



NORTHERN ILLINOIS UNIVERSITY
College of Business

BELIEF

Building Ethical Leaders Using an Integrated Ethics Framework

annual report

2022-2023

Director's address

AI enters the mainstream

By Neil Doughty, director,
BELIEF Ethics Program

Artificial intelligence, known as AI, has become ingrained in our everyday lives. As with any emerging technology, its use creates ethical questions that have never before been considered. Just for fun, I entered the following command into ChatGPT which produced the article below. I have to say it articulates the issues pretty well. As with all things tech-related, it will be incumbent on humans to provide the ethical standards and laws that allow the maximum benefits to be extracted from the use of AI while also protecting individuals' rights and safety.

ChatGPT command:

Write a 300-word article on the emergence of AI into the mainstream and its ethical implications.

"The Emergence of AI into the Mainstream and Its Ethical Implications"

Resulting article generated by ChatGPT.

Introduction: Artificial intelligence (AI) has made remarkable strides in recent years, emerging as a transformative technology across various industries. Its widespread integration into everyday life has raised important ethical considerations that society must address. As AI continues to advance, it becomes increasingly crucial to navigate its potential benefits while carefully managing the associated ethical challenges.

AI in mainstream applications: AI has permeated numerous aspects of our lives as, among others,



BELIEF Director Neil Doughty.

voice assistants, recommendation systems, autonomous vehicles and medical diagnostics. Intelligent algorithms are revolutionizing industries such as health care, finance, transportation and entertainment. AI's ability to analyze vast amounts of data, identify patterns and make decisions has resulted in enhanced efficiency, improved decision-making and novel solutions to complex problems.

Ethical implications: The rise of AI brings forth a range of ethical implications that require careful examination. One key concern is the potential for bias in AI algorithms. If not adequately addressed, biases within training data can be perpetuated, leading to discriminatory outcomes in areas such as hiring, lending and criminal justice. It is crucial to ensure fairness and inclusivity in AI systems by promoting diverse and representative datasets and implementing rigorous evaluation frameworks.

Privacy and security are additional concerns associated with AI integration. As AI algorithms process and analyze vast amounts of personal data, there is a risk of unauthorized access, data breaches and misuse. Striking a balance between leveraging user data to enhance AI capabilities and safeguarding individual privacy is a significant challenge that must be addressed through robust data protection measures and transparent data governance practices.

Transparency and accountability in AI decision-making are paramount. As AI systems become increasingly complex, the "black box" nature of certain algorithms raises questions about the ability to understand and interpret their decisions. Ensuring explainability and interpretability of AI models is crucial, particularly in high-stakes applications such as health care and autonomous vehicles in which human lives may be at risk.

Conclusion: The emergence of AI into the mainstream brings immense potential for societal progress and innovation. However, it also presents ethical challenges that require proactive and responsible action. Addressing biases, safeguarding privacy, promoting transparency and ensuring accountability are essential steps to harness the full potential of AI while upholding ethical standards. Collaboration between technologists, policymakers and society at large is key to shaping a future where AI is a force for good and aligns with our shared values.

Regenerate response.

Ray Banks on the Deepwater Horizon oil spill

NIU alum Ray Banks, senior partner at Red Crown Energy Consulting LLC, addressed over one hundred



Ray Banks.

students on Oct. 4, 2022 as part of our fall 2022 BELIEF Week speaker series. His topic was “Ethics and Crisis Management: Reflecting on the BP Oil Spill.” Banks was in the midst of a long stint as an executive with BP when their Deepwater Horizon oil rig exploded in the Gulf of Mexico in April 2010. The explosion killed

11 people and released over 200 million gallons of oil and 1.8 million gallons of chemical dispersants into the gulf before being capped. The environmental impact to the gulf ecosystem was massive, with catastrophic loss of marine and bird life and a large area of the seafloor polluted.

Banks described the event and its aftermath, and described ways in which BP could have been more proactive and forthcoming in its response to the disaster. Ensuing civil lawsuits resulted in a \$20 billion settlement with BP. Banks encouraged his student audience to always be forthcoming in case of disaster. Not only is it the right thing to do, but it also usually yields better results. The College of Business and BELIEF thank Banks for his time and insights.

Dan McConkie and Jason Hanna on Ethics and Law: Understanding the Difference

Jason Hanna, chair of the NIU philosophy department, and Dan McConkie, associate professor in



Dan McConkie.

the NIU College of Law, joined Neil Doughty on Oct. 6, 2022, for a panel discussion titled “Ethics and Law: Understanding the Difference.” Over 100 students joined this virtual event. Hanna and McConkie discussed the pitfalls of assuming that an action is ethical if there is not a codified law expressly prohibiting it. Many individuals in

business and politics have gotten themselves in trouble due to this misconception.

Andrew Fastow, former chief financial officer at Enron, is an example of someone who made this

mistake and ended up serving prison time because of it. Fastow, who concealed losses that would have adversely affected Enron’s stock price, said he didn’t understand the distinction until well after he was convicted and incarcerated. He later said he understood that his actions, while not expressly illegal, were immoral, unethical and wrong. Hanna and McConkie discussed definitions of the terms “legal” and “ethical,”

discussed some real-world examples of those confusing the two concepts and discussed how it can be a slippery slope from unethical to illegal.



Jason Hanna.

Fall 2022 Eller Ethics Case Competition



LEAD students Patryk Nicieja and Frank Beecham with BELIEF director Neil Doughty at the 2022 Eller Ethics Case Competition.



