



**GREATER DES MOINES  
PARTNERSHIP**

## **Creating a Civility Action Plan**



## The Robert D. and Billie Ray Center

Collier-Scripps Hall  
Drake University  
2702 Forest Avenue  
Des Moines, IA 50311  
Phone: 515-271-1910  
Fax: 515-271-1907  
email: [raycenter@drake.edu](mailto:raycenter@drake.edu)  
[www.drake.edu/raycenter](http://www.drake.edu/raycenter)

### in partnership with



Excellence with Integrity™  
INSTITUTE

216 Fayette Street, Suite 1  
Manlius, NY 13104  
Phone: 315-692-8054  
Fax: 315-692-8091  
e-mail: [info@ewii.org](mailto:info@ewii.org)  
[www.ewii.org](http://www.ewii.org)

Excellence with Integrity™, Optimal Performance™, and Culture of Excellence & Ethics Assessment™ are trademarks of the Excellence with Integrity Institute.

Please contact Ray Center at 515-271-1910 for permission to reproduce any materials in this packet.

*CHARACTER COUNTS! and the Six Pillars of Character are trademarks of the Josephson Institute of Ethics.*

# The Robert D. and Billie Ray Center



*“Good character is a building block to a healthy society. Young people with strong character are able to mature into adults who can lead others and make a positive contribution to the civil discourse that we need so desperately today.”*

*- Drake University President Marty Martin*

Civility helps us maintain positive relationships, grow strong communities and create a bright future for our children. We show civility when we treat others with respect and kindness - it is our character in action.

## Our Mission

Improve civility through character development and ethical leadership.

## Our Foundation

Character Counts In Iowa began in 1997 as a non-profit organization housed at Drake University with a mission to improve civility through character development.

In 2015, Character Counts In Iowa transformed into The Robert D. and Billie Ray Center to expand its impact and ensure the legacy of its mission. As an integral part of Drake University, The Ray Center serves as a global resource in the areas of civility, leadership, and ethics.

The Ray Center became the home to CHARACTER COUNTS! in 2019. As a global initiative that transforms lives and strengthens communities, CHARACTER COUNTS! supports our mission to improve civility.

The Ray Center honors two of Drake’s most respected alumni—Robert D. and Billie Ray—whose humanitarian efforts, character, and leadership set an inspirational example for multiple generations.

## Our Work

### Programming

Through public awareness and programming grounded in research, The Ray Center provides character and leadership development strategies that benefit people of all ages and can meet goals in your families, schools, workplaces, athletic teams, and community organizations.

The Ray Center’s programming is based upon the work of two nationally-renowned character development initiatives.

The Ray Center is the home to CHARACTER COUNTS!, the most widely used character education program in the nation. By teaching the Six Pillars of Character (trustworthiness, respect, responsibility, fairness, caring, and citizenship) families, schools, workplaces, and youth-serving organizations are positively impacting their communities. The Pursuing Victory with Honor initiative utilizes the Six Pillars of Character to promote character and sportsmanship through athletics and other competitions.

The *Excellence with Integrity* research-based approach cultivates habits and culture needed for achieving excellence without compromising integrity. *Excellence with Integrity* learning resources and *Optimal Performance* assessment tools support essential 21st Century and STEM Employability and Innovation skills, enhance workplace professional development, and promote athletics and youth leadership in pursuit of excellence with integrity.

The Ray Center serves the Drake University campus community through special programs, applied research, and academic engagement.

# The Robert D. and Billie Ray Center

## Community Engagement

The Ray Center participates in a variety of special events and initiatives to support our programming.

**An All-Star Evening:** At our annual fundraising event, An All-Star Evening presented by Hy-Vee, we recognize an individual who demonstrates exceptional character with the Robert D. Ray Pillar of Character Award. Recent recipients include Ashton Kutcher, Casey Blake, Sandy Hatfield Clubb, Dan Gable, and Fred Hoiberg.

**Exercising Your Character:** The Ray Center is proud to partner with Hy-Vee and the Iowa Sports Foundation on this educational event focusing on character, teamwork, and health.

**Iowa Character Awards:** Since 2005, we have recognized more than 100 individuals and organizations with an award for their exceptional character. Award recipients are nominated by the public and selected by a committed group of volunteers.

**National Council on Youth Leadership:** More than 250 central Iowa high school students annually attend a two-day leadership seminar. Students are selected by their school based upon leadership qualities and academic records.

**Pack the Knapp:** Thousands of Iowa students pack the Knapp Center for a Drake women's basketball game. Half-time activities focus around character and teamwork and teachers receive educational materials to use before, during, and after the game.



2017 Robert D. Ray Pillar of Character Award recipient, Ashton Kutcher

**Recognition Projects:** Good character should be recognized. The Ray Center partners with a variety of organizations to honor outstanding character in our communities.

