APPROACHES FOR GETTING/BUILDING INSTITUTION BUY-IN AND SUPPORT
KEY FACTORS TO BE DEALT WITH

- Devaluation of Ethics at all Levels
- Limited Infrastructure and Resources
- Competing Priorities
- Stasis/Inertia
- Defensiveness
- Lack of and Distorted Reward Structures
- Need for Sustained Efforts
THREE MOST PROMISING STRATEGIES

- Different strategies at different institutions
- Affinities are interconnected
1. Identify and leverage powerful movers for your institution
   - Advisory Committees
   - Students
   - Accreditation (ABET, SACS, etc.)
   - Legislatures
   - Funding Agencies and Scientific Community (NSF, NAE, etc.)
   - Peer Institutions
   - And more ...
THREE MOST PROMISING STRATEGIES

2. Make it a Wider Effort
   • Build relationships across boundaries (departments/schools, staff/faculty/students, etc.)
   • Awards, Recognition, Tenure and promotion
   • Invoke current discussions in higher-ed

3. Connect Ethics to Existing Programs and Priorities
   • Enables alignment
   • Grounds the discussion in concrete, familiar topics
   • Can cover all four years
PITFALLS

- Failure to anticipate push-back and other downsides
- Over-anticipating push-back (self defeat)
- Failure to identify and enlist allies
- Doing too much too fast
- Dilution or co-optation
- Across the curriculum and single shot approaches both have downsides
- Obsessing about measurement
WHAT CAN ATTENDEES DO?

- Stay in contact
  - Establish mailing list, regular conference call, etc.
- Publish in high visibility venues
  - Newspaper editorial page
  - Local News outlets
- Lead by example, support your peers
WHAT CAN BROADER ENGINEERING COMMUNITY DO?

- Reach out to / engage the public
- Professional/ Honorific Societies should take visible stands on social and ethical issues their members face
- NAE Grand Challenge in Engineering Ethics