



ETHICS MATTER

VLGMA

ICMA | ethics

PRINCIPLES

CORE PRINCIPLES ICMA CODE OF ETHICS

- Integrity
- Equity and Fairness
- Honesty
- Transparency
- Commitment
- Competency
- Political Neutrality



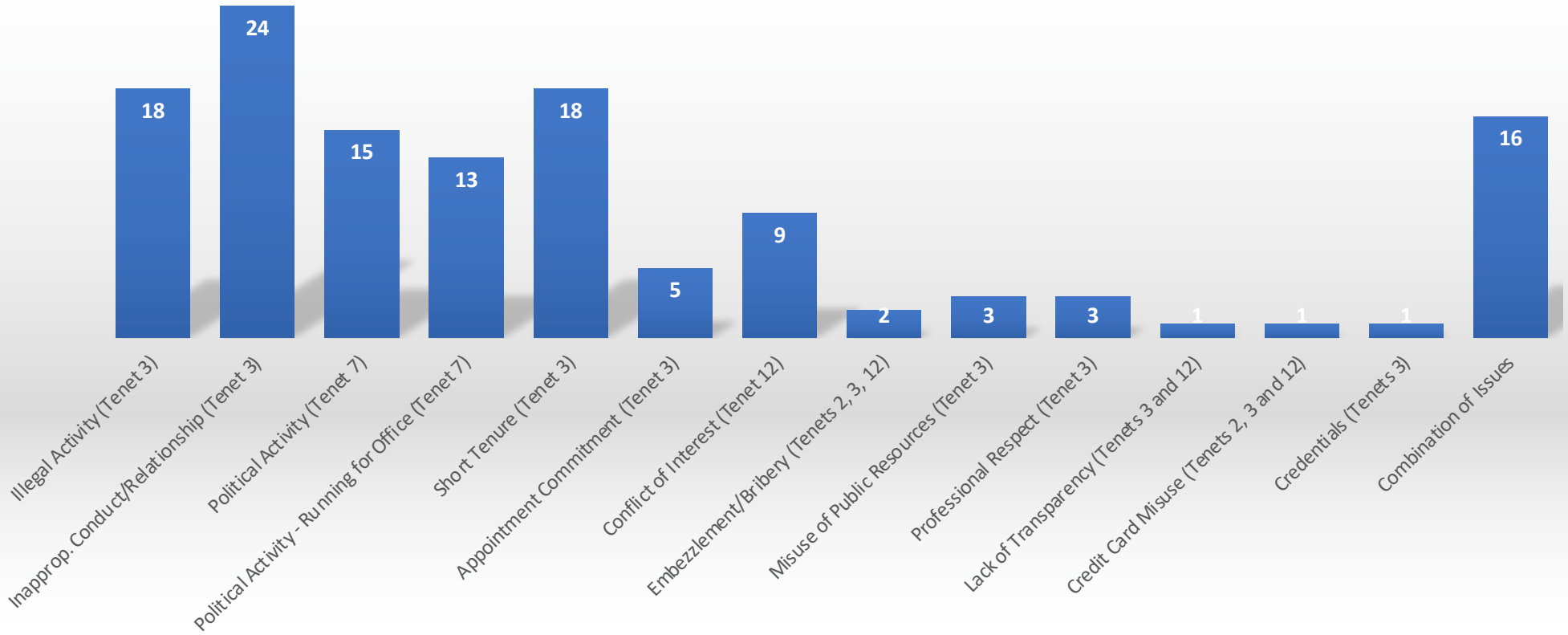
PRINCIPLES IN REAL LIFE

Think about a time when you stood firm on a principle and it wasn't easy!

- What was the principle?
- What did you risk in doing so?
- What did you risk in **not** doing so?



Most Popular Ethics Violations (2012-2021)



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POLITICAL NEUTRALITY



NEW GOVERNOR, NEW PLANS

- Newly sworn in Governor announces proposal to eliminate the grocery sales tax
- Proposal has pluses and minuses:
 - Plus is what families will save on food costs
 - Minus is the loss of dedicated revenue for roads

You have strong opinions about this one!



