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.
Letter from the Director

This has been another banner year for the Cary M. Maguire Center for Ethics and Public Responsibility. As you will read in this report, our partners have joined with us to extend the reach and impact of ethics at SMU. From the works of dozens of scholars at all levels from undergraduate to graduate to faculty research, we have accelerated deep discussions of ethics across campus. With the help of our professional advisory board, we have had the most successful fund-raising year ever as we honored Ross Perot, Jr., as this year’s J. Erik Jonsson Ethics Award winner. Also, that board provided needed support for this year’s featured ethics speaker Arthur Brooks, who not only gave an outstanding public lecture but conducted a student workshop that provided access to one of our nation’s foremost thinkers on the subject of practical ethics. We joined with partner organizations and members of our faculty advisory board to plan interesting and compelling events for this fall related to the 150th anniversary of voting rights for Black men and the 100th anniversary of suffrage for women leading into this year’s presidential election. As you will see in the pages ahead, there is much to celebrate.

Though we finished most of the academic year, the COVID-19 pandemic affected the way we closed the year. Working remotely, we have continued to meet our goal of connecting with other ethics centers. After personal visits with five leading university ethics centers at Harvard, Northeastern, Duke, UNC, and Stanford, as well as a collective meeting of ethics centers directors across the U.S., we have come back with a better understanding of how we can share content and expand our reach. You may have heard that Oxford University received a £150 million foundational grant last summer, the largest since the Renaissance, to create the Schwarzman Center that will host Oxford’s ethics center. We were scheduled to meet with them to see how they are charting their future as we begin to think about our next steps. Lots of planning is under way and we look forward to working with you to set our course for the next few years under the direction of our new Provost, Dr. Elizabeth Loboa who assumed her duties at SMU on July 1st.

As most of you know, Cary Maguire founded the ethics center in 1995. That makes this next year our 25th year of operations and we intend to have some fun, regardless of how the pandemic forces us to adjust our communications. Keep in touch with your ideas and suggestions, and thank you for being a supporter of our ethics team. As Margaret Mead once argued, “Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Rita Kirk, Ph.D.
William F. May Endowed Director
Rising to the Challenge: The COVID-19 Pandemic

On March 12, 2020, SMU President R. Gerald Turner announced SMU would move to online instruction following spring break. In the weeks following, campus operations were reduced and faculty, staff and students worked together redefining the delivery of higher education. As Dallas County shut down to only essential business operations, the Maguire Ethics Center dedicated itself to maintaining communications with its faculty and students to relay critical information and reinforce a sense of community.
Job Loss and Unemployment
As COVID-19 forced companies to lay off or furlough employees, the Maguire Center shared information about job searching and filing with unemployment from the City of Dallas. The center shared information about Workforce Solutions Greater Dallas connecting unemployed Dallas residents with state unemployment benefits and assisting in their job search within Dallas essential services.

Our Partners
Maguire Ethics promotes thinking big and doing good, and that is just what our partners are doing. In a Dallas Morning News feature, former Public Service Fellow Marie Joung and her husband Benjy shared their story of self-quarantining in their 600-square-foot studio apartment. Marie says, “recognizing the social responsibility I have as a young, healthy person with the ability to work from home, I have been isolating much more seriously this week.”

The Center’s medical and clergy partners with the Conference of the Professions provided ethical preemptive measures to ensure the ethical treatment of patients in the event demand overrides supply in the DFW area to the Dallas Morning News.

Bringing Together Clergy and Medicine
For 25 years, we have been privileged to serve on the Conference of the Professions Steering Committee, bringing together distinguished professionals from law, medicine and clergy to address ethical issues affecting the Dallas community. As we collectively grappled with the outbreak of COVID-19, the Maguire Ethics Center brought together voices of research and resilience from our community partners who are responding to ethical concerns in the medical and faith communities.

Dedicated to amplifying the public good, on April 6, 2020, the Ethics Center worked with colleagues at Faith Commons: Rabbi Nancy Kasten, Reverend Dr. George Mason, and Imam Omar Suleiman to share guidelines and resources for clergy regarding the North Texas Mass Critical Care Guidelines.

