



PROGRAM GUIDE

Developed through the TRUIST Center for Ethical Leadership



UNG Mike Cottrell
College of Business

UNIVERSITY of NORTH GEORGIA™

TRUIST CENTER FOR ETHICAL LEADERSHIP

Building Ethical Employability (BEE-1)

A high school program focused on ethical behavior created and maintained by:



UNIVERSITY *of* NORTH GEORGIA™

TRUIST CENTER FOR ETHICAL LEADERSHIP

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TRUIST Center for Ethical Leadership

OUR FOCUS: Creating Value by Developing Ethical Leaders

Vision

Provide support for a North Georgia leadership community that understands and incorporates their values in daily ethical decisions and actions impacting the everyday lives of citizens.

Mission

Facilitate critical thinking, promote ethical decision-making and support education in ethical leadership through education, research and professional development programs at the community, university and K-12 levels.

Background

The Mike Cottrell College of Business and the BB&T Corporation, now TRUIST Corporation, founded the TRUIST Center for Ethical Leadership in 2012. The concept of the center was originally presented by Mike Cottrell College of Business faculty and staff. An original gift of \$1 million provided by TRUIST Corporation and a matching commitment of \$500,000 from the Mike Cottrell College of Business created the center.

The relationship between the Mike Cottrell College of Business and TRUIST Corporation is a natural fit through similar core values and the importance of ethical leadership development in both organizations.

Quick Contact

TRUIST Center for Ethical Leadership
706-867-2966 truistcel@ung.edu

[WEBSITE](#)



Building Ethical Employability (BEE-1) Program

The Truist Center for Ethical Leadership creates the Building Ethical Employability (BEE-1) program where high school students from the North Georgia region come to the UNG campuses for a half-day curriculum which focuses on teaching employability skills through engaging presentations and activities. The BEE-1 program is endorsed by the Georgia Department of Labor and is an approved curriculum in satisfying the GeorgiaBEST (Business Employability Skills Training) requirements in several pathways.

The GeorgiaBEST curriculum focuses on 15 different attributes that employers have stated are important for employees to possess. These attributes have been split into three separate areas: Personal Characteristics, Interactions with Others, and Employer Expectations. Each session in this program aligns specifically with one or more attribute in each area of the GeorgiaBEST curriculum.

BEE-1 Program Objectives

- Facilitate discussion on ethical behavior and personal branding
- Provide an understanding of an ethical decision-making process
- Increase student awareness to the importance of ethical behavior in business and organizational settings
- Engage students with their peers on values based choices

BEE-1 Courses

- Ethics: Framework, Decision-Making and Self Branding
- Organizational Ethics
- ACTIVITY: Scattergories

BEE-1 Program Partnerships

PARTNERSHIPS:

University Partner Information: The BEE-1 Program also promotes college education and interaction with college-level business students to promote student engagement and mentorship. Through a University partnership, the BEE-1 program becomes more impactful, creating more awareness of the importance of ethics to the students. The Truist Center for Ethical Leadership can assist you to create this partnership within your region as a member of the University System of Georgia. You may also reach out to the Deans office of your regional USG Institution directly about replicating the program. To get assistance with this partnership, should you need it, please contact Rose Procter, Director of the Truist Center for Ethical Leadership.

Rose Procter, Director

Truist Center for Ethical Leadership

706.867.2966 rose.procter@ung.edu [WEBSITE](#)

BEE-1 Program Structure

STEP 1: Through building and maintaining positive relationships with the high schools in the North Georgia region, we brought up to 50 students from 3 high schools (150 students) to a UNG campus. Partnering with your regional USG Institution, determine the campus location for the program.

Space/Logistics Needs Assessment:

- One auditorium (seating up to 180)
- Three (3) breakout rooms (seating up to 50 each)
- Contact USG Institutions Admissions office for campus tour/promo video

STEP 2: Secure speakers for two topics and one activity: speakers can be eligible and recommended through the USG Institution and/or expert business community members.

- Ethics: Framework, Decision-Making and Self Branding (40mins)
- Organizational Ethics (40mins)
- PEER ACTIVITY: Scattergories? (40mins)

STEP 3: Secure any sponsors and or door prizes (you can usually obtain door prizes through the USG Institution Admissions Office). We recommend having at least one for each school.

STEP 4: Obtain the student participants from schools and print/provide BEE-1 Certificates back to each school who participated. These certificates will serve as the documentation to satisfy GeorgiaBEST certification standards.

