

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, SACCS, 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
 - Nature, Science, Chronicle of Higher Ed., etc.
 - 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