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Cover Picture: LEAD students take a moment to celebrate a successful NIU Ethics Case Competition.
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Words from the Dean

Building Ethical Leaders

Denise D. Schoenbachler
Dean, NIU College of Business

For over a decade, the BELIEF program in NIU’s College of Business has fostered ethical business decision-making for our students, faculty, leaders, alumni, and corporate partners. Originally designed with the sole goal of teaching students a practical way to identify and address ethical dilemmas in the workplace, BELIEF has evolved to impact all of our stakeholders in important ways. It is the perfect example of doing the right things for the education of students and having many benefits come from those actions. The BELIEF program has served as a cornerstone for faculty-student engagement in the College of Business; it has helped the college build new corporate partnerships, it has given us worldwide recognition as experts in ethics education, and it has generated top rankings for ethics education in the BusinessWeek publication. Most importantly, however, BELIEF is achieving its primary goal…building ethical leaders for the future.

As Dean of NIU’s College of Business, one of my greatest sources of pride is our BELIEF program. It is built at the intersection of incredibly committed and talented faculty, inspired corporate partners, and dedicated and energetic students in the LEAD organization. The three “legs” ensure a stable base for this program. The rankings are great for the college and provide bragging points for me, but more important is my knowing we are doing our best to provide our students (and tomorrow’s leaders) with a solid base for ethical decision-making. When I shake our students’ hands as they cross the stage at commencement, I am confident that they have the tools to enter the business world ready to face the inevitable challenges of a complex global business world. BELIEF is a big part of that confidence.
Words from the Director
Recipe for Success

Dr. William C. McCoy
Director, BELIEF Program

I had the good fortune of having a grandmother from Mississippi that knew how to cook soul food extremely well. In her declining years, I asked her to teach me how to make several dishes of which she was a connoisseur. In response to my request, she lovingly taught me how to make several of my favorites (cornbread dressing, strawberry-rhubarb pie, etc.).

Recently, I cooked several sweet potato pies for a church function and the people raved over the taste of the pies. One person even accused me of lying about cooking the pies because they looked so perfect and tasted so good. I smiled to myself and reflected on how my grandmother taught me how to make such good pies. I marveled at how so many different ingredients could come together to make one dish that looked and tasted so good.

Similar to a good pie (regardless of the type), the BELIEF Program is the result of bringing together various groups of constituents with a common goal—to advance an agenda of ethics education that will properly prepare our students for the business world. The Faculty for Ethics team is a group of College of Business faculty members dedicated to ensuring the integration of ethics throughout the curriculum of the entire college. Our corporate partners faithfully serve as the conscience of ethical business practices and provide a window into what our graduates should be like upon entering the field of business. Our student group—LEAD—focuses on both real-life application and fun activities that enhance the learning process about ethics for all College of Business students. When these different factions are brought together, with one mind and one centralized goal, it cannot help but to be a recipe for success.

Certainly, our success would not be achievable without the unparalleled support of our dean—Denise Schoenbachler, who is a true champion of BELIEF. Even during business trips overseas, Denise touts the success of the program, and constantly looks for ways to expand the reach and influence of BELIEF. Likewise, associate dean Beth Towell provides much needed ground-level guidance and direction for the program, further enhancing our recipe for success.

We have achieved much this year. The BELIEF Program is strong and looking to get stronger and more independent. Thanks to everyone who makes this program shine as a beacon in ethics education. Let’s use the next year to see how we can further enhance our recipe for success!
Annual BELIEF Week

Each October, BELIEF brings in a myriad of corporate and community speakers into the classrooms of Barsema Hall. BELIEF Week is an opportunity to connect the classroom to the business world by allowing various speakers to discuss ethics and ethical challenges with students. Many of our corporate partners participate in BELIEF Week, as well as alumni and community leaders.

Also during this week there is a keynote address given by a notable corporate leader. The 2013 BELIEF Week keynote speaker was Julie Lagacy, Vice-President of the Finance Services Division of Caterpillar. To a full auditorium and video-streamed groups at several NIU regional campuses, Ms. Lagacy did an excellent job of relating real world examples of ethical challenges she has faced throughout her professional tenure.

To enhance the keynote address, Caterpillar loaned an earth-mover to the College of Business for display during the week, and students loved it! Much thanks to Caterpillar for their strong support of BELIEF!
LEAD Student Organizations

The student organization of BELIEF, Leaders in Ethics and Academic Discipline (LEAD), continues to do outstanding and memorable things within the College of Business. The mission of LEAD is: To strengthen the foundation of student’s ethical behavior and to demonstrate ethically sound leadership in the NIU College of Business.