BEE-1 Program Schedule Template

Building Ethical Employability (BEE-1)

{DATE}

{USG INSTITUTION NAME: CAMPUS/LOCATION}

NOTE: Schools will be given their rotation schedule upon arrival at {USG INSTITUTION NAME}. Students are asked to wear **business professional attire**, but please have students wear appropriate shoes for the walking-tour.

8:45 AM Arrival to {USG INSTITUTION NAME} – buses drop off at {location}

Campus Tours: 3 groups of 50 students

Group 1: {SCHOOL NAME} Tour Start: {LOCATION}

Group 2: {SCHOOL NAME} Tour End: {LOCATION}

Group 3: {SCHOOL NAME}

9:15 AM Welcoming Remarks (all 150 students together in auditorium)
{NAME OF PERSON GIVING REMARKS}

9:20 AM Session Rotations Begin – Go to assigned breakout rooms

TIME	Defining Your Personal Core Values {ROOM} {BUILDING/LOCATION} {SPEAKER} {SPEAKER TITLE}	Ethics: Framework, Decision Making & Self Branding {ROOM} {BUILDING/LOCATION} {SPEAKER} {SPEAKER TITLE}	ACTIVITY: Scattergories {ROOM} {BUILDING/LOCATION} {SPEAKER} {SPEAKER TITLE}
9:30AM	Group 1	Group 2	Group 3
10:15AM	BREAK: Session Switch		
10:25AM	Group 2	Group 3	Group 1
11:10AM	BREAK: Session Switch		
11:20PM	Group 3	Group 1	Group 2
12:05PM	BREAK: Final Switch		

12:10 PM Wrap-Up: Announce program partners

12:15 PM Presentation by Admissions Office
{SPEAKER, TITLE}

12:30 PM Door Prizes

12:35 PM Adjourn

IF USG INSTITUTION HAS A DINING HALL

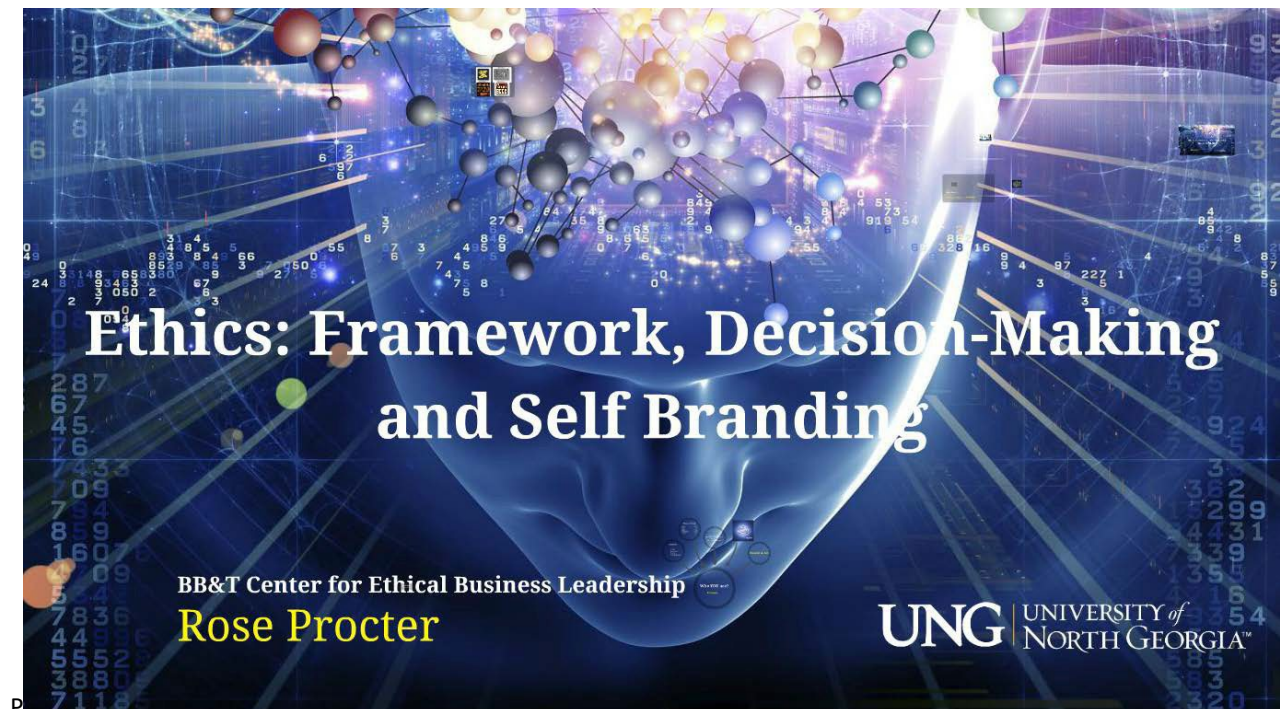
NOTE: Schools may stay and eat on campus at their own expense. Schools will need to contact {contact info} with an approximate head count by TBD if schools wish to eat lunch at the {dining hall name}.
{The dining hall description here}

BEE-1 – Ethics: Framework, Decision-Making and Self Branding

This presentation aligns with the Interactions with Others area within the GeorgiaBEST curriculum. It specifically addresses the characteristic of Effective Communication.