Nicieja and Beecham pausing during a hike in the foothills outside of Tucson.

LEAD students Patryk Nicieja and Frank Beecham represented the College of Business at the 2022 Eller Ethics Case Competition held at the University of Arizona in October 2022. The team developed and made a presentation to judges in competition with over 20 other colleges and universities from across North America. Their assignment was to act as consultants to a fictitious nonprofit university, advising them whether to invest their endowment funds in cryptocurrency. They were to consider the economic, ethical and legal issues, and also consider all stakeholders.

The team identified several economic factors to consider for the cryptocurrency ecosystem. First, cryptocurrency eliminates the middleman in financial transactions, so most banks and intermediaries will get cut out if they do not adapt. Second, cryptocurrency encourages more overseas transactions; this allocation of money in the global economy helps people from less developed countries access the internet economy. Third, cryptocurrency reduces reliance on fiat money. The difference is that fiat money is backed by the government, while cryptocurrency is not. While this may be viewed as a concern, governments have recently increased the money supply to help fund the relief programs caused by the COVID-19 pandemic. This has caused rapid inflation and governments worldwide struggle to contain it. Finally, a shift in global investment – more investors and funds are allocating money to cryptocurrencies due to the potential upside they see. There has been an increase in regulation of cryptocurrency at the federal and state level, which is helping investors feel more comfortable investing.

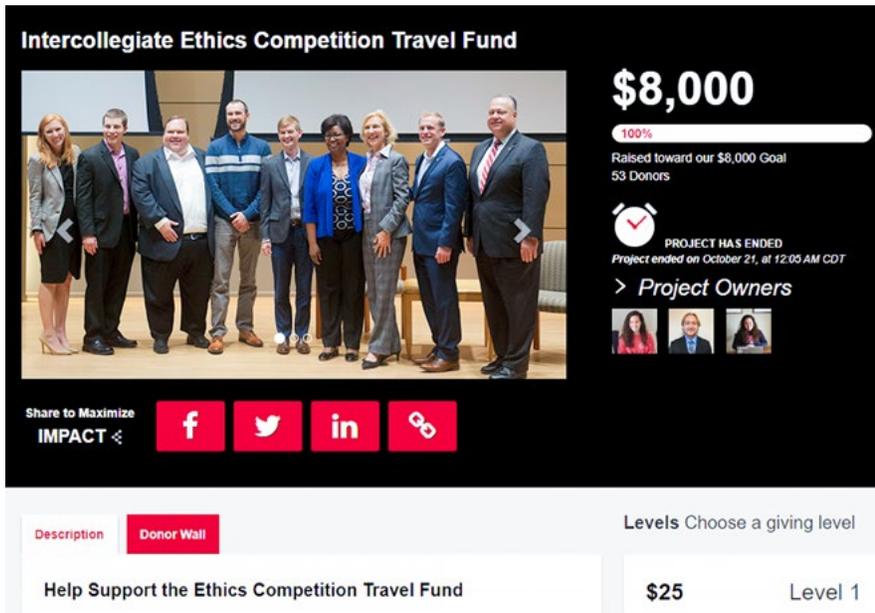
In considering ethical criteria,

the team applied the publicity test and harm test. To pass the publicity test, a person must display essential elements of their character through their actions. This test encapsulates the approach known as virtue ethics. In virtue ethics, less attention is paid to whether an act is right or wrong than to the character of the person who performs it. When using this test, you must consider whether your upcoming actions provide a window through which others can see your true character. It would be best if you also considered whether you could take on the perspective of others to judge your character. Is what you are about to do seen as a positive thing by others? The harm test highlights an essential component of the utilitarian ethical approach, the goal of minimizing harm and maximizing benefit. The steps taken to apply for this test involve identifying those affected by your action and identifying the impact your action will have on these people. Determine whether this impact is harmful or beneficial. These steps were repeated for the available alternatives and compared in terms of the benefit-to-harm ratio they produce.

The legal factors the team considered include much regulation in the cryptocurrency environment by the federal and many state governments. Recently, many state governments have been making laws in favor of or against cryptocurrency. For example, New York has a bill that wants to help ensure that crypto mining is not harming the environment and wants to oversee mining operations. Federal agencies, like the SEC, handle security laws. The IRS oversees taxation. And the CFMT handles commodity regulations. However, regulating cryptocurrencies could positively affect the industry, where everyday

See **Eller Ethics Case** on Page 5.

Crowdfunding raises funds for LEAD



Screenshot from the LEAD's crowdfunding campaign to help with travel costs.

With support from the NIU Foundation, LEAD ran a crowdfunding campaign in fall 2022. The purpose of the campaign was to raise funds to support LEAD's travel costs for participation in intercollegiate ethics case competitions. Thanks to LEAD's diligent efforts, as well as critical support from Dean Balaji Rajagopalan and College of Business faculty, LEAD met their \$8,000 target. Those funds will help LEAD continue to participate in case competitions which are fundamental learning opportunities that are central to the mission of BELIEF. LEAD appreciates all who supported this campaign.

Eller Ethics Case

Continued from Page 4.

investors are concerned. More significant regulatory guidance, if well targeted, could help reduce speculation among crypto assets and help investors feel comfortable investing money. After carefully considering all the cryptocurrency ecosystem stakeholders, the team believed their recommendation satisfies that.