LEAD Reflections

LEAD exists to inform and educate student peers on ethical dilemmas that can occur in business, and to encourage them to act as ethical leaders. LEAD also provides BELIEF with a student perspective on ethical issues and concerns. Some of the activities that they have been intricately involved in during the 2013-14 year include the following:

• Developed and managed the largest NIU Ethics Case Competition to date —with 9 college teams and 30 high school teams competing. The college team entitled “The Ethical Compass,” composed of Mohammed Haq and Adam Lichtenauer, were the winners of the college track; while Geneva High School captured the High School Trophy. This year also saw the largest number of judges, thanks to the outstanding participation of College of Business alumni.
• Conducted a Discussion Series event entitled, “Why Integrity Matters”, featuring author John Prieve, a pharmaceutical whistle-blower.
• Produced two editions of the BELIEF Newsletter— “BELIEF Briefings”, which was successfully disseminated to all College of Business alumni, faculty, and students.
• Made several classroom presentations on ethics and bounded awareness, a concept that explains our biases as it pertains to the awareness of various ethical dilemmas. The end of the session includes the game show entitled, “Ethical Feud” which is modeled after “The Family Feud” game show.

The anticipated arrival of competitors.

College Winners: Adam Lichtenauer and Mohammed Haq.

“Ethical Feud” was modeled after “The Family Feud” television show.

A group of engaged judges during lunch.
Themed Learning Community—UBUS 101

The BELIEF Program is involved with the Office of Student Engagement and Experiential Learning (OSEEL) in offering a Themed Learning Community (TLC). This is a unique opportunity to have a cohort group of freshmen students take a required course along with a course of general interest related to their major. The College of Business offers the combination courses of “Business & Society” and Communications 100. Several assignments are of a collaborative nature, even though the classes are individually unique.

Collaborative assignments include a self-introduction assignment, a mini-ethics case competition, and service learning projects. The pictures below are group photos of a business professionals interview assignment.

Ethics Video Contest

With much anticipation, John Deere sponsored the 2014 Ethics Video Contest. This event is an opportunity for students to create short videos that exemplify the essence of ethics education and ethical decision-making. The year of 2014 continued to be a fantastic year, with the largest number of video submissions to-date. Joshua Michaelson created the winning submission and received a $1,000 scholarship award.

The Pam Smith BELIEF Scholarship

One of the most exciting things to happen this academic year was the announcement of BELIEF’s first endowed scholarship. Through the generosity of Dr. Pam Smith (Accountancy) and her husband Jon, BELIEF will award no less than one scholarship per year to a College of Business student or students demonstrating the spirit of ethics and leadership. The 2013 recipients were Cristiano Miroballi and Jesse Laseman.
Faculty for Ethics

Each spring, BELIEF is charged with the task of delivering a faculty development session for the College of Business that will provide the tools necessary for faculty members to integrate ethics education into their curriculum. It is another unique way for BELIEF to make a positive impact within the college.

This year’s session dealt with practical ways to consider and include ethics education in any curriculum. For the first time, all colleges on the NIU campus were invited to attend, and many faculty members took advantage of it. Moderated by Joan Petros (ELC Director) and facilitated by Pam Smith (KPMG Professor of Accountancy), the session was a huge success with Dr. Douglas Baker (NIU President) taking a bit of time to participate. We were also fortunate to have two guests from Eastern Illinois University attend.

Ethics for auditing professionals is a requirement. Our BELIEF program provides an ethical foundation to our students on which we can build in the classroom. In our assurance services courses, students can apply what they have learned from the BELIEF program to specific ethical dilemmas that they may face as professional auditors. It prompts them to consider the challenges they may face as professionals and to think about how they will respond before they face a tough decision; in other words,

they are well prepared!

Meghann Cefaratti, Ph.D.
Assistant Professor, Accountancy
Northern Illinois University

The Ethics competition is an excellent means of outreach to our high schools as well as other college students in a very personal and meaningful fashion. I applaud the program for helping us “earn our rep” as a great ethics school in addition to giving students something real to wrestle with.

James M. Johnson, Ph.D.
Presidential Teaching Professor
Department of Finance
Northern Illinois University
Funding

BELIEF is very fortunate to have a core group of corporate partners who support the program with time, talent, and treasure.

