



UNITED STATES MILITARY ACADEMY
WEST POINT

Class of 1970 National Conference on Ethics in America (NCEA)

22-23 SEP 15 (Internal Focus)

04-07 APR 16 (T) (External Focus)

COL Scott Halstead
Director

Simon Center for the Professional Military Ethic

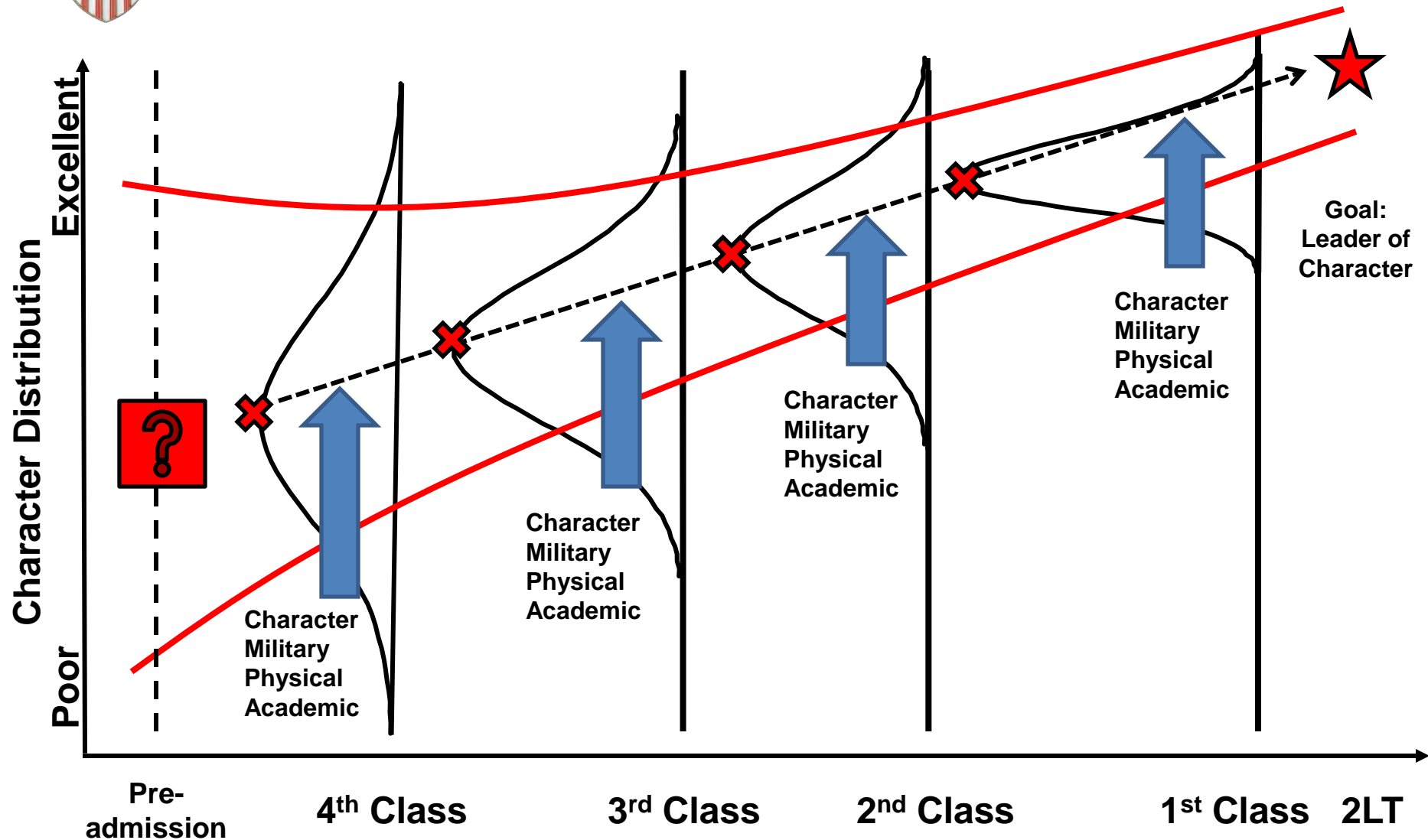


Key takeaways for the Class of 1970

- 1. This DRAFT plan meets LTG Caslen's intent; however, we have a lot of planning still to do. We will continue to communicate and collaborate with your class.**
- 2. I take my stewardship duties seriously. We greatly appreciate your class gift.**
- 3. We (Simon Center) will pay for the next 6 NCEAs (through the spring of 2018) with other funds. This will enable your endowment to accrue interest.**
