



Creating a Culture of Excellence and Ethics

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The Robert D. and Billie Ray Center

1213 25th Street
Des Moines, IA 50311
Phone: 515-271-1910
Fax: 515-271-1907
Email: raycenter@drake.edu
www.drake.edu/raycenter

in partnership with

Institute for Excellence & Ethics (IEE)



501 (c) (3) nonprofit organization
216 Fayette Street, Suite 1
Manlius, NY 13104
Phone: 315-692-8054
Fax: 315-692-8091
e-mail: info@excellenceandethics.org
www.excellenceandethics.org

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The Robert D. and Billie Ray Center



"Good character is a building block to a healthy society. Young people with strong character are able to mature into adults who can lead others and make a positive contribution to the civil discourse that we need so desperately today."

- Drake University President Marty Martin

Civility helps us maintain positive relationships, grow strong communities and create a bright future for our children. We show civility when we treat others with respect and kindness - it is our character in action.

Our Mission

Improve civility and develop ethical leaders throughout the world.

Our Foundation

Character Counts In Iowa (CCII) began in 1997 as a non-profit organization housed at Drake University with a mission to improve civility through character development.

Led by former Governor Robert D. Ray, CCII developed a key partnership with CHARACTER COUNTS!, the nation's largest character development initiative and grew to be a national model in character development efforts.

In 2015, Character Counts In Iowa transformed into The Robert D. and Billie Ray Center to expand its impact and ensure the legacy of its mission. As an integral part of Drake University, The Ray Center serves as a global resource in the areas of leadership, ethics, and civility.

The Ray Center honors two of Drake's most respected alumni—Robert D. and Billie Ray—whose humanitarian efforts, character, and leadership set an inspirational example for multiple generations.

Our Work

Programming

Through public awareness and programming grounded in research, The Ray Center provides character and leadership development strategies that benefit people of all ages and can meet goals in your families, schools, workplaces, athletic teams, and community organizations.

The Ray Center's programming is based upon the work of two nationally-renowned character development initiatives.

CHARACTER COUNTS! is the most widely used character education program in the nation. By teaching the Six Pillars of Character (trustworthiness, respect, responsibility, fairness, caring, and citizenship) families, schools, workplaces, and youth-serving organizations are positively impacting their communities. The Pursuing Victory with Honor initiative utilizes the Six Pillars of Character to promote character and sportsmanship through athletics and other competitions.

The Institute for Excellence & Ethics' ***Excellence with Integrity*** research-based approach cultivates habits and culture needed for achieving excellence without compromising integrity. ***Excellence with Integrity*** learning resources and ***Optimal Performance*** assessment tools support essential 21st Century and STEM Employability and Innovation skills, enhance workplace professional development, and promote athletics and youth leadership in pursuit of excellence with integrity.

The Ray Center serves the Drake University campus community through special programs, applied research, and academic engagement.

The Robert D. and Billie Ray Center

Community Engagement

The Ray Center participates in a variety of special events and initiatives to support our programming.

An All-Star Evening: At our annual fundraising event, An All-Star Evening presented by Hy-Vee, we recognize an individual who demonstrates exceptional character with the Robert D. Ray Pillar of Character Award. Recent recipients include Casey Blake, Sandy Hatfield Clubb, Dan Gable, and Fred Hoiberg.

Exercising Your Character: The Ray Center is proud to partner with Hy-Vee and the Iowa Sports Foundation on this educational event focusing on character, teamwork, and health.

Iowa Character Awards: Since 2005, we have recognized more than 100 individuals and organizations with an award for their exceptional character. Award recipients are nominated by the public and selected by a committed group of volunteers.

National Council on Youth Leadership: More than 250 central Iowa high school students annually attend a two-day leadership seminar. Students are selected by their school based upon leadership qualities and academic records.

Pack the Knapp: Thousands of Iowa students pack the Knapp Center for a Drake women's basketball game. Half-time activities focus around character and teamwork and teachers receive educational materials to use before, during, and after the game.



Recognition Projects: Good character should be recognized. The Ray Center partners with a variety of organizations to honor outstanding character in our communities.

