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Our mission: The Maguire Ethics Center seeks to recognize, honor, and model ethical behavior; provide moral reflection on the contemporary issues; and celebrate ethics that reflect SMU’s fundamental goals.
“Trust is often built through the forged experiences created when we work together.”
When I first became the director of the Maguire Ethics Center in 2011, one of the challenges was to spark a community-wide discussion of ethics. We were fortunate to find many collaborators who were willing to join in that effort. Today, we find it difficult to find an area where ethics is not the hot topic of conversation.

Our nation and our community are in a crisis. We have seemingly lost the very qualities that bring us together. Remember when “the loyal opposition” was an often-used phrase? Today, we challenge the ethics of anyone who disagrees with us. We “unfriend” people who oppose our positions. We have developed an all-or-nothing attitude toward supporting our leaders who, being human, are still prone to mistakes. And we have little faith in our public institutions.

One of the first casualties of this crisis is trust. Each year at World Economic Forum in Davos, Edelman presents its latest findings from its worldwide “Trust Barometer” survey of “informed” citizens. The 2018 findings were particularly disheartening. They found a “record-breaking drop in trust in the U.S.” making our country the lowest of the 28 countries surveyed. Americans have lost our faith in our institutions, our leaders, and even each other.

Clearly, the Maguire Ethics Center still has an important role. Trust is often built through the forged experiences created when we work together. One of our goals at the Ethics Center is to bring people together to help kindle these bonds of trust, which is why we host events like the Conference of the Professions that brings together students with attorneys, clergy and physicians to discuss a common ethical challenge. It is also why we encourage our Public Service Fellows to build meaningful relationships with their community organizations. But it also helps to have role models. We are not talking about saints, but the individuals who rise above selfish interests and who are willing to sacrifice to achieve a greater good. Our annual J Erik Jonsson Ethics Award recognizes just such people in our community. We could not be more pleased to have recognized long-time Ethics Center supporter and Dallas civic leader Bobby B. Lyle this year.

SMU is particularly interested in developing our future leaders so we must concern ourselves with an education that puts ethics at its core. The Maguire Ethics Center has taken the position that ethics is often most effectively taught when it’s close to our students’ personal interests and goals. That’s one reason we continue to bring faculty together for research and scholarship across the disciplines. Their work in ethics serves as an example to their students that ethics is something you must apply every day and that must pervade our work environment. Students learn that civil questioning is a positive trait and has a proper role in our discourse.

In 1630, John Winthrop gave his famous sermon while en route to the new world. In it, he gave us this great challenge: “We must delight in each other; make others’ conditions our own; rejoice together, mourn together, labor and suffer together, always having before our eyes our commission and community in the work, as members of the same body. So shall we keep the unity of the spirit in the bond of peace.” May we continue to be dedicated to that proposition.

Rita Kirk, Ph.D.
William F. May Endowed Director
To help fulfill SMU’s commitment to ethics education, the Maguire Center created the Maguire Ethics Center Faculty Incentive Grant Program. The goals of this program are to enhance existing ethics courses, develop new courses, and increase faculty publications and research related to ethics.

In the 2017-2018 academic year, the Maguire Ethics Center awarded eight grants: four new ethics courses, two course revisions and two research or manuscript publications. Many of the faculty members who received these grants gathered in Taos for an ethics course development and writing workshop.

“The retreat allowed me time to think through some of the prior philosophical/theological issues related to the concerns of the contemporary practice of bioethics. This was especially helpful because I spent the entire next week in an intensive bioethics class with colleagues … the retreat gave me a running start on the whole process of thinking through course development.”

-Dallas Gingles, Perkins Theology

“I made significant headway on a syllabus … I solved the riddle about how I will assess for ethical content in the course, and also had a breakthrough in writing a related article. I have a better sense about how to present the whole thing as ethical formation. This was really valuable time.”