🌐 When poll is active, respond at pollev.com/icma

📱 Text **ICMA** to **22333** once to join

Grocery issue: Is it okay to

Contribute to a PAC developed by an organization for this issue

Express your opinion on social media

Call the Governor

Join a public demonstration at the local grocery store

None of the above

Some of the above

All of the above

THE NEW LESSON PLAN?

Virginia House of Delegates [passed legislation](#) that would ban educators from teaching concepts framed as “divisive”.

Like the Governor’s executive order, it focuses on equity initiatives adopted by some Virginia school districts. Some of which have focused on the [concept of privilege](#) among students or [racial affinity groups](#) among teachers intended to provide “safe spaces” for educators to speak about their experiences.

With kids in public schools, this issue hits home for you.

Respond at pollev.com/icma

Text **ICMA** to **22333** once to join, then **A, B, C, D, E...**

Is it ethical for you to

Write your state Senator to express your opinion **A**

Attend a school board meeting to find out where they stand on the issue **B**

Write an Op-ED **C**

Contribute to an issue oriented PAC **D**

Express your opinion on social media **E**

Call the Governor **F**

Participate in a local demonstration **G**

None of the above **H**

Some of the above **I**

All of the above **J**

POLITICAL NEUTRALITY

Refrain from all political activities which undermine public confidence in professional administrators.

Personal Advocacy of Issues.
Members share with their fellow citizens the right and responsibility to voice their opinion on public issues. Members may advocate for issues of personal interest only when doing so does not conflict with the performance of their official duties.

THE APPROACH MATTERS

WHAT IMPACT DOES
VOICING YOUR OPINION
HAVE ON YOUR ROLE?

- Convenor or facilitator on community issues
- Neutral mediator to resolve disputes
- Source of facts, objective and credible recommendations
- Service provider
- Leader

WHAT SHOULD YOU DO?

The learning/adjustment curve with the new manager is steep and just a bit challenging. The management team is committed to “getting onboard”. The leadership style differs from the former manager.

Of concern:

- Interactions with staff that are “off”,
- Questionable expenditures and travel reimbursements,
- Hiring under qualified people for high level positions

Describe your approach. Do you ignore? Talk with the manager? Go to others? Leave?

WHAT SHOULD YOU DO?

You enthusiastically accepted an offer of employment for a city manager position and council approved your agreement. You gave your 30 day notice.

A week later, the media reports the mayor was indicted. Relates to development deals in the city. A council member is implicated as well.

Never disclosed during the recruitment. You have HUGE concerns about joining this organization.

WHAT SHOULD YOU DO?

- Council members are elected by ward to represent the town
- Your child's lacrosse coach, aka the mailman, tells you that he is pretty sure councilmember Wilson doesn't live in her ward
- The council member owns two homes and one of them doesn't get mail delivery

With this information in hand, is the town manager ethically obligated to act?

If so, how? Investigate? Talk with the council member? Talk with the mayor or president of council?

WHAT SHOULD YOU DO?

Your first year as county manager was fantastic!

Beginning of year two, not so good. Militant group harassing elected officials and staff, disrupting public meetings, running a slate of candidates, flooding social media with false info.

Incumbents decline to run for re-election. Your assistant quit.

If the militants win seats, you are done. Should you start looking for a new position now?

PRINCIPLE IS INCONVENIENT

“It’s this gap between the short-term and the long-term that makes a principle valuable. If your guiding principle is do whatever benefits you right now, you don’t have principles of much value.

But it’s the valuable principles that pay off, because they enable forward motion, particularly when it feels like there are few alternatives.

We embrace a culture based on principles because it’s that structure and momentum that enables connection and progress to happen in the first place.”

FEEDBACK ON DIVERSITY, EQUITY AND INCLUSION IN THE ICMA CODE OF ETHICS

Virtual event: April 29, 2022 Register in advance [here](#)

ICMA Regional Conferences: Southeast March 2-4th Atlanta or another location

Member Survey Spring 2022

RESOURCES FOR YOU

- Confidential advice on ethics issues
- ICMA Code of Ethics icma.org/ethics
- ETHICS MATTER!
 - Being Politically Neutral in a Partisan World, April 2021
 - Want to Elevate Your Career? Nurture Your Reputation, January 2022

ONGOING ETHICS SUPPORT AND ADVICE

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