

# ethical connections

**INSTITUTE FOR GLOBAL ETHICS**

## Out and About

The Institute's vision of civil election campaigns and an engaged citizenry is catching on with some new audiences. The Central Orange County, California, League of Women Voters invited vice president for public policy Brad Rourke to speak about the Institute's Project on Campaign Conduct. "His talk on the findings connected with the Project . . . was well received," said Institute member Pat Nowak, who arranged the trip. "It helped lift the weary spirits of many who have become disillusioned."

The National Civic League later brought Rourke in to speak at its National Conference on Governance in Washington, D.C. The Civic League is the oldest "good government" group in the nation. Usually, its conference focus is on topics such as campaign finance reform or ballot access. This year was different. "Even the hard-nosed political reformers seemed hungry for an improvement in conduct," commented Rourke. Meanwhile, under a new grant from the Pew Charitable Trusts, the Institute will conduct a national survey of voters' civic aspirations and attitudes toward political campaigns. "We expect to release the poll, conducted by a bipartisan team of pollsters, just after the holidays," says Rourke. "Watch for it!"



## News from the UK Trust

**U**nder the guidance of director Sheila Bloom, the UK Trust has focused on the three main program areas of the Institute: corporate services, values education, and public policy. The Trust has taken the lead in convening gatherings of public and private leaders devoted to improving the country's ethical climate. Most recently, it has developed a partnership with Community Service Volunteers, a national organization with whom the UK Trust is co-authoring a new curriculum to meet Britain's recent statute requiring citizenship to be taught

in schools. According to Sheila, "[Prime Minister] Tony Blair's recent call for a 'new moral purpose' has certainly brought the whole issue of ethics and morality to the forefront."

The Comino and the Gordon Cook Foundations recently made grants to the UK Trust for a two-year project on Values and Responsibility in Society. The joint project will involve holding a series of small conferences to clarify the interplay between values and correlating responsibilities. "The overall vision is to build a national movement, in which people are inspired and motivated to exercise individual responsibility in their personal, local, and wider communities," explains Bloom.

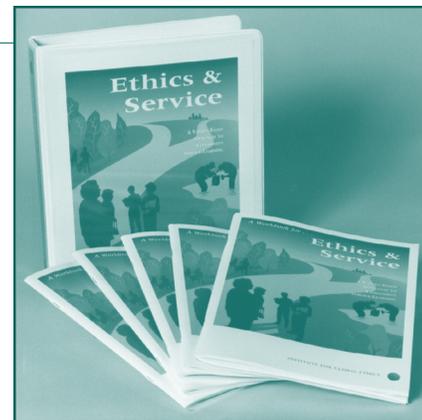
After five years of working from her own home, Bloom happily moved into a new office in October. The UK Trust is now located close to Regents Park and Oxford Street in the center of London. The new address and contact information are:

Institute for Global Ethics UK Trust  
17 Nottingham Street  
London W1M 3RD  
Phone: 44 (020) 7486 1954  
Fax: 44 (020) 7935 3486  
Email: igeuk@globalethics.org

# What's New?

## ■ Calling All Teachers!

The education department has been hard at work, and the resulting products have just finished coming off the press. Released in August, *Ethics & Service* is a curriculum and companion workbook designed to help teachers connect the ethical process outlined by the Institute with the current emphasis on service-learning.



## ■ New Membership Directories are Coming Soon

Many thanks to all of the members who returned their membership directory information forms! Some members chose not to be included in the directory, but most of you were enthusiastic about being able to connect with one another. Even some members who want to be listed were hesitant about having their personal information published. Please remember that the directory is for the exclusive use of members; we hope that members will be able to contact other members in their area or when traveling. New members will be added in annual updates, at which time we will be able to change your listing information, plus add or remove members at their request. Members will receive the new directory in January 2000.

## ■ New on the Web

*Business Ethics Newslines* has a new look! This subscription Web newsletter provides a weekly global roundup of ethics news in the world of business. Edited by journalist Carl Hausman, each *Newslines* opens with a commentary by Institute president Rushworth Kidder. "The new design is elegant and easy to read," says vice president of corporate services Marty Taylor. To see a sample issue, visit the home page of our Web site. For more information or to subscribe, contact Mike DeLuca at 800-729-2615.



### Tidbits

#### Statistics to Consider

We would like to share with you some of the questions and responses from the 1999 Maine Omnibus Poll of 400 Maine residents.

*From the following list, what do you think is the biggest problem facing the teen generation today?*

The highest percentage of respondents, 34 percent, said "declining moral values." Seventeen percent said "drugs," and 17 percent cited "lack of motivation and direction."



*Working in one of Camden's taller buildings, Institute employees get plenty of exercise. But the views of the harbor from the rear windows sure make it worth it!*

*What do you think is the most important issue in education today?*

The highest percentage of respondents, 39 percent, said "teaching children values and discipline." Second

highest percentage, 20 percent, cited "improving teacher quality."

*How important a role do you think public schools should play in teaching children ethical and responsible behavior?*

21 percent said public schools are "critically important," 42 percent said "very important," and 29 percent said "somewhat important."

#### Environmental Ethics

A recent grant to the Institute by the Nathan Cummings foundation will fund a national survey of college students. The two-year project will study the connection between ethics and values and the environment.

# Do Ethics and Values Matter?

**A** new poll gives one of the first indications that people in general see a strong connection between values and leadership.

