

# ethical

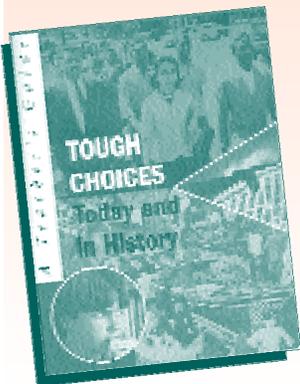
## INSTITUTE FOR GLOBAL ETHICS connections

### Video Illustrates “Tough Choices” for Schoolchildren

The Institute knew its new interactive education video for middle-school students was a good product, but education staff have been surprised by the response since its release in March of this year. *Tough Choices: Today and in History* is a poignant and effective portrayal of the ethical choices made by four individuals. The stories illustrate moral courage in the face of both extreme and everyday dilemmas.

Working with a comprehensive manual, teachers encourage students to identify and discuss the tough choices that face them in today's complex world. Since its debut in

March, more than 150 schools have purchased the video package.



### Our Summer “Vacation”

**M**ention summer and many head for the cooling breezes of Maine. And whereas the staff like nothing better than to join the summer throngs in Maine, our paths have taken us out of state just as much as usual.

San Diego was on both Rush's and Pat Born's itineraries, though at different times. Rush delivered the keynote address at the American Association of Gemologists, while Pat spoke at the first International Conference on Character Education. Both Pat and Paula Mirk delivered seminars in Maine, and Paula participated in a youth-at-risk initiative funded by the UNUM Foundation. Paula also hosted a seminar of trainers in our new conference room, which overlooks Camden's bustling harbor. Rush's summer engagements continued with our UK office, where Sheila Bloom drew together leaders from around the UK

to meet at Windsor Castle to focus on values, rights, and personal responsibilities. From the ancient battlements of Windsor, Rush returned to the United States to address senior staff at the Ford Motor Company in Michigan. And as if one trip to San Diego weren't enough, he returned to the West Coast to address the American Society of Association Executives during its national convention. Brad Rourke's summer started with a talk to the mid-western conference of the Council of State Governments in Cincinnati, Ohio. We know that Brad must like Philadelphia since he keeps going there: Early in the summer, Rush and he participated in a conference on communications in Philly, sponsored by the Pew Charitable Trusts.

But for all our travel, you can be sure everyone has taken some time to enjoy Maine's lakes and coastline during this idyllic summer.

# What's NEWS?



An eye-catching booth at the Council of Foundations's convention in New Orleans sparked interest among conventioners. Elizabeth Kidder answers a visitor's questions.

## Ethical Connections

Welcome to *Ethical Connections*, the Institute for Global Ethics's new newsletter. *Ethical Connections* provides the highlights of the Institute's recent activities and ongoing projects. It is designed to complement our quarterly publication, *Insights on Global Ethics*, which provides you with longer, in-depth articles on the applications of ethics in business, education, philanthropy, and public policy.

## Ready for the Next Millennium?

Get ready for the next century. We at the Institute for Global Ethics will be taking the year 2000 to celebrate our tenth anniversary as an Institute. Hard to believe that it's been ten years! Anniversary events such as a special ethics journal publication, chapter training sessions, or a public forum are still in the discussion stage; stay tuned here and on our Web site for more information—and feel free to share your ideas with us!

## Kettering Foundation and Institute Team Up

The Public Policy department at the Institute has begun a new research project with the internationally known Kettering Foundation of Dayton, Ohio. Focused on "citizen deliberation" and its effect on political leaders, the effort will bring together forums of ordinary citizens to talk about ethics, values, and the political process.

We want to discover whether there is a linkage between meetings of this kind and leaders' perceptions about their relationships with citizens and about citizens' contributions to the political process. We believe that this and other Institute work can provide a framework for reconnecting citizens and their government. Please contact Brad Rourke at the Institute for further information about this exciting new project.



### Step Into Health Care

Mike DeLuca, Institute director of marketing, recently was made a member of the Health Care Compliance Association board. The association focuses on issues of ethics and compliance in health care businesses. Mike notes that he is the only member of the board whose qualifications are in ethics, not compliance. He hopes to introduce the Institute's activities and products to other Association board members.

### ¿Habla Español?

If so, you can visit the Spanish area of our Web site now available at [www.gloablethics.org](http://www.gloablethics.org).

### Ethics is Hot Reading

Institute member Jeanne Roehm reports that ethics books are hot commodities at her local library. Roehm, an active member from Redwood City, California, donated copies of the *Tough Choices: Today and in History* manual and video and *Shared Values for a Troubled World* to the city's library last year. She reports that the books and video were checked out more than 50 times, a figure that reflects growing interest in ethics.

### Product Rollouts

Pat Born, Paula Mirk, and Abby Kidder in education have waited long for the new generation of workbooks and curricula. Paula Blanchard in publishing tells us that by the time *Connections* reaches you, the *Ethics & Service* curriculum, sponsored by the W. K. Kellogg Foundation, will be ready for sale. Paula also tells us the two volumes of *Elementary Decision Skills*, K–grade 2 and grades 3–5, are in line for release this month. And we hear more products will appear soon. More news in the next issue.