Pursuing Victory With Honor Summit: The Ray Center presents two one-day conferences that engage 1,000 middle school, high school and community college students. Participating students learn strategies for goal setting, overcoming obstacles, building positive relationships, and more.

Show Some Respect: A collaboration between The Ray Center, the Community Foundation of Greater Des Moines, Interfaith Alliance of Iowa and the Greater Des Moines Partnership, the Show Some Respect campaign advocates for civility in our communities through educational resources and public awareness.

"Billie and I believe it is a tremendous honor for Drake University and Iowa to capture the opportunity to be the center of civility, leadership and ethics. The foundation has been set to fulfill a vision greater than any of us individually, a vision to bring together some of our nation's finest leaders and organizations to positively impact the world for decades to come. Drake University and Iowa should be the place that people from across the globe look to for character-based solutions for our most pressing challenges."

-Governor Robert D. Ray



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515-271-1910 www.drake.edu/raycenter

In partnership with



Work Ethic, Goal Achievement, Problem Solving, Innovation

Committing to high standards and continuous improvement through work ethic, self-management, and goal achievement

- Adhere to strong internal standards of excellence.
- Exhibit perseverance and self-motivation when things are not easy.
- Exhibit the positive attitude and persistent effort needed to continuously improve.
- Seek external support and incorporate feedback effectively.
- Develop, monitor, and modify goal achievement action steps.

Exhibiting critical thinking, problem solving, creativity and innovation

- Maximize the potential of available resources.
- Consider different perspectives, approaches, and possibilities when solving problems.
- Leverage individual and collective strengths to overcome performance challenges.
- Utilize effective decision-making across diverse social and professional contexts and situations.

Communication, Collaboration, Negotiation, Teamwork

Communicating and collaborating with efficiency and effectiveness

- Clarify and verify understanding.
- Express views and ideas effectively.
- Use effective communication strategies in diverse contexts, settings and situations.
- Recognize and respond to the feelings and perspectives of others.

Developing teamwork through positive and productive relationships

- Adapt to new roles and changing strategy in the pursuit of a team goal.
- Exercise flexibility and willingness to make necessary compromises to accomplish a common goal.
- Recognize and balance diverse beliefs and perspectives to reach effective solutions.
- Work efficiently and effectively with others.

EXCELLENCE WITH INTEGRITY COMPETENCIES

Priority & Stress Management, Growth, Life Purpose

Managing priorities and time, managing and reducing stress

- Identify factors that contribute to (drivers) or detract from (preventers) effective time management.
- Organize, prioritize, plan and execute tasks effectively.
- Implement productive strategies for reducing stress.
- Use failures, disappointments, and setbacks as opportunities to learn and improve.
- Know how and when to ask for help.

Living a purposeful, balanced and healthy life

- Pursue multidimensional life-goals, interests, and aspirations.
- Work to develop personal strengths and overcome personal challenges.
- Live a safe, balanced, and healthy life.

Integrity, Responsibility, Leadership, Service

Demonstrating emotional intelligence, integrity, and responsibility

- Demonstrate ethical conscience and competence.
- Exhibit personal accountability for responsibilities and obligations.
- Act with integrity according to a well-formed ethical code of conduct.
- Hold self and others accountable.

Leading and serving others

- Use one's talents and skills to serve the good of the group/team.
- Use interpersonal and group management skills to lead others effectively.
- Motivate and empower others.
- Commit to shared goals and the collective good.

Compact for Excellence

In order to do our **best work** and treat each other with **respect and care**,
we each agree to:

- » Participate
- » Respect each other and the process
- » Candid and confidential discussions
- » Essential technology use
- » Listen actively



Adapted from Lickona & Davidson (2005).

Notes

The Six Pillars of Character®

Trustworthiness

- Be honest. Don't deceive, cheat or steal.
- Be reliable. Do what you say you'll do.
- Build a good reputation.
- Be loyal. Stand by your family, friends and country.

Respect

- Treat others with respect. Follow the Golden Rule.
- Be tolerant of differences.
- Be considerate of the feelings of others.
- Deal peacefully with anger, insults and disagreements.

Responsibility

- Do what you are supposed to do.
- Persevere. Keep on trying.
- Always do your best.
- Use self-control. Be self-disciplined.

