

**Philadelphia Board of Ethics**  
**Meeting Minutes**  
**Public Session**  
*July 11, 2005*  
Municipal Services Building  
Room 16 B  
4:30 pm – 6:30 pm

**Present:**

Board

Charisse Lillie, Esq., Chair  
Dan McElhatton, Esq., Vice Chair

Staff

Evan Meyer, Esq.  
Shane Creamer, Esq.

Guests

Amy McIvaine, LRN, Inc.  
Kyle Odum, Mayor's Office of Information Services  
Joan Decker, Records Department Commissioner

**Agenda:**

**I. Approval of Minutes**

The Board postponed the approval of the Minutes from the Public and Executive Sessions of the last meeting on June 16, 2005 until the next meeting on August 9, 2005.

**II. LRN Presentation**

Amy McIvaine, from LRN, Inc., gave the Board a presentation on LRN's web-based, interactive ethics training products.

LRN is a private company and has been in existence for ten years. It began as a legal research and analysis firm and branched-out to include ethics training and compliance consulting. Their latest product is Government Ethics Management System (“GEMS”).

The state of Illinois selected LRN to develop an ethics training program for all of its employees as the result of an RFP process in late 2002. Within twelve months, LRN had developed web-based ethics training modules and 80,000 state employees received the training. Illinois initially ordered three training modules, but recently indicated that it wants to add more. The number of employees who received training increased to 120,000 in 2004 and increased by another 70,000 by July 2005.

LRN’s training modules have three components: (1) ethical awareness; (2) making ethical decisions; and (3) a quiz. Each module takes 30-40 minutes to complete and includes three lessons. Each module also has a “coach.” Self-checks, or pauses, are built in to the modules, so employees cannot “tab through” the lessons. The quiz has 10 questions and there are pop-up windows that explain why an answer is right or wrong. Psychometricians draft all of the questions. The pass/fail rate can be adjusted, but 80% is the “norm.” The modules conclude with a “congratulations” screen that includes the percentile score and a certificate of completion.

The program can generate a number of reports, including feedback surveys. LRN is in the process of adding video segments to the modules.

LRN’s competitors include Integrated Interactive, Midi and Brightline Compliance.

### **III. Web Page Update**

Kyle Odum, a Web Design Manager from the Mayor’s Office of Information Services (“MOIS”) demonstrated the revised “beta” web page for the Ethics Board.

A draft mission statement was added to the top of the page and some of the images were changed. Mr. Creamer drafted a brief “plain English” list of the ethics rules, called: “The Top Ten Things Every City Employee Should Know About the Ethics Rules,” which was also added to the home page, just below the draft mission statement. Each of the ten items on the list is

followed by the word “More...,” which is a hyperlink to the actual rules on the particular topic.

Mr. Odum and Mr. Creamer are continuing to add content and modify the page. Mr. McElhatton suggested that we include a link to the proposed legislation.

Mr. Odum explained that it will take approximately 5-7 days for the page to go “live” once the decision is made to do so.

#### **IV. Executive Director’s Report**

##### **A. Ethics Training Updated**

Completed Training:

An ethics training session for non-MDO Deputies was held on June 20, 2005. The Mayor’s Chief of Staff made the session mandatory. Deputies from the following departments, offices, boards and commissions attended the session:

1. Aviation
2. Board of Pensions
3. City Planning Commission
4. City Representative
5. City Treasurer
6. Commerce
7. Commission on Human Relations
8. Finance
9. Housing and Community Development
10. Mayor’s Office
11. Mayor’s Office of Community Service
12. Mayor’s Office of Information Services
13. Mayor’s Office of Labor Relations
14. Revenue
15. Personnel
16. Procurement

This session also served as a make-up session for MDO Deputies who missed the training session on June 3<sup>rd</sup>. Once again, the Personnel Department was there to take attendance. There were 46 Deputies in

attendance. Members of the press were invited to attend the session but they did not attend.

Mr. Creamer then summarized all ethics training that has occurred in the past ten months:

1. Cabinet (8/10/04: 7-8, with a make-up on 9/14/04: 3-4)
2. MDO Commissioners (August 18, 2004: 25-30)
3. Police Department's Commanders: approximately 100 on October 22, 2004
4. Lay-off Committee (mostly post-employment rules) – December 9, 2004
5. MDO Deputies: June 3<sup>rd</sup>: 48 in attendance
6. Non-MDO Deputies: June 20<sup>th</sup>: 46 in attendance

Future Training:

The Board will participate in the ethics session of the City's Continuing Legal Education course on July 27<sup>th</sup>.

The Board will need to develop a training program to drive the training further down the ranks of city workers below the upper management levels. Mr. Creamer reported that the Board was exploring the possibility of having volunteer lawyers from private firms do some training over the summer, while we continue with efforts to develop a more permanent training program. Departmental Division Heads would be the next group down from the deputy level to train, according to Personnel. There are 250 Division Heads.

#### B. Mission Statement

Mr. Creamer suggested that the Board consider adopting a mission statement. A draft mission statement was circulated.

#### C. Office Update:

Mr. Creamer reported that the Ethics Board now has an office. It is located on the 10<sup>th</sup> floor of the Municipal Services Building. The telephone number is (215) 686-9916. The fax number is (215) 686- 4477.

#### D. Other Updates:

- 1) Mr. Creamer met with Mark Davies, Executive Director to the New York Conflict of Interest Board on July 6<sup>th</sup>. He will meet with Felicia Mennin, Director of the Financial Disclosure Unit in New York on July 18<sup>th</sup>. Mr. Creamer is attempting to arrange a meeting with Joel Rogers, Director of the Training Unit at the same time.
- 2) Mr. Creamer met with John Contino, Executive Director to the Pennsylvania State Ethics Commission on June 24<sup>th</sup>.
- 3) Mr. Creamer met with Bill Gill, Jr., Inspector General on June 21<sup>st</sup>.
- 4) Mr. McElhatton and Mr. Creamer met with Zack Stalberg, executive director to the Committee of 70 on July 7<sup>th</sup>. Mr. Stalberg offered help with media and with getting law firms to volunteer.
- 5) Mr. Creamer met with David Hyman on June 28<sup>th</sup> to discuss campaign finance issues.
- 6) Mr. Creamer reported that he became a member of COGEL (Council on Government Ethics Laws). Tony Kramer of COGEL contacted Mr. Creamer to learn more about the Ethics Board. Mr. Kramer will use the information in the Board's recent press release for an article for the summer edition of COGEL's publication "The Guardian".
- 7) Mr. Creamer informed the Board that he had hired Shaun Staller as an unpaid summer intern through the Mayor's Internship Program. Mr. Staller is entering his senior year at the University of Pennsylvania and will work for the Ethics Board Office through August 18<sup>th</sup>.