

Developing A Campus Honor Code: A Unifying Force Of Civility



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Objectives for today's webinar

Participants will:

- Discuss the issue of civility on college campuses.
- Review the primary models of honor codes.
- Learn about approaches to developing the values on which the honor code is based.
- Learn ways to achieve key stakeholder buy-in.
- Talk about the importance of marketing and leave with roll-out strategies for their adopted code.



Which statement best describes your institution?

- a. We do not have an honor code and are just starting to talk about it
- b. We have a committee that is working on developing an honor code.
- c. We have an honor code but no one knows about it.
- d. Other (provide comments in the chat feature)



Why is there a sudden resurgence in interest
in student honor codes?

In a word...

CIVILITY

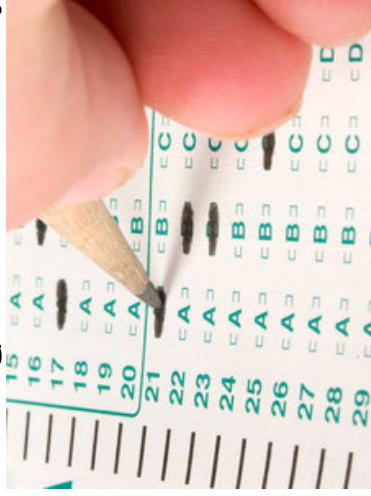


Examples of Incivility

Interpersonal



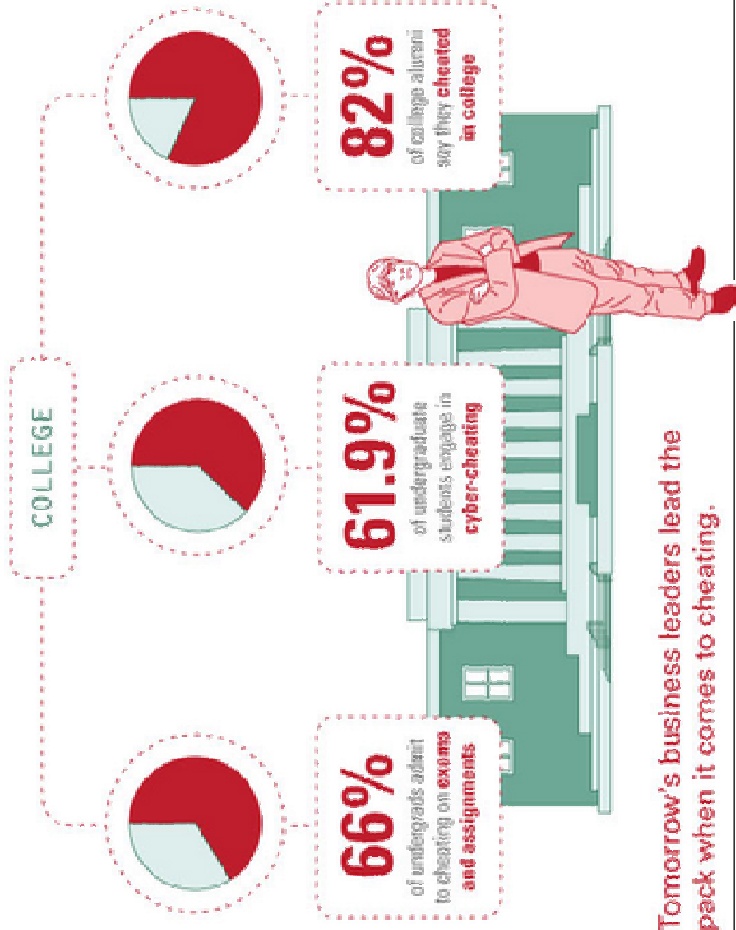
Cheating/Academic Honesty



Classroom Civility Issues



Disagreeing Agreeably



Tomorrow's business leaders lead the pack when it comes to cheating.

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Coursera Adds Honor-Code Prompt in Response to Reports of Plagiarism

August 24, 2012, 2:31 pm

By Jeffrey R. Young

Leaders of Coursera, an upstart company offering free online courses by professors at well-known universities, this week added a feature designed to curb incidents of student plagiarism on homework assignments.

The move comes just days after an article in *The Chronicle* reported that many students were suspected of cheating on homework in Coursera's Massive Open Online Courses, even though the classes, known as MOOC's, offer no academic credit.

The step is a small one, but it was carried out with the start-up company's signature swiftness. Students in Coursera's courses must now renew their commitment to its academic honor code every time they submit an essay assignment for grading by peers.

Specifically, they must check a box next to this sentence: "In accordance with the Honor Code, I certify that my answers here are my own work, and that I have appropriately acknowledged all external sources (if any) that were used in this work."

Why is Does Incivility Seem to Be Growing?