The principles behind the guidelines are first, to save as many lives as possible when demand for medical services is greater than the available supply, and second, to prohibit discrimination in delivery of those services.

The purpose of the letter was to make clergy aware of the existence of the Guidelines and familiar with the guiding principles behind them so that they could offer spiritual support to health care providers who have to make these painful decisions, as well as to individuals and families who will have to find their way when they are told that providers have exhausted their options for medical treatment. The letter was shared widely and accompanied by editorials published in the Dallas Morning News. Thankfully, the Mass Critical Care Guidelines have not had to be implemented.
Named for the late Texas Instruments co-founder and former Dallas mayor, the J. Erik Jonsson Award honors those who personify moral leadership and public virtue. The Maguire Ethics Center proudly presented the 2020 award to Texas trailblazer Ross Perot, Jr., for his civic and philanthropic contributions to our city, state and nation.

“Ross Perot Jr., is known for both his adventurous spirit and for leading by example,” says Dr. Rita Kirk, the center’s director. “His quiet but profound leadership has been instrumental in addressing some of our most pressing social challenges.”

The award luncheon took place March 10, 2020, in the Martha Proctor Mack Grand Ballroom. SMU Associate Vice President of Development and External Affairs Brad E. Cheves welcomed guests and 2018 recipient, SMU trustee, and Maguire Center Vice Chairman Bobby B. Lyle served as the luncheon emcee. In tribute to the honoree, the choir of St. Mark’s School of Texas performed “Just A Closer Walk with Thee” and “One Voice.” Long-time friends of Perot and committee co-chairs Jim Bass and Linda Pitts Custard spoke on behalf of the Luncheon Host Committee, thanking them for their service and support of the luncheon.

SMU President Dr. R. Gerald Turner and William F. May Endowed Director of the Cary M. Maguire Center for Ethics and Public Responsibility Dr. Rita Kirk spoke on the importance of the award, the honoree and the work of the Ethics Center. Dr. Turner noted that Perot served on the SMU Board of Trustees and has played an instrumental role in shaping north Texas. Beyond developing thriving businesses in Dallas, Perot has shown a deep commitment to serving the communities of which he’s a part, both locally and nationally. Texas and the entire nation reap the benefits of the good done by Perot. The Perot family has provided support for education, arts and culture, patriotic philanthropy and religious organizations. His leadership has played an instrumental role in supporting the missions of institutes such as St. Mark’s School of Texas, SMU, TCU, the Episcopal School of Dallas, and civic programs at the AT&T Performing Arts Center, North Texas Food Bank, the Dallas Symphony Orchestra and the Perot Museum of Nature and Science. Other organizations the Perot family invests in include Austin Street Center, Boy Scouts of America and the Gatehouse Shelter for Women and Children along with human services organizations such as The Salvation Army.

“Ross’s fierce convictions, bold advocacy and enthusiastic generosity are qualities worth honoring,” said SMU President Dr. R. Gerald Turner. “We are truly proud and grateful to have him in the SMU family.”

Close friends and colleagues Mike Boone and Tim Luce introduced Ross Perot, Jr. as the 24th honoree, sharing with the crowd highlights from a broad array of business achievements, his noteworthy record of public service, and his importance to the City of Dallas as a business and civic leader.

We believe that taking the time each year to recognize and honor a leading citizen of Dallas is central to our mission and helps define who we are as a community. The 24th annual award luncheon was a tremendous success, raising a record-breaking $363,625. A heartfelt thank you goes out to each person and organization that helped make the 2020 luncheon a success.

Above: The award luncheon’s feature in February’s D Magazine.
"Long ago I learned that few men, if any, accomplish much alone; great deeds are almost inevitably the achievement of many working together for common aims."

-Mayor J. Erik Jonsson (1901-1995)

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.

J. Erik Jonsson, a founder of Texas Instruments, was a selfless civic worker, former Dallas mayor, and committed philanthropist. He exemplified the highest ethical standards in his many business and civic endeavors. As a visionary, he sought to repay the debt that all businesses owe their community through selfless work as a civic leader and through his philanthropy in education.