-Jill DeTemple, Anthropology
2018 GRANTS

New Ethics Courses

“Problems in the Philosophy of Religion, and Gender, Religion, and International Development” Religious Studies, Prof. Jill DeTemple

“Moral Theory and Bioethics” Perkins School of Theology, Profs. Dallas Gingles and Hugo Magallenes

“The Ethical Teacher” Education & Human Development, Prof. Frank Hernandez

“The Ethics of Care” Anthropology, Prof. Nia Parson

Course Emendations

“Ethics and Compliance for the Global Enterprise” Law, Prof. Eric Hinton

“Texas-Mexico Borderlands: A Social, Political, Cultural and Economic Story” World Languages and Literature, Prof. Libby Russ

Research

“Sexual Consent and Deception About the Self” Philosophy, Prof. Jennifer Matey

“An Ethnography of Community-Building, Generating Good Indians, and the Ethics of Global Society” Anthropology, Prof. Carolyn Smith-Morris

Previous grant recipients and their projects can be found at smu.edu/ethics. To date, the Faculty Incentive Grant Program has created 20 new ethics courses, enhanced nine existing courses, and funded 14 research publications.
Celebrating A Record-Breaking Event: The Largest J. Erik Jonsson Ethics Award Luncheon In Our History

J. ERIK JONSSON ETHICS AWARD
HONORING BOBBY B. LYLE
For his ethical leadership and exemplary community service, the Maguire Center for Ethics and Public Responsibility was proud to honor Dr. Bobby B. Lyle with the 2018 J. Erik Jonsson Ethics Award.

A member of the SMU Board of Trustees for nearly 30 years, he has served as chair or vice chair of numerous university standing committees and boards. And, although his commitment to SMU is unwavering, his involvement in the Dallas nonprofit community is wide and deep, including leadership roles as chair or vice-chair of The Salvation Army National and DFW Advisory Boards, Circle Ten Council Boy Scouts of America Executive Board, Trinity Trust Foundation, Texas Trees Foundation, Communities Foundation of Texas, W.W. Caruth, Jr., Foundation, and the Texas Business Hall of Fame Foundation.

He is the vice chair of the Maguire Energy Institute in the Cox School of Business and of the Maguire Ethics Center, co-founder and current chair of the Associates Board in Cox and serves on the board of the SMU Hart Global Leaders Forum. In 1995, he was awarded the SMU Distinguished Alumni Award and in 2006 was named part of the School of Engineering Hall of Leaders.

Lyle’s leadership extends far beyond the SMU community. He has been a pioneer in the petroleum and natural gas industry for more than 25 years, having led several oil and gas exploration firms and founding Lyco Energy Corporation in 1981. He was instrumental in the development of the Dallas Galleria Mall and the InterFirst Bank Galleria.

He has been recognized with the Robert S. Folsom Leadership Award from Methodist Health System and has received Lifetime Achievement Awards from the Boys & Girls Clubs of Greater Dallas, Volunteer Now, and the Dallas Historical Society. He was awarded the Order of Distinguished Auxiliary Service, The Salvation Army’s highest award for non-Salvationists. In 2013, he was inducted into Junior Achievement’s Dallas Business Hall of Fame.

Lyle accepted the award on March 30, 2018. Due to unsurpassed fundraising records, the original location at Mack Ballroom was moved to the Moody Coliseum. Dr. Terry Flowers, Headmaster and Executive Director of St. Philip’s School and Community Center, and 2016 award recipient, delivered the invocation to the 450 guests in attendance. A record $327,000 was raised through the luncheon, directly supporting the Maguire Center’s mission and operations. For the first time ever, the Maguire Center premiered videos showcasing the Center’s mission and a special homage to Dr. Lyle. These videos were created thanks to the generous sponsorship of the Kleinert family.

Event committee co-chair Chris Kleinert thanks attendees for their support.
The J. Erik Jonsson Award, named in honor of the spirited former mayor of Dallas, honors those who exemplify moral leadership and public virtue, whose deeds and character are exemplary and whose service to Dallas is exceptional.

ABOUT THE J. ERIK JONSSON ETHICS AWARD

The founders of our nation foresaw that the ideal of liberty alone would not sustain our country unless accompanied by the concept of public virtue, a sacrifice of self and resources for the public good. For over 20 years, the Maguire Center has been proud to present this annual award to people whose careers should be recognized, honored and modeled.