McMansions



Changes in Parenting



Access to Higher Ed



Technology



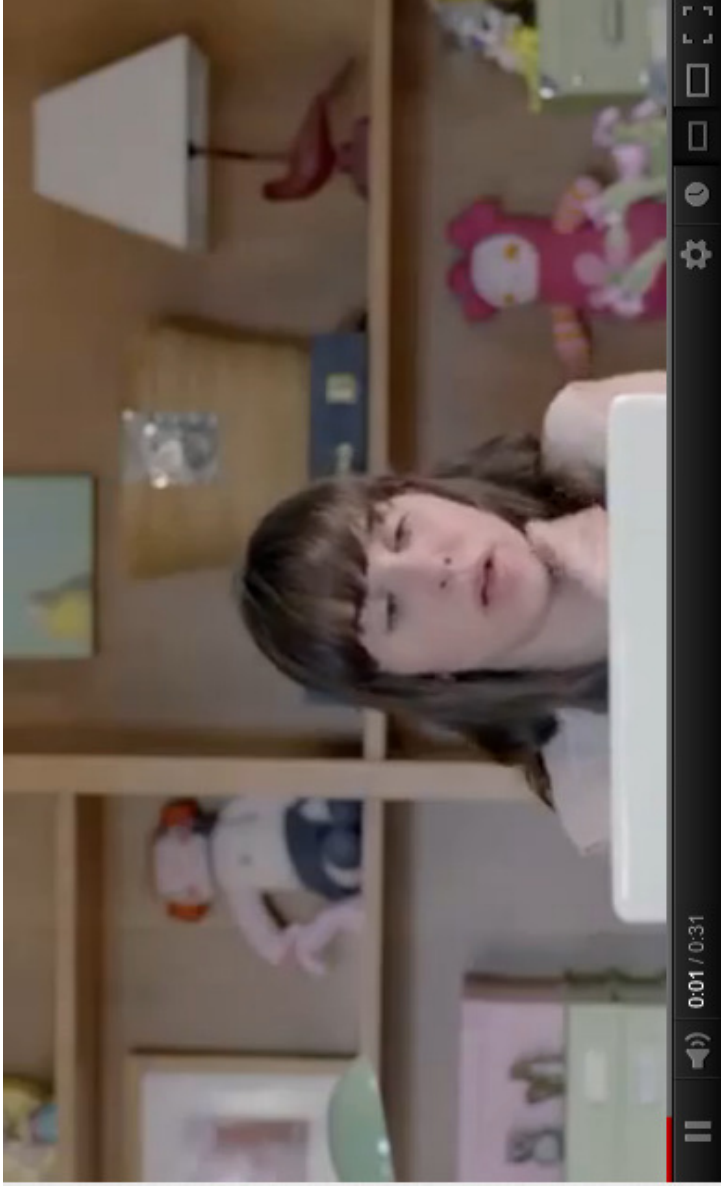
Students are more likely to have never shared a room prior to coming to college.

A more intrusive parenting style has left some students less able to manage their own affairs.

Initiatives to “close the gaps” have resulted in more first-generation college students. These students may not understand how to conform to our traditional expectations of how a college student should behave because they lack knowledgeable role models and guidance.

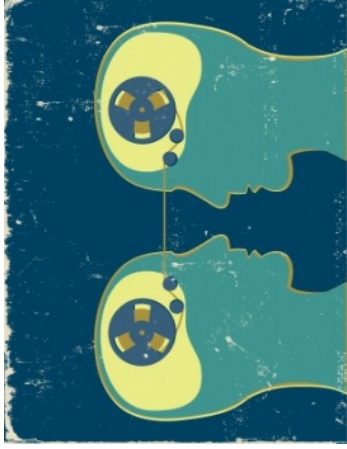
Students seems to be redefining their relationships with others in more consumerist terms (social exchange).





<http://www.youtube.com/watch?v=TUGmcb3mhLM>

What is the result?



Changes in Dispositional Empathy

A study conducted by researchers at the University of Michigan found that college students are less likely to understand the emotions of others than their age group's predecessors. The test group scored 40 percent lower on an empathy test than participants in the same study 20 and 30 years ago (Konrath, 2010).



Narcissism

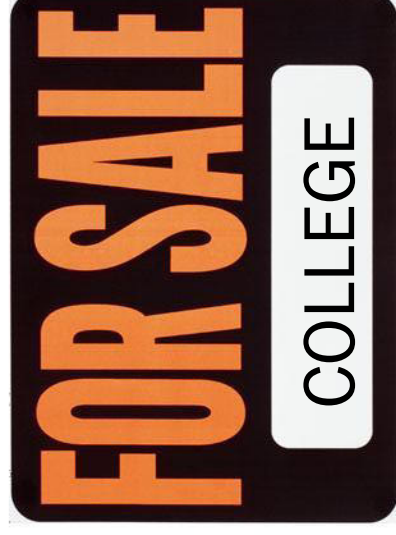
Dr. Jean Twenge, whose books include, “Generation Me: Why Today’s Young Americans Are More Confident, Assertive, Entitled—and More Miserable Than Ever Before” and “The Narcissism Epidemic: Living in the Age of Entitlement,” writes, “We live in a time when high self-esteem is encouraged from childhood, when young people have more freedom and independence than ever, but also far more depression, anxiety, cynicism, and loneliness... More than any other generation in history, the children of [this generation] are disappointed by what they find when they arrive at adulthood.”

