ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: MURDOUGH CENTER FOR ENGINEERING PROFESSIONALISM

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Section 1. Goals and Accomplishments

Goal 1: Program Excellence and Recognition. Enhance recognition of programs in engineering ethics and professionalism at regional, national and international levels.

- Local recognition Obtained by presenting numerous short (1-2 hours) ethics seminars to faculty and students at TTU plus seminars to practicing engineers in Lubbock.
- State recognition obtained by presenting 27 ethics courses, seminars and workshops for Texas state agencies, engineering firms in Texas, engineering societies in Texas, and at the annual meeting of the Texas Society of Professional Engineers in San Antonio.
- National recognition obtained by: « Distributing free copies to Incident at Morales, An Engineering Ethics Story to 344 engineering deans and 35 to engineering societies in the United States. « Presenting 8 ethics workshops and seminars in Nevada (2), Florida (3), Georgia, Kansas, Maryland, and Utah. « Hosting the §Applied Ethics in Professional Practice§ (aka Ethics Case of the Month Club) used by ~100 engineering colleges to convey ethics education to engineering students. « National recognition obtained by: « A Center staff member serving as a member of the NSPE Board of Ethical Review (2004-05). « A Center Staff Member serving as guest panelist for NSPE Spring 2004 Ethics Forum, a continuing education web seminar. « A Center Staff Member being quoted in the following published articles: o §Moonlighting Raises Questions of Loyalty,§ NSPE Engineering Times, February 2004 o §Responsible Charge: Every PE's Obligation,§ NSPE Engineering Times, August/September 2004 « A Center Staff Member publishing peer-reviewed paper, §Professionalism, The Golden Years,§ published in the ASCE Journal of Professional Issues in Engineering Education and Practice, was awarded Best Journal Paper, 2003-04.
- National recognition obtained by: « A Center Staff Member serving as a member of the ASCE Committee on Global Corruption. « A Center Staff Member continuing as advisory board member of the Online Ethics Center Helpline, Case Western Reserve University.
- Local Ethics education available to engineering undergraduate students. « Hosted Engineering Ethics Day 2004. Approximately 200 engineering students attended. « Taught CE 4292-Engineering Ethics to about 70 students at Texas Tech University. « Ethics education available to engineering graduate students. « Developed and taught a graduate level course in engineering ethics for the NSF sponsored IGERT graduate program.
- Enrolled 231 students in our Ethics Courses by Distance Learning (60 in the Professional Development programs, 171 in the Academic Credit program)
- External funding of $188,965.


Presented Major ethics programs at state, national and international levels annually. “Incident at Morales, an Engineering Ethics Story” presented at the annual meetings of the Association of Practical and Professional Ethics, American Society for Engineering Education, National Society of Professional Engineers, and Texas Society of Professional Engineers. “Incident at Morales” presented at numerous seminars for engineering firms.


**Goal 2:** Partnerships. Build strategic partnerships and interdisciplinary alliances to enhance the mission of the Center.

- Online ethics instruction modules have been developed, beta tested, and are undergoing final revision. Potential collaboration was explored with TTU Outreach and Extended Studies to offer these modules to the professional community. These online modules are to assist TTU engineering faculty in teaching ethics in their programs.

- Multi-disciplinary research funding. A grant totaling $243,000 from NSF and $80,000 in private contributions continued in 2004. This grant was a continuation of effort devoted to a multi-disciplinary research project, to develop, produce, and distribute Incident at Morales, An Engineering Ethics Story. Work during 2004 was primarily devoted to developing the International Edition of Incident at Morales, subtitled in 13 languages. The research team, in addition to Murdough Center Staff who directed the project, included a Mechanical Engineering Professor at University of Texas at Austin, an Electrical Engineering Professor at University of Illinois Urbana-Champaign, a Civil Engineering Professor at University of Arkansas, a Philosophy Professor at Illinois Institute of Technology, a Philosophy Professor at Texas Tech University, a Safety Engineer from Alaska, and the retired Vice President and Ethics Director of Texas Instruments.