Previous Recipients

David Brown (2017)
Terry Flowers (2016)
Lyda Hunt Hill (2015)
Gail Griffin Thomas (2014)
Walter J. Humann (2012)
Ruth Collins Sharp Altshuler (2011)
Bob Buford (2010)
Ronald G. Steinhart (2009)
Michael M. Boone (2008)
Zan W. Holmes, Jr. (2007)
Roger Staubach (2006)
Caren Prothro (2005)
Tom Luce (2004)
Ron Anderson (2003)
Stanley H. Marcus (1999)
Curtis W. Meadows, Jr. (1997)
A SPECIAL THANK YOU TO OUR 2018 EVENT COMMITTEE MEMBERS

Liz & Bill Armstrong
Ralph Babb
Jim and Hong Bass
Belle and Donnie Berg
Pat Bolin
Mike Boone
Talmage Boston
Stacey and Dan Branch
Brenda & Stuart Brand
Tucker Bridwell
Lael and Peter Brodsky
Ann and Brad Brookshire
David O. Brown
Darwin J. Bruce
Bob and Linda Buford
Neisha & Richie Butler
Gloria Campos Brown
Don Carty
Brent E. Christopher
Carole Cohen
Gus & Karen Comiskey
Kelly Compton
Edwin L. Cox
Katherine & Harlan Crow
Douglas Curtis
Linda and Bill Custard
Tricia & Joe D’Cruz
Nancy Dedman
Rachael & Robert H. Dedman, Jr.
Christopher Durovich
Terry J. Flowers
Sharon and Steve Folsom
Gerald Ford
Jack Furst
Hilda Galvan
Ambassador & Mrs. Tony Garza
Jim and Judy Gibbs
Michelle and Peter Goldstein
Nancy L. Halbreich
Jan Hart Black
Linda and Mitch Hart
Doug Hawthorne
Jan & Fred Hegi
Miss Lyda Hunt Hill
Ynette & Jim Hogue
B.R. and Denny Holman
Zan W. Holmes, Jr.
Bob and Frieda Hudspeth
Mimi and Ward Huey
Mr. and Mrs. Walter J. Humann
Tavia and Clark Hunt
Stephanie & Hunter Hunt
Nancy Ann and Ray L. Hunt
Tracey and David Huntley
Adrienne and Brent Jackson
Gayle Johansen and Lester Baum
Willis E. Johnson
Suzanne and Jim Johnston
Elizabeth Karahan
Susan and John Kiser
Ashlee and Chris Kleinert
Shawntel and Scotty Landry
Audrey & Bobby Leach
Tom Leppert
Barbara & Stan Levenson
Jack B. Lowe, Jr.
Tom Luce
Lyndsay and Christopher Lyle
Sharon Lyle and Mark Mutschink
Cathy and Harold MacDowell
Cary M. Maguire
Nancy Cain Marcus
Reba and Richard Martin
Sara and David Martinez
Jack Matthews
Lynn McBee
Anne and J. D. McCaslin
Anna & Scott McLean
John & Ellen McStay
Curtis W. Meadows, Jr.
David and Carolyn Miller
Katy and Kyle Miller
Janette Monear
Erle A. Nye
Connie and Chris O’Neill
Jewell & Roland Parrish
Dale Petroiskey
The Hon. Jeanne Phillips
Carol and Dan Podolsky
Caren Prothro
Barbara & Stan Rabin
Ashley and Paul Rasmussen
Mayor Mike Rawlings
Jon and Barbara Rich
Jane and Kirk Rimer
Helen & Frank Risch
Deedie Rose
Pete and Pat Schenkel
John and Diane Scovell
Susan & Dave Scullin
Congressman Pete Sessions
Peggy and Carl Sewell
The Honorable Florence & Howard Shapiro
Scott Sheffield
Karen Shuford
Nicole Small
William T. Solomon
Roger Staubach
Ronald G. Steinhart
Gail Griffin Thomas
Annette and Jack Vaughn
Katherine H. and Richard Ware
Donna and Tim Weber
Senator Royce West
Kern Wildenthal
Mary McDermott Cook
Jeanne T. Cox
Julie and Ken Hersh
Gene and Jerry Jones
Carol & Jack Kinnebrew
Rev. Dr. Sheron Patterson
Sarah and Ross Perot, Jr.
Jan and Trevor Rees-Jones
Candace and Gerald Alley
Charlotte & Shy Anderson
Joe and Amy Simmons Crafton
Sylvie and Gary Crum
Frances Moody-Dahlberg and Kevin
Lee Dahlberg
Penny & Paul Loyd
Denise and Ray Nixon
Lydia and Dan Novakov
Dan Patterson
Mary & Rich Templeton
Leslie and Royce (Ed) Wilson
Dee Wyly

The 2018 J. Erik Jonsson Ethics Award event committee was the largest in the award’s 21 year history with a total of 213 individuals. We thank each member for their time and guidance throughout the event planning process. Thanks to your support, the Maguire Center met a record fundraising goal that will directly support our programs for years to come.
In a collaboration between SMU’s Dedman Law School, Cox School of Business and the Maguire Center, as well as Jones Day and Deloitte, SMU launched its first multidisciplinary Certificate in Ethics and Compliance this year on February 21-22.