A changing culture...



Technology

How often do you observe students speaking to someone on their cell phone in a bathroom stall? Most often, they make no effort to conceal that this is what they are doing. This illustrates how linked students are with technology.



Consumerism

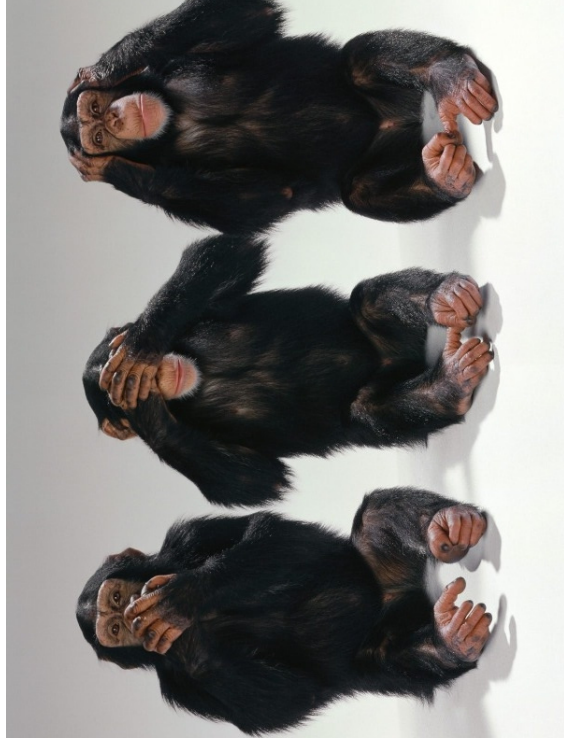
Today's students do not see a college degree as being in any way different from any other purchases they make. They expect to be treated like a customer, they expect it to be customizable and they expect their needs to be served at all times. This often clashes with the expectations of faculty.

Broken Windows



- People decide what they will or won't do based on their perceptions of others.
- Very few students read our codes of conduct.
- “No one rises to low expectations.”

A Change in Mindset: Bookstore Example



Students have great difficulty holding their peers accountable and tend to strongly oppose appearing to telling others what to do or how to live their life.



Why did we institute an honor code?

- To teach all of our students about ethics and values.
- To help acculturate and provide social capital to first-generation students.
- As a retention strategy.



Cognitive vs. Affective Retention Strategies



Cognitive (Ability)

- Study Skills
- Developmental Courses
- Tutoring
- Supplemental Instruction



Affective (Effort)

- Self-Efficacy
- Motivation
- Locus of Control
- Values



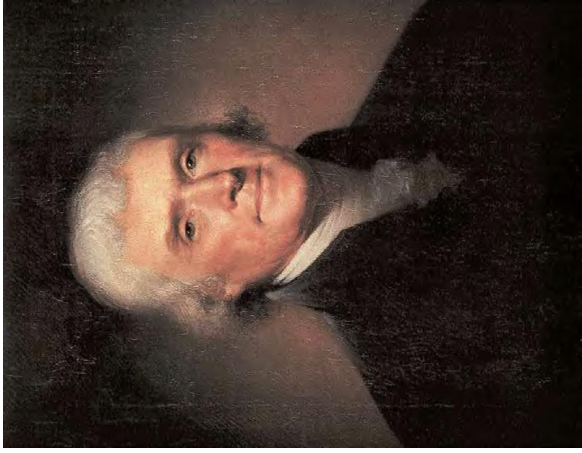
The Bottom Line

The first step in changing student behavior isn't quiet resentment of that behavior. We are educating a changing student demographic and need to make moral/ethical education a priority at our institutions.



Honor Codes





“The article of discipline is the most difficult in American education. Premature ideas of independence, too little repressed by parents, beget a spirit of insubordination, which is the great obstacle to science with us, and a principal cause of its decay since the revolution. I look to it with dismay in our institution, as a breaker ahead, which I am far from being confident we shall be able to weather.”

— Thomas Jefferson
(Letter to Thomas Cooper, 1822).



Examples of Honor Codes:



The Honor Code & Honor Councils

Among the most significant traditions of the College of William and Mary in Virginia is its student-administered honor system. The Honor Code is an enduring tradition at the College with documented history that originates as far back as 1736. Today, students administer the Honor Oath to each incoming freshman and educate faculty and administration on the relevance of the Code and its application to students' lives at the College. Students administer the Code through six Honor Councils and the Council of Chairs. The Honor Code prohibits lying, cheating, and stealing.

The Pledge

"As a member of the William and Mary community, I pledge on my honor not to lie, cheat, or steal, either in my academic or personal life. I understand that such acts violate the Honor Code and undermine the community of trust, of which we are all stewards."

The Honor Councils

William and Mary's Honor Council consists of six councils: Undergraduate, Education, Law, Marine Sciences, Business, and Arts and Sciences. The governing bodies of each of these entities determine the criteria for selection/election of their officers and council members.



Examples of Honor Codes:



“We believe in being honest, true, chaste, benevolent, virtuous, and in doing good to all men. . . . If there is anything virtuous, lovely, or of good report or praiseworthy, we seek after these things.”

