



University of South Florida

ETHICS AND INTEGRITY COUNCIL

2012 - 2013 ANNUAL REPORT

Introduction

USF President Genshaft established the Ethics and Integrity Council (EIC) in Spring 2011. The EIC includes representatives from the student body, faculty and staff with the primary purpose of serving in an advisory capacity to the President, the Provost and Executive Vice President for the USF System and the Vice President for Student Affairs on policies, procedures and practices affecting students' academic integrity, ethical development, and respect for the global community at the University of South Florida. This year the members of the EIC worked to expand its initiatives pertaining to Academic Integrity and to further incorporate ethics and integrity throughout our university. The following report lists the original charges of the council and the progress for this second year of operation.

Council Responsibilities

1. Promotion of awareness, understanding and valuing of USF's *Commitment to Honor* among all students at the university;

The Council determined that all of USF's academic integrity initiatives should revolve around the Commitment to Honor, and thus we have adopted it as the central focus.

The digital domain (www.usf.edu/ethics) opened in 2011 has been expanded. It is designed to serve as a one-stop shop resource for USF students, faculty and staff. The web page begins with a review of the Commitment to Honor, and includes a video developed by the EIC and the USF MIT. The sections covered include:

- The Commitment to Honor
- Understanding Plagiarism
- Research Ethics
- Academic Policies
- Resources
- Ethics and Integrity Events
- EthicsPoint

Ethics and Integrity Council



The USF Ethics and Integrity Council serves in an advisory capacity to the President of the University, as well as to the Provost and Vice President for Academic Affairs and the Vice President for Student Affairs on policies, procedures and practices affecting students' academic integrity, ethical development, and respect for the global community at the University of South Florida.

Send questions about academic integrity to: academicintegrity@usf.edu. This email address is for academic integrity purposes only. Messages unrelated to academic integrity will receive no response.



COMMITMENT TO HONOR

The University of South Florida is committed to honor in student development, academic learning, scholarship and research. Click here to learn more and to begin living the commitment.

- >> [See the Commitment \(PDF\)](#)
- >> [Academic Integrity Video](#)
- >> [Academic Integrity FAQs \(PDF\)](#)
- >> [Academic Integrity Tutorial](#)



UNDERSTANDING PLAGIARISM

What is plagiarism and how can I avoid it? What are some strategies I can use to help my students understand and avoid plagiarism? Explore these USF-produced resources to help answer your questions about plagiarism.

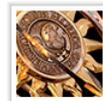
- >> [USF Library - Avoiding Plagiarism](#)
- >> [eTeaching & Technology Group The Fraud of Plagiarism](#)



RESEARCH ETHICS

Browse USF information about guidelines and initiatives that focus on Ethics & Integrity in research activities across the University community.

- >> [USF Division of Research Integrity & Compliance](#)
- >> [Research Misconduct guidelines](#)
- >> [Misconduct in Research Policy](#)



ACADEMIC POLICIES

Browse USF policies and procedures related to violations of Academic Integrity & Ethics

- >> [Academic Integrity section of University Catalog \(PDF\)](#)
- >> [USF General Counsel policy on Academic Integrity of Students \(PDF\)](#)



RESOURCES

Discover resources to help develop ethical academic habits or assist you in dealing with issues related to Academic Integrity & Ethics.

- >> [Office of Student Rights & Responsibilities](#)
- >> [USF Information Technology Acceptable Use Policy](#)
- >> [Responsible Use of Online Communities](#)
- >> [Studies Find More Students Cheating](#)
- >> [A Positive Solution for Plagiarism](#)
- >> [Ethics Bowl Challenge](#)



ETHICS & INTEGRITY EVENTS

Here you will find links to USF events sponsored or recommended by the Ethics & Integrity Council.

- >> [No Events Posted](#)



ETHICSPPOINT

EthicsPoint provides a simple, anonymous way to confidentially report activities that may involve certain improper conduct or violations of USF Policies.

- >> [USF EthicsPoint Secure Reporting](#)

Last year the Council determined it was important to promote the Commitment to Honor to all new USF students at Orientations. It was decided that an effective approach would be through the viewing of a short video based on the Commitment to Honor that had visual impact and student appeal followed by an Academic Integrity tutorial. That video was completed, along with the tutorials, and debuted at undergraduate orientation in May, 2012. It is being viewed by all incoming undergraduate students who must then review the tutorials, pass a quiz and sign an honor pledge. The video focuses on what it means to LIVE the USF Commitment to Honor. Great care was taken to ensure that the tutorials were helpful, instructive and motivating.

Council leadership has collected student feedback on the video and tutorials, and has begun doing the same with graduate students to determine what, if any, changes need to be made for that audience. The feedback on both the videos and tutorials has been extremely positive.

During its first year the Council determined that a continual reminder of the USF Commitment to Honor could be accomplished with the installation of plaques inscribed with the commitment placed throughout campus in highly visible locations. The Council is pleased to report that the thirteen bronze Commitment to Honor Plaques sponsored by the USF Student Government Association have now been installed. The location of each plaque is as follows:

MSC: Installed on the Southern entrance, closest to the bull fountains.