Fairness

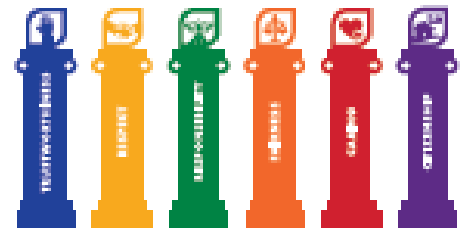
- Play by the rules.
- Take turns and share.
- Be open-minded. Listen to others.
- Don't blame others carelessly.

Caring

- Be kind.
- Be compassionate and show you care.
- Express gratitude.
- Forgive others.

Citizenship

- Do your share to make your community better.
- Stay informed. Vote.
- Obey laws and rules. Respect authority.
- Protect the environment. Recycle.



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The Ray Center is proud to be Iowa's home for
CHARACTER COUNTS!

The Six Pillars of Character

Guiding Public Service

TRUSTWORTHINESS

- I remember that my role is first and foremost to serve the community
- I consider the interests of the entire community in reaching my decisions
- I am truthful with my fellow public officials, the public and all others
- I avoid any actions that would cause the public to question whether my decisions are based on personal interests instead of the public's interests
- I do not accept gifts or other special considerations because of my public position
- I do not knowingly use false or inaccurate information to support my position
- I will communicate clearly so there are no surprises with other officials, staff or the public
- I do not use my public position for personal gain

RESPECT

- I treat fellow officials, staff and the public with courtesy, even when we disagree
- I focus on the merits in discussions, not personalities or motivations
- I gain value from diverse opinions and build consensus
- I follow through on commitments, keep others informed, and make timely responses
- I am approachable and open-minded, and I convey this to others
- I listen carefully and ask questions that add value to discussions
- I involve relevant staff in all meetings that affect community decisions

RESPONSIBILITY

- I come to meetings and I come to them prepared
- I promote the efficient use of community resources
- I do not use community resources for personal or political benefit
- I represent the official positions of the community to the best of my ability when authorized to do so
- I explicitly state that my personal opinions do not represent the community's position and do not allow the inference that they do
- I take responsibility for my actions, even when it is uncomfortable to do so
- I do not use information that I acquire in my public capacity for personal advantage
- I do not promise that which I have reason to believe is unrealistic
- I disclose suspected instances of impropriety to the appropriate entity
- I do not disclose confidential information without proper legal authorization

The Six Pillars of Character

Guiding Public Service

FAIRNESS

- I make decisions based on the merits of the issue
- I honor the law's and the public's expectation that community policies will be applied consistently
- I support the public's right to know and promote meaningful public involvement
- I support merit-based processes for the award of public employment and public contracts
- I am impartial and do not favor those who either have helped me or are in a position to do so
- I promote equality and treat people equitably
- I excuse myself from decisions when my, or my family's, financial interests may be affected by my actions
- I credit others' contributions in moving our community interests forward

CARING

- I realize some people are intimidated by the public process and try to make their interactions as stress-free as possible
- I convey the community's care for and commitment to all community members
- I am attuned to, and care about, the needs and concerns of the public, officials and staff
- I recognize government's responsibilities to society's less fortunate
- I consider exceptions to our policies when there are unintended consequences or undue burdens

CITIZENSHIP

- I work to improve the quality of life in our community
- I consider the broader regional and statewide implications of the community's decisions and issues
- I am proactive and innovative when setting goals and considering policies
- I maintain consistent standards, but will be sensitive to the need for compromise
- In all decisions and actions I will strive to support the common good of the community
- I will do my best to fulfill the duties required of all citizens in our community

INTEGRITY:

WITHOUT IT, NOTHING WORKS

- Integrity is like the Law of Gravity
- Integrity as wholeness - honor our word
 - Keeping our word – on time as promised
 - Inform parties when we can't keep our word as soon as we know – and clean-up any 'mess' created
- Integrity deals with oneself
- Integrity impacts performance
- Objects and systems have integrity – design, implementation and use
- Out-of-Integrity behavior impacts performance, reliability and workability

Notes

Integrity-In-Action Essentials

» **Discernment:**

Being able to make well-reasoned decisions about right and wrong.