This presentation is included in the BEE-1 Curriculum to focus on ethical frameworks and how to examine ethical dilemmas through already existing theories, to provide the students with a base decision-making model and to provide students with an awareness of their own “self-brand” through character and their digital image.

This presentation is conducted within a 40 minute time frame. Click below to be taken to the full presentation. If you are going to be using this presentation, you may contact Rose Procter by email at rose.procter@ung.edu to review content, if necessary.



Additional Resources:

[Truist Center for Ethical Leadership Knowledge Base](#)

[Ethical Systems](#)

[Ethics Unwrapped](#) – University of Texas at Austin

BEE-1 – Personal Development for the Workplace

This presentation aligns with the Personal Characteristics area within the GeorgiaBEST curriculum. It specifically addresses the characteristics of Attitude and Flexibility.

In this session, students firstly discuss personal values, what they are, and why they are important. Then through multiple group activities and discussions, students will define what they own personal values are by using the True Colors Personality Test. This will offer insight in regards to their own personality as well as their strengths and weaknesses. Leadership, effective teamwork, and collaboration will be other important topics discussed in this section to teach students the importance of knowing themselves and how to work with others who may have different views and opinions.

True Colors Personality Quiz

There are four boxes containing word clusters. Look at Box One – Give the cluster of words most like you a “4”. Then rank order the other three cluster choices from 3 to 1 in descending preference. A score of “4” is most like you and a score of “1” is least like you. Continue this process with the remaining four boxes.

Box One

A _____
active
opportunistic
spontaneous

B _____
parental
traditional
responsible

C _____
authentic
harmonious
compassionate

D _____
versatile
inventive
competent

Box Two

E _____
curious
conceptual
knowledgeable

F _____
unique
empathetic
communicative

G _____
practical
sensible
dependable

H _____
competitive
impetuous
impactful

Box Three

I _____
loyal
conservative
organized

J _____
devoted
warm
poetic

K _____
realistic
open-minded
adventuresome

L _____
theoretical
seeking
ingenious

Box Four

M _____
concerned
procedural
cooperative

N _____
daring
impulsive
fun

O _____
tender
inspirational
dramatic

P _____
determined
complex
composed

Box Five

Q _____
philosophical
principled
rational

R _____
vivacious
affectionate
sympathetic

S _____
exciting
courageous
skillful

T _____
orderly
conventional
caring

BEE-1 – PEER ACTIVITY: Scattergories

This activity aligns with the Employer Expectations area within the GeorgiaBEST curriculum. It specifically addresses the characteristic of Critical Thinking & Problem Solving.

BEE-1 Program Implementation Checklist

BEE-1 Checklists		
At least one month prior		
	Book Space	
		Main Room (180) (large room or auditorium)
		Break out room (50)
		Break out room (50)
		Break out room (50)
	Book Campus Tour (admissions office)	
	Confirm schools	
	Confirm presenters	With Partners
	Confirm notification to dining hall if students eating there	
	Secure door prizes/pens	With Partners
	Invite Admissions to speak (or video)	
One to two weeks out		
	Create schedule	
	Create and print nametags	
	Prepare packets (1 ea. Student)	
		BEE-1 Program Welcome Letter
		Any additional partner letters/materials
		Blank paper (notes page)
		Pen
	Confirm with speakers tech needs for rooms	
	Confirm Lanyards from Partners	
Packing list (day of program)		
	Nametags	
	Lanyards	
	Student packets (1 ea. Student)	
	Raffle tickets (for door prizes)	
	Fishbowls	3-one for each schools raffle tickets – draw one from ea.
	Prizes	
	Laptop, Projector, etc... for the rooms	
	Certificate instructions for teachers	

Follow-up	
Certificates for those who submit documentation (create, print and mail to schools)	
Ongoing data (Excel) submitted to TRUIST CEL at truistcel@ung.edu after each program	
	Name of participating schools
	# of students
	Date/Location
	Program contact

BEE-1 Name Tag Template

FRONT VIEW



BACK VIEW

Name of High School

{insert school specific rotation below}

8:45am Campus Tour

9:15am Welcome Remarks

9:30am

10:30am

11:30am

12:30pm



Certificate of Participation

Student Name

High School Name

Building Ethical Employability (BEE-1) is designed to develop youth's ethical business leadership skills as they prepare to enter the workforce and participate in the global community.