The team's final recommendation was for the client to purchase cryptocurrency and make it a part of their endowment fund under certain conditions. First, the portfolio must be diversified, which helps the client to capitalize on the returns

while mitigating the risk. It is up to the client to decide how much risk they are willing to take. They recommended using the capital asset pricing model to find a portfolio weight in which the expected return exceeds the expected risk. Second, the client must make sure they are using a trusted crypto exchange, for example, Coinbase. This will ensure that the client's money is safely stored while not engaging with scammers and fraudsters. Third, make sure to protect the private key. Blockchain technology is almost impossible to hack. Many hackers get access to accounts because of irresponsible private key storage. We recommend writing the private key and hiding it in a safe or using a hard

drive to keep it off the computer. And finally, they recommended that the client holds the cryptocurrency and does not frequently trade unless they need access to liquidity. This helps offset the impact on the environment through cryptocurrency mining.

Nicieja and Beecham made a great presentation to the judges and were complimented on their detailed research and thorough consideration of all required factors. They thoroughly enjoyed the competition, including the opportunity to meet bright students like themselves from other schools. They also enjoyed a challenging hike in the foothills outside Tucson.

LEAD holds annual High School Ethics Case Competition in April

The LEAD student team hosted our annual High School Ethics Case Competition in April 2023.

Over 100 students from nine high schools participated in this event: Stillman Valley, DeKalb, Rochelle, Genoa-Kingston, Sycamore, Saint

Edward Central Catholic, Belvidere, Byron and Somonauk.

With almost 50 teams in attendance this was our largest high school event yet. Huge thanks to LEAD president Hailey Kofoid and everyone in LEAD for making it

such a well-run event. Also, we must acknowledge our great alumni who came to campus for the day to act as judges.

We appreciate their contributions to this important event.

LEAD hosts four ethics events



Dominick Archer.

LEAD hosted four HEAT events (Huskie Ethics Awareness Talks) during the 2022-23 school year. During the fall semester, NIU alumnus and retired security specialist Dominick Archer delivered a presentation on common types of fraudulent activities in business, including how to recognize and combat them. During the spring semester, NIU alumnus, retired educator and current NIU Alumni Association board member Mark Pienkos delivered an address on the importance of maintaining ethical standards and protecting your reputation. Both virtual events were attended by over 50 students. We appreciate Archer and Pienkos for taking the time to share their valuable lessons with our students.



Mark Pienkos.

LEAD also ran ethics decision-making workshops in both fall and spring semester, using cases from the Eller and Templeton case competitions to walk students through our BELIEF decision-making framework. Students were directed to follow the steps of the framework and apply them to the cases. This framework is designed to help students make good decisions when faced with ethical questions as they embark on their careers.

Its steps are:

- Determine the facts and state the problem.
- Identify stakeholders.
- Identify relevant factors.
- List three to five options.
- Assess the options using some of these tests:
 - Harm test.
 - Legality test.
 - Precedence test.
 - Publicity test.
 - Defensibility test.
 - Mom/Dad test.
 - Reversibility or Golden Rule test.
 - Virtues test.
 - Professional test.
 - Peer or colleague test.
 - How does it make me feel test.
 - Organization test.
- Make a tentative choice.
- Review steps one through six as necessary.

Workshop participants were broken into teams who applied the framework to the case and reported their findings to the entire group for discussion. These workshops are an important way in which LEAD supports ethics education at the College of Business.

LEAD student participates in international business seminar

By Makkah Mujahid

During my final winter break as an undergraduate at NIU, I decided to participate in the International Business Seminar. The International Business Seminar is a two-week study abroad program that provides an opportunity to experience international business

and practices in different countries. Studying abroad as an accounting student provided me with an understanding of how business works and learning about the different accounting standards in the world. I would highly recommend all students take advantage of the opportunity to study abroad.



Makkah Mujahid.



LEAD competes in Ethics Bowl

LEAD students Makkah Mujahid, Jenna Robinson, Bella Alfaro, Edith Moreno and Ivan Carreon competed in the Upper Midwest Regional of the Ethics Bowl in November 2022. Twenty colleges and universities competed in the event at Harper College in Palatine, Illinois. The team worked hard in preparing to debate the ethics of a dozen different cases. In the Ethics Bowl

format, teams are paired in each round with those from other schools to debate them directly in front of a panel of judges. They do not know which of the dozen cases they will debate until they arrive at the appointed room for their round. Congratulations to these LEAD students for their fine performance.



LEAD — Leaders in Ethics and Academic Discipline

LEAD is the student group in support of BELIEF. LEAD students bring speakers to the College of Business for Huskie Ethics Awareness Talks (HEAT), host a high school ethics case competition, compete in intercollegiate ethics case competitions around the country and organize other activities to promote ethics education.



Hannah Kofoid
Director of Marketing
Marketing Major
Graduated May 2023



Jenna Robinson
Secretary
Business Administration Major
Graduating May 2024



Hailey Kofoid
Vice President
Leadership and Management Major
Graduated May 2023



Keira McFarland
Accounting Major
Graduating May 2024



Bella Alfaro
Marketing Major
Business Analytics Minor
Graduating May 2024



Zane George
Director of Events
Management Major
Graduated May 2023



Makkah Mujahid
Treasurer
Accounting and OMIS Major
Graduated May 2023



Frank Beecham
Human Resource
Management Major
Graduating December 2023



Patryk Nicieja
Finance Major
Graduating May 2025



Vanessa Olandese
Accountancy Major
Graduating May 2024



Edith Moreno
Human Resources Major
Graduating May 2026



Zachary Malkowski
Electrical Engineering
Technology Major
Graduating May 2025



Jonnie Kullens
Human Resources Management
and Data Analytics
Graduating May 2025



Jared Warner
Accountancy Major,
Business Innovation and
Entrepreneurship Minor
Graduating December 2024.



