**Admissions Page Language**

**Example 1**

[Institution]’s faculty are not only experts in their subject areas; they are also equipped with the teaching practices that increase student engagement, learning, and achievement. Our students’ success is a top priority. That’s why we’ve partnered with the [Association of College and University Educators](https://acue.org/) to prepare and support our faculty in developing and refining their instructional skills. Research shows that when faculty use evidence-based teaching practices, students are more engaged, learn more, persist in their studies, and graduate in stronger numbers. This program prepares our faculty to implement all of the essential teaching practices shown to improve student outcomes. Our faculty are earning a Certificate in Effective College Instruction, endorsed by the American Council on Education as a credential that signifies faculty have learned and applied the core competencies essential to effective teaching. It’s an investment in our faculty—and an investment in your future.

**Example 2**

At [Institution], we work hard to ensure our students’ success. We believe wholeheartedly that great teaching matters: When instructors use evidence-based teaching practices, students are more engaged, learn more, and persist in their studies—leading to improved academic performance and higher graduation rates. We are proud to invest in and support our faculty’s continued development by partnering with the [Association of College and University Educators](https://acue.org) to equip our faculty with comprehensive preparation in evidence-based teaching practices. Our faculty are learning about and implementing proven teaching approaches with their colleagues and earning Certificates in Effective College Instruction, endorsed by the American Council on Education. This program supports our mission to see all students receive the quality of education they deserve—with excellence in every class!