Program Coordinators Signature

DATE

USG INSTITUTION/LOCATION

BEE-1 Certificate Instructions (for teachers)

After the program completes, the teachers from the participating schools complete the following in order to receive the student's official certificate of participation from the program host:

1. Create an Excel of all the students who participated from your school. There should be two columns – Student Name and Student School. PLEASE input the students name and the name of the school exactly how it should be on the certificate.
2. Name the Excel in this format: HighSchoolName-BEE-1-Date&Location
3. Email this list, your contact information and the address where to send the certificates to your host program contact. They will create certificate and send them to you for documentation.



The BEE-1 Program for K-12 provides curriculum to teachers for the requirements of the GeorgiaBEST certification. This program satisfies as follows:

Standard	Points
Discipline and Character	1
Teamwork	1
Social Media Ethics	1
Organization and Responsibility	1
Oral and Written Communication Skills	1
Appearance and Professional Image	3
Total Points	8

GeorgiaBEST Certification

Georgia Labor Commissioner Mark Butler has introduced the Georgia Department of Labor's GeorgiaBEST (Business Employability Skills Training) program. GeorgiaBEST concentrates on teaching students the top skills identified as those lacking among the future workforce, such as attendance, punctuality, teamwork, respect, communication skills, and attitude. Students must earn at least 25 points (with at least 1 in each category) to earn certification from the State GDOL. The students must also complete a required project which involves either: job shadowing, community service, mentoring, business simulations, or a one-page career research project. GeorgiaBEST is currently in over 200 high schools across the state.

STEPS TO GET CERTIFICATE:

1. Study and be assessed on 10 soft skill standards as set by the Georgia Department of Labor GeorgiaBEST program
2. Participate in at least one of the required projects
3. Receive at least 25 of the 30 possible points



GeorgiaBEST Teacher

In my position as CTAE Director, I correspond with business and industry representatives on a regular basis. Almost always, the conversation turns to the lack of work ethic demonstrated by new hires and this generation of students/future employees. In response to conversations such as these, my school district implemented the GeorgiaBEST program to better prepare our students with the in-demand soft skills that are so desperately sought after in workplaces today. GeorgiaBEST has been and will continue to be an integral component of our plan as a system to prepare our students to graduate college and career ready.

Dr. Katherine M. Thomas,
Director Career, Technical and
Agricultural Education
Polk School District

GeorgiaBEST Certified Student

Soft skills are essential for career success. Nearly 70% of first time hires are let go because they lack soft skills. Because of the GeorgiaBEST program, I will not be in that statistic. I feel like I am much better prepared to enter the workforce because of being involved in the GeorgiaBEST Soft Skills Program. I have an advantage over others entering the workforce because I know and understand the value of core work ethic traits which are needed to be successful on the job and I am better prepared to face career challenges. Today's workplace requires everyone to work together more effectively than in the past. I am able to communicate effectively and to build relationships with others in one-on-one interactions as well as in groups and teams. GeorgiaBEST (Business Employability Skills Training) has helped prepare me to face tomorrow with a confident and committed attitude that will propel me to excellence.

KayLynn Samples 2013
GABEST Student of the Year

Building Ethical Employability - (BEE-2) Program



The Truist Center for Ethical Leadership and our partners have created a Building Ethical Employability (BEE-2) program through simulation at the Lanier Charter Career Academy in Hall County. Learning about values and ethics and having to act upon them are two very different things. We believe providing students simulated experience through scenarios, environment immersion and responses of decisions to a live panel gives students an increased learning of how one's ethics are applied in business; thus, giving students "voice to their values."

BEE-2 Program Objectives

- Business environment immersion
- Critical thinking in ethical decision-making in business through scenarios
- Ethical defense through defending decisions to a live panel of business community leaders

BEE-2 Partners



For more details about BEE-2, please download the BEE-2 Program Guide from the [Truist CEL WEBSITE](#).



CONTACT

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If you need this document in an alternate format for accessibility purposes (e.g. Braille, large print, audio, etc.) please contact Rose Procter, Director of the Truist Center for Ethical Leadership, 706-867-2966, rose.procter@ung.edu.