As a matter of personal commitment, faculty, administration, staff, and students of Brigham Young University, seek to demonstrate in daily living on and off campus those moral virtues encompassed in the gospel of Jesus Christ, and will:

- Be honest
- Live a chaste and virtuous life
- Obey the law and all campus policies
- Use clean language
- Respect others
- Abstain from alcoholic beverages, tobacco, tea, coffee, and substance abuse
- Participate regularly in church services
- Observe the Dress and Grooming Standards
- Encourage others in their commitment to comply with the Honor Code

Specific policies embodied in the Honor Code include (1) the Academic Honesty Policy, (2) the Dress and Grooming Standards, (3) the Residential Living Standards, and (4) the Continuing Student Ecclesiastical Endorsement.



Examples of Honor Codes:



Aggie Code of Honor

“An Aggie does not lie, cheat or steal or tolerate those who do.”

From their Website: The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty and integrity, characteristics that Aggies have always exemplified.

The Aggie Code of Honor functions as a symbol to all Aggies, promoting understanding and loyalty to truth and confidence in each other.

Honor Council

The Aggie Honor Council is a body of peers who support the processes and mission of the Aggie Honor System Office (AHSO). Honor Council members play several roles in supporting a commitment to academic integrity and the Honor Code here at Texas A&M.



Examples of Honor Codes:



- Vanderbilt University has also been governed by an Honor Code since its founding. Freshmen attend an honor code ceremony to protect the traditions and academic integrity of the university.
- A plaque of the honor code is engraved in the student life center with a quote by once-Chancellor Madison Sarratt, "Today I give you two examinations, one in trigonometry and one in honesty. I hope you pass them both, but if you must fail one, let it be trigonometry for there are many good men in this world today who cannot pass an examination in trigonometry, but there are no good men in the world who cannot pass an examination in honesty."



Examples of Honor Codes



- We advertise The SFA Way as “more than just an honor code, but the WAY we do things at SFA.” It is built on the statement, “We strive for personal excellence in everything we do.” It is girded by the “five root principles” of respect, responsibility, caring, unity and integrity. “



Which style of honor code do you think would work best at your institution?

- a. An aspirational code.
- b. A code with enforcement in the code of conduct.
- c. A code with an honor board.
- d. Other model (use the chat feature)



Ethics, Morals and Values

The terms, “ethics,” “values” and “morals” are often used interchangeably, but they are distinct terms.

Ethics refers to compliance with rules or laws (made by ones self or others).

Morals refers to our beliefs about right and wrong. These are generally influenced by our family, culture and religious background.

Values refer to beliefs only if they influence what we do. Without actions, it is only a belief – not a value.



Stakeholder Buy-In



Project Overview

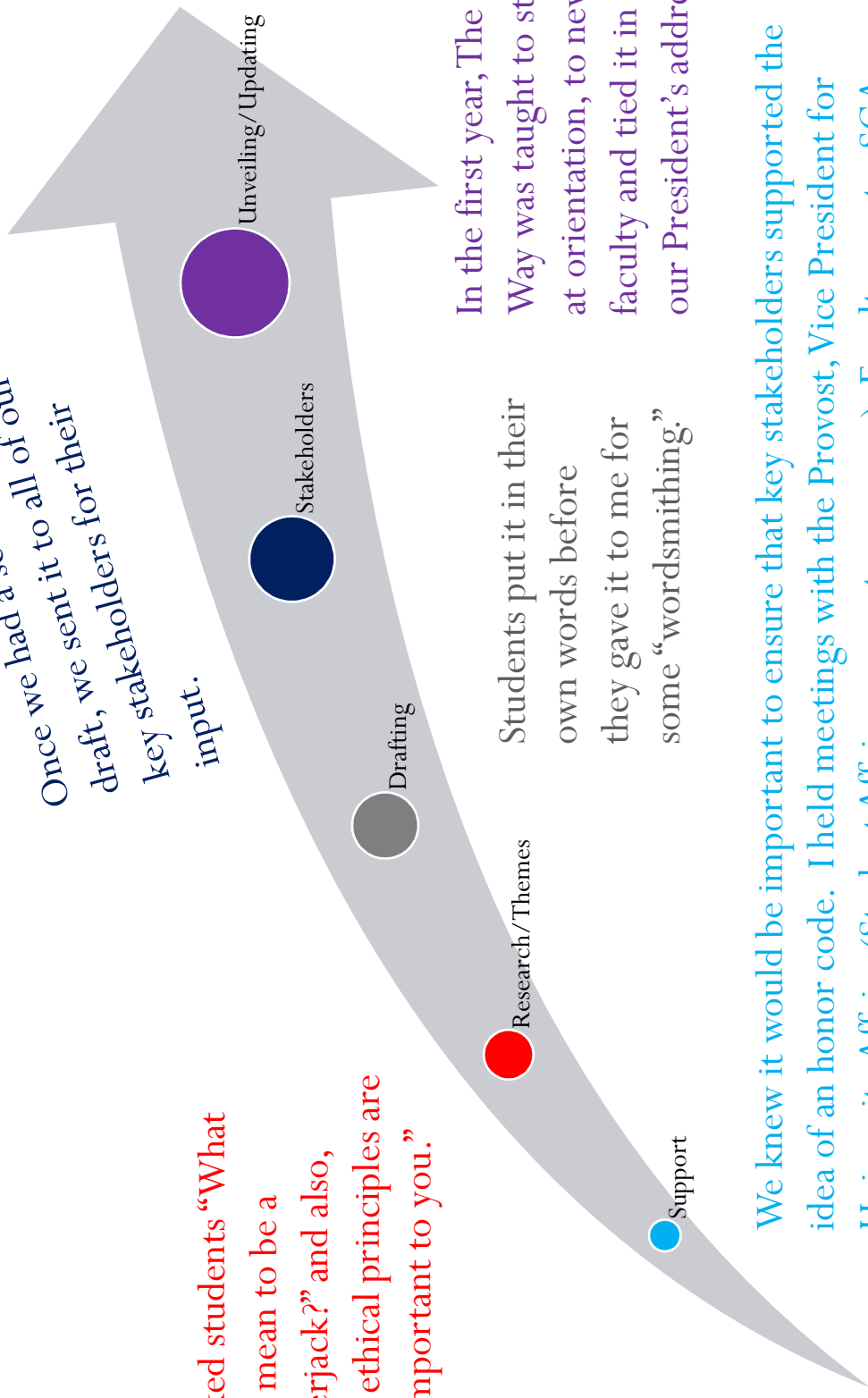
Once we had a serviceable draft, we sent it to all of our key stakeholders for their input.