» **Conscience:**

Sense of obligation to do the right thing.

» **Competence:**

Demonstrating the “know-how” needed to translate knowledge into action.

» **Identity:**

The degree to which our character and integrity are central to our sense of self.



Rules of an Active Conscience

What NOT to do to keep your conscience as a guide for your integrity.

» **Don't distort.**

Don't exaggerate or blow things out of proportion.

» **Don't create an enemy.**

Don't avoid the truth by finding or creating an enemy to fight against.

» **Don't play the victim.**

Don't rationalize to convince self or others that I/we are really the victim.

» **Don't fan the flames.**

Don't get self/others fired-up so that emotion clouds reason.

» **Don't be a gamer.**

Don't try to convince self/others that it isn't wrong, "just how the game is played."

» **Don't let ego get in the way.**

Don't let "being right" interfere with "getting it right."



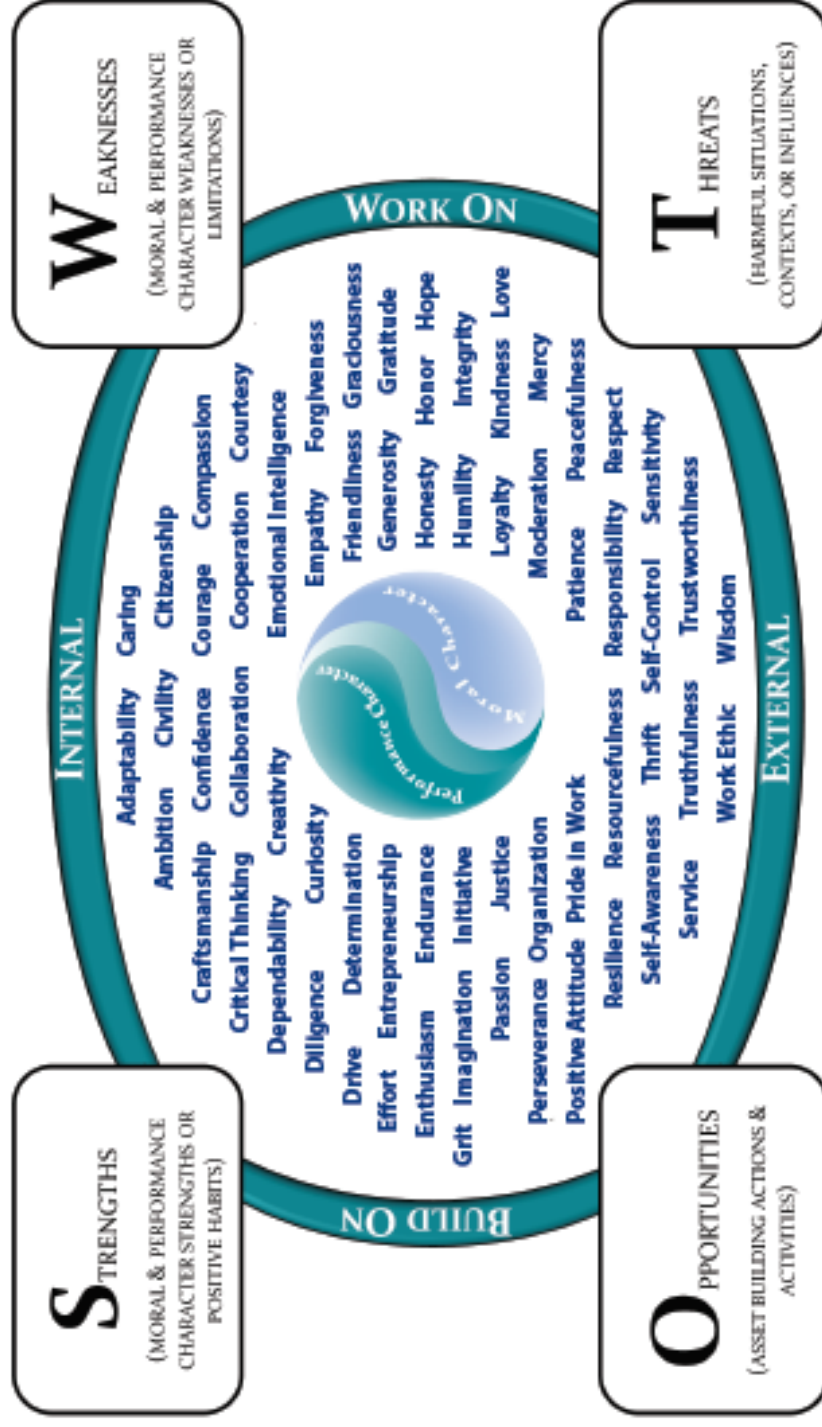
PERFORMANCE CHARACTER AND MORAL CHARACTER COMPETENCIES



Notes

CHARACTER SWOT ANALYSIS

Reflect on internal character strengths and weaknesses, and external character development opportunities and threats:



Organizational Effectiveness Audit

Stop

