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Martin F. Palumbos Rochester Area Business Ethics Foundation Remarks for Publication

What does it mean to demonstrate exceptional integrity and ethics pertaining to business education? By definition, integrity is the quality of being honest and having strong moral principles; ethics is knowing right from wrong in matters of behavioral conduct – within a business education. By *my* definition, it means demonstrating academic honesty, unwavering judgment with heavy responsibility, and leading by example to inspire. My student involvement over the past few years has given me the opportunity to demonstrate proper moral principles in extracurricular events, as well as with my studies in the School of Business.

Even as a freshman, I knew I wanted to be involved with the campus community. I applied for a work-study position within the School of Business and became a Marketing Specialist for the Assistant Dean. In this role, my responsibilities included reporting on the different events happening within the School, interviewing students and faculty on their various academic accomplishments, and maintaining an online presence for the School on social media platforms. I have maintained these duties over the past three years, reporting events and quoting individuals, with ethical principles and moral conduct in mind. Some of these behavioral values are mainly demonstrated while operating the Twitter profile for the School of Business. I need to develop content that follows and maintains the image of the School of Business, as well as St. John Fisher College as a whole.

Aside from my work-study position, I decided to become more involved with student organizations developed to promote my academic studies. And it was actually through my work-study position where I found out about the collegiate chapter of the American Marketing Association (SJFCAMA) on campus. I joined the club during my sophomore year and have been one of the Co-Presidents of the organization since the start of my junior year. This role has allowed me to interact with students in the School of Business, develop myself as a marketing professional, and improve my leadership skills. Throughout the year, we planned fundraisers for our trip to the Annual International Collegiate Conference in New Orleans, Louisiana; hosted professional speakers from the Rochester area; and entered academic competitions sponsored by the National American Marketing Association. With a small executive board of students at the beginning of the year, I was also in charge of reporting our revenues from fundraisers, collecting financial information from members for our annual conference trip, and submitting reports for several competitions - products of our own work and our work alone. Aside from these duties, I also had a responsibility as a leader of the club. I kept students informed and communicated with them on a daily basis so they were aware of everything going on internally. This form of engagement allowed for a trusting relationship between the members and myself, leading to the overall success of our club.

While maintaining the School's brand in my various extra curricular activities, I am also maintaining my own personal brand through my studies and leadership style. I have one more year at St. John Fisher to make a lasting impact on the student body and the campus community as a whole. My experiences and accomplishments in the past three years are more than I ever thought possible – and it's all because of the amazing education I have received. I believe that I have truly thrived academically and morally by having the opportunity to handle great responsibility and uphold the integrity of the School of Business locally, regionally, and nationally within my various academic activities.