Elsie Kemigisha
Accountancy Major
Graduating December 2023



Ivan Carreon
Finance Major
Graduating December 2024

Faculty for Ethics (FFE)

Faculty for Ethics is the faculty group in support of the BELIEF program. They meet monthly during the school year to identify ways to broaden the scope of ethics education at the college. They also help LEAD members prepare for intercollegiate ethics case competitions and serve as judges for the high school case competition that is run by LEAD.



Daewoo Park
Associate Dean



Neil Doughty
BELIEF Director



Mark Mellon
Accountancy



Biagio Palese
OM&IS



Reza Rajabi
Marketing



Wenlian Gao
Finance



Eric Michel
Management

Students of NIU Business

Hailey Kofoid

(Originally in Huskie Spotlight on niu.edu.)

Hailey Kofoid is a leadership and management major.

Hometown: Peru, Illinois

Year: Expected graduation: 2023

Major: Management

What did you want to be when you were growing up? Are you pursuing that as a major, or have you taken another path?

When I was growing up, I always wanted to be an interior designer. Some traits I liked about that position I had when I was younger included creativity, problem-solving and strong focus on details. Although I am not pursuing this career interest as a major, I have taken a similar path in my major and minors that focus on the creativity and development of a company.

What is your major (and/or minor) and why did you decide on this course of study?

With my leadership and management major, marketing minor and business innovation/entrepreneurship minor, I want to pursue a career that focuses on helping startups or smaller companies be successful.

What has been something you have found pleasantly surprising about your experience at NIU?

For me, I found it pleasantly surprising how easy it is to navigate the campus as well as all of the resources that are provided to students.

How have you connected with other students virtually to study for classes, meet new people or form new friendships?

I have connected with other students virtually through social media, LinkedIn and Microsoft Teams.

Are you involved in any student organizations, mentoring programs or extracurricular activities? If so, which ones? How have they added to your experience as a Huskie?

I am involved as the co-chair for the Dean's Student Advisory Board at the College of Business, the vice president for Leaders in Ethics and Academic Discipline and a member of Women in Business Professions. These student organizations have allowed me to meet new people, have more opportunities to grow as a Huskie, network with individuals in the professional environment and build skills that are necessary for a future career in business. Also, these opportunities have allowed me to connect with my professors on a more

personal level and offered many resources that were not initially provided to me.

Who has been one of your favorite instructors/professors and why? What course did they teach?

My favorite instructor has been Jason Gorham, who taught UBUS 110: Business in Action at the College of Business. Gorham's care and concern for his students' academic successes and

personal well-being always felt genuine, which really made his course more exciting and worthwhile. His course was challenging and really made you work, but his instruction made all of the assignments easier to understand and more valuable.

Where is your favorite spot on campus or in the community? Why are you drawn to it?

My favorite spot on campus is the Holmes Student Center. After I get my drink at the Starbucks inside, I like to find a comfortable seat to relax, talk to others and listen to music during my free time before classes. I am drawn to this space because it is welcoming and very collaborative.

What advice would you give to a student who is applying to colleges?

My advice to students who are applying to college is to do plenty of research on everything. Make sure the college you are interested in has plenty of scholarship opportunities and academic/personal resources available, and that it has qualities that align with your personal needs and wants, like campus life and academic courses.

Coming to college, what is something that you have had to learn to do differently?

Although I had great time management in high school, I have to make sure to always plan out my schedule accordingly and include plenty of free time for myself. Although there are many opportunities offered on



Hailey Kofoid.

See Haley Kofoid on Page 20.

Students of NIU Business

Hannah Kofoid

(Originally in Huskie Spotlight on niu.edu.)

Hannah Kofoid is a marketing major.

Hometown: Oconto Falls, Wisconsin

Year: Expected graduation: 2023

Major: Marketing

What did you want to be when you were growing up? Are you pursuing that as a major, or have you taken another path?

Growing up, I always went back and forth from becoming a teacher to working in the sports industry. Luckily for me, a particular course in high school, Retailing and Sports Marketing, helped me discover what I was passionate about, which is sport marketing. Today, I am pursuing a bachelor's degree in that area.

What is your major (and/or minor) and why did you decide on this course of study?

I am pursuing a bachelor's degree in marketing, a minor in sport management and a minor in sport sales. I also intend to get a certificate in digital marketing.

What has been something you have found pleasantly surprising about your experience at NIU?

What I've found pleasantly surprising at NIU is how welcoming and helpful the instructors are, regardless of the course type or size. I feel comfortable enough to reach out to my professors if I have questions or need support throughout the semester. I recommend that students connect with their professors. In addition to helping you succeed in the classroom, they'll make sure you are set to go out into the workforce.

How have you connected with other students virtually to study for classes, meet new people or form new friendships?

Coming into NIU, I only knew a select handful of people, so I was really looking to meet new students. Joining student organizations has been the most successful way to meet other COB students. Another way I have connected with other students is through the various group projects in my courses, which is one of my favorite things to participate in.

Are you involved in any student organizations, mentoring programs or extracurricular activities? If so, which ones? How have they added to your experience as a Huskie?