“This dynamic course helps participants understand how legal, compliance, internal audit, corporate security and other functions across an enterprise can effectively collaborate to implement and maintain modern compliance programs,” said Stephen B. Yeager, Assistant Dean for SMU Dedman Law.

Joint faculty from ethics, business and law, along with a number of consulting professionals, led the two-day seminar. Among them were Marc I. Steinberg, the Rupert and Lillian Radford Professor of Law, who presented “An Inside Look at Insider Trading.” Rita Kirk of the Maguire Center moderated a discussion titled “Creating a Culture of Integrity: Ethics for the 21st Century” between Randall M. Ebner, general counsel of Exxon Mobil Corporation, and Jack Lowe, Jr., Maguire executive board member and chairman emeritus of TDIndustries. Miguel Quinones, the O. Paul Corley Distinguished Chair in Organizational Behavior at Cox, moderated an executive dialogue on board and executive oversight.

Outside speakers included SMU Dedman Law alumni, including Rosario E. Heppe, executive director of corporate compliance for Fluor Corporation, and Betty Ungerman, vice president, deputy general counsel and chief ethics & compliance officer of Lennox International, Inc. Other speakers included Cindy Moehring, senior VP and US chief ethics & compliance officer for Walmart and Eric Werner, enforcement supervisor for the U.S. Securities and Exchange Commission. Hemang Desai, professor of Accounting at Cox, concluded the program with “A Letter from Prison,” an interactive case study discussion on financial fraud.
Luncheon keynote speaker David Huntley, senior executive vice president and chief compliance officer at AT&T, spoke of leadership by example:

“The evolution of compliance starts with you.”

A sample of last year’s sessions:

- Why Effective Compliance Programs Matter
- Creating a Culture of Integrity: Ethics for the 21st Century
- An Inside Look at Insider Trading

- Enterprise Level Risk Management
- Managing an Internal Investigation
- An Executive Dialogue on Board and Executive Management Oversight

SAVE THE DATE
The certificate program will be offered again February 27-28, 2019 on the SMU campus.

Visit the Ethics Center website for more information at smu.edu/ethics.

Prof. Hemang Desai presents a case study to the group.
For more than 20 years, we have awarded summer fellowship stipends totaling over $400,000 to 179 SMU students for public service and research in ethics. We have supported volunteers in more than 160 agencies across 18 states, 25 countries, and 5 continents.

Maguire Fellows collectively work an average of 1,700 hours every summer.

That’s approximately 1,416 days, or nearly four straight years of Maguire Fellowship supported service, since the program began in 1996.
The Maguire Public Service Fellowship application cycle opens every January. Students who may be interested in spending their summer in service or ethics research can visit smu.edu/ethics/students/Fellowship for more information.
Maguire Philosophy Lecture: 
“How Our Bosses Rule Us 
(And What We Can Do 
About It)”

Over 150 students and faculty gathered on Thursday, March 1st, for Professor Elizabeth Anderson’s lecture. The recent exposure of massive sexual harassment in industries such as entertainment and high-tech illustrates only some of the abuses to which American workers are vulnerable. This vulnerability arises from a little-discussed feature of the modern American workplace: it is a kind of government, and the constitution of that government is a dictatorship. Anderson explains why the workplace should be understood as “government” rather than “the free market” and how the constitution of workplace government can be improved to better respect workers’ dignity and autonomy.

Anderson is the Arthur F. Thurnau Professor and John Dewey Distinguished University Professor of Philosophy & Women’s Studies at the University of Michigan. She is also the author of The Imperative of Integration (Princeton) and Value in Ethics and Economics.

Delta Gamma Lecturship in Values and Ethics: Nastia Liukin

On Tuesday, September 19th, the Alpha Upsilon chapter of Delta Gamma and the Maguire Center for Ethics & Public Responsibility welcomed Olympic Gold Medalist Nastia Liukin to SMU as the 2017 Delta Gamma Lecturer in Values and Ethics. Liukin is the 2008 Olympic individual all-around champion, having tied the U.S. gymnastics record of five medals at one Games. She also holds the record for the 2005 and 2007 world champion on the balance beam and the 2005 world champion on the uneven bars. Liukin has won nine World Championship medals, placing her in a tie for the third-highest tally of World Championship medals among U.S. gymnasts. She is also a four-time all-around U.S. national champion, having won twice as a junior and twice as a senior. Since retiring from gymnastics in 2012, Liukin has served as an NBC Sports Group analyst in gymnastics and has also partnered with several disaster aid organizations, including efforts after Hurricane Ike and Hurricane Sandy. Liukin inspires young women by showing that, with hard work, the gold medal is within reach.