- 4. We will use Class of 1970 money to pay for a conference coordinator for each spring / external NCEA. We estimate that this will cost your class approximately \$15,000 per year.**
- 5. I cannot discuss fund-raising with your class. Please continue to work with AOG to determine the "way ahead."**



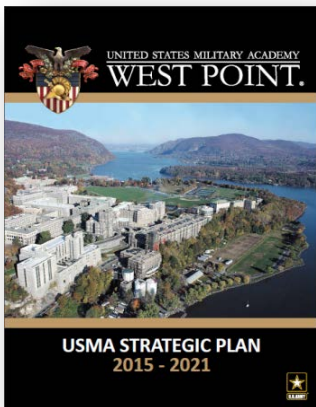
“Why” West Point needs a Character Development Strategy



Education -> Structured Reflection -> Introspection -> Behavior Change = Internalization

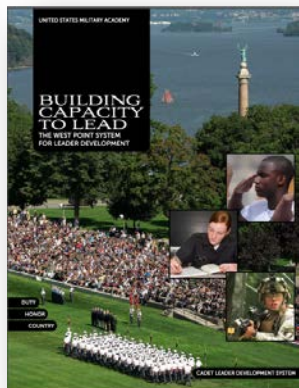


USMA Strategic Plan



**Approved
March 2015**

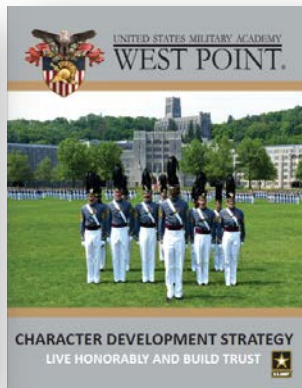
Goal 1 Develop the Corps of Cadets



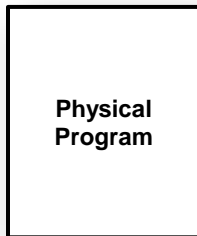
West Point Leader Development System (WPLDS)



