

# DANIELS FUND

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# ETHICS INITIATIVE

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## Collegiate Program

TO: CU Denver Business School Faculty  
FROM: Ira Selkowitz, Director, Daniels Fund Ethics Initiative  
DATE: December 20, 2019  
RE: Spring 2020 DFEI Ethics Fellowship program

I am excited to announce the Spring 2020 DFEI fellowship program. Due to overwhelming response and a need to be cognizant of the budgetary needs of all our DFEI programs, we have changed the compensation structure for Ethics Fellows. The “Continuing” and “Sustaining” levels apply to those applicants who have previously received an Ethics Fellowship. The “New” level applies to those who have not previously been an Ethics Fellow.

*All levels of Ethics Fellowships require that the eight DFEI principles be applied to the ethics material presented in class, including without limitation, student assignments, class lectures, guest lectures and group projects. The DFEI principles are attached at the end of these application instructions.*

**Applications are due by 5:00 PM on January 8, 2020.**

**Submit your application, in an MS-Word document, to [ira.selkowitz@ucdenver.edu](mailto:ira.selkowitz@ucdenver.edu).**

### Ethics Fellowship Levels

- Continuing      Use of new ethics material in course(s). For instance, this could be 1) incorporation of cases or news events not previously covered by you in a course, 2) new student assignments or assignments significantly changed from prior semesters, or 3) use of guest speakers not previously used by you.
- Sustaining      Use of new ethics topics in course(s). For instance, adding the topic of corporate governance techniques to mitigate the risk of an ethical breach in a course that previously asked students to determine if actions were or were not “ethical.”
- New              For those applying for the first time to be an Ethics Fellow.

The compensation structure will be as follows:

Continuing	\$1,000/semester
Sustaining	\$2,000/semester
New	\$3,000/semester

Please include the following in your application:

<p>How you will incorporate ethics material into an existing course or courses that you teach, and how many students you expect to be enrolled in the course(s). This should include a specific description of ethics material that you intend to use in such courses and how that material will relate to the eight principles of the DFEI. In your description, please include the name and a brief summary of any articles, cases and written assignments that you will be using to teach material related to business ethics and to evaluate students' performance.</p>
<p>For those applying for a Continuing or Sustaining Ethics Fellowship, please indicate, with specificity, the ethics material and topics you previously incorporated in your courses and what new material and topics you propose to include in the Spring 2020 semester.</p>
<p>If you propose to develop a new undergraduate or graduate business ethics course, and the course would be an elective, please set forth your plan as to how to attract at least 20 students to enroll. In such event, a course development fee would be payable in addition to your compensation as an Ethics Fellow.</p>
<p>Identification (by name, title, expertise and subject matter) of any guest speakers you will have speak to your class(es) on a business ethics topic, and how many students you expect to be enrolled in the course(s). Include whether you can open up your class with the guest speaker to the Business School students, faculty and staff, or to the general public (larger classroom or event space permitting).</p>
<p>A description of any blog or social media posts you commit to write about business ethics.</p>
<p>A description of any business ethics conferences or seminars that you plan to attend, by the program name, location, date, sponsor, and registration fee (be sure to check for discounts for government or academic employees). [Travel expenses for conferences or seminars outside of the Denver metro area would be payable in addition to your compensation as an Ethics Fellow.]</p>
<p>A description of any creative projects that you will engage students in completing. This can include, without limitation:</p> <ul style="list-style-type: none"><li>• Student-created material by students in one or more of your classes that can be uploaded to the Ethics Interactive Center computers in the lobby or via smartphone (i.e., a video followed by survey questions, or an ethics game using Kahoot or another gamification platform)</li><li>• Using the Center for the Public Trust's Ethical Leadership Certification Program (ELCP) as a required or extra credit assignment in one or more of your classes. The Business School's DFEI will pay half of each student's ELCP registration fee (\$20.00 of the total \$39.99 fee)</li><li>• An individual student or student team from one or more of your classes submitting an entry into the Center for the Public Trust's Ethics in Action Video Competition (in the 2018 Competition, the CU Denver Business School's team won first place). Students who submit a video do not have to be members of the Business School's StudentCPT chapter.</li></ul>
<p>A description of any other activity or project that you propose, how that activity or project will improve student learning in the area of business ethics, and how many students (graduate and undergraduate) you expect will be impacted by the activity or project.</p>

A commitment from you to turn in an Interim Ethics Fellowship Report by 5:00 PM on March 16, 2020 and a Final Ethics Fellowship Report by 5:00 PM on May 18, 2020 setting forth what you have accomplished during the semester as an Ethics Fellow. Your report should be based on the commitments you made in your Ethics Fellowship application, adding any additional accomplishments.
A commitment from you to promote DFEI events to your classes by one or more of the following methods: <ul style="list-style-type: none"> <li>• a 5-minute in-class presentation by a DFEI representative</li> <li>• a presentation by you to your classes about the event</li> <li>• a Canvas message from you to the class with the event brochure attached</li> <li>• an e-mail from you to the class with the event brochure attached</li> </ul>
A commitment from you to allow a student representative of the Business School's StudentCPT chapter to make a 5 to 10-minute presentation to your classes describing the chapter and the advantages of joining. (Capstone classes are excluded from this commitment.)
A commitment from you to personally attend at least one DFEI event per semester, barring schedule conflicts.
A commitment from you to recommend undergraduate or graduate students for the Ethics OnSite program. I will provide information about the Ethics OnSite program.
A commitment from you to recommend undergraduate and graduate students for ethics case competition teams. I will provide information about the case competition(s).
A commitment from you to recommend undergraduate students and/or business community members for attendance at the 2020 Daniels Fund Ethics Consortium Summit. I will provide information about the Ethics Consortium Summit.

If you have any questions or need more information, please do not hesitate to contact me. Thank you very much.

Ira Selkowitz  
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Senior Instructor and Director, Daniels Fund Ethics Initiative  
University of Colorado Denver Business School



**DANIELS FUND**  
**ETHICS INITIATIVE**

**PRINCIPLES**

*Integrity*

Act with honesty in all situations

*Trust*

Build trust in all stakeholder relationships

*Accountability*

Accept responsibility for all decisions

*Transparency*

Maintain open and truthful communications

*Fairness*

Engage in fair competition and create equitable  
and just relationships

*Respect*

Honor the rights, freedoms, views, and property of others

*Rule of Law*

Comply with the spirit and intent of laws and regulations

*Viability*

Create long-term value for all relevant stakeholders