We asked students “What does it mean to be a Lumberjack?” and also, “What ethical principles are most important to you.”

In the first year, The SFA Way was taught to students at orientation, to new faculty and tied it in with our President’s address.

Students put it in their own words before they gave it to me for some “wordsmithing.”

We knew it would be important to ensure that key stakeholders supported the idea of an honor code. I held meetings with the Provost, Vice President for University Affairs (Student Affairs on most campuses), Faculty senate, SGA President and sought the support of our University President.



Consideration for Stakeholder Buy-In

- Values are deeply personal and individualized.
- There are strong cultural issues at play.
- Top-down support is key.
- You have to clearly communicate how the values are developed or it may look manipulative.
- Consult faculty early and often.
- Build “coalitions of the willing.”



Developing the Values



Collecting Values



Collecting Values

- Abundance
- Acceptance
- Accessibility
- Accomplishment
- Accuracy
- Achievement
- Acknowledgement
- Activeness
- Adaptability
- Adoration
- Adroitness
- Adventure
- Affection
- Affluence
- Aggressiveness
- Agility
- Alertness
- Altruism
- Ambition
- Amusement
- Anticipation
- Appreciation
- Approachability
- Articulacy
- Assertiveness
- Assurance
- Attentiveness
- Attractiveness
- Audacity
- Availability
- Awareness
- Awe
- Balance
- Beauty
- Being the best
- Belonging
- Benevolence
- Bliss
- Boldness
- Bravery
- Brilliance
- Buoyancy
- Calmness
- Camaraderie
- Candor
- Capability
- Care
- Carefulness
- Celebrity
- Certainty
- Challenge
- Charity
- Charm
- Chastity
- Cheerfulness
- Clarity
- Cleanliness
- Clear-mindedness
- Cleverness
- Closeness
- Comfort
- Commitment
- Compassion
- Completion
- Composure
- Concentration
- Confidence
- Conformity
- Congruency
- Connection
- Consciousness
- Consistency
- Contentment
- Continuity
- Contribution
- Control
- Conviction
- Conviviality
- Coolness
- Cooperation
- Cordiality
- Correctness
- Courage
- Courtesy
- Craftiness
- Creativity
- Credibility
- Cunning
- Curiosity
- Daring
- Decisiveness
- Decorum
- Deference
- Delight
- Dependability
- Depth
- Desire
- Determination
- Devotion
- Devoutness
- Dexterity
- Dignity
- Diligence
- Direction
- Directness
- Discipline
- Discovery
- Discretion
- Diversity
- Dominance
- Dreaming
- Drive
- Duty
- Dynamism
- Eagerness
- Economy
- Ecstasy
- Education
- Effectiveness
- Efficiency
- Elation
- Elegance
- Empathy
- Encouragement
- Endurance
- Energy
- Enjoyment
- Entertainment
- Enthusiasm
- Excellence
- Excitement
- Exhilaration