His own leadership in Dallas's civic affairs culminated when he was selected to be mayor in the dark period following the assassination of President John F. Kennedy. Under his guidance from 1964-1971, the city built a new city hall, a new municipal library, and the Dallas/Fort Worth International Airport. He founded and largely financed the Goals for Dallas program that, for the first time in the city's history, involved people of all races in establishing long-range municipal goals.

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PREVIOUS RECIPIENTS

2019 - Nancy Strauss Halbreich
2018 - Bobby B. Lyle
2017 - David O. Brown
2016 - Terry J. Flowers
2015 - Lyda Hill
2014 - Gail Griffin Thomas
2013 - Nancy Ann and Ray L. Hunt
2012 - Walter J. Humann
2011 - Ruth Collins Sharp Altshuler †
2010 - Robert P. Buford †
2009 - Ronald G. Steinhart
2008 - Michael M. Boone
2007 - Zan W. Holmes, Jr.
2006 - Roger T. Staubach
2005 - Caren H. Prothro
2004 - Thomas W. Luce, III
2003 - Ron J. Anderson †
2002 - Jack B. Lowe, Jr.
2000 - William T. Solomon
1999 - Stanley J. Marcus †
1998 - Charles C. Sprague †
1997 - Curtis W. Meadows, Jr.
2011 - Ruth Collins Sharp Altshuler †
2010 - Robert P. Buford †
2009 - Ronald G. Steinhart
2008 - Michael M. Boone
2007 - Zan W. Holmes, Jr.
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2003 - Ron J. Anderson †
2002 - Jack B. Lowe, Jr.
2000 - William T. Solomon
1999 - Stanley J. Marcus †
1998 - Charles C. Sprague †
1997 - Curtis W. Meadows, Jr.

† Deceased
SPECIAL THANKS TO THE 2020 EVENT HOST COMMITTEE

Cary M. Maguire, Advisory Board Chairman

Jim Bass, Committee Co-Chair  
Mike Boone, Committee Co-Chair  
Linda Pitts Custard, Committee Co-Chair  
Bobby B. Lyle, Committee Co-Chair  

Elaine Agather  
Jennifer and Peter Altabef  
Liz and Bill Armstrong  
Ralph W. Babb, Jr.  
Hong Bass  
Mike Berry  
Stacey and Dan Branch  
Kelly Compton  
William Custard  
Robert Dedman, Jr.  
Terry Flowers  
Debbie and Jim Francis  
Linda Gibbons  
Carol and Don Glendenning  
Linda and Mitch Hart  
Julie and Ken Hersh  
Lyda Hill  
Bea and Walter Humann  
Nancy Ann and Ray L. Hunt  
Gene and Jerry Jones  
Pam and Tom Luce  
Lottye Lyle  
Nancy Cain Marcus  

Jack Martin  
Suzanne and Patrick McGee  
Sharon and Tom Meurer  
Carolyn and David Miller  
Margot Perot  
Nancy Perot and Rod Jones  
Jeanne Phillips  
Nelda Cain Pickens  
Todd Platt  
Daniel Podolsky  
Caren Prothro  
Carolyn and Karl Rathjen  
Jan and Trevor Rees-Jones  
Katherine and Eric Reeves  
Deedie Rose  
Peggy and Carl Sewell  
Gay and William Solomon  
Phyllis and Ronald Steinhart  
Mary and Rich Templeton  
Cory Whitaker  
Kern Wildenthal  
Cammy and Del Williams
Certificate in Ethics and Compliance:
February 26-27

Organizational leaders face the constant challenge of making ethical choices in difficult times. In two content-rich days, the Certificate in Ethics and Compliance Program delivered insights into how organizations are responding—and should respond—to today's ethical challenges. This multidisciplinary certificate program, designed for compliance, legal and financial professionals, aimed to strengthen credentials and give an immediate edge to participants while building knowledge for higher levels of responsibility.

Professionals from across industry, government and nonprofit organizations met and networked with other compliance professionals, SMU faculty, and C-suite executives and learned from SMU faculty and industry experts. The session topics challenged participants to engage in challenging case studies and small-group discussion.

