Director’s address

By Neil Doughty, Director, BELIEF Ethics Program

The 2019-20 school year marked my second year as director of BELIEF, and what a momentous year it was. We had a standing room only crowd in Barsema Auditorium listen to College of Business faculty member Jed McClure tell his compelling personal story for the BELIEF Week Keynote Address. We initiated the BELIEF Week Speaker Series with positively received events throughout that week.

We expanded our student participation in intercollegiate ethics case competitions, sending student teams to the Eller competition at the University of Arizona, the Templeton competition at Stetson University and the Upper Midwest Regional Ethics Bowl at Harper College.

We expanded participation in our High School Ethics Case Competition and instituted an inaugural spring semester BELIEF Week. Except, those two events had to be canceled when the COVID-19 pandemic hit with a vengeance and forced students off campus for remote course instruction after spring break. This unprecedented event was a challenge for students and faculty alike as we quickly pivoted to functioning in the new paradigm.

LEAD responded by publishing informative briefings on zoom bombing and cheating and academic dishonesty during remote instruction. They also produced an inspirational video to lift the spirits of everyone at the College of Business.

I was pleased with the way students and faculty alike rallied in support of each other during that challenging time. The expressions of support and empathy were heartening when needed most and demonstrated the strength of the Huskie spirit.

Thank you and Go Huskies!

Best regards,
Neil

Daewoo Park joins FFE team

Shortly after Daewoo Park joined the College of Business in 2019 as associate dean, he also joined the Faculty for Ethics team. FFE is thrilled to have Park on the team as he brings a wealth of experience from decades in private business as well as academia. After spending time with IBM early in his career, Park came to the U.S. to earn an MBA from the University of Texas, Austin and a Ph.D. in strategic management and innovation from Texas A&M University. Park then spent 23 years at Xavier University in Cincinnati, Ohio, where he directed their award-winning Entrepreneurship and Innovation Center. Park then spent four years as business department chair before coming to NIU where he has been reimagining and redesigning College of Business MBA programs to modernize their delivery and content.

Park was instrumental in bringing his former Xavier colleague Hema Krishnan to the College of Business for the BELIEF Faculty Development event in spring 2020. He also draws on his many and varied career experiences to bring fresh insights to FFE’s work in furthering ethics education at the College of Business.

Welcome Professor Park!
Krishnan leads faculty development workshop

An ethics-related faculty development workshop is held every year by the BELIEF program to instruct our faculty how to more effectively incorporate ethics education in their curricula. Hema Krishnan of the Xavier University Williams College of Business presented the spring 2020 workshop on ethics integration at the university, college, department and course level. She drew on her two decades of ethics education as well as her successful career in private industry to lead College of Business faculty on an exercise in incorporating ethics best practices into their curricula.

LEAD students participate in Eller Ethics Competition

LEAD students Sydney Klunk and Alison Kramer (pictured left to right) traveled to the University of Arizona in Tucson in October 2019 to participate in the annual Eller Ethics Case Competition.

In this format the team makes a presentation to a panel of judges and responds to judges’ clarifying questions and counterarguments. They prepared and presented an argument dealing with how Boeing and airlines can best rebuild trust after the crashes of two Boeing 737 airliners. The crashes were determined to be caused by shortcuts taken in testing a design modification creating a new version of Boeing 737 Max as it was rushed to market to counter competition from Airbus.

The team’s argument centered on establishing rigorous and exhaustive testing protocols along with open and honest communication with all stakeholders.

Klunk and Kramer did a terrific job and received positive feedback from the panel of judges. Congratulations Sydney and Alison!
Jed McClure rivets audience in BELIEF Week keynote address

Serial entrepreneur, NIU College of Law graduate and current College of Business faculty member Jed McClure riveted a standing room only audience in Barsema Auditorium with his keynote address for fall BELIEF Week 2019. In it he described a situation where a business partner turned deadly and McClure’s life was at risk.

In 2011, after several previous successful business ventures, McClure started a trucking business with a partner named James Henrikson. The business was an enormous success, but Henrikson wanted it all for himself. He embezzled millions of dollars from their company, scammed hundreds of workers, then hired a hitman to kill his partners and anyone else he considered “competition.” Armed with a national hit list of people Henrikson wanted dead, two people were brutally murdered and there were attempts on the lives of several others.

