New Marketing

Social Intelligence & Leadership Certificate/Minor

Program Overview
EKU’s Social Intelligence & Leadership Certificate/Minor program focuses on essential skills needed for success in any field of study. The 6 course - 18 hour curriculum includes communication, critical and creative thinking, and leadership.

Why Should You Choose A Certificate/Minor in Social Intelligence & Leadership?
The SIL program provides students with a competitive edge in today’s job market. In addition to the knowledge gained from your degree program, you will obtain those skills that many other students do not have.

According to research, employers are looking for candidates that possess the following qualities:

- Communication skills
- Critical & Creative Thinking
- Interpersonal skills
- Leadership skills

What Experts Are Saying:

"Companies demand job candidates with knowledge about technology, critical thinking and leadership." - Lenny Jones, Author

"If people don't see you as a leader, it's difficult to get ahead." - John C. Maxwell

"Too many people are too afraid to make mistakes." - Robert Ito, CEO, The A.T. Kearney Global Business

"Leadership is a skill that can be learned by anyone." - Robert K. Powell, Professor of Leadership Studies, Western Carolina University

Visit us on the web at:
www.sil.eku.edu

Email us at:
rebecca.moore@eku.edu

Ph: 859.622.7873

www.sil.eku.edu

E-KU Certificate/Minor in Social Intelligence & Leadership

CRE 101W - Introduction to Applied Creativity (3) A.
Prerequisite or Co-requisite: ENG 102 or ENG 106 (with a minimum grade of "B") or HON 102.
A communication intensive introductory course establishing a foundation in creative thinking through instruction in basic theories and practices. Concentration on basic language and fundamental and powerful concepts in creativity studies. Credit will not be awarded to students who have credit for CRE 101.

EES 250 - Basic Social Intelligence Skills I, II.
A focus on human relationships and researched-based social skills. Students learn to operationalize theories into social intelligence skills and practice initiating, observing, evaluating, and responding in ways that promote positive interactions and relationships. Gen. Ed. E-TC [DC]

EES 300 - Advanced Social Intelligence Skills I, II.
This is an advanced course that builds on the core skills presented in Basic Social Intelligence Skills. It provides knowledge and skills for successfully engaging in complex social and professional interactions and relationships.

EES 310 - Applied Critical Thinking (3) A.
Prerequisite: Junior standing. This course will address the application of critical thinking skills within various fields of study. Students will learn critical thinking skills and how to integrate them into a successful career.

EES 450 - Leaders Without Titles I, II.
This course focuses on the personal dimensions that are needed to form the foundation of one's competencies and abilities to lead self and others.

EES 460 - The Science and Application of Leadership II.
Prerequisite: EES 450
This course provides students opportunities to examine, define, operationalize, and apply universal elements of leadership. Effective leaders need to be knowledgeable and skilled in these elements.

Certificate Requirements: 18 Hours

- CRE101W: Introduction to Creative Thinking (Introduction to Applied Creativity)
- EES 250: Basic Social Intelligence Skills I, II.
- EES 300: Advanced Social Intelligence Skills I, II.
- EES 310: Applied Critical Thinking
- EES 450: Leaders Without Titles I, II.
- EES 460: The Science and Application of Leadership II.

The Certificate may be awarded prior to graduation. The Minor is awarded upon completion of your degree.
Social Intelligence & Leadership

Background

- **2011-2012**
  - Basic & Advanced Social Intelligence classes offered as Special Topics Courses
    - Enrollment 329

- **2012-2013**
  - Organized unit reporting to the Dean
  - Basic Social Intelligence Course approved for General Education Program option
  - Additional Course Offered in Leadership
    - Enrollment 385
2013-2014
- Certificate/Minor Approved by CAA
- Basic Social Intelligence Core Requirement for Homeland Security
  - Enrollment 525

2014-2015
- All courses developed in an online and on campus format
  - Enrollment 652
- At this time, we had 3 lecturer positions ALL funded through the College of Justice and Safety
- Approved as an E Campus program in Spring 15
  - Currently in the second year of the three year cycle
2015-2016

