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Why do people dread compliance and ethics training?

- It's boring.
- It is inconvenient.
- Don't see the relevance.
- Don't see the benefit.
- Low priority.
- Too much at once.
- Tone from the top.

Brain overload. It is so dry.

It's so BORING!

What's in it for me? It's too long.

It puts me to sleep. It doesn't apply to my work.

It's not realistic. **Nobody cares.**

I'm too busy. It's not helpful.

When I get around to it... It is just to tick a box.

2

How can we make it better?

Barriers

- It's boring.
- It is inconvenient.
- Don't see the relevance.
- Don't see the benefit.
- Low priority.
- Too much at once.
- Tone from the top.

Tactics for Success

- Shorter, streamlined modules
- Include interactive content and videos of real people
- Plain language examples that are specific to the organization
- Positive reinforcement for completion
- Encourage buy-in from Senior Administration.

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Case Study

University of Alabama Ethics in Eight Program



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Program Goals

- Encourage ethical behavior
- Increase awareness about the University's Code of Ethical Conduct
- Reinforce connections by revisiting the subject matter throughout the year
- Recognize those who voluntarily participate



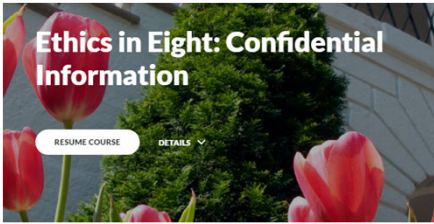
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The Program

- A separate module focused each section of the Code of Ethical Conduct
- New module released each month
- Each module takes no more than eight minutes to complete
- Complete the whole series to be recognized at the end of the year.

Ethics
in
Eight 
8 Standards. 8 minutes.

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This module covers the fourth of eight standards included in the Code of Ethical Conduct.

Questions?

Contact the Office of Compliance, Ethics, and Regulatory Affairs at compliancetraining@ua.edu or 205-348-2334.

- ☰ Overview ●
- ☰ Applying the Code ●
- ☰ Relevant Policies ●
- ☰ Summary ●

Module Content

1. Overview
 - Intro video
 - Verbiage from the Code
2. Applying the Code
 - How the principles apply to day-to-day activities
 - How to find more information
 - How to report problems
3. Relevant Policies
4. Summary
 - Wrap-up
 - Bonus Activity
 - Introduce next topic

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Marketing

- Emails. Emails. Emails.
 - Introduction
 - Faculty Senate/PSA/OCTSA
 - Targeted emails to leadership
 - Monthly announcements
 - Wrap-up reminders
 - Newsletters
- Website Feature
- LMS Homepage
- Digital Signage
- Talk it up in meetings

THE UNIVERSITY OF ALABAMA®

Ethics in Eight

8 standards. 8 minutes.

New Module: Confidentiality

The fifth installment in the Ethics in Eight training series is now available through UA LMS. This month's module focuses on Code of Ethical Conduct Standard Four: Using confidential information responsibly.

Like the other modules in the series, this module will take no more than 8 minutes to complete.

[Take the new module now!](#)

UA Policy Scavenger Hunt

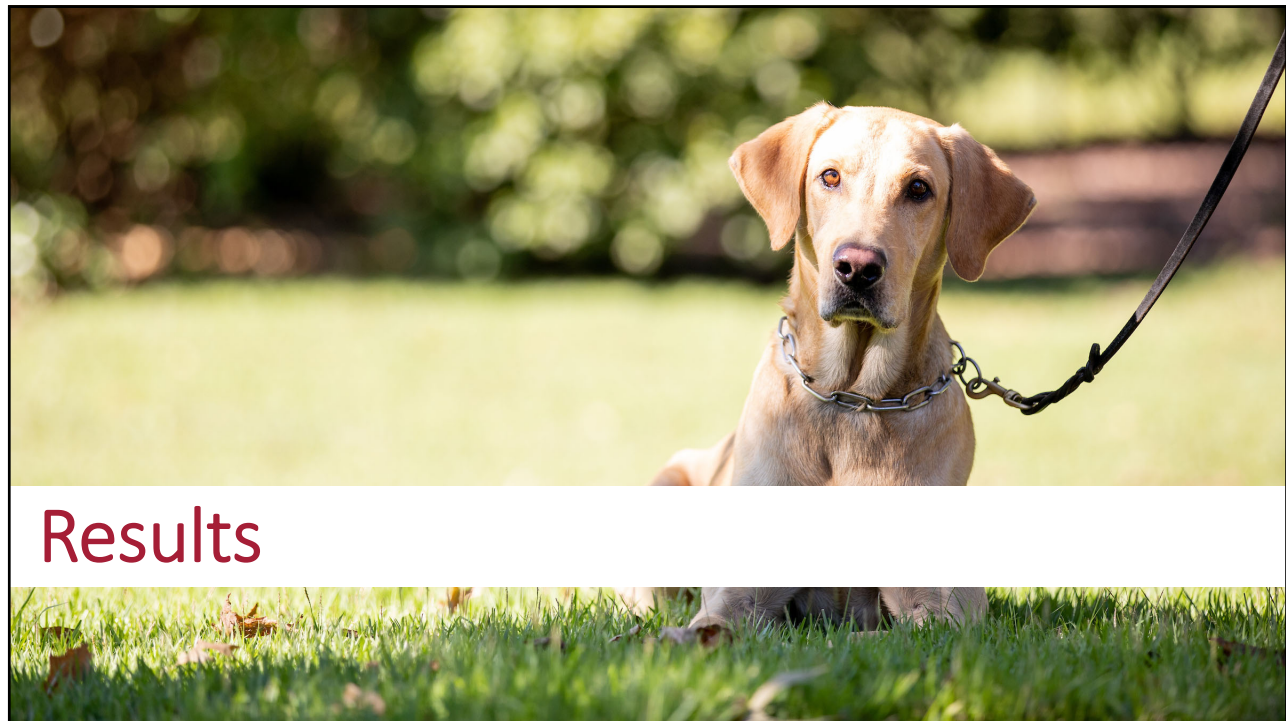
Based on the numerous scavenger hunt entries that we received, it is obvious that you all really know your policies. The first response with all questions answered correctly was received a mere 24 minutes after last month's module was released!

Please join us in congratulating our winner, **Sarah Sides!**

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Rewards

- Certificate of Completion
- CEU credit
- Name included in report to the Vice President
- eBadge
- Ethics in Eight T-shirt



Results

We guessed that about 100 users might complete the series, but...

972

users completed the full series!

2,524

users completed at least one module.

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Additional Results

- ALL faculty and staff received monthly emails about ethics awareness.
- T-shirt sightings in the wild!
- Uptick in issue reporting.
- Compliments from University leadership.
- Spin-off series for students building on the same model.
- Learners consistently ask for what is next!

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What is next?

- 2022 Ethics in Eight – 8 days of ethics related activities
 - Ideas:
 - New e-Learning module
 - Daily ethics focus
 - Virtual and In-person events
 - Limited swag
- Expand the positive reinforcement model to encourage completion of required annual training

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Questions?



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