Creating Great Roots

Bradley University
Zeta Lambda Chapter
It’s Important to Develop Great Roots

- But it can be challenging!

- People have different learning styles
  - Active versus Passive

- Chapters have different budgets
  - Small to large with endowments

- Two unique options to develop your roots
What is an Ethics Dinner?

- Students and professionals discuss work place challenges.
Results of Ethics Dinner

Ethics Dinner Participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>29</td>
</tr>
<tr>
<td>2015</td>
<td>31</td>
</tr>
<tr>
<td>2017</td>
<td>45</td>
</tr>
</tbody>
</table>
# Results of Ethics Dinner

## Participants’ Evaluations of Ethics Dinner

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Average Response (1-low to 5-high)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Did tonight’s program help you to develop or improve your ethical decision making skills?</td>
<td>4.45</td>
</tr>
<tr>
<td>2. Did tonight’s program help you to better understand some of the risks associated with business decision making?</td>
<td>4.66</td>
</tr>
</tbody>
</table>
2019 Ethics Dinner

- Focus is on ethical issues faced by young professionals
- Foster College students & faculty
- IMA members
- 42 Participants
## 2019 Feedback

<table>
<thead>
<tr>
<th>Question</th>
<th>Average Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>The program helped me understand ethical dilemmas that young professionals might face.</td>
<td>4.62</td>
</tr>
<tr>
<td>The program heled me understand how to deal with ethical dilemmas.</td>
<td>4.57</td>
</tr>
</tbody>
</table>
Foster Week

- 17 student organizations

- Professional and social events
  - BBQ Cookout
  - Data Analytics Day
  - Foster Fair
  - Ethics Movie/Speaker
2017 Foster Week Speaker

- Aaron Beam, CFO of Healthsouth
2018 Foster Week Movie Night

- All the Queen’s Horses, Fraud in Dixon, IL
Funding or No Funding

- Obtaining Funding
  - Chapter’s resources
  - Student activities office funding
  - BAP Ethics Award

- Low cost program options
  - All the Queen’s Horses
  - Other good ethics movies easily available
    - The Smartest Guys in the Room
    - Catch Me If You Can
  - Check terms of use agreement. Consider DVD option.
  - Ask us for Ethics Dinner questions
Learning Style Options

- Active learners - ethics dinner
- Passive learners – movies, speakers, listening at ethics dinner
Implementation Tips

- Rotate programs
- Speakers → high cost
- Movies → low cost
- Dinners → low or high cost
- Social media to advertise
- Partner with local professional groups (IMA, CPA State Society)
Conclusion

All professions face ethical dilemmas

To create great roots:
- Leverage the experience of professionals
- Learn from the transgressions of others