McClure discovered the fraud and the first murder, but there wasn’t enough evidence for police to arrest Henrikson. McClure knew people were in danger and needed to take action, so he spent the next 16 months trying to protect the public from Henrikson’s villainy by uncovering Henrikson’s criminal activities and exposing him, at great risk to his own life. For those brave actions, Henrikson attempted to have McClure murdered twice. With a bounty on his head for more than a year, McClure and his young family lived in constant fear for their lives.

The evidence McClure collected and made public against Henrikson eventually led to Henrikson’s arrest and federal conviction for two counts of murder-for-hire and numerous counts of conspiracy and solicitation to commit murder.

Thanks to the brave actions of McClure, many people were warned and kept safe from Henrikson. Freed from that horrible experience and motivated by a desire to help others avoid fraud themselves, McClure attended the NIU Law School and is now an instructor at the NIU College of Business. He shared these experiences with the audience along with his suggestions for avoiding fraud themselves. McClure’s address was one of the best attended and received BELIEF Week keynote addresses ever.

OM&IS graduate credits NIU for success

Microsoft Corporate Vice President of U.S. Marketing and Operations Kelly Rogan credits her NIU experience with fundamentally preparing her for professional success. The 1994 OM&IS graduate from the College of Business took those skills directly to the workplace as she spent the first decade of her career with Ernst & Young as a data architect, project manager and practice manager. She moved to CNA Insurance and spent four years in underwriting systems before moving to Microsoft in 2008. She describes her current role as being the COO of U.S. field operations, in charge of field sales, marketing and services professionals across the country. Rogan and her husband, who she met while at NIU, relocated to Seattle in 2017.

Regarding the ethical lessons she has learned in her career, Rogan believes that at its core, ethics means integrity, trust and building confidence with employees, customers, governments and the community. Your ethics support that you are trustworthy, great to do business with and have morals you’ll stay true to.

She also elaborates on the critical importance of ethics in a service business because customers must have complete trust that you’ll always do the right thing.

We congratulate Rogan on her successful career and look forward to seeing her in Barsema Hall one day soon.
LEAD students compete in Florida ethics case competition

LEAD students traveled to Florida in February, 2020 to compete in the Templeton Business Ethics Case Competition for the second time. The competition, which students have participated in before, was held at Stetson University in DeLand, Florida with twenty colleges and universities in attendance, including NIU. Ethical case competitions are a wonderful opportunity for students. They test the ethical judgment of students as well as general business skills such as presentation, public speaking, and answering questions. This event also gives students the opportunity to travel and network with students from other colleges and universities. This year, BELIEF Director Neil Doughty and four students traveled to the event. Alison Kramer, who attended the competition last year, and Sahar Baig competed in the event with Zane George and Katherine Lavoie acting as observers to learn more about case competition and preparing them for future competitions. Kramer and Baig went under the moniker SA Consulting, a fictitious consulting firm. The teams were given an ethical case weeks before the competition, giving them time to research and prepare. This year's case was titled, “Nestlé and Ginnie Springs: Socially Responsible Business Practice or Harmful Extraction of a Scarce Natural Resource?” The case stated Nestlé wanted to pump 1.152 million gallons of water per day from Ginnie Springs near High Springs, Florida. Previously, only 260,000 gallons were pumped per day. The ethical decision was if the Suwanee River Water Management District Governing Board should grant Nestlé the permit or not. The teams needed to assume the identity of an advisory group to the board and prepare a twenty-minute presentation on the legal, financial, and ethical considerations of the water permit. They were also to create and share their proposed solution and what stance they believe the board should take.

Kramer, Baig and other members of LEAD performed extensive research on the situation. Their position was that the permit should be approved and Nestlé should be allowed to pump the 1.152 million gallons of day. However, Nestlé would need to take an incremental approach, gradually increasing the amount of water they pump per day. Meanwhile, the Suwanee River Water Management District would be continuously monitoring the water quality and the surrounding ecosystem, ensuring the area's health. After creating the presentation, Kramer and Baig practiced presenting their solution several times in front of LEAD, College of Business faculty and other supporters. They did a magnificent job presenting to the judges at the competition and answering two rounds of questions from the judges' panel. They placed second in their bracket and represented NIU and the College of Business with great poise and benefited substantially from the experience.