The Delta Gamma Lectureship in Values and Ethics Endowment Fund was established in 1992 to support an annual lectureship focusing on topics related to ethical issues and values in all areas of life.
On November 10th, The Maguire Center, in partnership with the U.S. Military Veterans of SMU and SMU Mothers’ and Dads’ Clubs, hosted the annual Veterans Day Luncheon to recognize and honor the service of U.S. Veterans. In addition to an array of student and administrative speakers, we were honored this year with the presence of keynote speaker Milledge A. “Mitch” Hart, III, as well as Congressman Pete Sessions. The luncheon was held in the Martha Proctor Mack Ballroom in Umphrey Lee and was accompanied by the pinning ceremony, during which SMU campus veterans received the SMU Veterans lapel pin. Congressman Sessions also presented congressional records of service and American flags to World War II veterans and SMU graduates William and Raymond Sloan.

The Mustang Brass Quintet set the mood for the over 200 students, veterans and community member who joined in the festivities. Reserve members of the U.S. Marine Corps were also on site to accept donations for their annual Toys for Tots campaign.

In addition to providing a social outlet for returning veterans, the SMU Student Veteran organization serves as a resource to any students experiencing difficulty with the transition back to civilian/campus life. Since the group’s inception in 2011, the Maguire Center has passionately supported and advised the Student Veterans, recognizing that these students face unique challenges in higher education.
From the Center’s earliest years, we have showcased the university’s most exciting scholars in our Public Scholar lecture series. Many of the Public Scholar lectures have been revised as Occasional Papers of the Center.

The Maguire Ethics Center was proud to present the 2018 Public Scholar Lecture by Associate Professor of Ethics and Society Theo Walker, Jr., entitled “Don’t Call King a “Civil Rights” Leader: Toward Abolishing Poverty and War by Correcting our Fatally Inadequate Remembering of MLK, Jr.” Dr. Walker is the 35th Maguire Public Scholar.

King went beyond advancing “civil rights” to advancing economic rights and human rights. He prescribed adding an economic bill of rights to the US Constitution, plus full-employment supplemented by “guaranteed income,” and US-supported international efforts to achieve the total “abolition of poverty” and war throughout “the world house” (King 1967).

Walker’s lecture argued that if we are to truly stand with Dr. King we must reject all notions of war, and move toward a more proactive solution by ending poverty. Walker compared three books by prominent activists: “Black Power: The Politics of Liberation” by Stokely Carmichael, “3/5 of A Man” by Floyd McKissick, and “Where Do We Go from Here: Chaos or Community?” by Dr. Martin Luther King, Jr. Through analyzing these works, Walker reasoned that Dr. King was far more revolutionary than any other civil rights leader by going beyond the issues in America and prescribing a solution to the pervasive issue of poverty around the world.

The full lecture is available for download as an episode of the Maguire Center’s podcast SoundEthics.

The Maguire Public Scholar Lecture is an important part of the Center’s programming as it provides a physical forum for SMU faculty to share their research amongst peers and facilitate open discussion of interesting, and often critical, ethical topics.
“Time’s Up” for the Professions? Power, Sex and the Way Forward

The Conference of Professions has brought together members of law, medicine, and theology in the Dallas area to discuss common ethical challenges facing these professions for over 30 years. The Maguire Center for Ethics & Public Responsibility jointly sponsors this activity with the Dallas County Medical Society, Dallas Bar Association, University of Texas Southwestern Medical Center, SMU Dedman School of Law, and the SMU Perkins School of Theology.

With over 140 professionals in attendance, keynote speaker Janice Irvine and a panel of physicians, attorneys, and clergy members discussed the “Me Too” and “Time’s Up” movements in their professions. Their discussion highlighted important facets of each movement, posing questions such as: “Are the movements a signal of a cultural tipping point on sex and power relations?” “Are professional ethical guidelines adequate?” and “Do compliance procedures fit the reality of the way forward?”