Every year a highlight of the certificate program is the strong roster of speakers it attracts. Participants
significantly increase their level of understanding by learning from individuals who have first-hand knowledge of some of the world’s most complex ethical and leadership issues. This year’s 2020 keynote was given by Daniel Trujillo, Chief Ethics and Compliance Officer for Wal-Mart. Trujillo joins a number of distinguished ethics and compliance officers and executives who have lectured in years past, including Executive Vice President of the Ethisphere Institute Erica Salmon Byrne, Senior Member of RSR Partners Matrice Ellis-Kirk, and Partners at Jones Day Jay Johnson and Shamoil Shipchandler. The third-annual program was sponsored by Jones Day, Sidley, Deloitte, Tenet, AT&T, State Bar of Texas and Ethisphere.

Attendees received a certificate of completion from SMU’s Cox School of Business, Dedman School of Law’s Robert B. Rowling Center for Business Law and Leadership, and the Cary M. Maguire Center for Ethics and Public Responsibility. This program also qualified for Texas Continuing Legal Education (CLE) Ethics Credits and Corporate Compliance Board CEU credit.

The SMU Digital Content Team highly praised the social media coverage of this event, noting to participants of its Social Media Forum that the Maguire Center’s coverage was what “doing higher education event social media right.”

Session topics included:
- Effective Auditing of Compliance Programs
- Dealing Appropriately with Whistleblowers
- Enterprise Risk Management
- Technology-Assisted Internal Investigations
- Sustainability and Compliance
- Best Practices in Board Oversight
- Culture and Climate

“*The SMU Ethics & Compliance Certificate program is such a top notch event with excellent audience coverage and quality people. And it’s clear from the program that SMU is training not just leaders, but principled/ethical leaders.*”

-Jay Johnson, Jones Day
Maguire Public Service Fellowships

The Maguire Center for Ethics and Public Responsibility awards summer fellowships to SMU students who wish to devote time to public service or ethics research. Over the past 20 years, we have awarded summer fellowship stipends totaling over $400,000 to 181 SMU students for public service and research in ethics. We have supported volunteers in more than 150 agencies across 18 states, 25 countries, and 5 continents.

Maguire Public Service Fellows volunteer in a vast number of diverse internship placements. Through such opportunities, students gain concrete information about others' needs, as well as differing perspectives on how to resolve them. Drawing on their university education and personal talent, Fellows hone their skills and gain both humility and self-confidence to become bold, curious and creative leaders. The goal of the Fellowship is to enable students to engage in public service where financial circumstances might not otherwise allow.

2019 Undergraduate Fellows

Sienna Dugan
Class of 2020
Field data collection in Rwandan refugee camps

Roxana Farokhnia
Class of 2020
Case management for homeless families at Vogel Alcove in Dallas

Aria Fuller
Class of 2022
Immigration rights at Workers Defense Project in Dallas

Marie Joung
Class of 2020
Implementation of NIH diversity policies at UTSW Medical Center

Carol Sale
Class of 2020
Anthropological study at Saude Crianca in Sao Paulo, Brazil

2019 Graduate Fellow

Tyler Womack
Ph.D. Candidate
Creation of interdisciplinary ethics dialogue group at SMU
Veterans Day 2019

Public Responsibility isn’t just part of the Maguire Center’s name – it’s part of everything we do. The Maguire Center is proud to intentionally give back to our campus veterans with this event each November.

The Ethics Center, in partnership with the SMU Mothers and Dads Club and SMU Athletics, hosted the 2019 Veterans Day Luncheon and Celebration at the brand new Indoor Performance on Bishop Boulevard on November 11, 2019. Sponsors Ruthie’s Rolling Café and Baldo’s Ice Cream provided refreshments to over 200 attendees from the SMU campus community. Live music was provided by the Mustang Brass Quintet, and a series of fun, engaging games were offered like flick football, quarterback toss, and a raffle for exciting items such as a signed football by SMU head coach Sonny Dykes.

