

Ethical Leadership Institute: An Exploration of Leadership Principles and Ethics for Helping Professionals to Improve Outcomes



FEATURING:

- 5 ETHICS HOURS!
- ETHICAL LEADERSHIP and SERVANT LEADERSHIP, including practical ways to implement in your day-to-day professional lives

Saturday, August 16, 2025
9:00 a.m. – 3:00 p.m. Eastern time

Livestream Series
(Online Synchronous Training)

\$74.99 Early Bird Registration
After August 2nd, registration is \$99.99

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Please scan QR Code
or register online at
www.ceucreationsinc.com



5 CREDIT HOURS APPROVED FOR:

- **Social Workers**
ASWB ACE – 5 Ethics CE credits
New York State Education Department's State Board for Social Work – 5 Contact hours
- **Counselors** – 5 Ethics or 5 Contact hours*
NBCC ACEP – 5 Contact Hours
NY State Education Department's State Board for Mental Health Practitioners – 5 Contact hours
- **Nurses**
California Board of Registered Nursing – 5 Contact hours
- **Case Managers**
CCMC – 5 Ethics hours

** Some states do not recognize Ethics hours for counselors. In those cases, contact hours will be awarded.*

Attendance or applied credit certificate available for other credentials.
Please make sure to check with your own state board to ensure transferability of CE credit.

PRESENTED BY:



Jean Ferguson Ruffin, JD, EdD, Assistant Professor in the Department of Leadership, Research, and School Improvement at the University of West Georgia

Dr. Ruffin is an assistant professor in the Department of Leadership, Research, and School Improvement at the University of West Georgia in Carrollton, Georgia. She teaches graduate courses in educational leadership, specializing in school law and ethics, educational equity, and culturally proficient leadership. Her research agenda is primarily focused on culturally proficient leadership. Prior to her work in higher education, she worked in K12 education as a consultant, an associate superintendent of schools, and a school improvement specialist.



Jessica Patterson, LMSW, DSW, and CEU Creations Educational Manager

Jessica Patterson, LMSW, DSW, is a licensed social worker with over 10 years of experience working in different systems. Jessica has a strong passion for teaching, training, and professional development. She also has a strong background in creating trauma-informed systems, social emotional behavioral health, and the implementation of community and individual support systems. Jessica has created and facilitated many professional development trainings throughout her career. Jessica's role at CEU Creations includes developing curriculum, working with licensure boards, and presenting at various CE trainings. Jessica holds a bachelor's degree in organizational management and sociology from Ashford University. She received her master's degree in social work from the University of Iowa and her doctoral degree in social work from Capella University. Jessica is a licensed social worker through the state of Iowa. Jessica currently lives in Iowa with her husband, four children, two dogs, and cat. Any spare moment that Jessica has is usually spent running or reading.

Thank you to our sponsors for your generous support!

For more information on the course, accommodations for disability, grievances, or any other concerns, please contact CEU Creations at support@ceucreationsinc.com.

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AGENDA (all times are Eastern)

8:45 a.m. – 9:00 a.m.	Log In and Virtual Networking
9:00 a.m. – 10:00 a.m.	Roundtable Discussions of Leadership – Jean Ferguson Ruffin, JD, EdD, Assistant Professor in the Department of Leadership, Research, and School Improvement at the University of West Georgia and Jessica Patterson, LMSW, DSW, CEU Creations Educational Manager
10:00 a.m. – 11:00 a.m.	Exploring Servant Leadership as the Basis of Ethical Leadership – Jean Ferguson Ruffin, JD, EdD
11:00 a.m. – 11:10 a.m.	Break
11:10 a.m. – 12:10 p.m.	Ethical Leadership Put into Practice – Jean Ferguson Ruffin, JD, EdD
12:10 p.m. – 12:50 p.m.	Lunch
12:50 p.m. – 2:30 p.m.	Ethical Leadership Put into Practice – Jean Ferguson Ruffin, JD, EdD (includes 10-minute break)
2:30 p.m. – 3:00 p.m.	Roundtable Discussions to end the day around new perspectives of Ethical Leadership – Jean Ferguson Ruffin, JD, EdD, and Jessica Patterson, LMSW, DSW

Ethical Leadership involves a conscious effort to model and promote normatively appropriate actions in daily life and relationships. This definition embodies the ethical codes of social workers, counselors, nurses and case managers. In this dynamic training, we will explore the traits and best practices of ethical leaders, servant leaders, and practical ways to implement these in your daily jobs and lives. We'll begin our training by discussing ethical standards around leadership and examining ethical principles from our various codes that correspond with strong ethical leadership. From there, we will explore the qualities of servant leadership, which can serve as a firm foundation of ethical leadership and best practices to implement ethical leadership principles. Finally, we will finish out our day with discussions around new ethical perspectives we may have gained from our training. As we strive for excellence in our professions, this training will allow us to explore best practices in ethical leadership with the goal of ultimately improving outcomes for our clients.

BY ATTENDING OUR WORKSHOP, YOU WILL BE ABLE TO:

1. Name five ethical standards (from social work, counseling, case management, and nursing) and restate how they overlap the principles of ethical leadership in the different disciplines.
2. Discover three ethical principles and traits that can assist as you may move into a leadership role.
3. Identify three standards from servant leadership as they apply to ethical leadership.
4. Examine the five qualities necessary and ethical perspectives to cultivate leadership skills.
5. Summarize their role in becoming or remaining active leaders who serve their profession, the public, and allied professionals.

Course Interaction and Technical Requirements: This live webinar is fully interactive. Attendees may ask and answer questions throughout the presentation and participate in instructor-led discussions. A computer or mobile device is required. Zoom account is not required. You will receive a reminder email approximately 24 hours prior to the start of the training and a link to the webinar will be in your CEU Creations account.


To receive credit, you must log in on time, attend the entire presentation, and complete an online evaluation within 30 minutes of the conclusion of the event. Your attendance is calculated using Zoom analytics. Once your evaluation is complete, your certificate will be available in your CEU Creations account.

Target audience: Social workers, counselors, nurses, case managers, and other healthcare professionals.

SOCIAL WORKERS: CEU Creations, #1239, is approved as an ACE provider to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Regulatory boards are the final authority on courses accepted for continuing education credit. ACE provider approval period: [11/22/24-11/22/27]. Social workers completing this course receive 5 Ethics continuing education credits.

CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0616. This activity is approved for 5 Contact hours.

COUNSELORS: 5 Ethics or 5 Contact hours

 CEU Creations has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 6941. Programs that do not qualify for NBCC credit are clearly identified. CEU Creations is solely responsible for all aspects of the programs.

CEU Creations, Inc. is recognized by the New York State Education Department's State Board for Mental Health Practitioners as an approved provider of continuing education for licensed mental health counselors. #MHC-0199. This activity is approved for 5 Contact hours.

NURSES: 5 Contact hours. CEU Creations is an approved provider of nursing CEs through the California Board of Registered Nursing. Provider number: CEP17905. All states retain their own licensing authority through their own boards. Please make sure to check with your own state board to ensure transferability of the CE credits.

Cancellation Policy: Registrants **must** cancel via email at support@ceucrationsinc.com (contacting other staff members/leadership does not guarantee your cancellation.) No faxes or mail cancellations will be accepted. Cancellation fee: \$25. Refunds will not be given for cancellations within five (5) business days prior to the workshop date.