The biggest thing that helped me connect with other students on campus was joining student organizations

in the College of Business. Since my first year in 2019, I have joined four student organizations: Leaders in Ethics and Academic Discipline, Women in Business Professions, COB Dean's Student Advisory Board and the Collegiate Association of Unreasonable Social Entrepreneurs. Through the monthly events and leadership positions I hold in these groups, I have met some of the greatest individuals and friends at NIU. Getting involved at NIU has helped me make lifelong friends, better understand what the university has to offer to students and helped prepare me for my professional endeavors.



Hailey Kofoid.

Who has been one of your favorite instructors/professors and why? What course did they teach?

My favorite COB teacher so far has been Jason Gorham (Business in Action instructor). Coming in as a scared freshman, he made sure we had the right resources to get adjusted to NIU and our coursework. He also introduced us to real-world scenarios early on, so we were comfortable and aware of other ones that would come up during our time at NIU. My favorite non-COB teacher has been David Serowka (Introduction to Sport Management and Sport Sales and Sponsorships). He has really helped me develop a passion for sports business by presenting a wide variety of real-world opportunities in the industry. He makes sure we are aware of current trends and well-informed on every aspect of sport business.

Where is your favorite spot on campus or in the community? Why are you drawn to it?

My favorite NIU spot has to be the atrium in Barsema Hall. Being in a productive area helps me get my work done, and since there are so many like-minded students in the area, I am able to find assistance and bounce ideas off of others whenever I need to.

What advice would you give to a student who is applying to colleges?

See **Haley Kofoid** on Page 20.

Students of NIU Business

Jonnie Kullens

(Originally in Huskie Spotlight on niu.edu.)

LEAD member Jonnie Kullens is an Honors transfer.

Hometown: Rockford, Illinois

Year: Expected graduation: 2025

Major: Management

Transfer from: Rock Valley College

Why did you choose to attend NIU?

For affordability, to stay close to family and because I'd heard excellent things about the College of Business. My dad is also a Huskie alum.

What did you want to be when you were growing up? Are you pursuing that as a major, or have you taken another path?

I never really had a dream of what I wanted to be growing up. I loved food, so I'd toy around with the idea of being a chef. I loved helping people, so I considered pursuing psychology or psychiatry in high school. During my early college years, I took several music theory and choir classes as well as voice lessons. For a time, I considered myself a music major. Turns out I liked eating more than cooking, so the chef idea was a flop. I also realized that music was more of a personal passion rather than something I wanted to do for a living, so that was out. Psychology ended up being somewhat close. I knew the idea of helping people was integral to my purpose. The unknown concept was how I was going to do it.

What is your major (and/or minor) and why did you decide on this course of study?

I am currently pursuing a major in human resource management with a minor in data analytics. After competing my associate of arts degree at Rock Valley College, I made plans to enroll in universities for my bachelor's degree, but that was put on hold after I took a hiatus from education to care for my mother. I entered the workforce after she recovered and worked a number of years in fashion retail as an assistant manager. I had management experience before completing college and being back in the swing of things made me realize how much I'd missed being part of a team of excellent people working to attain a shared goal. Watching my staff become young professionals was the highlight of my career. However, I always felt as if there was a significant disconnect between corporate and our staff. We didn't always get the things, knowledge or connections we needed to be successful. Eventually, I came to the conclusion that I needed to be the change I wanted to

see. I left my position just as autumn was beginning and raced to enroll in NIU's College of Business as an HR major. I decided to take up data analytics as a minor because I wanted the ability to back up my bold, new approaches to HR with cold, hard, statistically sound facts and logic. I believe the greatest capital is people, and I'm dedicated to making an investment in people the way of the future of business innovation.



Jonnie Kullens.

What has been something you have found pleasantly surprising about your experience at NIU?

Despite coming to NIU partly through recommendations, but mostly through convenience, I've found the students, staff and faculty here to be incredibly engaged in their educational dealings, as well as having an insatiable drive to strive for excellence and achieve more than just what is satisfactory. This campus is filled with fierce, clever, innovative people looking to make a difference in their field, and seeing this kind of devotion at "just some state school in the boonies" is simply awe-inspiring. NIU has seriously been overlooked.

How have you connected with other students to study for classes, meet new people or form new friendships?

So far, I've been part of a few group projects, which has been an interesting experience, to say the least. It makes you really appreciate some things regularly taken for granted, like relying on others, taking charge of your part in things and engaging in regular, meaningful communication. I've made a lot of new connections on LinkedIn, that's for sure! I've also had the pleasure to meet some very sweet, kind people in my classes. I'm always happy to meet more people looking to bring a little more joy to class.

Are you involved in any student organizations, mentoring programs or extracurricular activities? If so, which ones? How have they added to your experience as a Huskie?

I joined the Management and Business Administration

See **Jonnie Kullens** on Page 18.

Templeton Ethics



Congratulations to our student team of Mike Sherman and Patryk Nicieja on their terrific presentation at the Templeton Business Ethics Case Competition held on Feb. 17, 2023 at Stetson University.

They made a professional-caliber presentation in their role as consultants to a fictitious fruit processing company. Event sponsors Troy and Sissy Templeton sat in on their presentation and told them how impressed they were with it. Thank you Sherman and Nicieja, as well as everyone who helped them prepare, including LEAD and Faculty for Ethics.

