APPLYING THE ETHICAL INTENT MATRIX TO FOR-PROFIT INSTITUTIONS

WHY WE ARE ON A SLIPPERY SLOPE

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WHAT WE KNOW

Important & Timely Topic
• Political Headlines
• Global Issue
• Business Headlines
• Education Headlines
WHAT WE KNOW

Good Actors & Bad Actors

• The Really “Bad” Actors
  • How We Know
  • Actions?

• The Really “Good” Actors
  • How We Know
  • Once “Good” Actor – Always “Good Actor”?

WHAT WE DO NOT KNOW

The “Gray” Actors

• Identify
  • Objective
  • Consistent

• React
  • Objective
  • Consistent

CURRENTLY THIS IS WHAT WE DO…
TAKING A CHANCE

WE NEED A FRAMEWORK

Three Pillars

- Ethical Intent
- Public Interest Theory
- Public Choice Theory

ETHICAL INTENT

Ethical

- What is Morally Right & Wrong
- Actions
- Outcomes
- We All Agree, Right?
ETHICAL INTENT

Intent

• Key Factor in Legal & Moral Judgments
• Legal Examples
• How Do We Determine?
• What They Want to Do
• Why They Want to Do It

PUBLIC CHOICE THEORY

• Microeconomics
• Government Choices
• Individual Choices
• Motivated by Selfish Interests

PUBLIC INTEREST THEORY

• General Economics
• Government Choices
• Individual Choices
• Motivated by Societal Interests
COMBINE THESE

ADD STUDENTS & INSTITUTIONS

Students
- ALWAYS Make the Right Decision
  - Why Not?
  - Innocent / Not Innocent

Institutions
- ALWAYS Make the Right Decision
  - Why Not?
  - Innocent / Not Innocent

PUBLIC CHOICE VS PUBLIC INTEREST

- For Profit Institution
  - Choice (Self-Interest)
  - Public Interest

- Student
  - Choice (Self-Interest)
  - Public Interest

GOOD OR BAD?
- What They Want to Do
- Why They Want to Do It
- Right & Wrong >> Actions
- Good & Bad >> Outcomes
ETHICAL INTENT MATRIX

The Four Quadrants

- Quadrant 1
  - Contributor
    - Student - Public / Institution - Public
- Quadrant 2
  - Accomplice
    - Student - Self / Institution - Public
- Quadrant 3
  - Imposter
    - Student - Self / Institution - Public
- Quadrant 4
  - Fraudster
    - Student - Self / Institution - Self
CLASSIFYING PUBLIC GOOD ACTIONS

- Need For Consensus (Required?)
  - Student
    - Quadrant 1
    - Quadrant 3
  - Institution
    - Quadrant 1
    - Quadrant 2
  - What They Want to Do
  - Why They Want to Do It
  - Actions vs Outcomes

CLASSIFYING SELFISH ACTIONS

- Need For Consensus (Required?)
  - Student
    - Quadrant 2
    - Quadrant 4
  - Institution
    - Quadrant 3
    - Quadrant 4
  - What They Want to Do
  - Why They Want to Do It
  - Actions vs Outcomes

FINDABLE ACTIONS

- Quadrant 1
  - Public / Public
    - Transparency
      - 
      - 
      - 
- Quadrant 2
  - Public / Self
    - Accreditation
      - 
      - 
      - 

...
FINDABLE ACTIONS

Quadrant 3
Self / Public
- No Transparency
- 
- 

Quadrant 4
Self / Self
- Something For Nothing
- 
- 

NOW WHAT?

Contributor
- 
- 

Accomplice
- Their Actions
- 

Imposter
- 
- 

Fraudster
- 
-
PRIMARY REFERENCES


THANK YOU!!

For More Information Contact:

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