Conner McCarthy, president of the SMU Student Veteran Organization, also welcomed guests to the luncheon and thanked the SMU community for their continuous outpouring of support for the student group.

This year, donations for two great causes were accepted from members of the SMU community: 1) The Shop, SMU’s food pantry for current students and 2) Liberty House, a transitional housing program for veterans living in homelessness.
Love Your Enemies: A Lecture by Dr. Arthur Brooks

The Maguire Center was proud to present a lecture by Dr. Arthur C. Brooks, Professor of the Practice of Public Leadership at the Harvard Kennedy School and an Arthur C. Patterson Faculty Fellow at the Harvard Business School.

Brooks, who is a *New York Times* Best-selling Author and former president of the American Enterprise Institute, discussed his most recent book *Love Your Enemies: How Decent People Can Save America from the Culture of Contempt*. Brooks argues that America has developed a “culture of contempt” in which we increasingly view people who disagree with us not as merely incorrect or misguided, but as worthless. This, he argues, is warping political discourse, tearing us apart as people, and even wrecking our health. According to Brooks, to overcome polarization, we shouldn’t disagree less, rather we should disagree better.

Drawing on ancient wisdom, cutting-edge behavioral science, and examples from history’s greatest leaders, Brooks showed how we can bridge national divides and make progress as a society, all while becoming happier and more effective people. Love Your Enemies is a guide to building a better country—but more than that, it is a roadmap to the happiness that comes when we choose to love one another, despite our differences.

“Moral courage is not about standing up to the people we disagree with. It is standing up to the people you agree with on behalf of those you disagree with.”

-Dr. Arthur Brooks
Delta Gamma Lectrurship in Values and Ethics: Lauren Bush Lauren

The Alpha Upsilon chapter of Delta Gamma and the Maguire Center for Ethics & Public Responsibility was proud to welcome Lauren Bush Lauren, CEO and Founder of FEED Projects to SMU as the 2019 Delta Gamma Lecturer in Values and Ethics on September 23 in the SMU Mack Grand Ballroom. Lauren spoke with students about the value of making mistakes early in one's career and what it's like to be a young entrepreneur with a dream.

Having conceptualized the idea for FEED while still a student, Lauren serves as an ethical model for the women of Delta Gamma, the SMU student body, and the broader SMU community. Lauren's recognition as one of Inc. Magazine’s 30 Under 30 in 2010 and one of Fortune Magazine's Most Powerful Women Entrepreneurs in 2009 confirms her importance as a female entrepreneur and social justice advocate.

Brooks also spoke to a group of over 50 students at a forum prior to the evening lecture. The first 25 students were given copies of Dr. Brooks's book Love Your Enemies.

Brooks posed the thought to both audiences:

“Has anyone ever insulted someone into agreement? Of course not!

Want to convince someone of your point? Love them.”

“Enthusiasm, innovation, and pure intentions are all that’s needed to start a movement.”

-Lauren Bush Lauren
2020 Maguire Public Scholar
Meredith Richards, Ph.D.

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 and episodes of the Center’s podcast Sound Ethics.

On February 4, Dr. Meredith Richards delivered the 2020 Public Scholar Lecture “The Great Equalizer? Education Policy, Geography and Equality of Opportunity.” In her presentation, Richards explored the underlying causes of educational inequality and the effects of a wide range of educational policies—such as school choice, accountability, and student assignment policies—on equity and stratification in schools. In particular, her presentation highlighted policies in metropolitan and geographic contexts focusing on the role that educational boundaries play in facilitating social stratification and segregation. In addressing these substantive issues, she seeks to develop and apply diverse quantitative methods to the study of education. Beyond documenting the consequences of educational policies, Richards provided actionable research to help policymakers design effective policies, particularly those that balance the imperative for equity in schools with other educational demands.

Richards was recently awarded a Spencer grant to examine urban school closures, attending to both the causes of school closures and the impact of closures on the educational experiences of non-white and socioeconomically disadvantaged students. In addition, she is conducting work on the suburbanization of segregation, the effect of magnet schools on student attendance patterns, and the effects of income inequality on educational attainment and achievement.