Keynote speaker Janice Irvine is a sociologist at the University of Massachusetts. She has worked as an activist and scholar in the area of Sexuality Studies for forty years. She is the author of Talk About Sex: The Battles Over Sex Education in the United States, as well as numerous other books and articles about sexuality, culture, and politics.
Presented by the Maguire Ethics Center, SoundEthics is a new podcast supporting scholars of ethics, with particular regard for those at SMU, highlighting important questions of morality and philosophy. Begun in early 2018, SoundEthics will function as a resource for faculty and students exploring concepts of ethics and morality, either in the classroom or beyond.

Podcast episodes will take several formats, from longer episodes archiving lectures of importance to short breakdowns of ethical principles or social commentary. Our goal is for the podcast to be accessible to students and engaging for professors. While outside listeners are a bonus, our work is targeted and tailored for the university community.

Current episodes available now:

Episode 1 - “Don’t Call King a Civil Rights Leader”: Maguire Public Scholar lecture with Dr. Theo Walker, Jr.

Episode 2 - Restorative Justice: A Conversation with Drs. Ann Batenburg and Steve Long
42 million
Americans listen to podcasts weekly - that's 15% of the population.

31%
of people ages 25-54 listen to podcasts.

52%
of people listen to podcasts while driving, 46% while traveling and 40% while exercising.

SoundEthics

Above: a look at SoundEthics in the iTunes podcasts window.
## Maguire Ethics Center Operating Fund • June 1, 2017 - May 31, 2018

### REVENUES

- Income from Endowment: \( 152,623.00 \)
- Income from Funds Functioning as Endowment: \( 17,931.03 \)
- Gifts and Other Miscellaneous Income: \( 37,741.27 \)
- Revenue from Certificate Program: \( 8,137.09 \)
- Total Revenues: \( 216,432.39 \)

### EXPENSES

- Staff Salaries and Benefits: \( 124,435.82 \)
- Faculty Compensation: \( 61,718.00 \)
- Sponsored Events: \( 16,880.77 \)
- Advertising and Marketing: \( 14,530.45 \)
- Public Service Fellowships: \( 12,901.99 \)
- Student Employee Salaries: \( 10,328.52 \)
- Conferences and Travel: \( 9,227.91 \)
- Operational Expenses: \( 7,544.90 \)
- Advisory Boards: \( 6,619.54 \)
- Maguire Public Scholars: \( 6,534.00 \)
- Student Programming: \( 1,330.18 \)
- Total Expenses: \( 272,052.08 \)

### FINANCIAL STATEMENT

- **Beginning Operating Account Balance**: \( 415,898.26 \)
- **Ending Operating Account Balance**: \( 360,278.57 \)
- **Operating Account Net Loss**: \( 55,619.69 \)
REVENUE and EXPENSE SUMMARY

J. Erik Jonsson Ethics Award Account Summary • March 30, 2018

REVENUES
Gifts and Sponsorships .................................................. $348,975.00

EXPENSES
Transfer to Funds Functioning as Endowment Account .................. 50,000
Luncheon Expenses ..................................................... 141,704.55
Compensation and Benefits ........................................... 29,548.27
Total Expenses .......................................................... $221,252.82

Beginning Balance $343,541.35

Ending Balance $471,236.53

Net Gain $127,722.18

All Accounts • June 1, 2017–May 31, 2018

REVENUES
Income from Endowment .................................................. 178,873.31
Gifts, Sponsorships and Other Revenue ................................. 386,580.91
Total Revenues .......................................................... $565,454.22

EXPENSES
All Account Expenses .................................................. $556,909.87

Beginning Balance of All Accounts $4,739,823.86

Ending Balance of All Accounts $5,701,624.57

Net Gain Across All Maguire Accounts $961,800.71
Rita Kirk (Ph.D., University of Missouri) is the William F. May Endowed Director of the Maguire Center for Ethics & Public Responsibility as well as an Altschuler Distinguished Professor in Corporate Communication & Public Affairs at Southern Methodist University. She has been awarded both the prestigious “M” Award and the Outstanding Faculty Teaching Award by the SMU student body.

Kirk’s research centers on the development and ethical targeting of public arguments. Knowing how a client, customer, or audience reacts to key messages enables the targeted expression of ideas to be clearer and more impactful.

Yet effectiveness does not always produce ethical communication. Kirk’s research in the field of political campaign communication has provided opportunities to investigate the use and abuse of emergent technologies, effective and intrusive message targeting, and both motivational and hate speech. Public arguments deserve the highest level of ethical practice and the stiffest critique. Therefore, the application of Kirk’s research provides organizations a framework for constructing and evaluating ethical messages.

