2024 Curriculum Changes

The Curriculum Committee approved the following changes to the curriculum. These changes will go into effect at differing times, as specified. All approved changes will be reflected in the 2025 syllabus.

Artificial Intelligence

Update: Create elective on Artificial Intelligence (AI) in curriculum, focusing on introductory components for individual, organization, and membership communication.

Request AI Task Force to review recommended outline provided and make final edits.

Continue to offer Topic Takeover webinars, blogs, and podcasts on topic of AI.

Changes effective 2025 Winter site.

E110 Revving Your Revenue

Update: Modify the course objective emphasizing grant-writing from 40% to a more balanced approach, addressing diverse revenue streams and volunteer leadership buy-in.

Share ACCE and ASAE resources on trends in revenue generation under Additional Materials.

Focus Topic Takeover webinars, blogs, podcasts on grant-writing to determine need, areas of focus, and knowledge gaps.

Changes effective 2025 Winter site.

E163 Communicating Through Media

Update: Modify course objectives to incorporate tactical media training, define and explain the concept of earned media, and emphasize strategies for obtaining and utilizing earned media.

Consider updating course title to reflect the focus on earned media, such as: “Leveraging/Maximizing/Utilizing Earned Media,” or, “Mastering Earned Media Communications,” and update course description to define earned media.

Changes effective 2025 Winter site.

C260 Marketing Strategies

Update: Modify course objective to focus on messaging and story-telling and how to use AI effectively.

Request faculty create a deliverable summarizing the cost of implementation.

Changes effective 2025 Winter site.

C341 Building Strategic Partnerships

Update: Add a sub-bullet under second objective “Practical steps for forming, sustaining, and/or sunsetting a coalition,” to include implementing steps for effective collaboration to ensure covering how to lead when contributing but not a lead.

Ensure faculty apprised of changes.

Changes effective 2025 Winter site.

C135 Diversity, Equity, and Inclusion

E235 Diversity, Equity, and Inclusion – Strategic Planning for Your Organization

Update: Ensure that faculty address how to address political climate, ensuring that all attendees have a voice and are inclusive of all elements of diversity. Continue to monitor feedback from course and make appropriate changes.

Changes effective 2025 Winter site.

E243 Creating a Future-Ready Workforce

E343 Building a Brighter Future: Business Leadership in Education

Update: Continue to monitor feedback from course and make appropriate changes.

Changes effective 2025 Winter site.

C240 Foundations

Update: Continue to monitor feedback from course and make appropriate changes.

Changes effective 2025 Winter site.