

# Case Study

## Gogebic Community College



**GOGEBIC**  
Community College

**Location:** Ironwood, Michigan

**Founded:** 1932

**Website:** [www.gogebic.edu](http://www.gogebic.edu)

## The Challenge

Gogebic Community College was ready for its next levels of compliance with best business practices. GCC and their auditors felt it was desirable to have a third-party incident reporting system. They wanted to protect the rights of their employees and create an environment beneficial to all GCC stakeholders.

"We had a structured reporting system in place where employees reported incidents directly to their supervisors, but there was no place for them to report an incident without the potential for the fear of repercussion – an anonymous reporting system was a very natural way to go," says Erik Guenard, Dean of Business at GCC.

Because GCC has students representing multiple nationalities and a rotation of faculty, they wanted a multi-lingual reporting system that provided users with the option of reporting incidents online and by phone. They also wanted a system that was user-friendly and not intimidating, while being secure and trusted by the users.

## The Solution

Ethical Advocate provided GCC with a multi-lingual reporting system comprised of both a web-based application and a phone hotline. The package included unlimited training sessions and manuals and all promotional material needed to inform GCC staff of the system - all within the desired budget of GCC.

"Ethical Advocate tailored their services to meet our needs while fitting into our budget – they really hit the nail on the head. As soon as I signed the contract, I had the collateral materials within a day; the amount of material they were able to get to our organization was just phenomenal," said Guenard.

"The personal interaction that I had with EA staff from the start was very reassuring, very thorough and very professional. EA exceeded my expectations. The customer service from my standpoint as a Dean has been nothing but exemplary; any questions that I've had or any information that I've needed has been given to me in a very quick manner," added Guenard.

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Erik Guenard  
Dean of Business, GCC

## About Gogebic Community College

Gogebic Community College is a public two-year community college located in Ironwood, Michigan. Since its founding in 1932, GCC has been the educational stepping-stone to productive lives for over 110,000 students. GCC offers a wide range of educational programs to students planning to transfer to four-year universities and students planning to enter directly into the labor market after graduation.

## About Ethical Advocate

Ethical Advocate provides confidential and anonymous incident reporting, meeting Sarbanes-Oxley, HIPAA, and many other regulatory and reporting needs. Ethical Advocate delivers confidential and anonymous reporting 24 hours a day, every day of the year. Persons desiring to report incidents, indiscretions, or suggestions can do so securely with privacy and anonymity, by phone or on the Internet in multiple languages.

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### The Results

"It's been an asset to us and our employees to feel reassured that there is a means for them to report an action or behavior that they deem to be inappropriate or they deem to be not under the guidelines and policies of the college," said Guenard. Having the system in place has also opened up conversations on ethics within the workplace and brought it to the forefront. "It's really a topic that people chose not to talk about or deal with and this has provided some good open discussions," added Guenard.

The security of having a control procedure in place that alerts GCC to anything negatively affecting the organization is another key benefit. "As an organization, I think it is an invaluable asset to have a medium where people can report something without the fear of retribution.

"It's just good checks and balances for us to be online and onboard with something that has nothing but positive benefits for the institution and its employees. There's no reason not to have it, because the upside greatly outweighs any downside – it's almost a no-brainer," says Guenard.

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### Customer Service

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### Importance

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### Ease of Use

"I didn't feel intimidated by the system at all, it was very user friendly and very easy to look at the reports and deal with the various scenarios that come across."