

# BETHUNE-COOKMAN UNIVERSITY

## PRINCIPLES OF INTEGRITY

From administrators to service staff, to outside contracted services, regardless of our personal responsibilities, everyone associated with Bethune-Cookman University is a representative of the total university and expected to honor our principles of integrity.

1. **Fulfill Regulatory Responsibilities:** Comply with all applicable federal, state, and local laws and regulations, being guided by the basic principles of honesty, integrity and fairness.
2. **Provide Excellent Customer Service:** Deliver necessary services in a compassionate, respectful and ethical manner without regard to race, creed, color, religion, national origin, sexual orientation, gender or disability while treating customers with dignity and respect at all times.
3. **Maintain Accurate Records:** Ensure accurate and reliable individual and institutional records; and prepare reports honestly and in accordance with established finance and accounting procedures.
4. **Ensure Appropriate Official Contacts:** Maintain contacts with, federal, state, local government and accrediting agency officials and personnel in a professional manner, affirming the high integrity of the University.
5. **Deliver Financially Responsible Service:** Maintain openness, honesty and accuracy in billing for services. Provide students with understandable explanations of services provided; hold responsible parties financially accountable only for services rendered; and seek to resolve conflicts in a fair and equitable manner. Follow sound accountability principles and ethically centered leadership practices.
6. **Advertise and Communicate Honestly:** Carry out our institution's public and commercial communications in a manner consistent with our mission; and ensure that our marketing and advertising statements are accurate, transparent and sensitive to community culture without false or misleading statements.
7. **Strive for Fairness in All Activities:** Continually examine our processes and practices to identify, avoid or eliminate potential conflicts of interest.
8. **Privacy of Employee and Student Information:** Maintain the privacy of our students' and our employees' information.
9. **Adherence and Fulfillment of Standards of Excellence:** Comply and meet with all required standards and regulations governed by federal, state, and regional accrediting bodies.