

The School for Ethical Education Annual Report



September 1, 2016 — August 31, 2017

Ethics in Action Creates Character

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The School for Ethical Education is grateful to the organizations and individuals that have supported our mission to advance *ethics in action*.

2016-17 DONORS

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History

John Winthrop Wright founded The School for Ethical Education in 1995. As a nonprofit organization recognized as tax-exempt by the U.S. Internal Revenue Service, SEE provides courses and programs for teachers, parents and students to advance ethical behavior in schools and communities. Mr. Wright's vision for school improvement focused on expanding opportunities for teachers and students to learn how ethics in action creates character. This phrase became the school's motto and recognizes the power of positive ethics in the creation of character. The core ethical concepts or virtues Mr. Wright desired to promote included respect, responsibility, caring, justice, honesty, truthfulness, courtesy, citizenship and the principles of the Golden Rule. The goal of positive character development is integrated into all programs offered by SEE. With the passing of Mr. Wright in 1996, and the monetization of his estate, SEE is supported by the endowment from John Wright, fees for services, grants and private donations.

Vision

The School for Ethical Education (SEE) teaches strategies to (K-16) educators to put ethics in action for positive character formation of students.

Mission

The School for Ethical Education (SEE) recognizes the need for an increased focus on ethical behavior within human interactions. We also affirm the contribution of sound ethical reasoning in the advancement of ethical behavior. To promote our vision, SEE uses a variety of methods to provide educators strategies to support positive character formation in their students.



College student during interview for SEE's Achieving with Integrity Seminar.

Program Year Summary

The School for Ethical Education (SEE) concluded its twenty-second year while sustaining our core programs that include: Integrity Works!, which focuses on advancing strategies for academic integrity in secondary schools; *Laws of Life* essay writing for Connecticut students (grades 5-12) to complete a writing assignment that helps students reflect on positive values; the John Winthrop Wright *Ethics in Action* award that recognized Merle Berke-Schessel, CEO of the United Way for Coastal Fairfield County for ethical business leadership; the Youth: Ethics in Service (*YES*) program, that teaches strategies to implement service-learning and our teaching and consulting programs that included contracts with schools and other agencies.

SEE continued to develop the Integrity Works! program as we invested meaningful time in the production of an on-line video seminar for Achieving with Integrity Seminar. The Seminar helps teachers create lessons to promote academic integrity and ethical analysis of lessons in social studies and English literature. The seminar will be marketed through SEE's new website. Teachers may use the Seminar to complete their own professional development in support of lessons to strengthen student ethical awareness, judgment, commitment and action.

In addition, SEE administered its fourth annual Academic Integrity PSA contest. SEE recruited 12 schools and ultimately eight submitted 17 PSAs, which were then evaluated. PSAs were evaluated on their clarity of support for academic integrity, creativity and production qualities. This year we also requested schools to post their PSAs on a social media platform. We recognized the top three PSAs created by students in support of academic integrity at our spring Character Celebration. Taken together, the PSAs had an audience potential of almost 11,000 students. Selected 2017 Integrity PSAs links are posted on SEE's PSA program page. SEE's ethics blog named Reasoning with Ethics was continued this year with a new case published weekly. The blog includes a summary of a current events story along with a picture and video placed with ethics-focused discussion questions on SEE's website. Links to the blog were also published on SEE's Facebook, LinkedIn and Twitter pages and emailed out to subscribers. The educational goal is to provide a meaningful discussion prompt for teachers to encourage student practice of ethical analysis. A business goal is to increase the subscribers to this free service in the hope to monetize the blog with ads. SEE also communicated with over 25,000 schools via an electronic newsletter and marketed SEE's other products and specifically a new on-line professional development webinar in support of our character-based decision making process named The Golden Compass. A Golden Compass student-teacher workshop was also added to SEE's programs and marketing has begun to middle schools within a 3 hour radius of Milford. Over 2800 students from 18 different schools participated in SEE's 17th annual Laws of Life Essay Program. The top ten essayists participated in SEE's May 3rd Character Celebration, which included the students, two family members and their teachers. Over 130 guests attended the celebration at Amarante's Sea Cliff in New Haven.

The project year began with a total remake of SEE's website. We moved to a new web host while integrating our E-store into the new platform. Other tasks completed during the year included many hours of volunteer service for Character.org in multiple projects that included their National Schools of Character program, blog writing and participation as a presenter in their annual Forum. Wangaard published an essay via the on-line platform MediaRocket and completed a review for the *Journal of Character Education*. Three new Trustees were recruited to SEE's governing board, and a survey of high school department heads in English and social studies was conducted to learn their methods to teach ethical analysis of content. None of those responding could describe a clear teaching method. SEE also supported the recruitment for and judging in a regional Ethics Bowl at Manhattanville College. Finally a webinar and blog regarding strategies for academic integrity was completed for Turnitin.



Academic Integrity PSA creators at Celebration.

SEE Financials

SEE spent its second year in its own office space in Milford, Connecticut. Wright Investors' Service continued to provide meaningful operational support in terms of discounted investment fees, technology and administrative assistance. SEE's overall income for the year including support from the endowment was \$203,466 and expenditures for the year were \$193,643. SEE will thus carry over the modest amount of \$9,822 into the 2017-18 program year.

Integrity Works! was funded completely through SEE's endowment. *Laws of Life (LOL)* received donations of \$4,429, to administer a statewide *LOL* writing program. Growth in donations will be sought to sustain these excellent character-education programs.

Teaching and Consulting income of \$4,192 represented a drop in fees for contracted services paid to SEE from previous years. Grants were received from the Bridgeport Rotary and the Richard Davoud Donchian Foundation. Donations and payments to SEE's annual Celebration totaled \$11,525.

SEE continues to work to develop its base of individual and corporate funders to help establish a broader foundation of support for its mission. SEE welcomes donations from those who believe in the critical need to build positive character in support of the family, local schools, their communities and our nation. SEE's vision is a progressive work and is moving forward with the positive expectation to advance *ethics in action to create character*.

To join us and make a donation to advance a vision of positive character, you may contact SEE through our website – www.ethicsed.org.

The School for Ethical Education						
2016 - 2017 Summary (Year end 8/31/17)						
Program Related Income and Expense Statement						
	DEVELOP.	INTEGRITY WORKS	LAWS of Life	TEACHING & Consulting	GEN. & ADMIN.	Fiscal YTD
						Totals
OPERATING REVENUE						
Teaching, Consulting, Sales	0	0	0	4,192	0	4,192
Donations	0	0	4,429	1,333	537	6,299
SEE Endowment	20,132	105,695	8,389	28,521	5,127	167,864
Grants & Misc.			0	4,500	0	4,500
Celebration Dinner	11,525	0	0	0	0	11,525
Income from prior year	2,000	4,000	1,000	2,086	0	9,086
Previous period released	0	0	0	0	0	0
TOTAL OPERATING REV.	33,657	109,695	13,818	40,632	5,664	203,466
Percent of Income	17%	54%	7%	20%	3%	100%
OPERATING EXPENSES						
Employee Expenses	17,582	96,430	11,558	27,954	5,270	158,794
Office Expenses	1,358	1,968	128	682	425	4,561
Travel Expenses	34	1,413	91	795	286	2,619
Outside Services	8,879	10,492	827	3,431	1,816	25,445
Project Expenses	213	232	32	1,748	0	2,225
TOTAL OPERATING EXP.	28,066	110,535	12,636	34,610	7,797	193,644
						0
SURPLUS/(DEFICIT) -	5,591	(840)	1,182	6,022	(2,133)	9,822
All Figures Pending Audit						