Athletics: Campus Recreation Center lobby per Scott Glaser.

ALN: Installed at base of breezeway stairs as directed by Dr. Siscoe.

BSN: Installed at stairway column.

CPR: Installed at elevator lobby to the left of the elevators.

ENB: installed as per instructions from Tom Gage.

ISA: Received final locations from Bruce Smith and will have that installed soon.

LIB: Installed to the right of the main entrance on the brick.

MUS: Installed opposite of "All Steinway" plaque at end of wood panel wall in main student lobby.

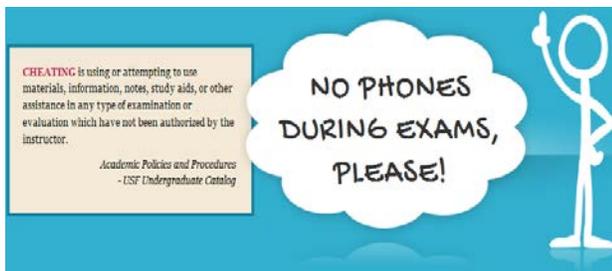
PCD/CSD: Installed near elevator at main entrance reception area.

REC: Installed on concrete block wall near the elevator at the new basketball courts.

EDU

2. Promotion among all students of a clear understanding of the importance of ethics and integrity as core principles in higher education;

It was important to the council that our academic integrity video be unique and effective in establishing a “USF brand” that could be used in various media for promoting academic integrity. The USF Commitment to Honor provides the core values and a figure, symbolic for the video, is now being used as a universal, recognizable symbol. “Plager,” the new USF icon, serves as the university’s mascot and representative on issues of academic integrity. This symbol is already lending itself for multiple applications:



During the next year Council will launch several branding initiatives with the hope of putting academic integrity reminders in every syllabus and every classroom. As a part of the branding effort, we hope the icon will appear on websites, course syllabi and university publications to help connect students with the various issues for ethics and integrity, and draw attention to the information and resources available at USF that help students live the USF Commitment to Honor.

(See <http://vimeo.com/41807930>).

3. Review of the university’s policies and procedures supporting standards for ethical behavior and academic integrity;

The council has established a sub-committee responsible for continual review of current policies and practices as an advisory effort for identifying areas of concern and providing recommendations as appropriate. In addition, the Council was briefed by Jodi Adamchak, from USF Legal, on the types of cases related to cheating/plagiarism that get to your level and the grievance process for these issues; and the types of issues the university is experiencing with academic integrity with on-line courses.

A Council subcommittee will finish the development of a flow chart representing USF policy regarding allegations of USF misconduct of undergraduate students, and graduate students. Set flow chart will then be added to the resource page on the EIC website.

Additionally, a Council priority for 2013 to 2014 will be to develop procedures to imbed more academic integrity into courses and syllabi with the goal of achieving 100% University wide emphasis and participation.

4. Study of best practices found at other institutions to enhance ethical behavior and academic integrity leading to identification of changes in practices that might lead to improvements in students' commitment to these core values;

The council regularly studies the practices of other respectable and comparable programs in order to identify beneficial components that could be integrated within the operations of the council. Council leadership participated in The International AIC Conference (The International Center for Academic Integrity / www.AcademicIntegrity.org) in February 2013. We delivered a presentation entitled *Establishing the University's Ethics & Integrity Council* at a session that was very well attended, (Hanna-West, Moore and McKean), and participated in several workshops focused on best-practices exchange among colleges and universities.

It should be noted that several institutions expressed interest in the resources Council developed and Council will explore options as to the best ways to leverage that interest.

5. Identification of research needed to find ways to curb violations of the university's policies on ethical behavior and academic integrity and raise awareness among students of the value of honor in all academic work;

USF participated in a nationwide research project in 2006 with Don McCabe, a faculty member at Rutgers who is chair of the International Center of Academic Integrity. He managed a survey that measured attitudes and behaviors about academic integrity. He has communicated his interest in managing our administration of a follow-up survey, and Council hopes to begin that survey in fall 2013.

In addition, Council leadership arranged an affiliation with Dr. Phillips from Mississippi State who is applying for an NSF grant for a survey project on graduate student research.

Her project looks at contextual features that influence the effectiveness of Responsible Conduct of Research training programs. Specifically, she proposes to examine beliefs about what constitutes research misconduct, influences towards engaging in misconduct, and tolerance of those who engage in misconduct. For

each of these measures she will be examining both domestic and international student populations to determine if there are any cross-cultural differences. The goal is to inform RCR education by providing empirical evidence about background conditions that affect graduate students' ability to comprehend and adhere to best practices in RCR. It is very similar to the McCabe studies and the institutional integrity assessment service available through the ICAI, but adapted for the context of research ethics.

Council membership includes representatives from the Office of Student Rights and Responsibilities, which in collaboration with the Council, continue to research best practices in the area of enforcement while seeking innovative and effective ways to raise awareness among the student body.

6. Coordination with the Center for Student Involvement and other entities to bring speakers to campus who might inspire greater commitment to ethics and integrity within the university community;

The council has collaborated with Student Government and sponsors of the University Lecture Series to recommend a list of high visibility speakers that would complement the council's awareness campaign efforts.

