketing and technology. In the age of disruptive technologies and changing social norms, I bring in discussions of the ethical challenges and solutions of technologies for customer-facing operations as well as internal governance (e.g., the emerging role of chief ethics officer and the evolving role of CMOs and CTOs).



In my DFEI initiative to marketing and technology, I want students to think broadly about how their business decisions impact multiple stakeholders, and how they need to harbor horizon and priorities beyond short-term profit.

To encourage "marketing ecosystem" thinking based on my recent work and a stream of related research, I institute projects for students working on issues related to purpose-driven marketing (e.g., how firms incorporate better governance structures and ethical principles), how consumers "below the middle class" respond to marketing and technology, how marketing should be done in a consciously ethical fashion to avoid inadvertent exploitation, and how technologies can be used to address the unique needs for the "base of the pyramid" consumers.

Additional Daniel's Fund Ethics Initiative Faculty Fellows will be highlighted in our Spring 2023 issue.

In partnership with the Daniels Fund Ethics Initiative (DFEI) Collegiate Program, CSU's College of Business brings ethics education into the classroom, reaching thousands of students each year. The Daniels Fund Ethics Initiative is named after legendary businessman Bill Daniels, whose entrepreneurial spirit and devotion to fairness and ethical business practices earned him respect throughout the business community.



About Bill Daniels

A man of compassion, ethics, and integrity, and the single source of our capacity to give.

Bill Daniels was a man of strong values and principles. He lived his life according to these values, and they guided his every decision and behavior, whether business or personal. He believed they were the dominant forces behind his success.

These values shine through clearly in the charitable purposes Bill Daniels set for his foundation. The Daniels Fund preserves the donor intent of its founder by staying true to the mission and purpose Bill established, and by incorporating his values and principles into the way it conducts business.

Learn more about Bill Daniels and the way he lived [here](#).



Daniels Fund Ethics Forum

The Daniels Fund Ethics Forum was held on November 4 and 5 at the Halcyon Hotel in Denver. This Forum was a wonderful opportunity for CSU's representatives (DFEI leadership: Director, Paul Mallette and Dean, Beth Walker, DFEI Fellows Theresa Wernimont and Pat Ryan, undergraduate student Carter Minter, graduate student Salt Rupert, and CSU Alumni Mackie Kopp-2017 grad) to network and exchange ideas with educators and students from DFE Consortium's participating schools. Kicked off by a reception on Friday night and an interactive dinner discussion between Jane Miller (retired President and Chief Operating officer of Gallup) and Hanna Skandera (President & CEO, Daniels Fund), the event was informative and thought-provoking from beginning to end. Saturday's keynote speaker, Beverly Kracher (founder of the Business Ethics Alliance in Omaha and Professor in the Heider College at Creighton University) shared valuable insights from her experience introducing ethics in the business community and academia. The panel discussions, break-out sessions, and work groups uniquely mixed with educators, students, and alumni were highly engaging and offered practical suggestions, leaving participants energized and inspired to expand ethics initiatives at their institutions.



Carter Minter
CSU undergraduate
Future MAAC graduate student

"The Daniels Fund Ethic Initiative was one of the most valuable and rewarding experiences in my education at the CSU College of Business. As a future auditor, having the opportunity to engage with others in varying stages of their careers and education about the ethical challenges we face today not only made me introspective on my education to date but laid the roadmap for the ideas of the future. The Forum itself provided an abundance of knowledge, experience, and insight that far exceeded what is available in day-to-day studies. It was nourishing to both the intellect and my motivation."



Photos feature keynote speaker Beverly Kracher, Ph.D.



More About The DFEI

To participate in the Consortium, a school must propose specific tactics it will use to incorporate ethics education into its curriculum and activities. Schools are then evaluated annually on agreed to measures and must demonstrate enduring dedication to ethics education to continue participating in the Consortium. The College of Business is one of only 12 schools in the West that make up the Daniels Fund Ethics Consortium, which tasks participating schools with incorporating ethics into instruction, events and activities. The Colleges program is led by Dean Beth Walker and Associate Dean Paul Mallette.

Provost's Ethics Colloquium – The Ethics of Artificial Intelligence

November 28 from 4-6 p.m.

The event features keynote speaker [Matthew DeCamp, MD, PhD](#) from the Center for Bioethics and Humanities at the Anschutz Medical Center followed by a panel discussion, including Chris Becker from the COB, applying AI to study problems affecting our communities. Attend in person in the Lory Student Center Theatre or watch the livestream using the link to be posted at <https://ethics.colostate.edu/>. This session is co sponsored by the [Office of the Provost and Vice President for Academic Affairs](#), the [Center for Ethics and Human Rights at Colorado State University](#), and the [Data Science Research Institute](#).

