

# The School for Ethical Education Annual Report



September 1, 2015 — August 31, 2016

*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*.

### 2015-16 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, SEE continues to receive meaningful administrative support from Wright Investors' Service, a private investment management and financial advisory firm headquartered in Greenwich, Connecticut.

### 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.

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*Laws of Life* essayists during May 4 Character Celebration in New Haven, CT.

## Program Year Summary

The School for Ethical Education (SEE) concluded its twenty-first year while sustaining its core programs that include: Integrity Works!, which focused 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 Marna Borgstrom, CEO of Yale-New Haven Health Systems for business leadership that models positive character; 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, Character.org (formally the Character Education Partnership) and other agencies.

SEE administered Integrity Works! for the ninth year with funding support from the Richard Davoud Donchian Foundation. One Integrity Works! Project we call Achieving with Integrity focused on the creation of lessons to promote academic integrity and ethical analysis of lessons in social studies and English literature. Teachers in eight states and Sarajevo designed and taught lessons that supported student ethical reasoning. SEE provided on-line professional development sessions to help teachers create their own lessons in support of student ethical awareness, judgment, commitment and action. In collaboration with Dr. Jason Stephens (University of Auckland, NZ), SEE is evaluating the student responses in pre and post lesson survey responses. One teacher commented that, “Prior to these lessons, my students had no language or process to analyze ethical situations in academic subjects or life.” Results from this implementation study are guiding SEE’s marketing outreach to secondary schools.

In addition, SEE administered its second annual Academic Integrity PSA contest. SEE recruited 15 schools and then evaluated and recognized PSAs created by students in support of academic integrity. These PSAs had an audience of over 21,000 students. Selected 2016 Integrity PSAs links are posted on SEE’s PSA program page. A new project was begun this year with the weekly writing of an ethics blog named Reasoning with Ethics. A current events story was selected weekly and summarized with narrative, a picture or video and placed with discussion questions on SEE’s website. The blogs were also published on SEE’s Facebook and LinkedIn pages. The educational goal is to provide a meaningful discussion prompt for teachers to encourage student practice in ethical analysis. A business goal is to increase the subscribers to this free service in the hope to monetize the blog with ads in the future. SEE also communicated with over 6,000 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. Over 3200 students from 16 different schools participated in SEE’s 16<sup>th</sup> annual Laws of Life Essay Program. The top ten essayists participated in SEE’s May 4<sup>th</sup> 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 2016 Ethics in Action award recipient Marna Borgstrom received her recognition for ethical leadership at the same event along with the PSA contest winners.



Student Integrity PSA creators at Celebration.

Wrapping up the project year, Dr. Wangaard completed many hours of volunteer service to Character.org in multiple projects, completed two reviews for the *Journal of Character Education* and was interviewed by the Atlanta Journal Constitution and US News On-line for stories about academic integrity.

## SEE Financials

SEE spent its first full year in its own office space in Milford, Connecticut. Wright Investors' Service continues to provide meaningful operational support in terms of technology and administrative assistance. SEE's overall income for the year including support from the endowment was \$199,773 and expenditures for the year were \$190,690. SEE will thus carry over the modest amount of \$9,083 into the 2016-17 program year.

Integrity Works! was funded with a small grant of \$2,500 from the Donchain Foundation in support of the academic integrity PSA contest. *Laws of Life (LOL)* received donations of \$2,970, 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 \$5,494 represented a drop in fees for contracted services paid to SEE from previous years. Donations and payments to SEE's annual Celebration totaled \$11,560.

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](http://www.ethicsed.org).

| 2015 - 2016 Summary (Year end 8/31/16)       |               |                    |                    |                             |                  |                          |
|--|---------------|--------------------|--------------------|-----------------------------|------------------|--------------------------|
| Program Related Income and Expense Statement |               |                    |                    |                             |                  |                          |
|  | DEVELOP.      | INTEGRITY<br>WORKS | LAWS<br>of<br>Life | TEACHING<br>&<br>Consulting | GEN. &<br>ADMIN. | Fiscal YTD<br><br>Totals |
| <b>OPERATING REVENUE</b>                     |               |                    |                    |                             |                  |                          |
| Teaching, Consulting, Sales                  | 0             | 0                  | 0                  | 5,494                       | 580              | 6,074                    |
| Donations                                    | 0             | 0                  | 2,970              | 2,000                       | 1,475            | 6,445                    |
| SEE Endowment                                | 20,932        | 109,894            | 8,722              | 29,654                      | 3,925            | 173,127                  |
| Grants & Misc.                               |               | 2,500              | 0                  | 0                           | 67               | 2,567                    |
| Celebration Dinner                           | 11,560        | 0                  | 0                  | 0                           | 0                | 11,560                   |
| Income from prior year                       | 0             | 0                  | 0                  | 0                           | 0                | 0                        |
| Previous period released                     | 0             | 0                  | 0                  | 0                           | 0                | 0                        |
| <b>TOTAL OPERATING REV.</b>                  | <b>32,492</b> | <b>112,394</b>     | <b>11,692</b>      | <b>37,148</b>               | <b>6,047</b>     | <b>199,773</b>           |
| <b>Percent of Income</b>                     | <b>16%</b>    | <b>56%</b>         | <b>6%</b>          | <b>19%</b>                  | <b>3%</b>        | <b>100%</b>              |
| <b>OPERATING EXPENSES</b>                    |               |                    |                    |                             |                  |                          |
| Employee Expenses                            | 17,023        | 93,780             | 10,941             | 27,576                      | 4,292            | 153,612                  |
| Office Expenses                              | 733           | 3,209              | 131                | 352                         | 997              | 5,422                    |
| Travel Expenses                              | 185           | 1,294              | 58                 | 839                         | 70               | 2,446                    |
| Outside Services                             | 8,795         | 12,429             | 1,004              | 2,991                       | 1,637            | 26,856                   |
| Project Expenses                             | 425           | 1,729              | 5                  | 195                         | 0                | 2,354                    |
| <b>TOTAL OPERATING EXP.</b>                  | <b>27,161</b> | <b>112,441</b>     | <b>12,139</b>      | <b>31,953</b>               | <b>6,996</b>     | <b>190,690</b>           |
| <b>SURPLUS/(DEFICIT) -</b>                   | <b>5,331</b>  | <b>(47)</b>        | <b>(447)</b>       | <b>5,195</b>                | <b>(949)</b>     | <b>9,083</b>             |