



COURSE POPULARITY

ELECTIVE COURSES		ENROLLMENT				
CUMULATIVE BREAKDOWN BY YEAR		2012	2013	2014	2015	2016
E241	Strong Chambers for the Future	157	157	180	174	179
E380	Delivering Value	141	152	162	156	173
E140	Building Organizational Excellence	120	127	131	145	159
E360	Strategic Communications	112	115	126	151	146
E211	Sponsorship Solicitation	121	125	134	129	143
E180	Building Better Boards and Committees	114	105	115	112	137
E161	Technology Trends and Tools	82	120	127	149	130
E240	Strong Associations for the Future	47	36	58	57	123
E244	Using Data to Grow and Sustain Your Org.	114	114	145	115	122
E210	Executive Finance	87	83	89	89	116
E126	Dealing with Challenging Employees	77	80	80	43	111
E142	Fundamentals of Comm. and Ec. Development	92	131	113	126	107
E331	CEO Lessons Learned	125	94	96	137	106
E350	The Art of Persuasion and Negotiation	112	127	135	150	102
E310	Dues and Don'ts	80	84	73	51	101
E230	Managing Upward	70	82	83	128	98
E342	Advanced Strategies of Comm. and Ec. Development	-	64	68	80	98
E330	Learning to Let Go	78	79	92	100	95
E362	Policy Development and Implementation	72	72	74	59	94
E243	Developing a Competitive Workforce	18	58	55	73	92
E163	Communicating Through the Media	114	85	89	131	91
E120	Executive Law	82	91	82	84	90
E110	Revving Your Revenue Stream	114	129	130	138	87
E250	PACs and Political Endorsements*	-	-	-	72	39

Please Note: In years 2012-2013, the academic year represented the summer sites during that year and Winter Institute from the following year (e.g. The 2012 academic year included 2012 summer sites and 2013 Winter Institute). In 2014, we instituted a new academic year that is reflective of the calendar year.

Also Note: The number of times an elective was offered in 2016 varies between three and six times per elective.

*PACs and Political Endorsements was new in 2015. Previously, E250 was Creating a Government Affairs Program.



COURSE POPULARITY

ELECTIVE COURSES		ENROLLMENT				
2016 BREAKDOWN BY SITE		Winter	MW	SE	West	NE
E110	Revving Your Revenue Stream	34	-	34	19	-
E120	Executive Law	27	-	25	19	19
E126	Dealing with Challenging Employees	29	27	20	14	21
E140	Building Organizational Excellence	33	35	35	30	26
E142	Fundamentals of Comm. and Ec. Development	29	13	35	-	30
E161	Technology Trends and Tools	35	20	32	17	26
E163	Communicating Through the Media	27	18	32	-	14
E180	Building Better Boards and Committees	32	27	31	18	29
E210	Executive Finance	27	22	26	21	20
E211	Sponsorship Solicitation	35	33	31	23	21
E230	Managing Upward	34	-	31	15	18
E240	Strong Associations for the Future	32	20	16	23	32
E241	Strong Chambers for the Future	36	21	67	27	28
E243	Developing a Competitive Workforce	34	21	29	8	-
E244	Using Data to Grow and Sustain Your Org.	34	23	32	-	33
E250	PACs and Political Endorsements	14	-	12	-	13
E310	Dues and Don'ts	26	22	31	-	22
E330	Learning to Let Go	30	20	18	13	14
E331	CEO Lessons Learned	35	-	34	16	21
E342	Advanced Strategies of Comm. and Ec. Development	30	16	33	19	-
E350	The Art of Persuasion and Negotiation	37	-	34	-	31
E360	Strategic Communications	32	23	31	30	30
E362	Policy Development and Implementation	20	25	22	14	13
E380	Delivering Value	36	34	44	25	34