▪ Expectancy	▪ Gallantry	▪ Intelligence	▪ Modesty
▪ Expediency	▪ Generosity	▪ Intensity	▪ Motivation
▪ Experience	▪ Gentility	▪ Intimacy	▪ Mysteriousness
▪ Expertise	▪ Giving	▪ Intrepidity	▪ Neatness
▪ Exploration	▪ Grace	▪ Introversion	▪ Nerve
▪ Expressiveness	▪ Gratitude	▪ Intuition	▪ Obedience
▪ Extravagance	▪ Gregariousness	▪ Intuitiveness	▪ Open-mindedness
▪ Extroversion	▪ Growth	▪ Inventiveness	▪ Openness
▪ Exuberance	▪ Guidance	▪ Investing	▪ Optimism
▪ Fairness	▪ Happiness	▪ Joy	▪ Order
▪ Faith	▪ Harmony	▪ Judiciousness	▪ Organization
▪ Fame	▪ Health	▪ Justice	▪ Originality
▪ Family	▪ Heart	▪ Keeness	▪ Outlandishness
▪ Fascination	▪ Helpfulness	▪ Kindness	▪ Outrageousness
▪ Fashion	▪ Heroism	▪ Knowledge	▪ Passion
▪ Fearlessness	▪ Holiness	▪ Leadership	▪ Peace
▪ Ferocity	▪ Honesty	▪ Learning	▪ Perceptiveness
▪ Fidelity	▪ Honor	▪ Liberation	▪ Perfection
▪ Fierceness	▪ Hopefulness	▪ Liberty	▪ Perkiness
▪ Financial	▪ Hospitality	▪ Liveliness	▪ Perseverance
▪ Independence	▪ Humility	▪ Logic	▪ Persistence
▪ Firmness	▪ Humor	▪ Longevity	▪ Persuasiveness
▪ Fitness	▪ Hygiene	▪ Love	▪ Philanthropy
▪ Flexibility	▪ Imagination	▪ Loyalty	▪ Piety
▪ Flow	▪ Impact	▪ Majesty	▪ Playfulness
▪ Fluency	▪ Impartiality	▪ Making a	▪ Pleasantness
▪ Focus	▪ Independence	difference	▪ Pleasure
▪ Fortitude	▪ Industry	▪ Mastery	▪ Poise
▪ Frankness	▪ Ingenuity	▪ Maturity	▪ Polish
▪ Freedom	▪ Inquisitiveness	▪ Meekness	▪ Popularity
▪ Friendliness	▪ Insightfulness	▪ Mellowness	▪ Potency
▪ Frugality	▪ Inspiration	▪ Meticulousness	▪ Power
▪ Fun	▪ Integrity	▪ Mindfulness	▪ Practicality

- Pragmatism
- Precision
- Preparedness
- Presence
- Privacy
- Proactivity
- Professionalism
- Prosperity
- Prudence
- Punctuality
- Purity
- Realism
- Reason
- Reasonableness
- Recognition
- Recreation
- Refinement
- Reflection
- Relaxation
- Reliability
- Religiousness
- Resilience
- Resolution
- Resolve
- Resourcefulness
- Respect
- Rest
- Restraint
- Reverence
- Richness
- Rigor
- Sacredness
- Sacrifice
- Sagacity
- Sainthood
- Sanguinity
- Satisfaction
- Security
- Self-control
- Selflessness
- Self-reliance
- Sensitivity
- Sensuality
- Serenity
- Service
- Sexuality
- Sharing
- Shrewdness
- Significance
- Silence
- Silliness
- Simplicity
- Sincerity
- Skillfulness
- Solidarity
- Solitude
- Soundness
- Speed
- Spirit
- Spirituality
- Spontaneity
- Spunk
- Stability
- Stealth
- Stillness
- Strength
- Structure
- Success
- Support
- Supremacy
- Surprise
- Sympathy
- Synergy
- Teamwork
- Temperance
- Thankfulness
- Thoroughness
- Thoughtfulness
- Thrift
- Tidiness
- Timeliness
- Traditionalism
- Tranquility
- Transcendence
- Trust
- Trustworthiness
- Truth
- Understanding
- Unflappability
- Uniqueness
- Unity
- Usefulness
- Utility
- Valor
- Variety
- Victory
- Vigor
- Virtue
- Vision
- Vitality
- Vivacity
- Warmth
- Watchfulness
- Wealth
- Willfulness
- Willingness
- Winning
- Wisdom
- Wittiness
- Wonder
- Youthfulness
- Zeal

Collecting Values: Focus Groups

Honesty

Integrity



Citizenship

Loyalty

Consultation

Consultation and Implementation of the SFA Way

Consultation

Students	Status	Faculty	Status	Administration	Status
Student Government Association	Complete	Faculty Senate Chair	Complete	President	Complete
Student Organizations	Complete	Faculty Senate	Complete	Provost	Complete
		Individual Academic Deans	Complete	Vice President of Development	Complete
		Academic Affairs Council	Complete	Vice President of University Affairs	Complete
				Executive Director of Enrollment Management	Complete
				Executive Director of Marketing	Complete
				Executive Director of Alumni Affairs	Complete
				Director of Human Resources	Complete
				Director of Athletics	Complete
				Alumni Board	Complete