LEAD students competed in the Templeton Business Ethics Case Competition. Left to right were observers Katherine Lavoie and Zane George and competitors Alison Kramer and Sahar Baig.
Board member Hajdukovic embodies NIU success story

BELIEF board member Steve Hajdukovic embodies the NIU success story. As a first-generation college student, he worked his way through NIU, graduating from the College of Business with an accountancy degree in 1990. Hajdukovic also met his wife during his time at NIU. After completing his CPA exam in 1990 he joined KPMG that same year and recently celebrated his 30-year anniversary with the firm, where he has been a partner since 2001. Hajdukovic started his career in KPMG’s Oak Brook office, focusing on tangible product middle market companies in manufacturing, retailing and distribution, and was eventually made partner of that same group. Hajdukovic subsequently became HR partner and practice leader over several hundred employees and has also been active in campus recruiting throughout his career.

He offers the following advice to students regarding best practices in ethics for their professional careers. First, find mentors within your company whose values you aspire to or share, and with whom you can consult for advice during your career. Second, know the policies and procedures for reporting ethical lapses at your company, whether it is the HR department, an ethics hotline or some other mechanism. Finally, be prepared to leave a company whose ethics you find to be egregious. Your reputation can be damaged irreparably by staying with such a company and although leaving may be painful in the short run, it is best for your career in the long run.

Hajdukovic has been involved with BELIEF since its inception as a board member and benefactor. As a board member he provides invaluable industry perspective to BELIEF and continues to shape ethics education at the College of Business in innovative and insightful ways. Hajdukovic and KPMG have also been incredibly generous benefactors to BELIEF, for which we are very grateful. In 2017, Hajdukovic brought his colleague Sean Morrison onto the BELIEF board with the goal of continuing KPMG’s involvement after his eventual retirement, hopefully many years from now.

We wish a sincere thank you to Hajdukovic for his important and long standing support of BELIEF.

BELIEF program thanks Bishop for support

The BELIEF program wishes to express its gratitude to Terry Bishop on his many years of staunch support for BELIEF and ethics education at the College of Business. Bishop, who retired in 2020 after 33 years at the college, was one of the founders and originators of the BELIEF program. He participated in Faculty for Ethics for its entire existence, participated in ethics panel discussions and workshops, and incorporated ethics elements in the many courses he taught over the years.

We appreciate Bishop’s many contributions to BELIEF and look forward to seeing him back in Barsema Hall soon. Bishop was a great sounding board and always very encouraging of new ideas for strengthening and reinforcing ethics education.

Terry Bishop.
Two new FFE members

Mark Mellon

Mark Mellon joined Northern Illinois University as an assistant professor in 2018 and joined FFE in fall 2019. Mellon teaches managerial accounting courses at the undergraduate and graduate levels. Prior to joining NIU, he taught at the University of South Florida, Florida State University and the University of New Brunswick. While at the University of South Florida he was nominated four times for the Beta Alpha Psi Outstanding Teaching Award. Mellon is passionate about teaching the judgment and decision-making aspects of managerial accounting. He holds a B.B.A. in accounting from Saint Francis Xavier University, an MBA from Saint Mary’s University and a Ph.D. in accounting from Florida State University.

Mellon’s research focuses on judgment and decision-making that occurs in an accounting context. More specifically, his research examines the impact of monetary incentives and ethical dilemmas upon decision-making. He has published in such journals as the Journal of Business Ethics, Issues in Accounting Education and Behavioral Research in Accounting.

Mellon expresses his interest in ethics education saying, “I’m fortunate to be at a place that values ethics education the way that NIU does. I am grateful for the opportunity to serve on the Faculty for Ethics team and to be able to shape the delivery of ethics in the accounting curriculum at the College of Business.”

Mellon injects ethics education into his courses via case studies, discussion and guest speakers.

Welcome to FFE, Professor Mellon!

Reza Rajabi

Reza Rajabi joined the College of Business as an assistant professor of marketing in August 2019 after completing his Doctor of Philosophy degree in business, management and marketing at the University of Massachusetts, Amherst. He received his B.S. in industrial engineering and M.S. in socio-economic system engineering. Rajabi’s academic research interests lie at the intersection of marketing/sales and analytics. Applying various data analytics methods, his primary research focuses on sales analytics and marketing/sales capabilities at early stages of startups.

