Universidad de Monterrey

Creating a Culture of Integrity: Commitments, Actions and Results

4th International Conference
Plagiarism across Europe and Beyond 2018
9th - 11th May 2018
Ephesus, Turkey
Agenda

Context

• About Universidad de Monterrey
• Corruption in Mexico

Case Study

a. UDEM’s efforts
   1. Problem recognition
   2. Integrity System
   3. Center for Integrity

b. SAID benchmarking criteria

c. Lessons learned
Context
About Universidad de Monterrey (UDEM)

- Located in the metropolitan area of Monterrey
- Monterrey is the “industrial capital of México”
- Second city with greatest purchasing power in México
- Ninth in Latin America
About Universidad de Monterrey (UDEM)

• Almost 50 years old

• Catholic inspiration (founded by five religious congregations)

• 14,000 students

• 109 academic programs
  • 46 undergraduate level
  • 15 master’s level
  • 13 specialty level
  • 35 medical specialization
Corruption in Mexico

CORRUPTION PERCEPTIONS INDEX 2017

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Corruption in Mexican Universities

60%

Plagiarize¹

78%

Perceive Dishonest Acts²

² UDEM Encuesta aplicada en la UDEM (2015), Instrumento del ICAI desarrollado por McCabe.
Case Study
Case Study

Research questions:

A. What has been the approach adopted in the transformation process toward a more honest culture?

B. How useful are the SAID benchmarking criteria to assess the approach?

C. What lessons can be offered to inform change processes in other educational institutions?
A. UDEM’s efforts

1. Problem recognition
2. Integrity System
3. Center for Integrity

1969 - UDEM’s foundation
2009
2011
2016
A. UDEM’s efforts
A. UDEM’s efforts

1. Problem recognition
2. Integrity System
3. Center for Integrity

1969 UDEM’s foundation
2009
2011
2016
1. Problem recognition

- A group of champions led by the university's president to:
  - review current regulations
  - carry out a comparative analysis worldwide

ICAI affiliation

An “honor pledge”

A diagnostic study
A. UDEM’s efforts

- 1. Problem recognition
- 2. Integrity System
- 3. Center for Integrity

- UDEM’s foundation (1969)
- Integrity System (2009)
- Center for Integrity (2016)
2. Integrity System
2. Actions to strengthen AI

- Honor Code

- On-line course for faculty
2. Actions to strengthen AI

- Communication campaigns
- Web page for academic writing
2. Joining efforts

• Sinergy with other organizations

• Annual Conference

A. UDEM’s efforts

1. Problem recognition

2. Integrity System

3. Center for Integrity

UDEM’s foundation

UDEM
3. Center for Integrity - Objectives

I. An honest campus.

II. Association of Educational Institutions in Support of Integrity

III. Projects linked to the real necessities of society in terms of ethics & integrity.
3. Center for Integrity

3.1 Institutional Policies
3.2 Commitment
3.3 Training
3.4 Promotion
3.5 Assessment
3. Center for Integrity

3.1 Institutional Policies

- Honor Code and its Decalogue
- AI breaches management
  - Gradualness
  - Mitigating & aggravating criteria
  - Consequence matches severity
  - Simple process
For UDEM, enact academic integrity means to:

I. speak the truth;
II. comply with classes and works;
III. carry out activities with each one’s effort searching to learn;
IV. answer exams only with the material authorized;
V. recognize original works and quote correctly;
VI. collaborate fairly in team projects;
VII. respect diversity of opinions;
VIII. avoid contributing in any kind of cheating;
IX. report dishonest actions;
X. responsibly accept the consequences of actions.

The change starts with you!