- Collaborated with the TTU Sociology, Marketing, Human Development & Family Studies, and other Departments on multidisciplinary research into the nature of trust in engineer-client relationships. Served as advisor to the College Committee responsible for development of the TTU Quality Enhancement Plan

- Relationships with other universities/ethics centers. Association for Practical and Professional Ethics • Association for Professional Engineers and Geoscientists of British Columbia, Canada • University of Texas at Austin • University of Illinois at Urbana-Champaign • Illinois Institute of Technology • University of Arkansas • Texas A&M University • Case Western Reserve University • Gonzaga University • Howard University

- Relationships with engineering societies. American Society of Civil Engineers • Serve on ASCE commission on Global Ethics • Affiliation with Institute for Professional Practice • Presentations at ASCE national conferences • Corresponding editor of Journal of Professional Issues in Engineering Education and Practice • American Society of Mechanical Engineers • Collaboration on Incident at Morales • Representative on NIEE Executive Board

- Relationships with engineering societies. American Society of Safety Engineers • Collaboration on Incident at Morales • Representative on NIEE Executive Board • Institute of Electrical and Electronics Engineers • Collaboration on Incident at Morales • NIEE Executive Board member National Society of Professional Engineers • Presentation at National Conference • NIEE-NSPE Charter Relationship • Collaboration on Incident at Morales • Board of Ethical Review • Education Committee • Representative on NIEE Executive Board • Provided copies of Incident at Morales to the NSPE lending library • Established marketing agreements for MC/NIEE products

- Industry and agency alliances. Texas Department of Transportation • Nevada Licensing Board for Engineers and Surveyors • New York State Department of Transportation • Freese & Nichols, Consulting Engineers, Ft. Worth • Hafl & Associates, Consulting Engineers, Dallas • CB&I – Howe-Baker, Tyler, TX • Chang, Patel, and Yerby, Dallas, TX • MACTEC, Florida and Georgia • Terracon, Lenexa, Kansas • Parkhill, Smith & Cooper, Lubbock, TX • North Texas Municipal Water District, Wylie, TX
Goal 3: Resources and Infrastructure. Maintain a quality work force and work environment and maximize the use of technology in the delivery of service.

- Hired one new employee as Business Assistant.

Goal 4: Center Development and Marketing. Enhance the fiscal stability through development activities.

- Objective: Baseline annual operations funding of $50,000 annually. We have exceeded this amount by a factor of 3.75 in 2004 – Totaling $189,000.
- Received contributions for specific ethics programs and/or joint ventures from individuals, firms, industry, and other organizations by: William Lhota, Bill Baker, Harry Bovay, Texas Engineering Foundation
- World-class web site for both the Murdough Center and NIEE. See www.niee.org, www.murdough.ttu.edu or www.engineering-ethics.ttu.edu
- Effective communications with constituency is apparent because requests for Center and Institute staff to present ethics program increases significantly every year.

Goal 5: Tradition and Pride. Enhance the regional, national and international image of the Murdough Center for Engineering Professionalism.

