



Annual **Report**

Center for Principle-Based
Leadership and Ethics

2023



GROWTH, TEAMWORK, AND COMMITMENT

The Center for Principle-Based Leadership & Ethics (PBLE) has made impressive progress in its first year. PBLE continues to foster ethical leadership on campus and within the region in accordance with our mission. This mission is to develop the next generation of ethical leaders and organizations in Wyoming and beyond through three key areas: Student Learning, Outreach, and Collaboration.

PBLE increased the experiential learning opportunities for students by hosting its first Ethical Leadership Showcase this past spring, graduating the first cohort of students with a Leadership Minor, and growing Business Ethics education across Wyoming through the 3rd Annual Wyoming Business Ethics Case Competition (WYBECC).

Regarding Outreach, PBLE has been actively involved in supporting nonprofit organizations. Through a partnership with the Better Business Bureau (BBB) of Northern Colorado and Wyoming, UW students worked diligently with nonprofits to help them secure their BBB Charity Accreditation. Additionally, the UW Ethics Club's SparkTank event continues to make a difference locally, as the student-led organization invested \$160,000 in four nonprofits in the Laramie community.

Collaboration has also been a key focus for PBLE as seen in the partnership with the Ellbogen Center for Teaching and Learning (ECTL) and the Daniels Fund. Through this partnership, UW faculty members who receive DFEI Faculty Fellowships will engage with ECTL personnel in trainings spanning two years. In addition to this collaboration, UW continues to further validate its commitment to developing ethical leaders and fostering a culture of integrity and responsibility through its participation in the DFEI Consortium.

PBLE's commitment to ethical leadership education has been further strengthened by the implementation of executive education opportunities. These revenue-generating opportunities have enabled PBLE to expand its reach and impact, creating a positive ripple effect on ethical leadership education and decision-making within Wyoming and the broader community. We look forward to growing our existing partnerships and beginning new ventures as we enter our second year.

CHRIS HALLER
Director, Center for Principle-Based Leadership and Ethics



ETHICAL LEADERSHIP SHOWCASE

PBLE hosted its first annual Ethical Leadership Showcase this year. The week began with a Rapid-Fire Ethics Case Competition, in which students were paired against each other in a single-elimination tournament. In each round, the students were given a short ethical dilemma in which they argued their position in under a minute. The students were judged on their responses by a group of DFEI Faculty Fellows and College of Business personnel. The winners in this competition were: 1st Place – Ellie Keeler, 2nd Place – Sean Donovan, and 3rd Place – Hayden Hassinger.



The Showcase also featured Cynthia Cooper – an internationally recognized speaker and best-selling author – who spoke to a standing-room-only crowd in the Scarlett Auditorium at the UW College of Business. Cooper, who was named one of Time Magazine's Persons of the Year, detailed how she worked with her team to unravel the fraud at WorldCom – one of the largest corporate frauds in history.

We wrapped up our Showcase with an Ethical Leadership Panel Discussion and Reception featuring local business and community leaders. The Panel included Rachel LeBeau – Cathedral Home for Children, Mark Donner – Trihydro, Mike Burns – Center for Professional Selling, and Josh Dorrell – Wyoming Business Council. This was a popular event with our attendees, as they learned about the importance of ethical leadership and how to create an ethical workplace culture.



DFEI CASE COMPETITION



For the second year, the University of Wyoming's College of Business claimed victory in the Daniels Fund Ethics Initiative Case Competition. The undergraduate team analyzed a complex business ethics case judged on principles like integrity and fairness. Their success, along with the commendable efforts of our graduate team, highlighted the exceptional ethical reasoning and decision-making abilities displayed by our inspiring students in this prestigious event.

"The Ethics Case Competition course provided an opportunity for me to evaluate and examine real-world, timely ethical dilemmas that are applicable beyond the classroom. I've now encountered nearly identical situations in my professional life, and I felt comfortable discussing them with my team and making the most ethical decision."

