

FROM THE EXECUTIVE DIRECTOR

Veronica W. Robinson

MILWAUKEE COUNTY ETHICS BOARD



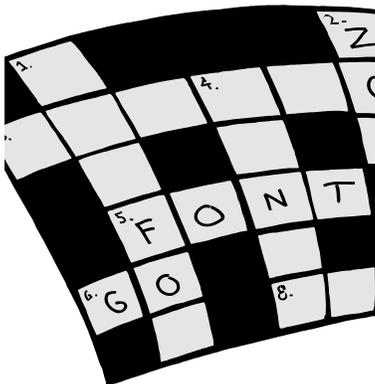
DID YOU KNOW.....

that Sections 9.05 and 9.06 of the Milwaukee County Ethics Code address campaign-related issues? These two sections were highlighted in our [Fall 2010 "From the Executive Director" newsletter \(Volume 1, Issue 2\)](#). If you are currently reading a paper copy of this newsletter, copies of our old newsletters are available online at <http://county.milwaukee.gov/ETHICSBOARD8460.htm>. You can also pick up paper copies of our other newsletters outside our office, which is located on the second floor of the Milwaukee County Courthouse, Suite 212.

Did you know that a bulletin board was recently hung in the public hallway outside the Office of the Ethics Board? Our bulletin board contains information and an ethics game. Stop by to view, participate and enjoy!

1. Take a few minutes on your next visit to the second floor of the Courthouse and check out the "WHAT WOULD YOU DO?" section of the bulletin board.
2. Read the ethical dilemma presented and then take a few minutes to jot down how you might respond and why. (Copies of the code are available in our brochure rack if you'd like to refer directly to the Ethics Code.)
3. Place your answer in the box provided on the cart located below the bulletin board.

You can feel free to respond anonymously, if you prefer, because we will post some of the responses through eNotify and in our next newsletter.



CORPORATE COMPLIANCE & ETHICS WEEK

Games

In May of this year, we hosted Milwaukee County's first observance of Corporate Compliance and Ethics Week. We posted a series of games on the Ethics Board website. The games were intended to draw attention to the Ethics Board and the Ethics Code, as well as to encourage browsing of the Ethics Board's website. The games included a word search, word scramble, crossword puzzle, online tutorial, and ethical scenario. Employees and officials were encouraged to play the games—which in some cases built on knowledge gleaned from a prior game—and to submit their answers by email or fax to the Office of the Ethics Board. Small prizes were awarded for participation. (See table on page 4 for photos.) Although we would have liked to reward all participants, budgetary constraints prevented us from doing so. However, we were able to select two participants per day to win a grand prize, and to select ten participants daily as runners-up. (Not all employees were available for photos.)

CORPORATE COMPLIANCE & ETHICS WEEK MAY 1—MAY 7, 2011



MONDAY GRAND PRIZE WINNERS
Ensie Tuck
Nakia Pegues



TUESDAY GRAND PRIZE WINNERS
Lynore Friscia
Tana' Tyler



WEDNESDAY GRAND PRIZE WINNERS
Rebecca Parker
Roslyn Lott



FRIDAY GRAND PRIZE WINNERS
Monique Taylor
Daniel Diliberti

THURSDAY GRAND PRIZE WINNERS
Mary Mangi
Sue LeMere

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CORPORATE COMPLIANCE & ETHICS WEEK Recognition

In addition to the daily prize drawings, we also asked for nominations of individuals who had exhibited good ethical decision making either on an ongoing basis or in a specific situation. We thought this request would pose some challenges because 1) *people feel they understand what ethical behavior is until they have to give an example or define it*; or 2) *nominators might be concerned that their idea of ethical behavior, once identified, might be “wrong”*. We were delighted to receive enough nominations to do a fair drawing for a grand prize.

Ethics Recognition Grand Prize Winner

Tammy Scholz

Shown here with Nominator Aimee Funck, Veronica Robinson, and Clerk of Circuit John Barrett



Ethics Recognition Runners-Up

Aimee Funck, Cheryl Neils, S. DuCharme

If you haven't had a chance to do so, please join us in congratulating our daily prize winners, runners-up, and our grand prize winners, who are all identified in the table on page 4. **In order to ensure there were no conflicts of interest, the Ethics Board staff did not participate in any of the games.** Additionally, the staff used neutral third party individuals from the auditing firm of Baker, Tilly, Virchow, Krause LLP to pull the names of the winners.



THANK YOU

Auditors!

Training Day

Training isn't successful if people don't show up ready to learn and participate. As a special activity during Corporate Compliance and Ethics Week, we invited County elected and appointed officials to a half day training facilitated by Al Guyant. Al Guyant is an internationally recognized trainer, speaker, facilitator, author, media coach, and public relations and consumer affairs professional with 42 years of award-winning experience. He also delivers the ethics modules of the University of Wisconsin's Certified Public Administrator and Certified Public Manager programs. We would like to give a shout out to **Supervisor Rice, Supervisor Schmitt, Supervisor West, Supervisor Jursik, and Supervisor Haas** for either attending in person or sending a representative on their behalf. We give special thanks to **County Executive Abele** for sending a representative on his behalf during this extremely busy time. We would also like to acknowledge and thank **Parks Director Sue Black, Director of Audit Jerome Heer, Airport Director Barry Bateman, and Mr. Glenn Boltman** for attending in person or sending a representative on their behalf.

