



In partnership with:



Center for Integrative Leadership  
UNIVERSITY OF MINNESOTA



**Citizens for an Ethical Minnesota**

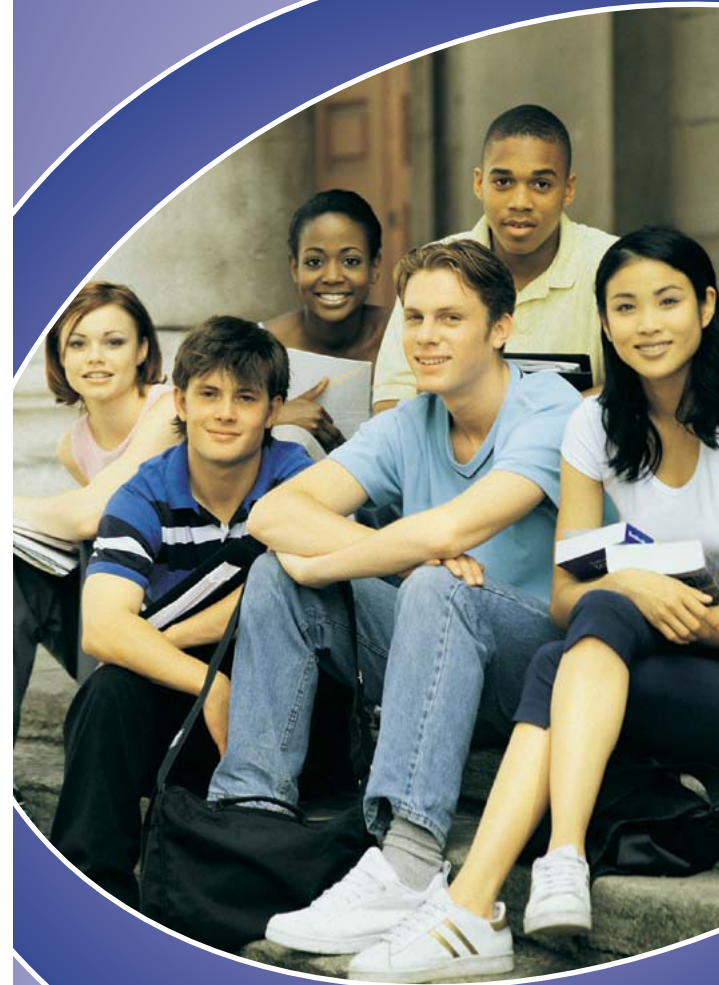
For more information on this initiative visit or call:

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**Making Minnesota Better, One Decision at a Time**



**Citizens for an Ethical Minnesota**

Citizens for an Ethical Minnesota is an initiative supported by Synergy & Leadership Exchange (Synergy). Synergy is a non-profit membership organization dedicated to fostering collaboration to advance the development of ethical citizens, providing educational resources, and celebrating achievement and best practices in Minnesota schools, businesses and communities.

## Citizens for an Ethical Minnesota

**Mission:** Develop Minnesotans to be good citizens and ethical leaders.

**Vision:** Good character and ethical leadership are the cultural norms in Minnesota where citizens make decisions that positively affect themselves and others.

### Goals:

1. Ensure that ethical citizenship and good character are embedded in the culture of all Minnesota communities.
2. Develop active partnerships between businesses, educators, community organizations and youth in support of the mission.
3. Identify tools and resources to bring the language of ethics and responsibility into education and community conversations.
4. Document cost to society for unethical decisions linked to the lack of good character.
5. Provide evidence of the effect of character education on academic, civic and workplace achievement.

### Why support this initiative?

Minnesotans face many challenges that require thoughtful and ethical responses. Unethical behavior impacts workplaces, governments, schools, families and communities. Technology, with its 24/7 access and extended reach, creates the need for responsible digital citizenship focusing on online safety, security and ethics. As illustrated in the model below, building an ethical community requires the collaborative efforts of all sectors to internalize, strengthen and develop ethical citizens and principled leaders for the 21st century.



### What are we currently doing?

Citizens for an Ethical Minnesota collaborates with partners across the state to develop, support and celebrate efforts of good character in our citizens. We do not believe in a “one size fits all” approach, but are committed to providing multiple tools and resources that guide families, educators, workplaces and communities in making decisions that positively impact themselves and others.

### What people are saying:

“Minnesota’s ‘brand’ in the world is centered on ethical behavior by our citizens, our businesses and our government officials. We have inherited this reputation and we must work hard as stewards of high standards.”  
- Mark Ritchie, Minnesota Secretary of State

“The ethics of our state will be determined by the ethics of each individual citizen. We must reach out across the many lines that separate us and build a statewide community worthy of our dear children.”  
- Karen Rusthoven, Ed.D., founder, Community of Peace Academy (2003 National School of Character)

“Instilling an ethical culture with the future leaders of Minnesota should be one of our core values. Integrity and social responsibility raises the bar and provides opportunities that will move Minnesota forward in our global economy.”  
- Carl G. Peterson, CPA, Past Co-Chair - MN Business Ethics Award

### What can you do to help?

- ✓ Endorse the vision, mission and goals of this initiative.
- ✓ Nominate an organization or individual for a Minnesota Ethical Citizen Award.
- ✓ Share your ideas on promoting civility, utilizing ethical decision making, and developing ethical citizens and leaders.
- ✓ Add your character, ethics, civics and service resources to the online compendium.
- ✓ Become a partner to support character and ethics initiatives in Minnesota.
- ✓ Make a donation to Citizens for an Ethical Minnesota.

**Get involved today. Contact us at [info@Citizens4MN.org](mailto:info@Citizens4MN.org).  
Together we can build a better future for all Minnesotans!**

For more information on the Citizens for an Ethical Minnesota initiative, please visit [www.Citizens4MN.org](http://www.Citizens4MN.org).