**Pursuing Victory With Honor Summit:** The Ray Center presents two one-day conferences that engage 1,000 middle school, high school and community college students. Participating students learn strategies for goal setting, overcoming obstacles, building positive relationships, and more.

**Show Some Respect:** A collaboration between The Ray Center, the Community Foundation of Greater Des Moines, Interfaith Alliance of Iowa and the Greater Des Moines Partnership, the Show Some Respect campaign advocates for civility in our communities through educational resources and public awareness.

“Billie and I believe it is a tremendous honor for Drake University and Iowa to capture the opportunity to be the center of civility, leadership and ethics. The foundation has been set to fulfill a vision greater than any of us individually, a vision to bring together some of our nation’s finest leaders and organizations to positively impact the world for decades to come. Drake University and Iowa should be the place that people from across the globe look to for character-based solutions for our most pressing challenges.”

-Governor Robert D. Ray



The Robert D. and Billie Ray Center 2507 University Avenue, Des Moines, Iowa 50311-4505  
515-271-1910 [www.drake.edu/raycenter](http://www.drake.edu/raycenter)

**CHARACTER COUNTS!** | Excellence with Integrity™

## **COMPETENCIES**

---

### **EXCELLENCE**

WORK ETHIC  
EFFORT  
ATTITUDE  
DELIBERATE PRACTICE  
GRIT/ENDURANCE  
ASPIRATION/HIGH STANDARDS  
GOAL ACHIEVEMENT  
COACHABILITY  
PROBLEM SOLVING  
CRITICAL THINKING  
INNOVATION & CREATIVITY

### **INTEGRITY**

HONESTY  
FAIRNESS  
EQUITY  
JUSTICE  
ETHICAL COMPETENCY  
HUMILITY  
RESPECT  
ACCOUNTABILITY  
LOYALTY  
RESPONSIBILITY  
COURAGE



### **GROWTH & BALANCE**

SELF-AWARENESS  
SELF-MANAGEMENT  
PRIORITIES/TIME MANAGEMENT  
STRESS MANAGEMENT  
RESILIENCE  
GROWTH MINDSET  
ENGAGEMENT  
PRUDENCE  
HARMONY  
GRATITUDE  
LIFE PURPOSE

### **TEAMWORK & COMMUNITY**

LEADERSHIP  
CIVILITY  
COMMUNICATION  
INCLUSION  
EMOTIONAL INTELLIGENCE  
PRODUCTIVE RELATIONSHIPS  
OPEN & FLEXIBLE MINDSET  
PRINCIPLED NEGOTIATION  
COLLABORATION  
TEAM-FIRST MINDSET  
CITIZENSHIP

---

## MY CIVILITY PLAN

*CONTEXT*

*MINDSET*

*ACTIONS*

When and where do I need to focus on my civility?

What do I need to think to maintain civility?

What should I do to maintain civility?

***OUTCOME AND REFLECTION***

Did I achieve the desired outcome?  
When and how will I hold myself accountable to my civility plan?

## ***Compact for Excellence***

To do our best work and treat each other with care and respect we agree to:

- Participate
  - Don't dominate / Don't hide
- Listen actively
- Respect each other and the process
- Essential IT use
- Be open to new ideas
- Candid conversations
- Keep our work 'fenced' by topic



Adapted from Lickona & Davidson (2005).

## Notes

## PREPARE TO COMMUNICATE CHECKLIST

1. Know **who** you are communicating with and **how** best to respect and connect with them.

who?

how?

2. Determine **what** outcomes you want to achieve—and avoid.

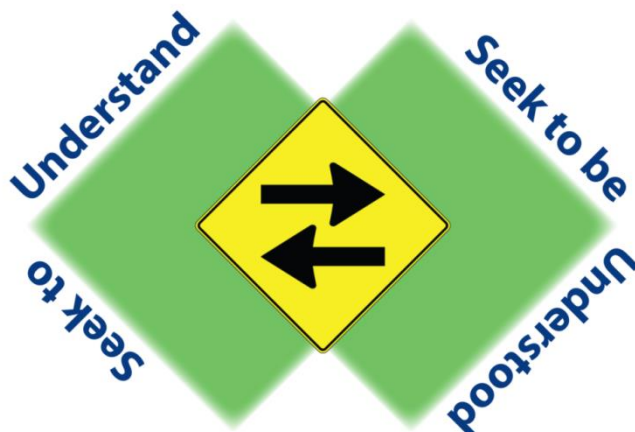
what?

3. Consider **when** and **where** will be the most favorable context for the communication.

when?

where?