Kirk’s books include Political Empiricism: Communications Strategies in State and Regional Elections, which won the “Best Book in Applied Communication” from the National Communication Association; Hate Speech, a book analyzing implications for hate discourse in public communication, with coeditor David Slayden, which was awarded the Outstanding Book on the subject of Human Rights in North America and the James Madison Prize for work on free speech; Solo Acts: The Death of Discourse in a Wired World, and her most recent book Political Communication in Real Time: Theoretical and Applied Research Approaches, which was released in spring 2017. Kirk has over 30 book chapters and articles in adjudicated scholarly publications and is a frequent commentator in the media.

Candy Crespo (B.A., University of Texas at Austin) is the associate director of the Maguire Center for Ethics & Public Responsibility at SMU. In addition to her work in the Ethics Center, Crespo advises and advocates for SMU’s Student Military Veterans and serves on the SMU Veterans Advisory Board. She joined SMU direct from The Glover Park Group in Washington, D.C., where she worked in public affairs and served as special assistant to former White House Press Secretary and GPG Founding Partner Joe Lockhart. Specializing in research-driven policy campaigns, opinion research and reputation branding, Crespo provided strategic account support and direction for 14 Fortune 500 companies.

Previous experience also includes extensive work in non-profit management and communication research at various domestic and international non-governmental organizations including The Ormylia Center, Ormylia, Greece; The Coalition to Stop the Use of Child Soldiers, London, England; The Harwood Museum of Art, Taos, NM; and Vickery Meadow Youth Development Foundation, Dallas, TX. She continues to work with CNN on live coverage of major political media events.

Red and blue, through and through, Crespo graduated from SMU with a B.A. in Corporate Communications & Public Affairs and a minor concentration in Spanish. She completed SMU’s Cox School of Business Graduate Marketing Program in 2011 and holds a Master’s in Higher Education Policy and Leadership from SMU’s Simmons School of Education and Human Development. She attended the Harvard Graduate School of Education’s Management and Development certificate program in 2018. She is a member of the Dallas Junior League.
Adria Richmond
Program Specialist and Lead Designer

Adria Richmond is the program specialist and lead designer of the Maguire Center for Ethics & Public Responsibility at SMU. Richmond co-manages daily operations of the Center including the Maguire Public Service Fellowship program, Center student interns and staffers and co-manages the Center’s annual fundraising and academic events. Richmond manages the creation of internal and external marketing and design for the Ethics Center and is the producer of the Ethics Center’s podcast “SoundEthics.” She serves on SMU President R. Gerald Turner’s Commission on the Status of Women at the University.

Richmond joined the Maguire Center from SMU Continuing and Professional Education where she served as Assistant Manager of the Summer Youth Program. Before joining the SMU family, she served as Special Projects Manager at the National Math + Science Initiative, coordinating teacher trainings and conferences on a national scale.

Richmond graduated from Baylor University with a Bachelor of Fine Arts in Theatre Performance and a minor in Anthropology. She completed the Writers in New York program with a focus in Short Fiction and Poetry at New York University, and was invited to the Yale University Writer’s Conference in New Haven, Connecticut. She holds a Master of Liberal Studies with a concentration in Humanities from SMU’s Simmons School of Education and Human Development.

Jessica Pires-Jancose
Student Staffer
Hometown: St. Louis, MO
Major: Health and Society; Human Rights; Pre-Med
Classification: Senior

Jessica is a President’s Scholar, an Engaged Learning Fellow and 2018 SMU “M” Award recipient for her exemplary service to the university. She is a member of Phi Beta Kappa and the Alpha Chi Honor Society. She is active in the Women and LGBT Center and the multicultural community on campus. She has been with the Maguire Center since September 2016 and will serve as a Post-Baccalaureate Fellow with SMU’s Embrey Human Rights Program following graduation.

Benjamin Bradley
Student Staffer
Hometown: Sarasota, FL
Major: Geology
Classification: Senior

After completing undergraduate coursework with El Centro College in Dallas, Ben came to SMU as a transfer student in 2016. Prior to enrolling in college, Ben served 5 years in the U.S. Army as a Cavalry Scout, during which time he deployed twice to Afghanistan in support of Operation Enduring Freedom. For his service in Afghanistan, Ben was awarded the Army Commendation Medal with Valor and is a recipient of the Purple Heart medal for injuries sustained in Afghanistan. Ben is the president of the SMU Student Veterans group and plans to attend graduate school following graduation in December 2018.