Spring BELIEF Week

Huge thanks to our guests for our spring 2023 BELIEF Week speaker series, NIU alumni Steven Barger, Fred Vinciguerra, Kristin Hamblock, MBA, SHRM-SCP and Wheeler Coleman, CIO/CTO. They were kind enough to share insights on how good business ethics can benefit one's career. Our students benefited tremendously from the real-life ethics lessons they shared. Over 100 students participated in each of these virtual events.

Panel Discussion: Lessons in Business Ethics

Monday, Feb. 27



Panelist: Wheeler Coleman, NIU B.S. Computer Science CEO at EC-United Former VP and CTO of Blue Cross/Blue Shield and NIU Board of Trustees.



Panelist: Kristin Hamblock, NIU B.S. Psychology, MBA Senior VP of Human Resources at Rosecrance Health Network.



Panelist: Fred Vinciguerra, NIU 1988 CEO of Forensic Analytical Consulting Services.



Guest: Steven Barger, NIU B.S. Computer Science COO and founding member of Moshun LLC, a technology incubator.

Keynote Address: Ethics in

Entrepreneurship

Tuesday, Feb. 28

Faculty Development Event



David Koop.



Mona Rahimi.



Hamed Alhoori.

Many thanks to NIU computer science professors David Koop, Mona Rahimi and Hamed Alhoori for their terrific presentation on the academic benefits and risks of ChatGPT. The presentation, delivered on April 7 to College of Business faculty, was for our annual BELIEF Ethics faculty development event. Their remarks were informative and practical, and were well-received by the audience. We appreciate the effort they applied to this event. Thanks also to Daewoo Park for helping organize the event.



BELIEF touches the environment on campus

Tree Planting

BELIEF, in conjunction with students from Engineers Without Borders and the NIU College of Law, purchased and planted 13 eastern white pine seedlings on Earth Day 2023. The trees border the sidewalk running from Barsema Hall to the large parking lot located east of the engineering building. While small now, they will grow and provide cheer and encouragement for years to come to those taking that long walk during the winter months. BELIEF will continue adding trees along that walkway in coming years. Many thanks to Tarryn Gardner and her College of Law classmates, as well as Engineers

Without Borders president Chris English and his College of Engineering classmates for supporting this initiative. They set an example that we hope to replicate in future years.

Flower Beds

BELIEF continues to maintain a flower bed at the south entrance of Neptune North, as well as three large beds running between Grant and Stevenson Towers in Central Park. We plant native midwestern pollinator wildflowers to encourage habitat for birds, bees and butterflies.



BELIEF Budget Reconciliation (07/2022-06/2023)

	FY22/23 Budget	FY22/23 Actual	Difference	FY23/24 Budget
Eller Ethics Case Competition				
Registration Fee	\$450	\$450	\$0	\$450
Plane Tickets — 3	\$1,700	\$1,592	\$108	\$1,700
Cabs	\$100	\$90	\$10	\$100
Meals	\$150	\$80	\$70	\$100
Hotel — 2 rooms/3 nights	\$1,200	\$1,350	-\$150	\$1,400
Ground Transport	\$200	\$200	\$0	\$200
Total	\$3,800	\$3,762	\$38	\$3,950
Stetson Case Competition				
Registration Fee	\$250	\$250	\$0	\$250
Plane tickets	\$1,250	\$1,380	-\$130	\$1,400
Cabs	\$80	\$80	\$0	\$80
Rental car	\$150	\$0	\$150	\$0
Meals	\$200	\$100	\$100	\$100
Hotel — 3 rooms/2 nights	\$1,500	\$1,400	\$100	\$1,500
Ground Transport	\$300	\$300	\$0	\$300
Total	\$3,730	\$3,510	\$220	\$3,630
High School Case Competition				
Food	\$800	\$800	\$0	\$800
Judge Gifts	\$100	\$50	\$50	\$100
Parking Rental	\$300	\$300	\$0	\$300
Total	\$1,200	\$1,150	\$50	\$1,200
BELIEF Week				
Signage	\$100	\$0	\$100	\$100
Food	\$0	\$0	\$0	\$0
Parking	\$0	\$0	\$0	\$0
Gifts for speakers	\$0	\$0	\$0	\$0
Total	\$100	\$0	\$100	\$100
LEAD				
UMREB Fee	\$200	\$350	-\$150	\$350
Summer Retreat	\$0	\$0	\$0	\$0
Total	\$200	\$350	-\$150	\$350
Printing				
Annual Reports	\$0	\$0	\$0	\$0
BELIEF Handbooks/Wallet Cards	\$500	\$100	\$400	\$100
Total	\$500	\$100	\$400	\$100
Ethics Symposia				
Partners in Business Ethics	\$1,000	\$0	\$1,000	\$1,000
Connecting Silos	\$200	\$0	\$200	\$1,000
Total	\$1,200	\$0	\$1,200	\$2,000
Faculty Development Event				
Food	\$0	\$0	\$0	\$0
Parking	\$0	\$0	\$0	\$0
Total	\$0	\$0	\$0	\$0
Total Expenses	\$10,730	\$6,859	\$6,946	\$10,730

Multiple support levels available for BELIEF sponsors.

Our BELIEF Partnership Program offers individuals and organizations tailored engagement opportunities based on your interests and needs. At every level, you can play a part in fostering core ethical values and moral courage in the classroom and the business world.