Sneaky Ethics

The Sneaky Ethics initiative is in its seventh year and has expanded beyond our core to include all business courses. Last year, 67 faculty participated, resulting in over 50,000 ethical touches. Twenty eight faculty, across all departments, ranks, and appointment types signed up to participate this fall. The goal is to introduce contemporary business situations with ethical dimensions to students without telling them they need to apply their knowledge of ethics. The effort is as Doug Hoffman would say, akin to hiding broccoli in the Mac n Cheese! Two to three paragraph cases inspired by articles from the Wall Street Journal are available to faculty to use as discussion starters at the beginning of class, fun ice breakers, scenarios for partner or group activities, or low stress ways to end the week.

More on the Sneaky Ethics initiative will be highlighted in the spring 2023 newsletter.

Coming soon...

Watch for details in the next newsletter about a new initiative, Caught in the Act...of Being Ethical designed to inspire new COB students to act ethically.

Meet The DFEI Newsletter Editors



Professor of Management

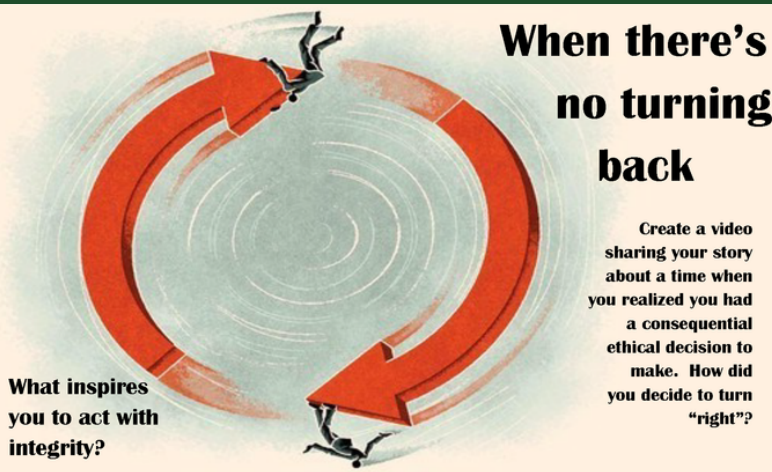


Master Lecturer

Michael Gross, Ph.D. and Theresa Wernimont, M.B.A

are the co-editors for the inaugural DFEI newsletter. As DFEI Faculty Fellows, their initiative also includes creating and organizing the Daniels Ethics Fund Video Case Competition.

CSU STUDENT OPPORTUNITY: Enter the Daniels Ethics Fund Video Case Competition And Share Your Story of Integrity!



What inspires you to act with integrity?

Contest Information (sponsored by the Daniels Fund Ethics Initiative)

Theme: Integrity is a choice; focus on your personal experiences, studies, volunteerism, or workplace to develop your content.

- ♦ Participation is open to all CSU Students
- ♦ Content must be original unless third party written permission has been obtained for elements such as background music or artwork.
- ♦ Length should be at least 1 minute and may not exceed 3 minutes.
- ♦ Videos must be submitted in a format acceptable for YouTube
- ♦ Videos will be judged on creativity, technical quality (lighting, sound, editing), message clarity, and poignancy

Email your video file along with your name and contact information to:
COB_DanielsFundEthics@colostate.edumailbox

All entries become the property of CSU's College of Business and may be used for orientation or training purposes in University activities and events. Entries cannot be returned.

Deadline: March 10, 2023

Winners will be announced April 30, 2023

Cash Prizes
1st \$1000
2nd \$500
Runners Up (2) \$250

Principle Spotlights

Integrity

Act with honesty in all situations: even when an act of honesty poses detrimental outcomes for you or the organization. Integrity in leadership is first viewed from the perspective of a leader being a moral person, making the right decisions and considering how she/he treats others. In the second instance, integrity in organizational leadership comes out through a manager who goes out of their way to demonstrate ethical business principles to employees according to the level of adherence to set standards.

Accountability

Accept responsibility for all decisions: businesses remain accountable to external and internal stakeholders and have an obligation to explain and justify different decisions. Stakeholders reserve the right to pose questions and pass judgment; businesses face consequences of their actions. Nestle Corporation was boycotted by consumers after its sale of infant formula in developing countries. This boycott led Nestle to appoint an internal infant formula audit commission. This is one instance of an organization forced to account for past decisions.

Additional Updates

Northern Colorado Torch Award for Ethical Leadership

Presented by the BBB Foundation Serving Northern Colorado and Wyoming and the Daniels Fund Ethics Initiatives at Colorado State University College of Business, and the University of Northern Colorado Monfort College of Business.

Click here to nominate an ethical leader today!
Deadline is January 20, 2023



NORTHERN COLORADO
TORCH AWARD FOR ETHICAL LEADERSHIP



Email your video file along with your name and contact information to:
COB_DanielsFundEthics@colostate.edumailbox