

UKLEJA CENTER FOR ETHICAL LEADERSHIP

2018-2019 Accomplishments

Designed as a university-wide interdisciplinary center of excellence and housed in the College of Business, the Ukleja Center for Ethical Leadership offers training to enhance the integration of ethics in everything we do. During its 14th year of operations, the center enthusiastically engaged students, faculty, and community leaders through programs and activities that embody its core values of integrity, servant leadership, excellence, and empowerment. The staff team consisted of Jane Roeder, Interim Director; Kathleen Lacey, Faculty Director; Cheryl Rock, Ethics Research Ambassador; and two student assistants, Vania Arriola and Noelle Chin.

The **Governing Council** actively engaged with the center's programs by attending board meetings, serving on committees, attending events, and providing strategic direction and financial support. Under Steve Goodling's dynamic leadership, board discussions focused on advancing our vision of integrating ethics into every course at CSULB and planning and producing a successful 2018 Nell and John Wooden Ethics in Leadership Award event.



*Greg Wooden, Janey Roeder, Louise Ukleja, Michael Ziegler, Jane Close Conoley, and Steve Goodling
at presentation of the Nell and John Wooden Ethics in Leadership Award ~ October 2018*

Close to 170 community leaders gathered for an intimate evening on the stage of the Terrace Theater in downtown Long Beach to celebrate presentation of the annual **Nell and John Wooden Ethics in Leadership Award**. The evening was full of positive energy and inspiration with the 2018 award honoring Michael Ziegler, CEO of Pride Industries, one of our nation's largest nonprofit employers of people with disabilities. Professor José Rodriguez spoke about the importance of integrating ethics in all academic disciplines across the campus and Agatha Gucyski shared the impact of the center's Student Leadership Institute program on her life. Many event sponsors hosted a student and/or professor at their tables, making for stimulating dinner conversations. The event culminated with an inspirational message from Michael Ziegler and presentation of his award by Louise Ukleja and Greg Wooden, Nell and John's grandson. In addition to serving its original purpose of "friend-raising," the event earned over \$46,000 for Ukleja Center programs (our highest net proceeds to date).



Student Leadership Institute participants offering a day of service at Lydia House ~ April 2019

Twenty-two students participated in our two-semester **Student Leadership Institute** to explore ethical leadership issues related to business, education, healthcare, athletics, and other professional fields. This course enables participants to discover their core values and build a strong ethical foundation upon which future decisions can be made. Teamwork, community service, and networking with guest speakers are integral to the program. Through off-campus classes hosted by the local business community, the course featured guest speakers from companies such as Boeing, DENSO, Honda, and JetBlue Airways. For their community service project, the students led art workshops and games for women and children residing at the Long Beach Rescue Mission's Lydia House.



Ethics at The Beach seminar presenters with the event planning committee ~ March 2019

Over 150 students attended the center's annual **Ethics at The Beach** seminar offered in partnership with the Associated Business Students Organization Council and Student Center for Professional Development this spring. Through dynamic keynote presentations and a reflective interactive exercise, students had an opportunity to enhance their ethical leadership skills while exploring the seminar's theme, *Riding the Waves of Change*. Tony Gomes of American Honda Motor Company kicked the morning off with a lively presentation on creating an ethical culture in an organization. Cliff Meidl shared his inspirational story of overcoming adversity through hard work and determination to become an Olympian after recovering from a life-threatening construction accident.



Ethics Across the Curriculum faculty stipend recipients celebrating with Jane Close Conoley, Kathleen Lacey, and Cheryl Rock ~ April 2019

To further advance our vision of having an ethics module in every CSULB course, the highest number of **Ethics Across the Curriculum** stipends were awarded since this program was initiated in 2005. Fifteen \$3,000 stipends were granted to faculty for integrating three-hour ethics modules into their courses. This year's program extended our reach into six of the seven colleges, thereby furthering the Ukleja Center's interdisciplinary aim. We congratulate the following faculty on their pedagogical stipends:

