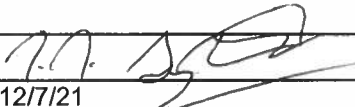


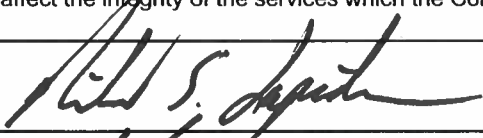
**DISCLOSURE BY NON-ELECTED STATE EMPLOYEE OF FINANCIAL INTEREST
AND DETERMINATION BY APPOINTING AUTHORITY
AS REQUIRED BY G. L. c. 268A, § 6**

RECEIVED
STATE ETHICS COMMISSION

	STATE EMPLOYEE INFORMATION	2021 DEC 30 AM 10:17
Name:	J.J. Sylvia IV	
Title or Position:	Assistant Professor of Communications Media	
State Agency:	Fitchburg State University	
Agency Address:	160 Pearl St, Fitchburg, MA 01420	
Office Phone:	978-665-3418	
Office E-mail:	jsylvia3@fitchburgstate.edu	
	My duties require me to participate in a particular matter, and I may not participate because of a financial interest that I am disclosing here. I request a determination from my appointing authority about how I should proceed.	
	PARTICULAR MATTER	
Particular matter E.g., a judicial or other proceeding, application, submission, request for a ruling or other determination, contract, claim, controversy, charge, accusation, arrest, decision, determination, or finding.	<p>I am planning to assign a book chapter that was published by me in my Communication Law & Ethics course, COMM 4230. The chapter is: "The Ethical Implications of A/B and Multivariate E-Commerce Optimization Testing" by J.J. Sylvia IV in <i>Ethical Issues in E-Business: Models and Frameworks</i></p> <p>This publication represents an area of my expertise for which there is not another similar reading on the topic. This publication is being made available for free to students under educational fair use laws as part of the assigned reading in the course. I will not be making any money from assigning this publication and students will not have to pay anything to access it. I have never received compensation for any of these publications.</p>	
Your required participation in the particular matter: E.g., approval, disapproval, decision, recommendation, rendering advice, investigation, other.	I am seeking approval for including this material.	
	FINANCIAL INTEREST IN THE PARTICULAR MATTER	
Write an X by all that apply.	<p><input type="checkbox"/> I have a financial interest in the matter.</p> <p><input type="checkbox"/> My immediate family member has a financial interest in the matter.</p>	

	<input type="checkbox"/> My business partner has a financial interest in the matter. <input type="checkbox"/> I am an officer, director, trustee, partner or employee of a business organization, and the business organization has a financial interest in the matter. <input type="checkbox"/> I am negotiating or have made an arrangement concerning future employment with a person or organization, and the person or organization has a financial interest in the matter.
Financial interest in the matter	I have no financial interest in this matter (\$0.00).
Employee signature:	
Date:	12/7/21

DETERMINATION BY APPOINTING OFFICIAL

	APPOINTING AUTHORITY INFORMATION
Name of Appointing Authority:	Richard S. Lapidus
Title or Position:	President
Agency/Department:	Fitchburg State University
Agency Address:	160 Pearl Street
Office Phone:	978-665-3421
Office E-mail	rlapidus@fitchburgstate.edu
	DETERMINATION
Determination by appointing authority: Write an X by your selection.	As appointing official, as required by G.L. c. 268A, § 6, I have reviewed the particular matter and the financial interest identified above by a state employee. <input type="checkbox"/> I am assigning the particular matter to another employee, or <input type="checkbox"/> I am assuming responsibility for the particular matter, or <input checked="" type="checkbox"/> I have determined that the financial interest is not so substantial as to be deemed likely to affect the integrity of the services which the Commonwealth may expect from the employee.
Appointing Authority signature:	
Date:	12/9/2021
Comment:	

Attach additional pages if necessary.

File copy with:

State Ethics Commission, One Ashburton Place, Room 619, Boston, MA 02108