Goal 2 Inspire to live honorably and build trust



Character Development Strategy (CDS) **Approved December 2014**



**Approval
May 2015 (T)**

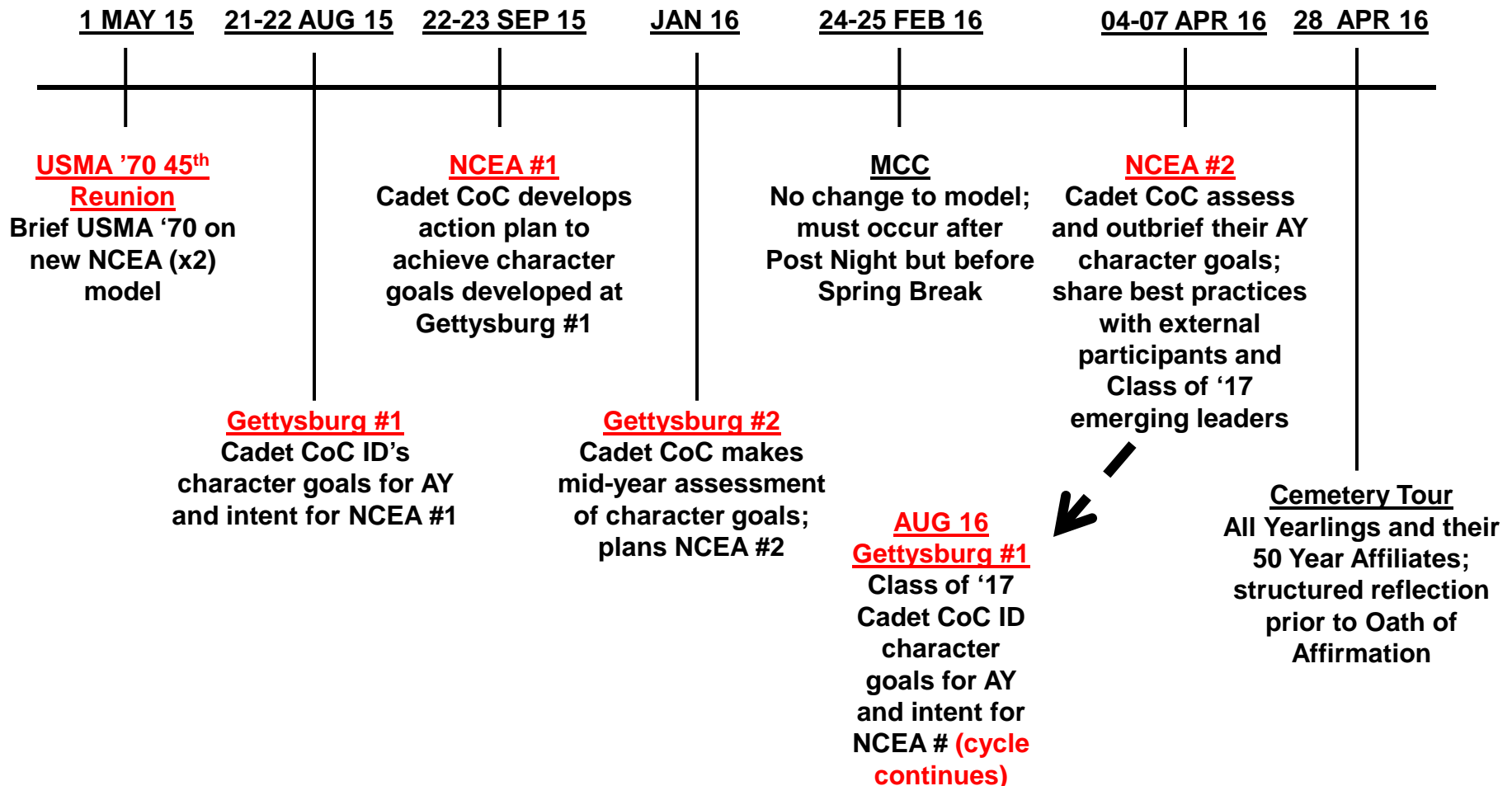
Table of Contents

1. Overview
2. Social Development
3. Cadet Character Development Program (CCDP) (Formerly PME2)
4. Cadet Honor Code and System
5. Cadets Against Sexual Harassment and Assault (CASHA)
6. Cadet Respect Program
7. MX400: Officership
8. Key Developmental Experiences
 - Gettysburg Staff Rides
 - **National Conference on Ethics in America (2 x per AY)**
 - “Inspiration to Serve” Cemetery Tour
9. Assessment





Tying together major events in support of a coordinated Character Program





Cost of executing two NCEAs

| FALL NCEA | Participants 225 | SPRING NCEA | Participants 225 |
|--|---|--|-----------------------------|
| No external participants other than the Class of 1970 | | External Participant travel budget | \$50,000 |
| Class of 1970 travel budget | \$10,000 | Class of 1970 travel budget | \$10,000 |
| Beverage Service | \$10.00 | Beverage Service | \$10.00 |
| Breakfast per person (lke) | \$13.00 | Breakfast per person (lke) | \$13.00 |
| Lunch per person (lke) | \$19.00 | Lunch per person (lke) | \$19.00 |
| Dinner per person (lke) | \$22.00 | Banquet per person (WPC) | \$35.00 |
| Total Food (225 people x B-L-D-B-L) | \$23,850.00 | Total Food (225 people x B-L-D-B-L) | \$26,775.00 |
| Honorarium | \$2,000 | Honorarium | \$2,000 |
| Speaker Travel | \$1,000 | Speaker Travel | \$1,000 |
| Total Speakers (x2 Speakers) | \$6,000 | Total Speakers (x2 Speakers) | \$6,000 |
| Supplies | \$3,000 | Supplies | \$4,000 |
| Audio/Visual Support | \$2,000 | Audio/Visual Support | \$2,000 |
| Transportation | \$1,000 | Transportation (Shuttles) | \$4,000 |
| Total Cost | \$44,850.00 | Total Cost | \$102,775.00 |
| Fall NCEA | \$44,850.00 (Funded by SCPME through spring 2018) | | |
| Spring NCEA | \$102,775.00 (Funded by SCPME through spring 2018) | | |
| Conference Coordinator (spring only) | \$15,000.00 (Funded by USMA 1970 NCEA endowment) | | |
| Total NCEA (2 conferences per year) | \$162,625.00 | | |