Implementation

Students	Responsible	Status
Marketing piece designed by Enrollment Management	Enrollment Management	Complete
Send to Admitted Students	Enrollment Management/Student Affairs share cost. Admission adds to comm. flow.	Complete
Add to new employee packets	Human Resources	Complete
Add to PowerPoints in Showcase Saturday	Enrollment Management	Complete
Use to guide discussion of academic integrity in orientation	Orientation Programs	Complete
Add to convocation	Enrollment Management/Student Affairs	Complete
Put on MYSFA	Student Affairs	Complete
Campus Awards	Student Affairs	Complete
State of the University Address	President's Office	Complete
Website	Dean of Student Affairs	Complete
Integrity Week	Student Government Association	Complete
Add to Jack Camp	Student Affairs	Complete
Student Organizations	Student Activities	Complete
Letter from SGA President for comm. flow		Complete

Promoting/Marketing the Code



Branding

- School Spirit and Traditions are part of a “brand.”
- A brand is, a “Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.” – American Marketing Association dictionary.
- Branding Statements must be an authentic representation of the brand.
- Brands have “touch points” which are points of entry for the brand.



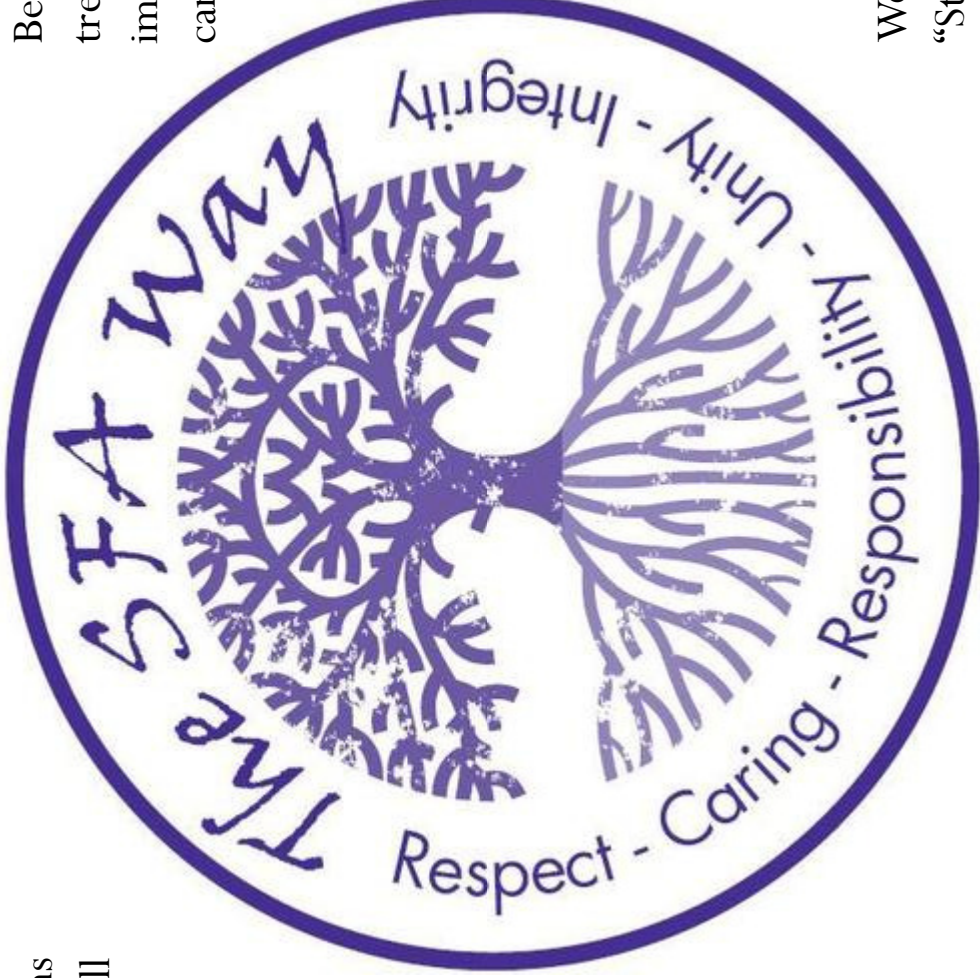
The “Way” in the name refers to both a means of doing things as well as a path for success.

Because of our location, trees are symbolically important on our campus.

Roots make a good symbolic element for us as well. However, we avoided pine trees as they have notoriously shallow roots.

The values listed in The SFA Way are called our “Five Root Principles.”

We adopted the tagline, “Striving for Personal Excellence in Everything We Do.”





<http://www.youtube.com/watch?v=ND50DxWTc24>

SFA Way Pin:



- Each year, the President of the University gives the “State of the University” address to all faculty and staff. In the first year of the program, we gave information about the program to all faculty and staff in attendance and provided each with a lapel pin.
- Students who sign an SFA Way Pledge card received a pin.
- At the next meeting of the Board of Regents, each regent signed an SFA Way pledge and received the pin. New members have carried on this tradition.





