



South Carolina Association of Counties

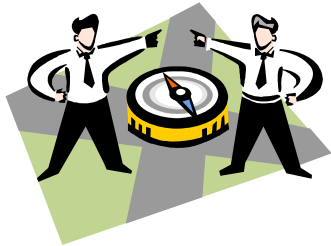
Belinda Copeland, President
Darlington County
Michael B. Cone
Executive Director

Ethics Is More Than The Law

This is the last of SCAC and the SCETV Public Services Network's 2006 interactive teleconferences. **SCAC is proud to announce that the State Education Planning Advisory Committee has approved this teleconference as a component of SCAC's continuing education program for planning and zoning officials and employees, so it will satisfy the three contact hours of annual continuing education requirement.**

Through a wide-ranging discussion of the ethical duties and responsibilities of the public servant and the ethical dilemmas they may face, this telecast will provide the participants with an understanding of public service values, the principles of public service ethics, and various guidelines and frameworks for making ethical decisions including the AICP Code of Ethics for planning and zoning officials.

So, this is your opportunity to learn the ethical principles and guidelines that will enhance your county operations and allow you to:



- ✓ Define ethics – Its importance and how ethical actions affect public perception.
- ✓ Learn the difference between being legal and being ethical.
- ✓ Decipher the five principles of public service ethics.
- ✓ Create an ethical organizational structure.
- ✓ Adhere to specific guidelines and filters to formulate ethical decisions.

Edwin C. Thomas, M.Ed., MPA, Director of the Governmental Research and Service unit at the USC Institute for Public Service and Policy Research, will serve as instructor for this teleconference. The Institute provides training and technical assistance services, conducts research, and develops publications designed to enhance the quality and effectiveness of state and local government management and leadership. In addition to his administrative duties in the Institute, Ed Thomas serves as a trainer, facilitator, and management consultant to state and local government.

The broadcast from SC ETV studios will be available at satellite sites in each county. Please visit www.myetv.org/education/nts/etv_downlink_sites.cfm for a complete listing.



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BEFORE the Telecast, Here's What You Need to Do:

- Identify a "Coordinator to be the official contact for the county.** He/she will arrange all of the logistics prior to the teleconference and be on-site the day of the event.
- Contact the nearest satellite viewing site** and arrange equipment, seating, DVD/VCR (to tape for later broadcast), etc.
- Mail an interoffice memo** to all Department Directors from the Administrator encouraging participation.
- Reproduce one set of the agenda and the Ethics 32-page handout for each participant.**

The Day of the Telecast, Here's What You Need to Do:

- There will be a test feed on the Channel 30 minutes prior to the air time** so that you can confirm that your equipment is working. **The rebroadcast satellite coordinate will depend on the viewing date.** Please check the SCAC Web site for the corresponding Channel.
- If you have any technical problems, please call 1-888-761-8132 or 803-737-3265.**
- Participants should arrive at the viewing site no later than 15 minutes prior to air time.** *It's a nice idea* for the Teleconference Coordinator to provide snacks and beverages for everyone.
- As participants arrive, the Teleconference Coordinator will require each participant to print their name on the enclosed sign-in sheet before the telecast begins. (For large groups, please make additional copies of this form as needed.)
- Once the participant signs in, the Teleconference Coordinator will provide each participant with a copy of the agenda and handout materials.
- The Teleconference Coordinator needs to assist with any interactive periods of the telecast and encourage participants to ask questions. Participation is key to providing a meaningful learning experience, so please encourage participants to engage in sharing their experiences.
- There will be two 15-minute breaks during the teleconference. Participants need to be reminded that they **must return prior to the start of each segment.**

AFTER the Telecast, Here's What You Need to Do:

- Teleconference Coordinators need to give the Sign-In Sheet to their respective Clerk to Council along with a completed Model Attendance Form and Certification Form from each attendee. In doing so, the attendees will earn their three hours of continuing education credit. Both forms are available on the Education page of SCAC's Web site.

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Phone: (803) 252-7255 • Fax: (803) 252-0379 • E-mail: scac@scac.state.sc.us • Website: <http://www.sccounties.org>

Building Stronger Counties for Tomorrow

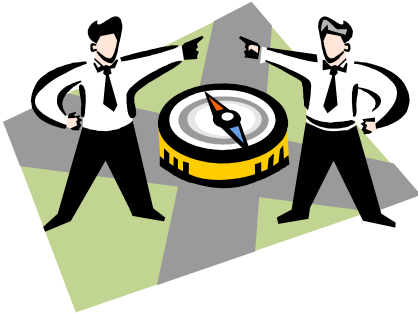


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**SCAC IN COOPERATION WITH
SC ETV'S PUBLIC SERVICES NETWORK TELECONFERENCE**



AGENDA:

This course has been approved for three hours of continuing education credit for Planning/Zoning Officials and employees.

9:00 a.m. – 10:15 a.m.

WHAT IS ETHICS?

This segment will focus on various definitions of ethics as well as why ethics are important. Participants will learn how events have impacted and helped shape ethics in society and in government in particular. Various key issues in ethics will be explored.

10:15 a.m. – 10:30 a.m.

BREAK

10:30 a.m. – 11:30 a.m.

THE DIFFERENCE BETWEEN BEING LEGAL AND BEING ETHICAL:

Just because something is legal does not make it ethical. Participants will learn why it is crucial to do more than just follow the letter of the law and how perception plays a key role in ethics. Principles and values of public service ethics will be discussed along with various guidelines for resolving ethical dilemmas and making ethical decisions.

11:30 a.m. – 11:45 a.m.

BREAK

11:45 a.m. – 12:15 p.m.

CREATING AN ETHICAL ORGANIZATIONAL CULTURE:

How to be proactive in fostering an ethical atmosphere in which government officials and employees must operate is critical to the preservation of the public trust. Various strategies for fostering an ethical organizational culture will be discussed.

12:15 p.m. – 12:30 p.m.

QUESTIONS AND ANSWERS:

An opportunity will be provided for call-in questions from the viewing audience.



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Sign-In Sheet

Ethics is More Than the Law

Sponsored by the S.C. Association of Counties and S.C. ETV

County: _____

Viewing Location: _____

Name of Site Coordinator: _____

PLEASE PRINT YOUR NAME LEGIBLY.

	NAME	DEPARTMENT
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