

UW Awarded \$2.6 Million Business Ethics Grant from Daniels Fund

April 20, 2006 -- Business ethics education in the Rocky Mountain region has received a major boost with the announcement today (Thursday) of a \$2.62 million grant from the Daniels Fund to the University of Wyoming College of Business. This commitment expands upon a 2005 grant of \$900,000 to establish UW's Bill Daniels Distinguished Professorship of Business Ethics.



"The 2005 grant allowed us to jump-start the most comprehensive statewide business ethics education program in the Rocky Mountain region with the hiring of the first Bill Daniels Distinguished Professor," said Brent Hathaway, dean of the UW College of Business. "The grant we announce today provides stable funding for the Daniels professorship for the next decade and a continuation of a robust business ethics curriculum at UW and all institutions of higher education in the state."

The two grants combined -- \$3.52 million -- constitute among the largest private foundation contributions for an academic program ever received at UW.

"Our founder, Bill Daniels, considered achieving a reputation for honesty and integrity in business as the greatest accomplishment in his life," said Linda Childears, Daniels Fund president and CEO. "We are honored to partner with the University of Wyoming in helping to ground students in the essential values they will need to succeed in business and lead happy, productive lives," she added.

In 2005, UW hired O.C. Ferrell, then head of the Department of Marketing at Colorado State University and a leading figure in ethics education, as the first Bill Daniels Distinguished Professor of Business Ethics. Since 2005, Ferrell and business college faculty members have established a task force to assess and develop business ethics curriculum, worked with the Mountain States Better Business Bureau to select winners for the 2006 Marketplace Ethics award and created a Web site of materials for teaching business ethics (www.uwyo.edu/businessethics).

As the grant continues, the college will continue to develop ethics modules for inclusion in

conventional business classes, build a network of scholars interested in business ethics, and expose executive, graduate, undergraduate and community college students to the ideas and concepts of business and ethical issues.

The culmination of this year's initiative will be a statewide workshop on Business Ethics in Casper on May 5. Community college instructors throughout the state will attend.

Additionally, UW has offered opportunities for non-business majors to learn business ethics and leadership. UW will share results in the academic community and through the college's accrediting organization, AACSB International, to improve business ethics and leadership curricula nationwide. The grant will allow UW to become a resource for Wyoming businesses in the area of business ethics and social responsibility, Hathaway said.

The Daniels Fund also provides Daniels Opportunity Awards in Wyoming, coordinated by the Wyoming Association of Student Financial Aid Administrators. Financial aid offices at UW and the state's community colleges worked collaboratively to prepare the proposal to provide scholarship to non-traditional students who enter one of Wyoming's seven community colleges and plan to transfer to UW after achieving their associate degrees. Selection of the scholarship recipients is focused on GED recipients, children of the foster care system and "second chance" adults pursuing education later in life.

The Daniels Fund operates the Daniels College Scholarship Program and the Daniels Fund Grants Program in Colorado, New Mexico, Utah and Wyoming. The fund was established in 1997 by cable television pioneer Bill Daniels, who in 1953 launched his first cable system in Casper.

Photo

O.C. Ferrell, the first Bill Daniels Distinguished Professor of Business Ethics at the University of Wyoming.

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