Purpose: Cadet Chain of Command develops plan to achieve character development goals (**internal focus**). Help Cadets take greater ownership of their own character development and that of their subordinates.

Target Audience (200 Firsties)

- 10 Brigade staff
- 8 Regimental command teams
- 72 Company command teams
- 20 Honor, Respect, CASH/A facilitators
- 20 Corps squad athletes
- 20 Club squad athletes
- 50 Club Cadets-in-charge (CIC)

Conference Content

- Speakers whose message/delivery resonates with Cadets (Company Commanders / First Sergeants, Simon Sinek, Sergeant Major of the Army Dailey)
- Table work focused on a character related action plan (SEP 15 – APR 16)
- Culminates with out-brief to Academy leadership

| TUE | WED |
|---|--|
| 22 SEP 15 | 23 SEP 15 |
| <ul style="list-style-type: none"> • Welcome • Plenary speaker #1 • Table work • Dinner event • Plenary speaker #2 | <ul style="list-style-type: none"> • Prep for Out-brief • Out-brief (Cadet Action Plan for SEP 15- APR 16) to SUPT, CMDT, DEAN |

- NCEA conference planning will be complete NLT 19 JUN 15.
- SCPME Action Officer : Dave Jones, Chair for Character Development



Purpose: Cadet Chain of Command provides assessment of goal achievement; shares best practices and lessons learned with external audience and emerging Cadet leaders (external focus).

Target Audience

- 40 USMA Cadet leaders (2016 and 2017)
- 120 Academy/College/University Juniors
- 40 Academy/College/University Staff and Faculty

Conference Content

- Senior Military Leader and Nationally renowned speakers/authorities on character/leadership (new Chief of Staff of the Army, NYC Police Commissioner Bratton, Harvard’s dean of undergraduate education during the 2012 cheating scandal, etc.)
- Small group discussions focused on sharing best practices

| MON | TUE | WED | THUR |
|-----------------|---|--|-----------------|
| 04 APR 16 | 05 APR 16 | 06 APR 16 | 07 APR 16 |
| NCEA travel day | <ul style="list-style-type: none"> • Welcome • Leader Challenge event • Plenary speaker #1 • Table discussions • Banquet | <ul style="list-style-type: none"> • Plenary speaker #2 • Table discussions • Outbrief (CDT Action Plan Assessment) to SUPT, CMDT, DEAN | NCEA travel day |

- NCEA conference planning will be complete NLT 22 JAN 16.
- SCPME Action Officer : Dave Jones, Chair for Character Development



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Questions?



