



2014-2015 Accomplishments

Designed as a university-wide interdisciplinary center of excellence and housed in the College of Business Administration, the Ukleja Center for Ethical Leadership offers training to enhance the integration of ethics in everything we do. During its tenth year of operations, the center engaged students, faculty, and community leaders through programs and activities that embody its core values of integrity, servant leadership, excellence, and empowerment.



Student leaders with Ethics at The Beach panelists and Target executive team leader

The annual **Ethics at The Beach** seminar for students featured a keynote address by Ruben Vives, Pulitzer Prize winning *Los Angeles Times* reporter who helped uncover financial corruption in the city of Bell that led to criminal charges against eight city officials. His presentation was followed by a dynamic panel discussion that became a podcast on Critical Mass for Business Radio. Long Beach Police Chief Robert Luna, Celeste Ahl, law associate with Rutan & Tucker, and Ariela Nerubay, Galavision's VP of audience acquisition, served as panelists. Almost 175 students attended the half-day seminar with SCPD and ABSOC serving as event partners this year.



Student Leadership Institute participants offering a day of service at Precious Lamb Preschool

Twenty-five students participated in the center's two-semester **Student Leadership Institute** to explore ethical leadership issues related to business, government, education, healthcare, 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, HCVT, JetBlue Airways, and Target. For their community service project, students provided career workshops and a carnival for families at Precious Lamb Preschool, which focuses on breaking the cycle of homelessness.

Here's what one student said: "Having the opportunity to serve homeless families for our service project was truly an inspiration. I went into the project thinking I was going to teach something to the parents. Instead, they were the teachers. They showed me how you can be happy during tough times. I learned that we have the ability to create our own happiness. We each have the strength within us to be happy as a result of the choices we make."



Ethics Across the Curriculum faculty stipend recipients celebrating with CSULB President Jane Close Conoley, Michael Solt, Kathleen Lacey, and Ukleja Center board members

Six \$2,000 stipends were awarded to faculty for integrating three-hour ethics modules into their courses through the **Ethics Across the Curriculum** program. This year's program extended the center's reach into three colleges at CSULB. We congratulate the following professors on their pedagogical stipends:

- Dr. Sepideh Faraji for *Incorporation of Engineering Ethics in the Chemical Engineering Design Class* (Chemical Engineering)
- Dr. Keith Fulthorp for *Ethical Considerations within the Recreation Profession* (Recreation and Leisure Studies)
- Dr. Young Ha for *Ethics and Consumer Protection* (Family and Consumer Sciences – Fashion Merchandising and Design)
- Dr. Katherine McLoone for *The Tuskegee Experiment: Medical Ethics in Twentieth-Century America* (Comparative World Literature)
- Dr. Cheryl Rock for *Ethical Dilemmas of Food Science Relative to Food Sustainability and Genetically Modified (GMO) Foods* (Family and Consumer Sciences – Food Science and Nutrition)
- Dr. Gwen Shaffer for *The Ethics of Reporting on Sensitive Information and Classified Information* (Journalism and Mass Communication)

To augment its research pillar, the center offered two additional \$2,000 faculty stipends to support original ethics research that will contribute to the body of knowledge in disciplinary and interdisciplinary ethics. Congratulations to the following recipients:

- Dr. Emma Daugherty for *Women Founders of Public Relations Firms: Ethical Dilemmas and Proposed Solutions* (Journalism and Mass Communication)
- Dr. Lei Sun for *Speech-Language Pathology's Clinical Decision Making in the State of California: Ethical Considerations* (Speech-Language Pathology)



Faculty members sharing ideas at annual Faculty Ethics Town Hall

Twenty-six faculty members attended a **Faculty Ethics Town Hall** to talk about ways to collaborate on ethics research. As a result, five faculty from Health Care Administration, Physical Therapy, Recreation and Leisure Studies, and Health Science are collaborating on a grant proposal to explore health care ethics for our aging population.

In further support of its research pillar, the Ukleja Center offered quarterly **Responsible Conduct of Research** workshops in partnership with CSULB's Office of Research and Sponsored Programs to help the university meet federal science research grant requirements for face-to-face ethics training. Workshop topics included the ethics of stem cell research, animal welfare, researching through a multicultural lens, and responsible authorship and publication.



Leader-in-Residence David Maggard and Jennifer Fleming with criminal justice students and their professor

The **William Dickson Faculty Fellows** program engages top leaders from the corporate, government, and nonprofit sectors with CSULB faculty and students. This year's program featured David Maggard, Jr., Chief of Police for the city of Irvine, as its **Leader-in-Residence**. Through a series of classroom presentations, Chief Maggard inspired students with real-life examples of ethical leadership challenges in the field of public safety. Other **Faculty Fellows** included Damon Dunn, former NFL player and principal of Tricor Corporation, and Rafer Johnson, Olympic gold medalist and founder of Special Olympics Southern California.



Faculty Fellow Damon Dunn and Brenda Freshman with political science students



Greg Wooden, Luke Zamperini, Louise Ukleja, Michael Solt, and Lindora CEO Cynthia Graff at presentation of 2015 Nell and John Wooden Ethics in Leadership Award

The Ukleja Center honored the late Louis Zamperini with its 2015 **Nell and John Wooden Ethics in Leadership Award**. Known worldwide through the book and movie, *Unbroken*, Louie Zamperini was an Olympian and World War II hero. His story is one of faith, resilience, and forgiveness. The award is named for Nell and John Wooden to promote their practice of ethical leadership and to celebrate leaders who embody the values that this wonderful couple exemplified throughout their lives.

The award was presented at the 5th annual **Living Ethics Every Day** seminar offered in partnership with the Long Beach Area Chamber of Commerce and sponsored by Lindora Clinic. Over 550 business leaders attended the seminar, which featured a spellbinding keynote address by Louie's son, Luke Zamperini. His presentation was followed by a panel discussion focusing on real-life ethical leadership challenges and consequences. Jeff Gottlieb, Pulitzer Prize winning *Los Angeles Times* reporter, and John Morreale, former Tower Health CFO, served as panelists.

All of the Ukleja Center for Ethical Leadership's programs and services are made possible through the generous support of our local philanthropic community, especially the Ukleja family, Astro Aluminum Treating Company, Bess J. Hodges Foundation, County of Los Angeles Supervisor Don Knabe, Lindora Clinic, and SchoolsFirst Federal Credit Union.

The center also receives tremendous wisdom, guidance, and support from its Governing Council advisors. Our sincere thanks to the following board members:

- Blake Christian (Holthouse, Carlin & Van Trigt)
- Jane Close Conoley (CSULB)
- Steve Goodling (Long Beach Convention & Visitors Bureau)
- Cynthia Graff (Lindora Clinic)
- CJ Harmatz (Long Beach Memorial Medical Center)
- Patrick McClenahan (Special Olympics)
- Dan O'Connor (CSULB)
- Josh Owen (Ability Tri-Modal Transportation Services)
- Debra Russell (Signal Hill Petroleum)
- Dana Schuller (SchoolsFirst Federal Credit Union)
- Tim Selchau (California Bank and Trust)
- Louise Ukleja (Opportunity Schools)

This year marks a significant milestone for the Ukleja Center for Ethical Leadership. We look forward to having you join us as we celebrate the center's 10th anniversary in the fall!