Ethics Speaker and Promotions 2015 Summary

Committee
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Ethics Week Information-Tabling
- **When**: 10 AM- 2PM, December 2\textsuperscript{nd} and December 3\textsuperscript{rd} (December 3\textsuperscript{rd} was the date of the speaker)
- **Where**: Grainger Atrium
  - Kristen helped us reserve a table
  - $15 per day
- **What**:
  - December 2\textsuperscript{nd}
    - Prize Wheel- students could spin the wheel and they would land on a number and have to answer that question, if they were correct they received a full size candy bar, if they were incorrect they got a small piece of candy (See questions used below)
    - Gave students an Ethics Information and a flyer stating information for the event
  - December 3\textsuperscript{rd}
    - Prize Wheel- students could still spin the prize wheel and answer questions, same as day 1
    - Quiz- we offered a short quiz based off of the Ethics Information Sheet handed out during day 1, if a student attempted the quiz their name went into a raffle
- **Who**: one-two people from the committee worked the booth in one hour increments
- **Materials**:
  - Prize Wheel: obtained from Kristen, we inserted paper labeled 1-5 that just had numbers on it that corresponded to ethics based questions
  - Sign: We made a sign from poster board
  - **Prize Wheel Ethics Questions**:
    1. Name one financial fraud within the last 15 years.
    2. Define honesty in your own words.
    3. Name the whistleblower in the Enron or Madoff scandal? 
      - Harry Markopolos - Madoff 
      - Sharon Watkins - Enron
    4. Ethics is composed of:
Honesty
Whistleblowing
Morality
All of the above?

5. How much did fraud cost US retailers in 2014?
   - $800 million
   - $3 billion
   - $10 billion
   - $32 billion

- **Small Candy**: ordered through Kristen through Amazon, bought two large bags
- **Full Size Candy**: ordered through Kristen through Amazon, bought 180 candy bars
- **Ethics Information Sheet**: Printed 60 half sheets, so totaled 120
- **Ethics Information Quiz**: Printed 60 half sheets, so totaled 120
- **Flyer promoting Speaker**: Printed 75 half sheets, so totaled 150
- **Raffle Prizes**: bought 4 winter items (hats and gloves) at the bookstore, winners drawn at the end of the speaker event

- **Budget**:
  - Candy Bars: 180 Normal sized candy bars = about $118 with taxes
  - Candy (small): $50
  - Raffle Prizes: $65

**Promotions Information**
- Advertised at a Beta Alpha Psi Event
- Sent out a slide to all Accounting Professors with the information
  - Professors requested to have the slide earlier, maybe a week before the event
- Compass sent out an email to all Compass/PPFB students
  - Talk with Kelly Ceune
  - Talk with her early and she will approve the event counting for Compass credit and can be advertised in PPFB sections

**Speaker Information**
- When: December 3rd 5:30-7:00
- Where: Gordon’s
- Who: Carl Kantner
  - Professor Warfield had in mind who the speaker would be
- At the event:
  - As co-chairs we checked everyone in with electronic scanners (borrowed from the Business School) and also had them sign in on paper copies
  - Speaker Co-Chairs introduced the speaker and explained what our committee did
  - We passed out a case during the speaker

**Things We Wish We Would Have Known**
- We were expected 150 students and 210 showed up, largely due to Compass students seeking credit
- Make sure to have enough Compass sheets printed off that those students have to fill out (we ran out and made them take a picture of the questions and do on a notebook piece of paper)
- We would suggest asking Compass students to RSVP so you know how many students will be coming/ you can put a limit-Kelly can help with that
- Make sure to have enough chairs

- At the event we would have two areas where students can sign in because that caused a big back up in the line- we used this sign in as a backup in case the scanners did not work
- Scan Wiscards on the way out so students had to stay the entire time to get credit (some students got their Wiscard scanned and then snuck out)
- Test the scanners when you first get them- one of ours didn’t work
- We gave everyone who attended the event a raffle ticket- students seemed excited about that
- Students really liked the wheel!
- There is flexibility with the budget so you can be more creative even if it does cost more money- you just have to get approval from Kristen
- We thought the quiz wasn’t really necessary, could have just handed out the Ethics Information Sheet
- Send a thank you card around one of the Accounting Classes to get a handwritten thank you from the students