BELIEF Partnership Program

	Individual	Supporter	Executive	Chair
Number Available	Unlimited	Unlimited	10	4
Annual Commitment	Up to \$999	\$1,000-\$9,999	\$10,000	\$50,000
Two-year Commitment			\$15,000	\$90,000
Five-year Commitment			\$37,000	\$225,000

EXCLUSIVE EVENTS AND NETWORKING OPPORTUNITIES

BELIEF Alumni Council Membership	X	X	X	X
Invitation to HEAT and BELIEF Week Events	X	X	X	X
Invitation to HEAT Talk Hookups – Networking opportunities prior to HEAT events held in our IMPACT Lab	x	x	x	x
Subscription to BELIEF Briefings and Annual Report	X	X	X	X
Invitation to BELIEF Week keynote pre-event		X	X	X
Membership on BELIEF Advisory Board – input on curriculum, networking with other BELIEF supporters and college leadership, interactions with students			X	X
Access to the College of Business Dean’s Board of Executive Advisors biannual Board Round Up			X	X
One-on-one meeting with dean				X

BRAND EXPOSURE AND PROMOTION

Recognition at all BELIEF/LEAD events, online, in all publications and in our Impact Lab			X	X
One named event/program per year – Case competition teams, High School Ethics Bowl, Speaker Series			X	X
Named Director – BELIEF, Business Consulting, Passport, Career Development				X
Print advertisement in the college magazine				X

ACCESS TO TALENT

Priority scheduling for Meet and Greet tables			X	X
LEAD résumé book			X	X
ELC résumé book				X
Passport event scheduling assistance – two per year				X

CONSULTING SERVICES

Priority participation in our freshman Business in Action course				X
One ELC project and one MBA project per year				X
Two student scholarships (\$1,000 each awarded to LEAD, ELC or Passport Scholar students)				X

Benefits are cumulative to the higher levels.

Jonnie Kullens

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Student Advisory Board's mentorship program my first semester and worked with a fellow mentor student who provided great tips for staying on top of things in the classroom. I've become a mentor myself this semester and am looking forward to paying that kindness back in turn to another fellow student. I've also joined the Society for Human Resource Management as their executive assistant and have had a lot of fun planning events, organizing guest speaker meetings and just helping everyone on the e-board get things done. I'm very excited for some of the community outreach events we have coming up, as well as potentially taking on more serious roles in the following semester. I've also joined Leaders in Ethics and Academic Discipline as a member, where I've gotten to meet folks who take ethics and doing things "the right way" very seriously. I feel very strongly for doing what is best and honoring one's promises, and being among like-minded students and faculty has been very refreshing.

What NIU offices, departments or resources have helped you succeed? And how?

The Department of Management and its faculty have been so pleasant to work with so far. I've started just popping in whenever I have free time just to say hello. The undergrad department and my current advisor, Amanda, have also been incredibly helpful in helping me set up my last semester(s) for success. I've already made a few visits with my future advisor, Steph, who helped put my mind at ease in planning for graduation. Having this foundation makes me feel confident moving forward. Shoutouts to Linda, my Honors advisor, as well, for helping me prepare to graduate with Full Honors. And while I've only really dealt with them a few times in passing, Career Services was always so friendly and understanding when it came to preparing students for their future careers.

Are there transfer-specific resources, offices or services that you use to help you succeed at NIU?

One item of note was the transfer mentor I was assigned my first semester here. She made me feel right at home, and we met weekly to not only check on my progress and well-being, but also just to talk and be friendly. I like to think I helped keep her sane as much as she kept me sane.

What Honors Program opportunities or support have helped you get closer to your academic or career goals so far?

I've been meeting a few times with my Honors advisor, Linda, about keeping on schedule to graduate with Full Honors. She's been an incredibly reliable source of insight and has helped me feel confident in moving forward to

approaching graduation in just a few short years.

What do you enjoy the most about the Honors Program?

I enjoy the sense of accomplishment that comes with being a member of the Honors Program. I put 110% into my Honors courses and am looking forward to doing some meaningful work and research when I begin research for my capstone project, as well as discussing and learning meaningful information in my Honors seminar.

Who has been one of your favorite instructors/professors and why? What course did they teach?

My favorite professor so far has got to be Karah Osterberg. Despite teaching a very daunting topic for me (Business Statistics and Data Analytics), she always comes to class with a good attitude and is always ready and willing to help students who ask for it. Despite dealing with several hundred students a semester, she's always responded to my frantic emails in a timely manner and is able to explain subject matter in a clear, concise way that is very easy to follow and understand. She helped inspire my decision to pursue data analytics as a minor. Also, she runs Iron Man triathlons and fosters puppies. Do I really need to say anything more?

How have you benefited by attending class regularly?

All my professors have stressed that attending lectures regularly will help you immensely, and they were not wrong. Reading a textbook or watching an online resource/video only gives you so much understanding. Being at every lecture every time really helps give the subject matter meaning. It stops being something to memorize and starts to become the tools you'll actually use moving forward. I typically like to read a chapter ahead, so when the professor lectures about that chapter and puts items into perspective, it makes the knowledge fit in your brain in a better way than just reading alone. I've got my current 4.0 GPA to prove the benefits of attending every lecture. And if a professor grades attendance, those are the easiest points to get, and they can absolutely make the difference when sitting right on the cusp of an A- and an A.

Where is your favorite spot on campus or in the community? Why are you drawn to it?

I've spent a lot of time in Haribo Commons, either meeting with friends, having lunch, doing my homework or just reading ahead. Sometimes I get lost in the buzz of doing my work and end up working or reading until 11 p.m. I enjoy both the hustle and bustle of people socializing and the quiet hours of the evening. It's really a great place to experience it all, and I never really enjoyed studying in pure silence. A little background noise is nice, and the

See **Jonnie Kullens** on Page 19.