1st Basic Social Intelligence class offered in Corbin

Lost 2 Lecturer Positions due to retirement and one choosing another Institution

Enrollment 699

Current - Fall 2016

1 Lecturer position funded by the College of Justice & Safety
Enrollment 300
Total Student Enrollment Trend

Students Enrolled

<table>
<thead>
<tr>
<th>ACADEMIC YEAR 11-12</th>
<th>12-13</th>
<th>13-14</th>
<th>14-15</th>
<th>15-16</th>
</tr>
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<tbody>
<tr>
<td>329</td>
<td>385</td>
<td>525</td>
<td>652</td>
<td>699</td>
</tr>
</tbody>
</table>
e-Campus Enrollment Trend

e-Campus Enrolled Students

<table>
<thead>
<tr>
<th>Total Academic Year 13-14</th>
<th>Total Academic Year 14-15</th>
<th>Total Academic Year 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>84</td>
<td>191</td>
<td>186</td>
</tr>
</tbody>
</table>
## Projected Cost Savings

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>2015-2016 Personnel Cost with Fringe Benefits</td>
<td>$378,358</td>
</tr>
<tr>
<td>2016-2017 Projected Personnel Cost with Fringe Benefits</td>
<td>$216,990</td>
</tr>
<tr>
<td><strong>Total Savings</strong></td>
<td><strong>$161,368</strong></td>
</tr>
</tbody>
</table>

*Funded by the College of Justice & Safety*
# Tuition Revenue

<table>
<thead>
<tr>
<th>Tuition Revenue FY 2015-2016</th>
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</thead>
<tbody>
<tr>
<td>Profit e-campus</td>
</tr>
<tr>
<td>Estimated Profit with on Campus courses</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
The Minor/Certificate was designed to support all majors, strengthen student skills and their resumes.

Both are 18 hours - Six Courses
- Introduction to Applied Creative Thinking
- Applied Critical Thinking
- Social Intelligence - Basic and Advanced
- Leadership - 2 courses

Four of the six courses that we offer in the minor/certificate also support the BA General Studies Professional Track.

Fall 2014 - Eight Certificates have been completed
Four students have declared minors - that we know of
Recommendation & Request:

I would like to offer the following:

We are a relatively new program. We were approved for the minor/certificate by CAA in Spring 2014 and approved for e-campus participation in Spring 2015. I would ask that you consider moving us to the watch list for the 2016-2017 academic year and then be subject for review.
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According to research, employers are looking for candidates that posses the following qualities:

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What Experts Are Saying:

"Companies demand job candidates with knowledge about technology, critical thinking and leadership." - Lenny Jones, Author

"What you won't get in the workplace are the critical thinking, writing, and communication skills that come from the liberal arts (including law sciences)." - Jeff Seligson, Author

"I read the research and the comments from business, industry, and government that college graduates did not possess the skills needed to obtain a job or succeed after they got a job." - Allan Ault, former Dean, College of Justice & Safety

"This program provides the knowledge and tools to successfully engage in complex social and professional interactions and relationships." - Draper J. Sampson, former Professor of Criminal Justice, Eastern Kentucky University, College of Justice and Safety.

"Social Intelligence is the ability to inspire, influence, and interact with others. This is an essential part of leadership in emergency services, not only with the people we work with, but with the people we serve. Leaders must be able to effectively handle problems with out creating conflict." - Paul Grant, former Director, Division Fire Chief

Certificate Requirements (18 hours)

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- EES 300 - Advanced Social Intelligence Skills I, II
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EKS Certificate/Minor in Social Intelligence & Leadership

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EES 300 - Advanced Social Intelligence Skills I, II.
Prerequisite: Junior standing. Prerequisite or Co-requisite: EES 250 or departmental approval.
This is an advanced course that builds on the core skills presented in Basic Social Intelligence Skills. It provides knowledge and skills for successfully engaging in complex social and professional interactions and relationships.

EES 310 - Applied Critical Thinking (3) A.
Prerequisite: Junior standing.
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