### Tell us what you think

We thrive on feedback. Please tell us your impressions of *Ethical Connections*. How can we improve it? Write us with your views, or call us at 800-729-2615. Thank you.

## Success in the Prisons

**W**e are near completion of our two-year program working with women and youthful offenders in the North Carolina prison system.

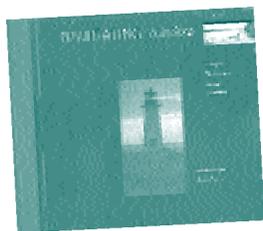
The project initially involved the creation of a special ethics training program for correctional staff and individual decision-making workbooks for prisoners. By May 1998, the program had proved to be so successful that it was expanded to include adult male offenders as well.

As our role winds down, we can look to the project's results with pride. We have trained correctional staff in 40 prisons in North Carolina, nearly half the state's total. More than 1,800 prisoners have taken part in the ethical-decision-making course with many more to come.

The model is so effective that we are seeking to use it with youth at risk, as a strategy to help prevent young people from ending up as part of our ever-expanding prison population.

## Insurance Industry Training

**E**ver wonder about your insurance agent's ethics? If he or she has delved into the Institute's *Navigating the Waters* CD-ROM and its accompanying readings book, you should have less cause to worry. The Institute is working with the insurance commissions in nine states to gain approval for use of the *Navigating the Waters* package as continuing education for insurance agents. The CD-ROM format is useful to large companies, such as Metropolitan Property and Casualty, because participants can set their own pace for the course, which is filled with real-life business dilemmas. MetLife Auto and Home used *Navigating the Waters* with all 3,000 of its employees. You



can explore a demonstration version of the program at our Web site, [www.gloablethics.org](http://www.gloablethics.org).

We also are putting our interactive training online. Working with University On Line, an Internet learning systems company, we have designed an enhanced *Navigating the Waters* (ethics training for the business community) to be distributed via the Internet. Unveiling of the new course is scheduled for later this year.



**Summer intern Kim Snipes is a long way from her West Virginia home. A senior at Principia High School in Illinois, she assisted the Institute's corporate services department in gaining approval from nine states for the new continuing education CD-ROM ethics course for the insurance industry.**

## Staff Profile

### ■ Paula Mirk

Paula Mirk taught children for ten years before joining the Institute for Global Ethics in 1996. "My work in public school teaching made me think that more needed to be done, that systemic change needed to take place," she recalls. "I wanted to affect more people, be part of a larger picture."



Since 1996, Paula indeed has been part of a larger picture. Involved in nearly every aspect of the Institute's education activities, Paula is also an accomplished seminar instructor. "I don't know how I got into doing the seminars," she says when asked. "I think it was because I like to teach and watch how people think. When I took the seminars, I liked them a lot, and I just thought 'I can do this.'" To date Paula has led dozens of seminars for individuals in every walk of life. Working for the Institute gives Paula the chance to explore, personally and within an organization, a principle very important to her: "walking our talk."

Paula, her husband, and three children have lived on nearby Islesboro, a small island in Penobscot Bay, since 1986. They chose to live on Islesboro partially because Paula's parents lived on the island. "My husband is from Mexico," Paula explains, "and we both recognized that having an extended family is good for children. So we settled on Islesboro." Prior to 1986, the couple lived in Barcelona, Spain, for four years, where Paula taught English. She earlier had taught English and literacy to recent immigrants in Santa Barbara, California.

She is concerned by the sense of ethical confusion many children feel today. By figuring out common ground and common values, then describing what those values would look and feel like, she believes the Institute's process can present a good model for children. "We seem to have fallen short in providing children the needed skills and information on being human," Paula comments. "Kids are our future; they are the Institute's long-term focus."

## Good Things

**N**avigating the Waters hits the big time! Mike DeLuca, Institute director of marketing, recently signed a contract with Amica Mutual Insurance Company, of Lincoln, Rhode Island, for 3,000 copies of the *Navigating the Waters* CD-ROM and readings book. Beginning with an initial 300 employees, Amica plans for all its employees ultimately to take the training.

The contract is the result of eight months of legwork by Mike. "I'm thrilled," Mike said. "This is the logical next step after our work with MetLife. Amica embodies what corporate ethics should be: a top-down approach, in which everyone participates, where ethics is part of day-to-day operations." He notes that for Amica, strong ethics has long equaled a strong bottom line. "This is a company in which policy holders and employees both stay on forever."



*It seems all the world beats a path to the Institute. Participants from Cameroon, Eritrea, Estonia, Ghana, Jamaica, Jordan, Malawi, Mexico, Mongolia, Namibia, Nepal, Sri Lanka, Thailand, Turkey, Uganda, and Yemen took part in a three-day seminar on the role of ethics in business and government.*



*What better way to spend a Saturday! Maine chapter member and trainer John McCann led an Ethical Fitness Seminar for members at Brunswick Naval Air Station, Brunswick, Maine. The Maine chapter was organized in the spring. Would you like to have a chapter in your area? Call 800-729-2615.*

*Institute staff in a rare moment away from their phones, computers, and many projects. It's amazing how much 17 dedicated people can accomplish—and you help make it possible!*



# Snapshots from the Institute . . .

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