- Published text on Professional Ethics for TxDOT, by Smith, Jimmy H., Lawson, William D., Baker, Bill, and Harper, Patricia M., Professional Ethics, published by the National Institute for Engineering Ethics, Murdough Center for Engineering Professionalism, College of Engineering, Texas Tech University (printed in April 2004), 324 pages.
- Presented ethics programs for: State Agencies • TxDOT Professional Ethics • Nevada Licensing Board Industry • Applied Ethics in Professional Practice Case of the Month • Industry Workshops & Seminars Professional Associations • American Society of Civil Engineers • American Society for Engineering Education • National Society of Professional Engineers • Texas Society of Professional Engineers
- Presentations each year promoting ethics and professionalism among students, faculty and practicing engineers on campus and at annual meetings of major engineering societies. Texas Tech University • Engineering Ethics Day • Lectures & presentations for classes, student groups • Online ethics instruction modules
- Presentations promoting ethics and professionalism among students, faculty and practicing engineers on campus and at annual meetings of major engineering societies. Engineering Societies • American Society of Civil Engineers • American Society for Engineering Education • Texas Society for Professional Engineers • National Society for Professional Engineers
- Professional service in responsible capacity in professional societies. National Society of Professional Engineers • NSPE Board of Ethical Review American Society of Civil Engineers • Member, Education and Practice Publications Committee • Corresponding Editor, Journal of Professional Issues in Engineering Education and Practice
- Presentations seminar, workshops, and courses: Corpus Christi, TX – Two 8-Hour TxDOT Ethics Courses, Las Vegas, NV – One 8-Hour Ethics Workshop for Nevada Licensing Board • Reno, NV – One 8-Hour Ethics Workshop for Nevada Licensing Board • Odessa, TX – One 8-Hour TxDOT Ethics Class, Lubbock, TX – One 2-Hour Ethics Seminar for ASEE Gulf-Southwest Conference • Austin, TX – One 8-Hour TxDOT Ethics Class, Texas Tech University - Ethics Presentation to Chemical Engineering class
- Presentations seminar, workshops, and courses: Dallas, TX – Two 4-Hour Ethics Seminars for Chang, Patel, and Yerby and clients, Texas Tech University – Ethics Seminar for CE Academy members • Houston, TX – One 8-Hour TxDOT Ethics Class, Ft. Worth, TX – One 2-Hour Ethics Seminar for Freese & Nichols and clients, Ft. Worth, TX – Second 2-Hour Ethics Seminar for Freese & Nichols and clients, College Station, TX – Invited Speaker on Ethics at TxDOT’s Annual Short Course, Dallas, TX – One 8-Hour TxDOT Ethics Class,
- Presentations seminar, workshops, and courses: Dallas, TX – Hosted Annual Meeting of NIEE Executive Board, Texas Tech University, Short presentation to South/Southwest meeting of CE Chairmen • Austin, TX – Second 8-Hour TxDOT Ethics Class, Ft. Worth, TX – Third 2-Hour Ethics Seminar for Freese & Nichols and clients, Ft. Worth, TX – Fourth 2-Hour Ethics Seminar for Freese & Nichols and clients, San Antonio, TX – One 4-Hour Ethics Workshop - Annual Meeting, TSPE, Salt Lake City, UT – Ethics Presentation at ASEE Annual Meeting, Tyler,
TX – One 2-Hour Ethics Workshop, CB&I Howe-Baker, • Austin, TX – Third 8-Hour TxDOT Ethics Class, • San Antonio, TX – Ethics Seminar for TSPE/Bexar Chapter, • Austin, TX – Fourth 8-Hour TxDOT Ethics Class,

- Presented ethics seminars, workshops, and courses: • Midland, TX – One 2-Hour Ethics Seminar for TSPE chapter and guests • Dallas, TX – One 2-Hour Ethics Seminar for Freese & Nichols and clients, • Dallas, TX – Ethics Seminar for TSPE/Preston Trails Chapter, • Wylie, TX – Ethics Seminar for North Texas Water District and consultants, • Ft. Worth, TX – One 8-Hour TxDOT Ethics Class, • Lubbock, TX – Ethics Seminar for Parkhill, Smith and Cooper, • Dallas, TX – Ethics Seminar for TSPE Dallas Chapter, • Miami, FL – A 4-Hour Ethics Workshop for MACTEC, • Orlando, FL – A 4-Hour Ethics Workshop for MACTEC, • Gainesville, FL – A 4-Hour Ethics Workshop for MACTEC, • Lenexa, KS – A 4-Hour Ethics Workshop for Terracon, • Atlanta, GA – Ethics Workshop for MACTEC • Dallas, TX – Second Ethics Seminar for TSPE Dallas Chapter
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
## Section 3a. Quantitative Information

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There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.