Jonnie Kullens

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booth seating is comfortable to lounge in when it's late and few others are around. The ambiance and aesthetic of the commons area is really beautiful when you take the time to appreciate it, and the view of Dad's Lake and the fields beyond make for a very picturesque, natural scene.

What advice would you give to a student who is researching colleges to apply to?

I've always been an advocate of the phrase "you get what you pay for." I don't think that phrase applies to NIU. Through the right channels (financial aid and scholarships), the doors are opened wide for you, and any remainder you may need to pay is only a drop in the bucket compared to other options. You genuinely get a memorable experience here. The professors are overwhelmingly a delight to work with, and if you take the time to speak with and get to know them, they will help you succeed in your classes. At the end of the day, only you know what the best decision is for yourself, and you should go with your gut. All I'm saying is that I came to NIU out of convenience, but I stayed out of their commitment to excellence. Also, Fatty's Pub and Pizza Pros are awesome!

Why is a college education important to you?

At the end of the day, a diploma on your wall is just a piece of paper. But college isn't just about the education you get in the classroom (though the professors do a heck of a job making the subject matter applicable to your future career). It's about connections. Making friends with other students inside and outside your major; building meaningful connections with your professors and organizations; getting off campus to put some TLC into the community. These aren't experiences that just happen every day outside of a college setting. Rather, college gives you a means to do all of these things, in addition to learning what you'll need to know to hone your craft. You will meet some genuine people in college. Most of my best friends I met in college. And each and every educator here is going to put you on the right track to blow your competition to your goals out of the water. Your education (and all the goodies that come with it) gives you an edge in every way imaginable.

What strategies do you use to manage your time between the responsibilities of school, work, friends and family?

I've recently begun keeping a planner that I use to map out all my homework, reading, projects, events and other due dates from my several syllabi. I'll use that planner to write out my weekly tasks on my new whiteboard, assigning days of the week with milestones I need to make to stay on task. Having this plan helps me remember what I need to do when, as well as assists in breaking up

daunting projects into more bite-sized tasks to follow. And knowing your schedule helps you to plug in the extras, like knowing that if you get this and that done, you can drive home to see your parents or hang out at your friend's place all afternoon to play games. Keeping a schedule has seriously helped keep me sane.

How do you stay informed about events and services that are available on campus?

Always check your email. If there's an organization you're interested in, drop your student email with them, and more often than not, they will keep you in the loop concerning all activities and events going on you may be interested in. Also, do yourself a favor and follow your major department, Career Services and any other of your favorite departments on social media (LinkedIn, Insta; I think some of them have TikToks). Seriously, you never know when a cool event they're putting on is coming up.

What do you do to relax or recharge?

My favorite thing to do when I have some free time is play video games. I always try to get myself to play something new, but I always end up replaying old, beloved games of mine. Really, anything I can do with friends as well. Going shopping, getting a bite to eat or just facetime for two hours, it's nice to see friendly faces up close now and again. And let's not forget sleeping. It's not a waste of time if you're treating or enjoying yourself. Never beat yourself up for sleeping too late or spending time doing something you love instead of just studying all the time. Life is about the journey, not the destination. You'll graduate. Do the things you love in the meantime.

Please tell us about your job and hobbies.

I'm currently in NIU's Chamber Choir, which puts on concerts here in the Music Building, as well as performs out in the community. Music, while not my major, is still an integral part of my life, and expressing myself through song is something I will never let go of. I'm not currently working, but I spent four years working in retail, mostly in fashion (Charming Charlie, rue21, Bath & Body Works and Meijer). Ironically, even though those jobs were in Rockford, I've run into so many people here at NIU who recognized me from those places. It's always good to see a familiar face.

Is there anything else you'd like to share about your NIU Huskie story?

Just that I'm very excited at the prospect of being a part of NIU's history. I've always liked to leave my mark and believe in letting people know about your experiences. I hope that my experiences here at NIU can inspire others to see the devotion, beauty and innovation I see here, as well as inspire prospective students to consider their own journey here.



NORTHERN ILLINOIS UNIVERSITY
College of Business

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our corporate partner**



Haley Kofoid

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campus, make sure to set aside enough time for yourself to do what you enjoy.

What do you do to relax or recharge?

I like to listen to music or watch a movie to relax. If I ever feel stressed or down, I like to go work out at the Recreation Center.

Is there anything else you'd like to share about your NIU Huskie story?

As a first-generation female student attending NIU, I feel very welcomed and believe that there are many opportunities and resources that have helped me feel safe, supported and understood as a Huskie.

Hannah Kofoid

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Don't pick a place solely on the majors they offer. Research what each college provides their students and how you will get real-world experiences during your academic time.

Coming to college, what is something that you have had to learn to do differently?

Coming to college, I had to learn to adjust my schedule to make sure I have time for academics, extracurriculars, my occupations and personal things. Having a current schedule of everything has helped me stay on track and not forget anything along the way.

What do you do to relax or recharge?

One thing I like to do to relax is listen to music. Sometimes life gets so busy and hectic, so being able to turn on a calming playlist really helps me stay focused and grounded.

Is there anything else you'd like to share about your NIU Huskie story?

I'm glad that I was selected for this opportunity. I am proud to be an NIU Huskie!