SFA Way Pledge

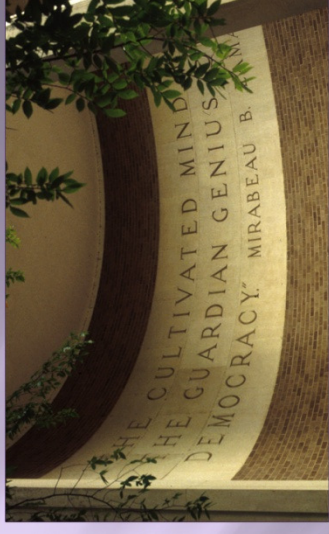
THE SFA WAY PLEDGE: I promise, to strive for personal excellence in everything that I do. And to live by the five root principles of respect, responsibility, caring unity and integrity.

SFA Way Shirts:



Artwork

- We placed “successories” style artwork in three high traffic areas of campus.
- We’ve received inquiries from other areas with an interest in displaying them in their areas.



INTEGRITY

Lumberjacks have the courage to do what is right, even when it is hard or unpopular.



THE SFA WAY

Striving for personal excellence in everything we do.



RESPECT

Lumberjacks command respect and treat others with respect.

SFA Way Poster

- Posters were designed to have a timeless quality. We wanted The SFA Way to feel as if it had been around for a while, and for the posters to look appropriate for years to come.
- Designed to be 24 x 36 so they would fit into standard frames. This made it more likely that people would display in offices.
- We had them framed for the Office of the President and each of the Vice Presidents offices.
- We presented them to offices who frequently interact with students.



following THE WAY

Education as a Path to Transforming Into
The Person You Want to Become

By Dr. Adam Peck
Dean of Student Affairs
Stephen F. Austin State University

Congratulations! As you read these words, you are beginning the first of many assigned readings at SFA. During your time at this university, you will be asked to contribute as an equal partner in your educational experience. Many find this to be liberating and a nice change from the ways they have been taught in the past. There may be times when memorizing facts and figures is an important part of your learning, but more often, we'll be asking you to put what you learn into context and to combine it and compare it with other things you are learning both inside and outside of the classroom to increase your reasoning, your critical thinking and your ability to develop new ideas.

It has been said that today's college students have access to more information than ever before. One scholar wrote, "Knowledge is no longer a scarce or stable commodity" (Keeling, 2004). This means that the digital age has given everyone access to a wealth of information on a variety of topics. But this information is changing at a dizzying speed.

This has led some educators to conclude that education can no longer be solely about the transfer of knowledge from professors to students. It has to be about exposing students to information that can prompt their thinking in new directions and make new discoveries. This kind of learning is transformational; it will change you. Knowing that your experiences at SFA are expected to change you may lead you to ask the question, "How will I be changed?"

This kind of learning is transformational; it will change you.

This reading will discuss some of the goals that we have for your learning while you are here.

At the end of the summer, fall and spring semesters the university holds graduation ceremonies to confer degrees upon those who have earned them during the preceding semester. As the provost (the chief academic officer of the university) presides over the ceremony he says, "...each of these candidates is recommended to you by the faculty



and the Council of Deans as being qualified for the rights and privileges of a person of reason." Helping you to refine your intellect towards becoming a person of reason is a significant goal here at the university. Your learning goes beyond developing the reasoning skills needed to determine what you believe. We want you to acquire the communication skills to explain it to others, the courage to defend what you believe to those who disagree with you, the empathy to understand others' points of view, the character to admit when you are wrong and the civility to treat others with respect—even when they do not extend to you the same courtesy to you. These are lofty, but attainable goals. While these are goals that many of us have for you, we hope these will be shared goals that we can pursue together.

Success in college, and indeed, success in life, is usually determined by a combination of two primary factors—ability and effort. Those with a lot of ability may get by even if the effort is less. Those who are willing to put significant effort may be able to overcome limitations. For those who bring high ability and effort, no one can help them. Those who follow SFA Way and put forth their best efforts in addition to their ability

ethics. The first is a standard to follow. The second is the will to follow it. The SFA Way provides the part, students themselves will not provide the latter.

The "Way" has two meanings. It both to a method of doing things as in "the way we do things here: SFA," and also a road or path, as "following the way."

We feel that if students do things according to The SFA Way, they be following a path that ultimately leads to their success. Summed up in a few short words, The SFA Way is driven by a guiding principle if we "strive for personal excellence in everything we do." One can easily see how those who follow the principle can be successful. Success in college, and indeed, success in life usually determined by a combination of two primary factors—ability and effort. Those with a lot of ability may get by even if the effort is less. Those who are willing to put significant effort may be able to overcome limitations. For those who bring high ability and effort, no one can help them. Those who follow SFA Way and put forth their best efforts in addition to their ability

One means that we will use to guide you is something called "The SFA Way." It is a statement of our collective beliefs as a university. It was created by faculty, staff, administration and students to provide a road map for students as they navigate their college experience. The leadership expert John C. Maxwell (2003) suggests that "there are only

Next Steps



Renaming of a plaza area as “The SFA Way.”



This fall, participants in our campus ropes course will follow challenge course curriculum based on The SFA Way



This fall we are overhauling our Student Code of Conduct to refer to The SFA Way. It won't change the way the policy functions, it will just include references to the code.

Comments

Questions

Feedback



Thank you!

Contact me: Adam Peck
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Visit my website: ApexEducationalPrograms.com



Thank you for your participation!