



# Ethical Awareness

New initiatives work to strengthen professional conduct around the world

BY DEIDRE ALVES, M.ED.



**Critical work is now underway on two key ethics initiatives for our Association. One is the design of a new ethics course, and the second is the creation of our first video-powered International Ethics Program Overview.**

In October, members of the International Ethics Committee visited IRWA Headquarters to collaborate on a new highly interactive and engaging ethics course. Led by Ethics Committee Chair Colleen Brown, the team included Vice Chair Matt Hansen, Esq., and committee members Cyndi Barker, SR/WA, R/W-NAC and Theresa Brennan, Esq.

To ensure that the new course would be an innovative experience for participants, the team was tasked with reimagining what a new ethics course could deliver. The goal was to create a learner-centric program that would yield long-term retention of knowledge. We also wanted the

course to challenge students to think critically about ethics and its impact around the globe.

The new course will be an in-depth discovery of IRWA's Code of Ethics and the Rules of Professional Conduct. It will replace Course 103: Ethics and the Right of Way Profession and Course 104: Standards of Practice for the Right of Way Professional as the ethics course requirement for credentialing. Once development has been completed, a pilot is planned where instructors interested in teaching this new course will be invited to attend and experience the class first-hand as students themselves.

The second initiative is a dynamic video-powered International Ethics Program Overview. In this short 10-minute video, Colleen and Matt walk viewers through IRWA's Code of Ethics and the 10 Rules of Professional Conduct in an engaging manner that makes the content easy to follow and retain.

"It was great collaborating with Headquarter's staff as we work to elevate ethical awareness and achieve the highest standards of professionalism," said Colleen.

With IRWA's ongoing focus on maintaining the highest ethical standards, this new video will be included in all new membership kits worldwide to ensure it is one of the very first things a new member learns about the Association. It will position ethical awareness front and center and provides a vital glimpse into the ethical barometer—inspiring ethical action in every aspect of infrastructure development across geographic boundaries.

Ethical action has never been more important than it is today. Within the IRWA Code of Conduct lies the Golden Rule that reinforces the importance of treating others as you would like to be treated. This is not only becoming a global rule, it is one that we can all be proud to follow. 🌍



The new ethics video, presented by Ethics Committee Chair Colleen Brown and Vice Chair Matt Hansen, Esq., is now available!



*Deidre is IRWA's Vice President of Professional Development.*