

# EXCELLENCE

**We Represent the Auburn Brand:** We recognize the strong value of the Auburn brand and strive to maintain an excellent reputation in the state, region, and country. To continue to attract high-caliber students, employees, and partners, we exhibit professional communications and protect our marks.

**We Report Concerns and Cooperate to Resolve Issues:** We support a “speak-up” culture. Auburn Personnel employees should report suspected policy violations and other concerns at the earliest possible opportunity to their supervisor, the Office of Audit, Compliance & Privacy, or the Office of the General Counsel. Auburn Personnel are protected from retaliatory actions should they report in good faith. Auburn employees and students wishing to remain anonymous may report their concerns via the anonymous Ethics Line reporting system available online at [aub.ie/ReportIt](http://aub.ie/ReportIt). We encourage all members of the Auburn community to report suspected incidents of misconduct, fraud, abuse, hazing, violations of law or other wrongdoing through Ethics Line, or online or in-person using the tools available through Student Affairs or through the Office of Audit, Compliance & Privacy. Each member of the University is expected to cooperate fully and honestly with any investigation undertaken to reach a fair and complete resolution. If you encounter an active emergency or someone’s health, safety, or property is currently in danger, you should immediately call 911 or make a report in person at the nearest police precinct.

**We Take Responsibility for Our Actions:** We understand that each of us must perform our duties effectively for the success of the University. Each person has an important role to play to ensure we fulfill our mission. We take responsibility for our actions and know that our daily decisions, actions, and behaviors are a reflection of the University. We hold ourselves and each other to consistent expectations of exceptional performance and conduct that advances the University’s mission while fostering a culture of collegiality, curiosity, and growth.

## Examples of Related Policies:

Employee Relations Policy

Policy Against Retaliation

Employee Duty to Cooperate

Reporting Child Abuse and Neglect: [AU](#), [AUM](#)