A survey conducted for the Illinois Community College Leadership and Core Values Committee, the Gallup Organization, and the Institute for Global Ethics found that both the general population of Illinois and students and faculty within the state's community college system believe one cannot be an effective leader

without being ethical. Furthermore, the poll found that those surveyed believed that people are not learning the values they should.

Respondents were presented with a list of 15 values and asked to list the five they thought most important. Two values—responsibility and truth—received the highest ratings, from 70 percent to 76 percent.

To read the executive summary and the complete survey results, visit the Institute's Web site.

# Practical Application of Ethics

**A** casual glance at the newspaper or television tells an observer much about society's failure in ethical decision making. While we generally agree that choices between two actions that are both considered to be right are the more difficult to make, the choices between right and wrong are not always as straightforward as they may seem.

Here are five ways to tell right from wrong, taken from the Institute's Ethical Fitness™ publications.

**1 The Legal Test.** Is your choice against the law? We know that it is wrong to pass a stopped school bus, to steal, or to cut trees on your neighbor's property. It is also wrong to bribe public officials, to pass bad checks, or to beat your spouse or partner. Although you may break the law either by mistake or on purpose, in our society we say it is wrong to break the law.

**2 The Gut-Feeling Test.** Does this choice feel wrong deep within your gut? Often our intuition can determine right from wrong even before our brains

have thought it through. A physical reaction, such as gut feelings, often indicates a need for more thought before taking any action.

**3 The Front-Page Test.** How would you feel if your decision were headlined on the front page of the local newspaper? In imagining this, you are holding up your decision to be seen by everyone you know. How would your community react if it read about your actions?

**4 The Role-Model Test.** Think of a person you respect, someone whose values and behavior you admire. If this person had to make the same decision you have to make, what would he or she do? Sometimes imagining how someone else would decide can help clarify your choices.

**5 The Professional Standards Test.** Is this choice consistent with the standards of conduct followed in your profession? If you were to make this choice in the presence of your colleagues, how would they react?

# Staff Profile

## Sheila Bloom

Sheila Bloom began working for the Institute as a volunteer in late 1994, when she was asked to be the Institute's "eyes and ears" on ethical issues in the United Kingdom. At the same time, contractors were completely rebuilding her home in London. "The Institute for Global Ethics UK started out as one box file in our temporarily rented house," recalls Bloom. "Securing the foundations of our home and the foundations of the Institute in the UK ran parallel that first year!"



A series of scandals among public officials in 1994 prompted the then prime minister, John Major, to set up the Committee for Standards in Public Life. At Bloom's suggestion, the Institute presented the committee with the results of its work with the Office of Government Ethics in Washington, D.C., which led to an invitation in 1995 to meet the chairperson of the committee. Shortly thereafter, the Institute formally opened its new office in London, with Bloom at its helm.

Since that time, Bloom has represented the Institute at every level. "We seem to have carved out a niche for ourselves as the organization that takes a holistic approach to values and ethics, acting as a catalyst by bringing people together from different sectors of our society, particularly through the series of open Ethical Fitness™ seminars," she says. In addition to running seminars, Bloom has convened six conferences at Windsor Castle, helped organize a UK advisory council and a board of UK trustees to oversee activities, and established a close working relationship between the UK Trust and the Institute.

Prior to joining the Institute, Bloom worked in an international artists' management agency, "looking after opera singers and conductors," and in the international advertising and marketing department of the *Observer*, Britain's oldest Sunday newspaper.

*continued on back page*

## Chapter News

In St. Louis, Angie Wohlfarth led four workshops based on the video *Tough Choices: Today and in History* for young people at a recreation center in one of the city's high crime neighborhoods. The workshops were part of an ongoing program on conflict resolution. January 15, 2000, is the next meeting date, and all Institute members in the St. Louis area are invited. For information about the meeting, call 314-576-7963.

Maine chapter members have planned an early December meeting at the Maine Maritime Academy. Members agreed at their last meeting to rotate facilitation and location of meetings, which will be held about every two months. Primary interest of chapter members is in community outreach, education for members, and cross-fertilization between the chapter and the Institute.

### Staff Profile, continued from page 3

She feels that none of her efforts would have been possible without the support of her husband and two children. Bloom recalls that one weekend, while she was convening a conference at St. George's House, Windsor Castle, her husband tackled the family's domestic chores. Each time she phoned home to check on the family, he would report on the latest load of laundry washed. "My son obviously picked up on this dialogue because the next time I telephoned and asked to speak to his dad, I heard him calling out, "It's ethics woman for laundryman!"

Representatives from non-profit, academic, and corporate organizations across the country traveled to Camden this fall to spend three days in Rushworth Kidder's Train-the-Trainer seminar.



UK Trust director Sheila Bloom enters her new office at 17 Nottingham Street in London.

*Snapshots from the Institute ...*

### How to Reach Us

Institute for Global Ethics  
 11 Main Street  
 P.O. Box 563  
 Camden, ME 04843  
 Email: [ethics@globalethics.org](mailto:ethics@globalethics.org)  
 Phone: 800-729-2615 (U.S. only) or  
 207-236-6658  
 Fax 207-236-4014  
 Web Site: [www.globalethics.org](http://www.globalethics.org)

[www.globalethics.org](http://www.globalethics.org)   [www.globalethics.org](http://www.globalethics.org)   [www.globalethics.org](http://www.globalethics.org)   [www.globalethics.org](http://www.globalethics.org)   [www.globalethics.org](http://www.globalethics.org)

## Institute for Global Ethics

P.O. Box 563  
 Camden, ME 04843  
 Address Service Requested



*Happy Holidays!*