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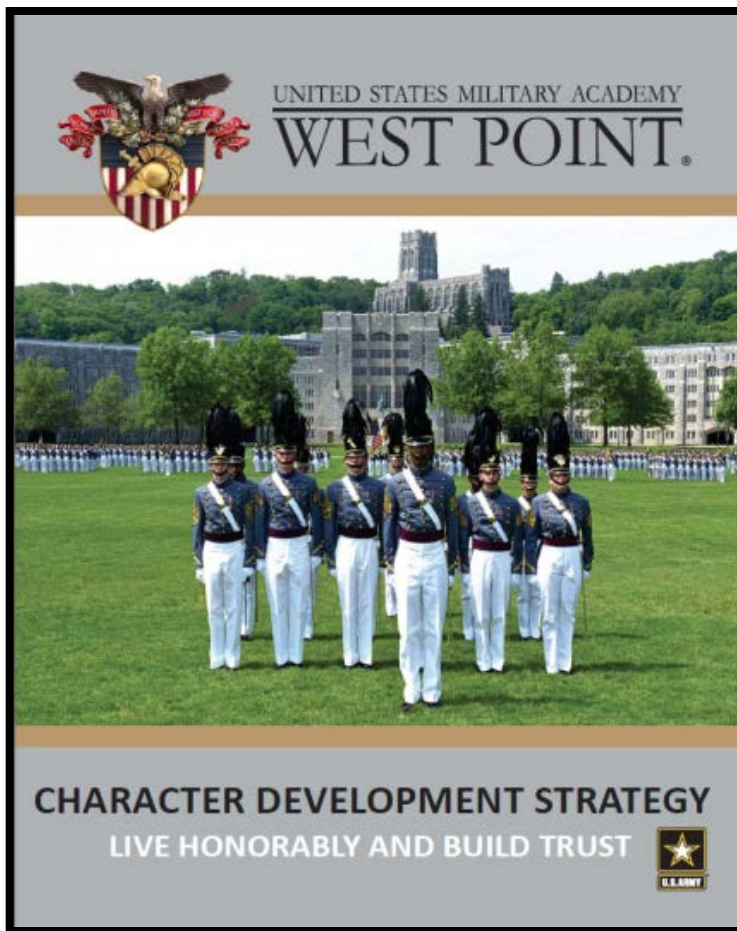
Back up slides



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Character Development Strategy (CDS)

**Supports Strategic Goal #2: Inspire to
Live Honorably and Build Trust**



- Is nested with Army Doctrine Reference Publication (ADRP) 1: The Army Profession
- Describes how, at all **3 levels** (individual, group, Academy) and across all **4 programs** (Academic, Military, Physical, and Character), West Point develops leaders of character.
- Focus is on Military and Civilian Faculty and Staff, Coaches, and Cadets



Individual Character Goals for Each Graduate:

- 1. Moral:** Internalization of the Army Values that results in the knowledge, integrity, and awareness to assess the moral-ethical aspects of every situation and the personal courage to take appropriate action regardless of consequences.
- 2. Civic:** The empathy, loyalty, respect, and humility that enables an individual to treat others with dignity and display selflessness.
- 3. Social:** The ability to act with the proper decorum in all professional, social, and online environments.
- 4. Performance:** The sense of duty, resilience, and grit necessary to accomplish the mission and get results.
- 5. Leadership:** The ability to inspire and develop others while establishing a safe, positive command climate where everyone thrives while achieving tangible results.

... so that each graduate is a commissioned leader of character ...



Group Character Goals (Cadet Companies, DCA Clubs, ODIA / DCA Teams)

1. Positive Command Climate
2. Winning Culture
3. Enforcing Standards
4. Maintaining Proper Loyalty

Academy Character Goals (SUPT, DEAN, CMDT, ODIA, Admissions)

1. Consistent Policies and Messages
2. Staff, Faculty and Coaches as Exemplars
3. Time Allocation
4. Assessment: Manage assessment process
5. Talent Management



**Supports Strategic Goal #1:
Develop the United States Corps of Cadets**

Character Program

Chapters:

1. Overview of how all 4 Programs develop character
2. Social Development
3. Cadet Character Development Program (CCDP) (replaces PME2)
4. Cadet Honor Code and System
5. Cadets Against Sexual Harassment and Assault (CASH/A)
6. Cadet Respect Program
7. MX400 Officership
8. Key Developmental Experiences
9. Assessment

DRAFT

- Focus is on Cadets (primarily on the Moral, Civic, and Social facets of individual character)
- Influences Cadet learning through 2 methods:
 1. Education
 2. Small group discussions that result in structured reflection, introspection, behavior change, and internalization of Duty, Honor, Country and the Army Values
- It impacts the entire Corps
- Empowers Cadets to take greater responsibility for their own character development