Ellie Keeler
Daniels Fund Team Member



LEADERSHIP MINOR

Spring 2023 marked the first year that a cohort of students from across the UW campus graduated with a Leadership Minor. Students completing the Leadership Minor take three core College of Business courses plus two approved leadership electives from anywhere on campus. Students completing the Leadership Minor will be involved in multiple extracurricular activities and programming throughout their leadership studies.



150+

Students Enrolled in Leadership Courses

CORE COURSES

MGT 2030

Principle-Based Ethics

LEAD 3110

Foundations for Leadership

LEAD 4110

Leadership in Practice



LEADERSHIP IN PRACTICE

Students in the Leadership in Practice course collaborated with local nonprofits, Family Promise of Albany County and My Front Door, to secure BBB Charity Accreditation, assessed on Board Governance, Results Reporting, Finance, and Transparent Representations.. This accreditation, recognized at SparkTank 2023,



enhances donor trust and transparency in funding use. The project educated students on accountability and leadership roles in successful accreditation within nonprofit organizations.

WYOMING BUSINESS ETHICS CASE COMPETITION (WYBECC)

The Wyoming Business Ethics Case Competition (WYBECC) is hosted by the DFEI Collegiate Program and PBLE at the University of Wyoming College of Business. It offers student teams a platform to showcase their business ethics skills and knowledge. The competition has attracted community college teams, with Eastern Wyoming College securing consecutive victories. Judges for 2023 included UW alumni and students. Scholarships and advisor stipends were awarded, reflecting the event's educational value.



COWBOY LEADERSHIP EXPERIENCE

The Cowboy Leadership Experience is an ethics-centered certificate program that facilitates transformational individual and organizational growth by bringing leaders back to their core self. Over a five-day period, participants learn to create thriving organizations by taking a human-centered approach to leadership based on their own personal code of ethics.

PROGRAM STRUCTURE

Rooted in the Code of the West ethical principles, the curriculum equips leaders with time-tested strategies for moral leadership which fosters an understanding of their leadership style and creates the means to drive ethical transformation in their organizations.

The Cowboy Leadership Experience is a key offering in PBLE's executive education initiative. It's built around three primary themes:



SELF EXPLORATION

Awareness, Direction, Principles



TEAM INFLUENCE

Integrity, Consistency, Engagement



ORGANIZATION DYNAMICS

Grow, Change, Thrive

“The Cowboy Leadership Experience challenged our thought process, spurring new ideas on personal growth and improving how our teams come together to accomplish a shared vision and provide service to our customers.”



Timothy Sheehan
Interim Chief Information
Officer, WY Dept. of
Enterprise Technology
Services