The group representing the largest participation was the **Milwaukee County Board of Supervisors**, with the **Parks Department** coming up second. Following are some of the valuable or useful aspects of the training that the participants reported:

- ⇒ “Outlining the basics of ethics”
- ⇒ “Use of examples made us evaluate”
- ⇒ “Open, candid discussion”
- ⇒ “Speaker illustrated points effectively with interesting anecdotes”
- ⇒ “The grey areas and dilemmas of ethics were demonstrated”
- ⇒ “The 4 rules for ethics training”
- ⇒ “Be sure to ask when in doubt”



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Training Day, cont'd

Participants also asked that we **serve lunch** in future trainings, which is unfortunately prohibited by our small budget. However, we were alternatively asked to allow for a slightly **longer lunch period**, which we can definitely accommodate. One evaluator asked us to **move a bit faster** through the primary ethics scenario that we discussed, and the presenter agreed that **breakout sessions** would be more effective for engaging participants and keeping up the pace of the session. Several participants asked for even **more ethics exercises** and scenarios to evaluate. One final request was for an **interactive video**.

Overall, the feedback was positive and the group was engaged and willing to share their thoughts, ideas, concerns, and to ask questions. On a scale of unsatisfactory to satisfactory, with 10 being highest, the average score was 9. We will strive for a perfect 10 in future sessions and hope you will be able to attend.

Mr. Guyant closed the session by outlining 4 rules that are important goals of any training and education efforts:

- ◆ Get it in
- ◆ Make it stick
- ◆ Foster recall
- ◆ Trigger compliance

Using these four rules, the participants were asked to group up and identify what steps they would take to achieve those goals. Some of the resulting ideas were: Give **extreme examples**; provide us with **constant reminders**; give us daily, weekly, and ongoing **training**; include ethical behavior in **personnel evaluations**; give us more **reference tools**; share this information with **all levels of staffing**; give us a simple ethics **"do's and don'ts"** list.; **discipline** for unethical behavior and **rewards** for ethical behavior; hold **mandatory ethics training** annually; **visit departments** individually; make ethics training part of **employee orientation**. The Ethics Board's Executive Director, Veronica W. Robinson, then shared some of the ways that the current ethics training and education efforts correspond with the group's ideas, including some of the challenges in making those ideas happen. Some of the resources for ethics training and education that are available to all County employees, include:

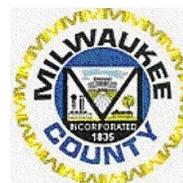
- * Newsletter (email, online, hard copy)
- * Multi-faceted approach to training and education
- * Mandatory ethics education
- * Periodic code compliance training
- * Brochure series
- * Informational bulletin board
- * Online tutorial
- * Recognition opportunities
- * Periodic opportunities for engagement with Code (e.g., WHAT WOULD YOU DO?)



With the high level of participation and the strong interest shown by the group, Ms. Robinson expressed hope that top-down promotion for ethics training at Milwaukee County will provide the extra support needed to continue developing an effective, multi-faceted, ongoing ethics training and education program. **If you have further ideas about how we can take a proactive approach to building our ethical culture at Milwaukee County, we would love to hear from you.** You can contact us via the Ethics Board website, by visiting us in Room 212 of the Courthouse or by phone at 414-278-5332.



TRAINING DAY PRIZE WINNER
County Supervisor
Jason Haas



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Milwaukee County Ethics Board



GAME/DAY	RUNNERS –UP		GRAND PRIZE
Word Search/Day 1 	Brenda Banks Carolyn Humphrey Kathy Weak Nancy Beecher James Felde	James Felde Marian Maerzke Rita Lee Sharon Broncatti Jason Scherer	Ensie Tuck Nakia Pegues
Word Scramble/Day 2 	Ivette Cruz Michelle Gore Jeanne Cyganiak Katie Velissaris Jannette Steinke	Diane Beckley Edie Schimmelpfennig Melinda Green Toy Washington Dawn Keidel	Lynore Friscia Tana' Tyler
Crossword/Day 3 	Dale Yerkes Sherry Narloch Grant Phillips Sue Langer Tamara Franken	Charlicia Brown Tahji Burnett Barbara Talbert Danielle Morgan Willie McGee	Rebecca Parker Rosyln Lott
Online Tutorial/Day 4 	Robert Bentson Sherry Ransom Pam Prince Donna James Susan Muchka	Janet Holytz Shelby Paine Kathryn Bobot Kaoyouapang Diana Xiong LaTonya Baldwin	Mary Mangi Sue LeMere
Ethics Scenario/Day 5	Tanya Howard		Monique Taylor Daniel Diliberti
Training Day			Jason Haas
Ethics Recognition	Aimee Funck Cheryl Neils S. DuCharme		Tammy Scholz

*Advisory opinions are confidential! When in doubt, ask, ask, ask!
 Contact the Office of the Ethics Board by phone, email, letter or in person.*