7. Sponsorship of annual events, such as Ethics and Integrity Day or Ethics and Integrity Week, where a special focus on the importance of ethics, integrity and honor are emphasized campus-wide;

The council will support the Center for Student Involvement and Student Government plans for establishing a university-wide recognized USF Ethics and Integrity week. The week would include an aggressive marketing campaign and would culminate with a high profile lecturer event hosted by USF. Coordination among the different partnering entities is still ongoing.

8. Coordination with various offices involved in providing services for new students to make USF's Commitment to Honor and discussion of the importance of ethical behavior and academic integrity significant components of the orientations and other activities planned for all new first- year, transfer and graduate students;

Since the onset of the council's operation, the council has worked closely with Undergraduate Studies and the Office of Orientation and completed the Commitment to Honor video that all incoming students view during their orientations which launched in fall 2012. The video highlights the importance of ethical behavior. The accompanying tutorial defines unethical behavior, educates students on the importance of behaving ethically and informs students of the applicable USF policies and practices. Students will be required to complete this Academic Integrity tutorial and "sign" the Commitment to Honor upon its successful completion via the Canvas system. The goal is to incorporate the video and tutorial throughout all orientations and admissions programs for all incoming students and encourage their use of the

tutorial resources for future reference as well.

9. Collaboration with the Office of Student Rights and Responsibilities to reinforce ethics and integrity in their work to promote community standards;

The Director of the OSRR serves as an active member of the council and is consulted on all matters as appropriate. The council is also considering proposals from Student Government and Student Affairs members that would investigate the role of a Student Honors Court working with OSRR or others responsible for enforcement of academic integrity and USF community standards in some capacity as deemed appropriate by USF administration.

10. Coordination with USF offices, such as the Office of Research and Innovation, to provide ethical and academic integrity information appropriate to IRB and other research certification processes for students;

The council is making plans to collaborate with the respective research focused offices and departments throughout the campus to identify their particular needs and propose an appropriate educational program accompanied by a focused awareness campaign.

11. Coordination with various offices in Academic and Student Affairs for the development of educational and informational resources, including undergraduate and graduate student workshops and seminars, print materials, video-conferences, on-line presentations, etc., to help students develop behaviors and practices consistent with standards and expectations provided in USF's *Commitment to Honor*;

The council includes representatives from the faculty (Academic Affairs), staff (Student Affairs) and both Graduate and Undergraduate students (Student Government). As such the council maintains direct lines of communication among the vested parties within our campus community and continues to dynamically identify and meet needs as they develop. Because of the need to expand the council's coordination with Athletics and USF Health, an ex officio representative from each of those two areas was requested and have been added to the membership of the council.

12. Assessment of the remediation, reintegration, retention and academic success of students who have been sanctioned through the academic integrity regulations and processes.

The council continues to work with the Office of Rights and Responsibilities and Undergraduate Studies to address this objective. Among the additional uses of the Academic Integrity tutorial, we hope to integrate it as part of an educational process on ethics and integrity for those students who have been sanctioned at USF in the future.

13. Coordination with the Center for 21st Century Teaching Effectiveness and others to engage faculty in the identification and implementation of instructional strategies, course standards, and applications of technology that will lead to course delivery and student learning outcomes assessment that will restrict or prevent academic integrity violations;

The council has consulted with the Academy for Teaching and Learning Excellence (previously the Center for 21st Century Teaching Excellence) on matters such as the production of the Academic Integrity tutorial program and the inclusion of other educational publications which populate the council's webpage. In addition, council leadership developed and delivered an academic integrity workshop to more than 130 TAs at the request of the Academy; it is anticipated that this workshop will be an annual event for new TAs to the university.

The Council believes that the clear measurement of our university's success is by guaranteeing that our students do, in fact, possess the knowledge and competence indicated by the degrees that we confer. Our ability to grow domestic and international partnerships hinges on the quality of our research and graduates. We cannot afford an academic culture where gaps in the process of acquired knowledge are tolerated, and we must do our utmost to model and inspire our Commitment to Honor. Instilling a university wide culture of academic integrity must be our first priority if we hope to truly become a "Global Research University dedicated to student success".

The Ethics and Integrity Council members express their gratitude to President Genshaft, Provost Wilcox and Dean Sullins for promoting and supporting the various projects and plans that will contribute to the education of our students and the development of a strong culture of academic integrity at USF.

Respectfully submitted,

Dr. Sharon Hanna-West, EIC Co-Chair

Patrick McKean, USF SGA, EIC Co-Chair

Date: May 14, 2013

**Ethics and Integrity Council Members
AY 2012-2013**

Name	EIC Seat	Term	Title	Department	E-mail	Phone
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Jean Cocco	US	2012-2013	Undergraduate Student	Student Govt. Justice		
Corbin Bercume	GS	2012-2013	Graduate Student	Graduate & Professional Student Council		
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AI Video/Webpages

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EI Student Council

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Sharon Hanna-West
EIC co-chairs

Curriculum Committee

Melissa Mercado-Crespo
Nicole Caesar