Manuela Murillo Sanchez
Student Staffer
Hometown: Bogota, Columbia
Major: Mechanical Engineering
Classification: Freshman

Manuela is a freshman majoring in Mechanical Engineering from Bogota, Colombia. She has been with the Maguire Center since October 2017 and also works for the Lyle School of Engineering as a Supplemental Instructor. Due to her academic achievements, she was recognized in the SMU Honor Roll with High Distinction. She actively serves as the Events Organizer for the Society of Hispanic Professional Engineers, the Community Service Chair for Crum Commons, and plays her violin over the weekends at assisted living homes in the Dallas area.
The Board of Advisors is composed of leaders from the academic, professional, and various other communities interested in ethics and public responsibility. Board members serve staggered, three-year terms. The Ethics Center Advisory Board, along with the Faculty Advisory Committee, is a source of substantive and strategic counsel to the Maguire Ethics Center.

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With heartfelt appreciation, we recognize two long-standing members of the Maguire Center’s Faculty Advisory Committee who made decisions to retire in the 2017-2018 academic year. Both esteemed professors in the Dedman School of Law, we thank Bill Bridge and Linda Eads for their many contributions to the Hilltop.

Both Bridge and Eads joined the Maguire Faculty Advisory Committee in the first year of the Center’s inception and have provided invaluable wisdom and guidance over the past 20 years.

Eads, who assumed the post of Deputy Attorney General for Litigation for the State of Texas from 1999-2000, served SMU as Associate Provost responsible for faculty affairs. During her 30-year tenure at SMU, she was honored with numerous awards including the University Golden Mustang Teaching Award.

A beloved law professor since 1978, Bridge taught over 9,000 SMU students during his time on the Hilltop. Upon his retirement announcement, Bridge was awarded the prestigious SMU “M” Award. Last year, the Dedman Law class of 2017 created the Bridge and Armour Scholarship Fund in Bridge’s honor.
Southern Methodist University creates and shares knowledge and prepares citizens for a global society. The University is entrusted with the freedom and opportunity to fulfill these purposes by a public that values our creativity and needs our leadership. Our vision of the future draws on the legacy of those whose learning, faith, and moral commitments shaped the institution we now share. Whatever our individual roles at SMU, we owe it to the public, to our common heritage, and to one another to uphold certain basic values.
To implement the principles in this Code of Ethics, SMU has developed policies, disciplinary procedures, and sanctions related to academic honesty, non-discrimination, use of University funds and resources, faculty, staff, and student conduct, and other aspects of our life and work together. Upholding the basic values we share includes knowing and following the applicable policies and incorporating the spirit of these values, as well as the requirements of law and policy, into all of our decisions and actions as members of the University community.

**PURSUIT of TRUTH**
We seek knowledge and understanding through open, energetic inquiry and creative freedom. We support one another with hard questions and sincere encouragement. Because we seek truth, we encourage free expression of ideas, accept challenges to our assumptions, and treat those whom we question as colleagues sharing a common purpose.

**INTEGRITY in WORK**
In teaching and learning, research, administration, and all aspects of university life, we strive for the highest standards of excellence. We represent what we have done honestly, and we acknowledge the ideas, effort, and resources that others have contributed to our achievements.

**RESPECT for PERSONS**
We honor the dedication of faculty, staff, and students to their work at SMU. We evaluate them and their work fairly. We seek diversity, which enhances our search for truth and enriches our experiences in learning, work, and life together. We extend hospitality to visitors, guests, and participants in programs at SMU. We maintain confidentiality and respect the privacy of others. We do not tolerate any form of discrimination, harassment, or intimidation, and we reject behavior that is degrading to ourselves or those around us.

**RESPONSIBLE USE of RESOURCES**
We direct funds and services to their intended purposes. We do not make personal use of University assets, nor do we permit misappropriation of those assets to go unchallenged. We use resources efficiently, conserving financial assets, physical resources, and the built and natural environment for future generations.

**ACCOUNTABILITY**
We take personal responsibility for respecting these values. We keep accurate and complete reports of the work we have done and the funds we have handled. We disclose potential conflicts of interest and reject inappropriate influences on our choices. We endeavor to make decisions that meet public and professional standards of honesty, competence, and fairness.

Source/Attribution: Southern Methodist University Statement Code of Ethics