DFEI COLLEGIATE RANKING

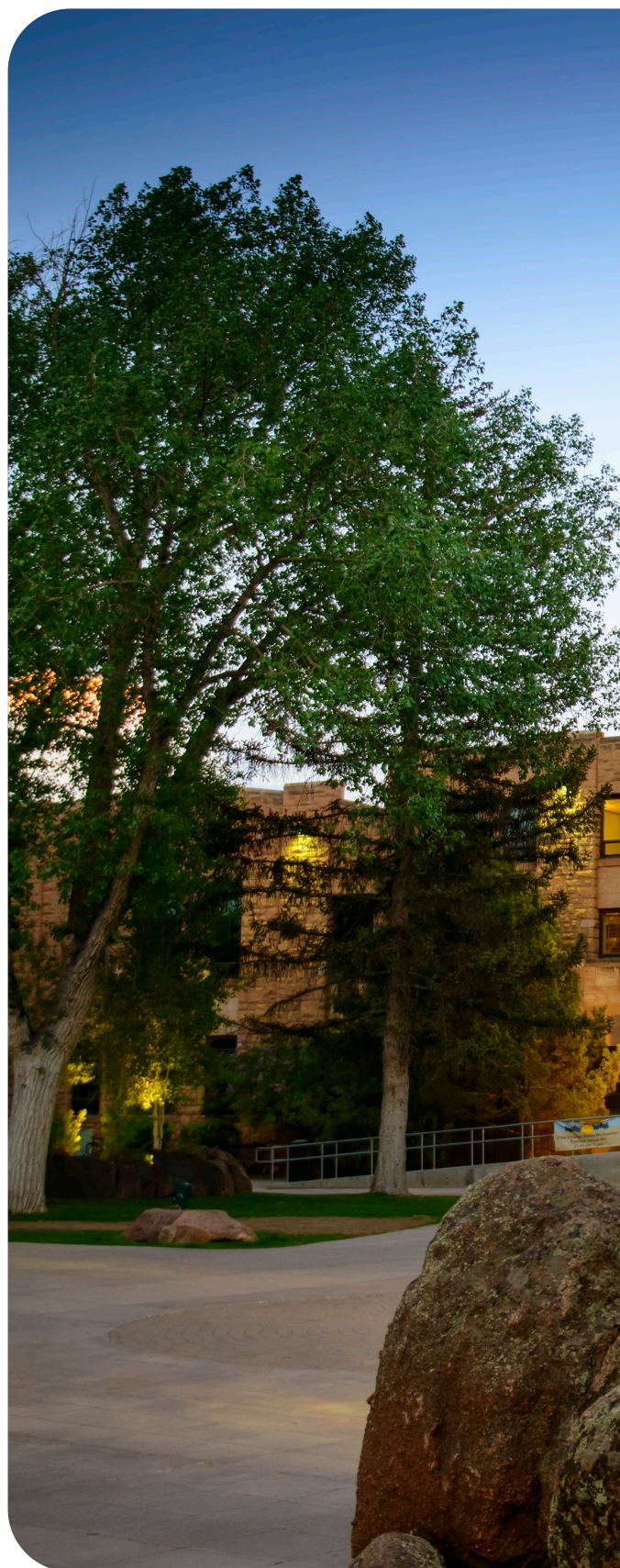
The UW College of Business (COB) is proud to be part of the Daniels Fund Ethics Initiative Collegiate Program Consortium (DFEICP). Through this initiative managed by PBLE, the COB promotes principle-based ethics and provides students with opportunities to develop a strong ethical foundation. The Daniels Fund ranked UW's COB as the top consortium program in 2022, recognizing our dedication to the DFEICP's mission and excellence in program promotion.

DFEI COLLEGIATE PROGRAM CONSORTIUM FORUM

In Fall 2022, PBLE members and affiliated students attended the inaugural DFEI Consortium Forum which is dedicated to promoting best practices in principle-based ethics education. The forum featured presentations from Daniels Fund Faculty Fellows and a keynote address by Beverly Kracher, founder of the Business Ethics Alliance. Six UW faculty and staff, along with four students, actively participated in this enriching two-day event.

BILL DANIELS ETHICAL LEADERSHIP AWARD

Wyoming State Senator Eli Bebout was honored with the Bill Daniels Ethical Leadership Award during the 2022 Governor's Business Forum in Laramie. The award, established in 2016 by the Daniels Fund, PBLE, and the Wyoming Business Alliance, celebrates individuals who exemplify the ethical leadership principles of Bill Daniels, the cable television pioneer with roots in Casper, Wyoming. Past recipients include distinguished figures like Dave Bonner, Greg Dyekman, and Tucker Fagan.



“The Daniels Fund Faculty Fellows Program enabled me to foster a culture of principles-based ethics in the sales curriculum at UW, empowering students to act ethically and courageously even when facing pressure to compromise their principles. This program is

invaluable in preparing students to achieve professional success while contributing positively to society.”



Molly Burchett

Daniels Fund Faculty Fellow AY 22-23

FACULTY FELLOWSHIP PROGRAM

PBLE collaborates with the Ellbogen Center for Teaching and Learning (ECTL) to train UW faculty for two-year Daniels Fund Ethics Faculty Fellowships. Faculty develop teaching instruments to foster principle-based ethical decision-making in students across disciplines. The recent class of Fellows represented five different colleges at UW, embodying the program’s commitment to integrating ethics into all fields and guiding individuals toward ethical decisions through timeless principles like integrity, respect, and fairness. This initiative highlights ethics as a crucial discussion topic in every discipline to promote ethical awareness and responsible decision-making among future professionals.