Practices that:

- are not having the desired outcome
- may have proved impractical or inefficient
- are distracting from core mission or overall effectiveness

Continue

Practices that:

- are having the desired outcome
- are efficient and effective

Improve

Practices that:

- are having some of the desired outcome, show promise
- but need to be more efficient or effective

Start

**NEW
PRACTICES**

that may help address a new situation or factors that did not exist before, or new ideas that the team may want to try to improve effectiveness and/or efficiency

Dewitt Jones Insights

Do you have the right lens on?

- What's your perspective or angle?
- Find the extraordinary viewpoint to the problem.

Are you in the place of the most potential?

-What's the one thing we could do better or differently right now?

Don't worry about making mistakes.

- There's more than one right answer; find the next right answer.

How many times a week is it up to you?

- See the extraordinary in the ordinary.
- Are you ready to embrace this and respond?

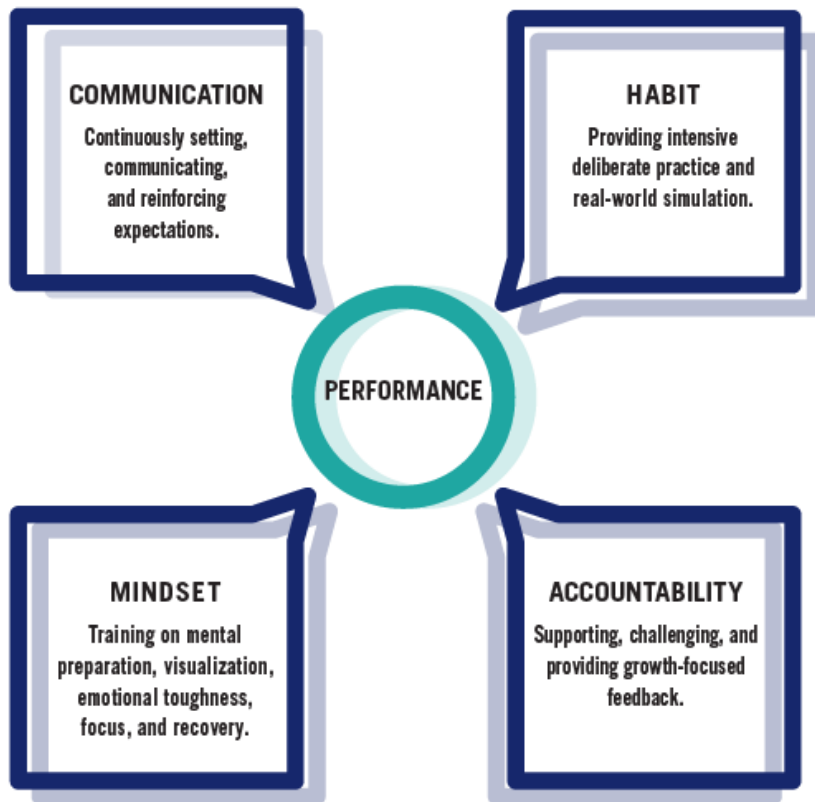


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Notes

COACHING FOR OPTIMAL PERFORMANCE

Communication, Habit, Accountability, Mindset → Performance



Notes