- Nataliya Acc-Nikmehr – *The Ethics of Sustainability* (Management)
- Lori Brown – *Ethically Debatable* (Information Systems)
- Tiffany Brown – *Beyond the Gender Binary: Ethics and Gender Identity during Adolescence* (Child Development and Family Studies)
- Maricela Correa – *Ethics in Psychology as a Discipline* (Psychology)
- Elizabeth Sanchez Denton – *Ethics in Broadcast Journalism* (Journalism and Public Relations)
- Xuan Huang – *Ethics in the Environment of Financial Accounting* (Accountancy)
- Andrew Jenks – *Technological and Ethical Progress in Historical Perspective* (History)
- Christine Kang – *Ethics in Marketing Practices: Tools and Responsibility* (Marketing)
- Ezra LeBank – *The Ethics of Physical Boundaries in Performance and Practice* (Theatre Arts)
- Sara Moghtadernejad – *Ethics in Chemical Engineering Design* (Chemical Engineering)
- Jyotsna Pattnaik – *Teaching Infants and Toddlers: Integrating Ethically Appropriate Pedagogies* (Teacher Education)
- Tianjiao Qiu – *Ethics in Integrated Marketing Decision Making* (Marketing)
- Soumitro Sen – *Ethics in Public Relations in the Era of Social Media* (Journalism and Public Relations)
- Tariq Shehab – *Professional Ethics in the Construction Engineering Industry* (Construction Engineering)
- Heewon Yang – *Ethical Considerations within Recreation and Related Fields that Serve People with Disabilities* (Recreation and Leisure Studies)

In support of its research pillar, the center offered two \$5,000 **Faculty Ethics Research Grants** to champion original ethics research that will contribute to the body of knowledge in disciplinary and interdisciplinary ethics. During the sixth year of this program, we are pleased to congratulate the following faculty stipend recipients:

- Soo Hyun Cho – *Ethics in Unethical Buying? Understanding Cultural Motives for Counterfeit Purchase Behavior* (Consumer Affairs)
- Belinda Daugherty – *Ethical Knowledge of Speech-Language Pathology Students: Assessing Cultural Competence for Ethical Service Delivery with Culturally, Linguistically Diverse Populations* (Speech-Language Pathology)



Faculty members sharing ideas at the center's annual Faculty Ethics Roundtable ~ October 2018

Over 30 faculty members attended a **Faculty Ethics Roundtable** to share ideas to enhance the teaching and researching of ethical leadership at CSULB. Presentations were made by Todd Henneman and Amber Johnson, past recipients of the Ethics Across the Curriculum and Faculty Ethics Research stipend programs, to assist faculty in submitting successful grant proposals for funding support through these two increasingly popular programs.



The Ukleja Center participated in APPE's 28th Annual International Conference in Baltimore ~ March 2019

Jane Roeder and Kathleen Lacey attended the Association for Practical and Professional Ethics (APPE) annual conference in Baltimore, Maryland. Our center also served as a conference sponsor, which provided an opportunity for the Ukleja Center for Ethical Leadership's logo to be featured on every attendee's name badge.



Leader-in-Residence Rose Gonzalez with theatre arts students ~ April 2019

The **William Dickson Faculty Fellows** program engages leaders from the corporate, government, and nonprofit sectors with CSULB faculty and students. This year's cohort featured Rose Gonzalez, director of integrated marketing strategy at Universal Studios Hollywood as its **Leader-in-Residence**. Over the course of her career, Rose has worked with some of the world's largest brands and entertainment properties, including ConAgra Foods and Disney. Through a series of classroom presentations and a keynote talk at Meet the Industries Expo, Rose inspired students with the story of her untraditional college and career path, highlighting how she came to realize the importance of a formal education and lifelong learning.



Faculty Fellow Mary Zendejas with Mark Wagner and his recreation and leisure studies students ~ December 2018

In addition to its Leader-in-Residence events, the center offered Faculty Fellows programs featuring Mary Zendejas, Executive Director of Professional Abilities of America, and Aaron Cash, a highly acclaimed dancer, choreographer, actor, and entertainer. Through 17 campus presentations to over 1,000 students with majors as diverse as dance, communication studies, child development, marketing, health science, and journalism, our three Faculty Fellows actively engaged students by sharing real-life ethical leadership challenges they have experienced and how they resolved them.



Dan O'Connor pairing wines with faculty stipend recipients' ethics modules at Ethics Uncorked ~ April 2019

As the academic year drew to a close, Louise Ukleja hosted the center's inaugural **Ethics Uncorked** program in her beautiful oceanfront home. The event was designed to share the impact of the Ethics Across the Curriculum program and our vision of having an ethics module in every CSULB course while also learning about wine. Governing Council members had an opportunity to hear from four faculty stipend recipients who shared highlights of the ethics modules they have integrated into their courses. Demonstrating the interdisciplinary nature of the Ukleja Center, their disciplines ranged from accountancy to journalism to kinesiology to speech-language pathology. Dan O'Connor "uncorked" each ethics topic by pairing a wine with each professor's talk and delightfully enlightening our guests with his extensive knowledge of French wines.

All of the Ukleja Center's programs and services were made possible through the generous support of our local philanthropic community, especially the Ukleja, Dickson, Ober, and Owen families, Bess J. Hodges Foundation, and Mary Thoits. Our purpose – equipping people with the transformational power of ethical leadership – is both a worthy and lifelong mission. The future is bright for the Ukleja Center for Ethical Leadership with even more opportunities to bring our mission to life!