New Honor Code
3. Center for Integrity

3.2 Commitment (stakeholders involvement)

- Board of Directors
- AI Officers
- Honor Council
- AI Ambassadors
3. Center for Integrity

3.3 Training

Faculty
• Excel with Integrity

Students
• Induction Course on AI
• AI Seminar
3. Center for Integrity

3.4 Promotion
3. Center for Integrity

3.5 Assessment

- AI Dashboard
B. Scorecard for AI Development (SAID)

- A tool to evaluate institutional policies internationally
- 10 categories for benchmarking criteria
- Sources of influence:
  - ICAI’s AI Assessment Guide,
  - Morris 2011 Policy Works,
  - Bretag and Mahmud AI Toolkit,
  - AIMM (AI Maturity Model) from ICAI
  - AIRS (AI Rating System) from ENAI
- Researchers:
  - Mrs. Irene Glendinning
  - Dr. Tricia Bertram Gallant
  - Dr. Jennifer Eury

Photos taken from: https://academicintegrity.org/, https://www.coventry.ac.uk/, http://www.psu.edu/
B. Scorecard for AI Development (SAID)

I. Institutional governance and strategic commitment to support AI.
II. Institution-wide policies and procedures for AI.
III. Fair and proportional sanctions applied across the institution.
IV. Institution-wide engagement in strategies for deterring academic misconduct.
V. Institutional values encourage deep learning and scholarship.
VI. Student leadership supports the institutional strategy for AI.
VII. Transparency and effective communications at all levels of the institution.
VIII. On-going evaluation and enhancement to the AI strategy.
IX. Engagement with research and development related to AI.
X. Institutional understanding about what is acceptable academic practice, in line with international norms.
C. Lessons learned

1. A sense of urgency
2. President’s leadership
3. Resources must be deployed
4. Transforming organizational culture
5. Faculty commitment
6. Student involvement
7. International networking
8. Working locally

“From a saying to a reality with actions”
From UDEM’s President as a public Commitment with Integrity
If not us, who?
If not now, when?
From Hillel to George W. Romney to Robert F. Kennedy to Ronald Reagan to Barack Obama to Saturday Night Live

Yes… You can
¡Thank you!

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References

References

References

Scorecard for Academic Integrity Development (SAID)

I. Institutional governance and strategic commitment to support academic integrity.
   - Board of Trustees Committee
   - International Advisory Board for Students Affairs
   - Board of Directors
   - Center for Integrity
   - Endowment

II. Institution-wide policies and procedures for academic integrity.
   - Honor Code
   - Procedures for AI breaches management
   - Policies for AI bodies
   - Application to report AI breaches
   - Training and dissemination
Scorecard for Academic Integrity Development (SAID)

III. Fair and proportional sanctions applied across the institution
   - Honor Council
   - Recorded hearings
   - Mitigating and aggravating criteria
   - AI Seminar
   - Consistent, experienced and transparent management

IV. Institution-wide engagement in strategies for deterring academic misconduct
   - Excel with Integrity
   - Academic Integrity Officers
   - First Year Programs
   - Awareness campaigns
   - Integrity checkpoints
Discussion

Scorecard for Academic Integrity Development (SAID)

V. Institutional values encourage deep learning and scholarship
   - Institutional values
   - Decalogue of Honor Code

VI. Student leadership supports the institutional strategy for academic integrity
   - Honor Council
   - Ambassadors of Integrity
   - Let’s Do it Correctly University Network
Discussion

Scorecard for Academic Integrity Development (SAID)

VII. Transparency and effective communications at all levels of the institution
   ▪ Existing records of AI misconduct accusations, hearings and outcomes

VIII. On-going evaluation and enhancement to the academic integrity strategy.
   ▪ Dashboard
   ▪ McCabe’s instrument
   ▪ Policies and procedures
Discussion

Scorecard for Academic Integrity Development (SAID)

IX. Engagement with research and development related to academic integrity

X. Institutional understanding about what is acceptable academic practice, in line with international norms.
   - Sinergy pro-Al
     ✓ Conferences
     ✓ Magazines
     ✓ Online repositories
     ✓ Spanish official survey
     ✓ MOOC
Some hopeful data

• + hours dedicated to prevention
• 13 times more AI breaches reported
• 16% reported by peers
• 6th Annual Conference
• 4th and 5th issues of AI Magazine
UDEM's approach

A diagnostic study

Improvement trends

- Copy (assignments)
- Plagiarism
- Collusion
- Seriousness of the problem

Faculty awareness and response

Some setbacks

+ Copy (exams)
+ Sensitivity about academic dishonesty
  (make up data, let someone else copy your own work)

Donald McCabe's Academic Integrity Survey (translated into Spanish and applied to UDEM's students and faculty in 2010 and 2015.)