Rajabi became a member of Faculty for Ethics shortly after joining the College of Business due to his belief in the critical importance of ethics education. He was impressed with the structure of the BELIEF program and the way ethics are emphasized in every course at the college. He deeply believes that business ethics is an essential part of any economic activity and therefore, he injects ethics education into his courses via case studies, discussion and guest speakers. He is also active on the Faculty for Ethics team in shaping and influencing the ways in which ethics education is delivered at the College of Business.

He said, “I’m pleased to be at the College of Business where the BELIEF program is so firmly ingrained and supported.”

We appreciate his contributions and welcome him to FFE.
LEAD — Leaders in Ethics and Academic Discipline

Tera Lima
President

Alison Kramer
Vice President

Sydney Klunk
Secretary

Zach Kalk
Director of Outreach

Robby Bishop
Graduate Assistant

Hannah Kofoi
Director of Marketing

Nick Greer
Director of Sales
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.
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.

Dr. Daewoo Park
Associate Dean

Amy Buhrow
Senior Director, Strategy,
Student Success and Accreditation

Neil Doughty
BELIEF Director

Pam Smith
Accountancy

Mark Mellon
Accountancy

John Pendergrass
OM&IS

Reza Rajabi
Marketing

Wenlian Gao
Finance

Terry Bishop
Management
BELIEF Director Neil Doughty took a team of seven LEAD students in October 2019 to compete in the Upper Midwest Regional Ethics Bowl, held at Harper College in Palatine, Illinois. In the ethics bowl format, the team must prepare to argue the ethics of cases from a selection of 12 that have been provided in advance by bowl organizers. They make their argument face to face with a team from another college or university and then respond to counter arguments from the opposing team, before reversing the process and providing counter arguments to the other team’s presentation of a different case. Judges then score who did the best overall in that round and the teams move on to another round with different opponents. This format is a wonderful learning opportunity because it exercises so many skills including research, critical thinking, teamwork, speaking and logic. The LEAD team did a terrific job, represented the College of Business well and afterward commented on how valuable was the experience.
### BELIEF Budget Reconciliation (07/2019-06/2020)

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Multiple support levels available for BELIEF sponsors.

The 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 from the classroom to the business world.

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**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 the 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 bi-annual Board Round Up: X X
- One-on-one meeting with Dean Rajagopalan: X

**BRAND EXPOSURE AND PROMOTION**

- Recognition at all BELIEF/LEAD events, online, in all publications and in the 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 resume book: X X
- ELC resume book: X
- Passport event scheduling assistance — two per year: X

**CONSULTING SERVICES**

- Priority participation in the 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.
The success of the BELIEF Program primarily lies in two places: the support of the College of Business and the commitment of our corporate partners.

**College of Business**

The college has provided programmatic support from the inception of the program. Through the vision of dedicated faculty members with a penchant for ethics, and the financial commitment of the college secured by former Dean Schoenbachler, BELIEF has been able to thrive and flourish as a leading ethics education model for NIU and other institutions of higher education around the country and the world. Recognizing the importance of ethics education, the college continues to support the BELIEF Program with a portion of its operating funds. The ultimate financial goal for BELIEF is to stand independently on firm fiscal grounds with outside funding that will provide program existence into perpetuity.

**Corporate Partners**

Without a doubt, the BELIEF Program would not be as successful as it is without the commitment of time, talent, and treasure from its corporate partners. Although the landscape of those partners has changed from time to time over the years, all partners have one unique thing in common: a strong desire to make a difference in the ethical decision-making of college students. Each corporate partner has made a multi-year funding commitment to provide most of the budget needed to operate the program. In turn, the program has done its best to demonstrate the return on investment through our alumni, events, and educational metrics that are unique to the College of Business.

**Our Future**

As the BELIEF Program examines ways to become even more financially independent, we are looking at different financial models to guide our future. We are encouraged by the number of individual donors who are impressed enough with our program to give of their personal resources, and we welcome even more of those individuals to contact us for more information. Together, we can and will continue to make a lasting impact on our community and in our world one ethical decision at a time.

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**Thank You to Our Corporate Partners**

![CAT logo]

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