Time: In addition to attending two board meetings per academic year, the BELIEF Corporate Advisory Board members attend many of the events hosted by the program. Whether it be as a judge in the NIU Ethics Case Competition or as a speaker during BELIEF Week, our corporate partners donate a lot of time to ensure the success of the program.

Talent: Our corporate partners do not simply give of their time; they give of themselves. A clear example of this is during the preparation phase of the International Ethics Case Competition when our board members assist the student team in research, networking, and advising.

Treasure: The BELIEF Program could not exist without the financial support of our corporate partners. It is through their commitment of the program that BELIEF is able to have the myriad of programming opportunities that it has. The success of BELIEF, in great part, is built upon the shoulders of our corporate partners:

- AT&T
- Caterpillar
- Experian
- KPMG
- Microsoft
- The National Bank and Trust of Sycamore
- Nicor/AGL Resources
- Northwestern Mutual
- Road Ranger

Corporate Spotlight

David McCoy, Vice-President & Chief Financial Officer, National Bank & Trust—Sycamore

What impact has the program had on you...
Being involved in BELIEF has impressed upon me the commitment that students truly have a strong commitment to ethical practices in their future business ventures. They have a commitment to work for employers who care about values, and respect that without adherence to those values, there will be a significant negative impact on the economy and society as a whole. The questions from students and their myriad of interests never cease to make an impression on me; they have a much stronger commitment than the media and researchers state about “the younger generation”.

On your students, your friends...
I have discussed openly the values of the students and the commitment of the university and its faculty to the ethical direction of the college of business. My involvement has led me to be privileged to present at Harding University’s College of Business, and share with them my experiences.

How has the program assisted you in ethics education and how to deal with ethical dilemmas?
I continually consider the ethical impact on my job position and my personal decision-making; it has also afforded me the opportunity to share within the bank, a more focused approach to decision-making.

What is your favorite BELIEF activity and why?
I enjoy the opportunity to directly interact with the students, whether through in-class presentations and discussions, or through the ethics competition judging. Being able to share real world experience and answering their questions always provides me with an increased confidence in NIU’s College of Business. I have recommended NIU students numerous times to prospective employers, in that there is a real difference in the level of students coming out of NIU as compared to my historical experience with students from other universities.

David McCoy (NB&T) preparing to judge presentations at the NIU Ethics Case Competition.
## BELIEF Budget Reconciliation

(07/2013 - 06/2014)

<table>
<thead>
<tr>
<th>FY14 Budget</th>
<th>FY14 Actual</th>
<th>Difference</th>
<th>FY15 Budget</th>
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*Note: Annual corporate contributions ordinarily equal $67,500 yearly. ($67,500 totals annual contributions of $7,500x9 companies).*
Outlook/Future Plans for 2014-15

1. Build upon the success of the NIU Ethics Case Competition by growing the number of college competitors and participating high schools
2. Develop a comprehensive annual report by November 30, 2015
3. Increase corporate partnership by two corporate entities
4. Review and continual improvement of assessment feedback
5. Deliver a spring Business Ethics Themed Learning Community
6. Return to the Eller International Ethics Case Competition in Tucson, Arizona
7. Participate in the Regional Ethics Bowl
8. Continue to engage LEAD alumni in new ways

Exceeding customer desires and demands is what salespeople do on a daily basis. Ensuring that ethical standards are observed during this process has become very important to customers and selling firms alike. The exposure that students in the NIU Sales Program obtain via the BELIEF program pays dividends in the near term, and certainly over the length of their careers. When two sales students won the BELIEF case competition last year, we all knew that the marriage of these two important perspectives is making NIU graduates more effective in the field, and valuable to corporations.

Robert M. Peterson, Ph.D.
White Lodging Professor of Sales
Director, Professional Sales Program
Editor, Journal of Selling
Department of Marketing—Northern Illinois University

Working with BELIEF has been a highly worthwhile experience for Experian. Not only are we able to work directly with students and faculty to help bring practical business ethics practices to the College of Business, we are also challenged by the BELIEF program to think of new ways to educate and inform our own employees about how to handle ethical dilemmas.

Matt Tipperreiter
Director, Global Product Strategy
Experian Marketing Services
The 2014/15 Northern Illinois University College of Business BELIEF Program Corporate Advisory Board.