## TWO-WAY COMMUNICATION BASICS



» through active listening that verifies shared understanding and clarifies what is unclear

» by expressing thoughts, feelings and expectations without blame, insult or personal attack



## TWO-WAY COMMUNICATION VERIFY AND CLARIFY STRATEGIES

- » Restating to **verify** sounds like:
  - “ From your point of view, you believe ... ”
  - “ So, you feel ... ”
  - “ What I hear you saying is ... ”
- » Restating to **clarify** sounds like:
  - “ Are you saying ... ? ”
  - “ Is this what you mean ... ? ”
  - “ Can you explain ... ? ”



## TWO-WAY COMMUNICATION DART-STYLE “YOU”-STATEMENTS

- » **AVOID** statements that:
  - » divide, distract, and disrespect;
  - » blame, insult, and attack the personality or character of the other person;
  - » sound like:
    - “ You caused this to happen. ”
    - “ You never do your part. ”
    - “ You are so stupid. ”



## TWO-WAY COMMUNICATION CATCHABLE “I”-STATEMENTS

- » **USE** statements that:
  - » honestly and respectfully express your thoughts and feelings;
  - » focus on finding solutions;
  - » clarify the goal or expectation;
  - » sound like:
    - “ I think ... because ... ”
    - “ I feel ... because ... ”
    - “ I plan to ... because ... ”



# SHOW SOME RESPECT

Respect:  
given, not earned.



## 10 Ways to Show Respect

1. Treat people how you want to be treated.
2. Be accepting of differences.
3. Use good manners.
4. Be considerate of the feelings of others.
5. Listen to other people's viewpoints.
6. Don't gossip.
7. Rely on facts, not assumptions
8. Do what you say you'll do.
9. Deal peacefully with disagreements.
10. Be kind online.

Others shouldn't have to earn your respect. Give respect freely, regardless of the respect that you receive.

Why? Because everyone has worth as a human being and deserves our respect.

We can show respect to an individual without agreeing with their decisions because treating people with respect does not mean that you endorse someone's ideas or behaviors.

### Show Some Respect

Improving respect and civility in our community isn't someone else's job. It can start with you.

The Show Some Respect campaign urges Iowans to be respectful and encourage others to do the same. To help you get started, we'll provide tips for navigating tough situations in a respectful way.

Whether you need help teaching your kids about manners or want to be more open to other opinions, we can help you show some respect.

### Iowa Civility Project

The Iowa Civility Project is a partnership of Community Foundation of Greater Des Moines, the Greater Des Moines Partnership, Interfaith Alliance of Iowa and The Robert D. Ray Center at Drake University.

[ShowingRespect.org](http://ShowingRespect.org)

Iowa Civility Project is powered by:



The Robert D. and Billie Ray Center



# SHOW SOME RESPECT

## 7 Keys to a Respectful Meeting

Our organization is proud to participate in the Show Some Respect initiative.

The goal of the Show Some Respect campaign is to improve respect and civility in our community.

To help achieve this goal, our expectations are that we will:

1. Listen attentively
2. Respect the opinions of others
3. Keep an open mind
4. Give constructive comments, suggestions & feedback
5. Avoid personal attacks
6. Remember the things we have in common
7. Value people, the process, and the results

### For You to Consider

- In what other meetings could you use these expectations?
- Are people in leadership positions being good role models of respectful behavior?
- Are there any additional expectations that would be beneficial for your group to add?

[ShowingRespect.org](http://ShowingRespect.org)

Show Some Respect is powered by:

 The Robert D. and  
Billie Ray Center

 COMMUNITY  
FOUNDATION  
GREATER DES MOINES

 INTERFAITH ALLIANCE  
OF IOWA

 GREATER DES MOINES  
PARTNERSHIP

 CAPITAL CROSSROADS  
FOUNDATION

# SHOW SOME RESPECT

## Tips for a Meeting Moderator

Moderating a meeting with respectful communication

- **Welcome**  
Greet participants as they arrive and introduce yourself. Make everyone feel welcome.
- **Set expectations**  
Consider using the “7 Keys to a Respectful Meeting” to help set up expectations for respectful meeting.
- **Remind participants of the expectations**  
If meeting participants begin to show disrespectful behavior, refer back to the expectations you set at the beginning of the meeting.
- **Set a good example**  
As the meeting moderator, you need to role model respectful behavior.
- **Use eye contact**  
Be sure look at your meeting attendees when they are speaking.
- **Don't allow anonymity**  
Participants will be more likely to follow the meeting expectations when they are asked to introduce themselves before speaking.
- **When in doubt**  
If you're unsure how to react to a situation - try asking yourself these questions to help in your decision making:
  - How would I want to be treated in this situation? (The Golden Rule)
  - Would you want your action/decision put on the front page of the newspaper or social media?
  - What action will produce the best possible outcome for everyone involved?
- **Be gracious**
  - Don't be afraid to admit when you've made a mistake.
  - Genuinely thank everyone for their attendance and participation.



Find more tips at [ShowingRespect.org](http://ShowingRespect.org)

Show Some Respect is powered by:



The Robert D. and Billie Ray Center