Richards’ research has been published in venues such as the American Educational Research Journal, Review of Educational Research, Teachers College Record, and the Peabody Journal of Education.
“We will not succeed in achieving school equity or excellence until we realize that they are complementary, not competing, goals for education.”

-Dr. Meredith Richards, 2020 Maguire Public Scholar

The Maguire Center’s 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.
ETHICS AT THE HEART OF HIGHER EDUCATION

The Maguire Center is excited to announce the publication of the book “Ethics at the Heart of Higher Education,” available for purchase in the summer of 2020. A collection of chapters from some of the foremost ethicists in the nation explores the current state of ethics education in higher education. We look forward to the release of this work and the ensuing conversations it ignites.

Contributing authors and their chapter titles include:

Can Ethics Be Taught? Connecting the Classroom to Everyday Life
—D. Stephen Long

Should Ethics Be Taught? Ethics in the Secular University
—Robert J. Howell

Christian Ethics, the University, and the Broader Human Society
—Charles E. Curran

STEM as a Calling
—Richard O. Mason

Using the Humanities to Explore Professionalism in Medical and Law Schools
—Thomas Wm. Mayo

Embedded Ethics in Medical Education
—Molly Camp, Alexander Cole, and John Sadler

Sacred Spaces for Ethical Inquiry: Communicating Ideas on University Campuses
—Rita Kirk and Candy R. Crespo

The Founding of an Ethics Center
—William F. May

Higher Education and Public Moral Discourse
—Robin Lovin

FROM THE BACK COVER:

Today’s college students have more knowledge available to them than can be absorbed; mastery of a subject area creates siloes where nearly every course is tailored to comprehending subject-matter expertise. Our fast-paced environment requires instantaneous reactions to complex questions. Our instant-messaging age champions quick response over reflection or thought - even the president governs by Twitter. Yet the ethical dilemmas are no less complex than the subject matter; cyber security, prison reform, labor rights, abortion, artificial intelligence, or gun laws are common table topics over lunch. Struggling through that complexity is central to understanding its implications for our culture. This book brings together some of the leading ethicists in the country to consider the rightful place of ethics in the university today.

“Many, many years ago the presidents of the Ivies taught one course each year, the undergraduate’s ethics course; such was the university’s commitment for ethics to be in the heart of every university student. Rightly Kirk and Crespo and their colleagues remind us that the academy exists not just for its members, but for all. After years of marketing the university primarily for the sake of one’s own advancement, this collection helps us to restore the very goal of the academy’s mission. Hats off.”

-James F. Keenan, SJ, Boston College
## Financial Statement

June 1, 2019 - May 31, 2020

### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
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<td>J. Erik Jonsson Ethics Award</td>
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<td>Operating Endowment</td>
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<td>Gifts and Other Miscellaneous Income</td>
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<td>Irby Endowment</td>
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### EXPENSES

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<td>Staff Salaries and Benefits</td>
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<td>J. Erik Jonsson Ethics Award Luncheon</td>
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<td>Sponsored Events</td>
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<td>Public Service Fellowships</td>
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<td>Advertising and Marketing</td>
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<td>Operational Expenses</td>
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<td>Student Employee Salaries</td>
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<td>Certificate in Ethics and Compliance</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$400,693.00</strong></td>
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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.

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

Candy Crespo
Associate Director

Candy Crespo 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.

Rylee Bailey
Student Staffer
Hometown: Kaufman, TX
Major: Corporate Communications and Public Affairs
Classification: Sophomore

Rylee Bailey has been with the Maguire Center since January 2020. Her love for SMU and the Dallas community runs deep as she dreamt of attending SMU since she was 8 years old. Along with her role in the Maguire Center, Rylee also actively serves as a residential assistant in Armstrong Commons, volunteers with the Dallas Juvenile Diabetes Research Foundation, works other internships, and plays intramural sports on campus.

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 completed his undergraduate work in December 2019 and is now a graduate student in the SMU Geology department.

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

Manuela is a junior 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 President 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.
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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.
SMU Code of Ethics

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