SPARKTANK 2023

The University of Wyoming Ethics Club awarded \$160,000 to four local nonprofit organizations through its Shark Tank-style competition. SparkTank is a competition designed to support organizations providing essential needs such as food, shelter, safety, education, clothing, or health care. Climb Wyoming, Family Promise, Feeding Laramie Valley, and Unaccompanied Students Initiative were selected as finalists from a pool of local nonprofit nominees.



UNACCOMPANIED STUDENTS INITIATIVE

PLACE: 1ST

PRIZE: \$50,000



CLIMB WYOMING

PLACE: 2ND

PRIZE: \$45,000



FAMILY PROMISE OF ALBANY COUNTY

PLACE: 3rd

PRIZE: \$38,000



FEEDING LARAMIE VALLEY

PLACE: 4th

PRIZE: \$25,000

RAISING FUNDS

SparkTank funds were raised by the UW Ethics Club, Sales Seminar students, and the UW Foundation, with UW Ethics Club investing \$400,000 in local nonprofits since 2018. This year's SparkTank fundraising effort was aided significantly by \$68,500 in matching funds provided by three anonymous donors (\$37,500), the **Scarlett Family Foundation** (\$15,000), the **John P. Ellbogen Foundation** (\$10,000), and **ATBS** (\$5,000).

THROUGH THE YEARS



Over the years, SparkTank has evolved into a powerful force for community change. From its humble beginnings as a student-led initiative, it has grown into a dynamic movement, fostering

partnerships between students and nonprofits, amplifying impact, and inspiring the next generation of philanthropists. Through this transformation, SparkTank has made a lasting mark on the community and empowered individuals to create positive change and enriching lives through its philanthropic endeavors.



“Without a doubt, SparkTank has been the most rewarding experience of my college career as I know we are making a significant difference for Albany County nonprofits and the people they serve.”

Tucker Norman
Ethics Club President AY 22-23



PBLE TEAM



CHRIS HALLER

Director, PBLE

Email

chris.haller@uwyo.edu

Phone

(307) 766-6271



KENT NOBLE

DFEI Collegiate Program

Professor of Ethics

Email

knoble@uwyo.edu

Phone

(307) 760-7860



CHASE THIEL

Bill Daniels Chair of
Business Ethics

Email

cthiell@uwyo.edu

Phone

(307) 766-3124



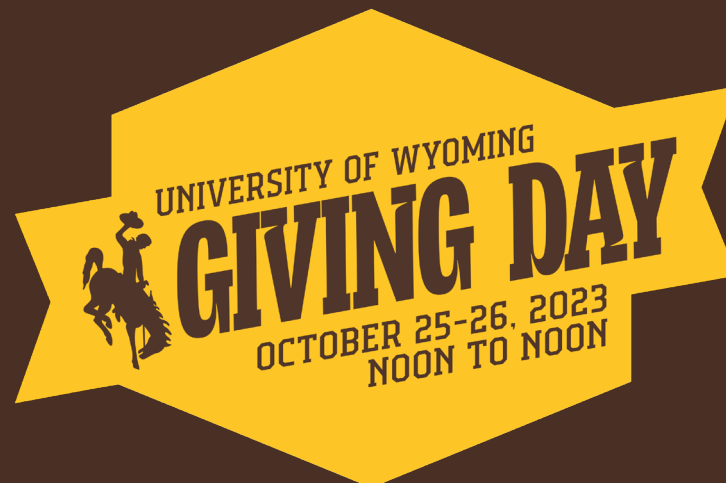
JOSIE VOIGHT

Special Projects
Coordinator

Email

voight@uwyo.edu

Phone



SAVE THE DATE!



College of Business
Center for Principle-Based
Leadership and Ethics

1000 E. University Ave. | Laramie, WY 82071
PBLE@uwyo.edu | uwyo.edu/ethics