**Language for Outreach to Faculty and Deans**

**Faculty**

[office, department, or sponsoring organization] is happy to offer you a new opportunity, designed to enhance our campus commitment to faculty and student success. [connection to school’s mission]. We are partnering with the [Association of College and University Educators (ACUE)](http://acue.org/course/) to credential [number of] faculty in the use of evidence-based teaching practices. When instructors use evidence-based teaching practices, students are more engaged, learn more, and persist in their studies—leading to improved retention and graduation rates.

We invite you to enroll in ACUE’s

[Course in Effective Teaching Practices, which prepares faculty to implement all of the essential practices shown to improve student outcomes.

OR

Course in Career Guidance and Readiness, which prepares faculty to integrate career guidance into their classes and implement all of the essential practices shown to improve student outcomes.

OR

Course in Online Teaching Essentials, which prepares faculty to implement all of the essential practices shown to improve student outcomes in online and blended instruction.]

The Course addresses all core competencies in ACUE’s [Effective Practice Framework](http://acue.org/course/#framework), endorsed by the [American Council on Education](https://www.acenet.edu/Pages/default.aspx) as a leading statement of the skills and knowledge that college educators should possess. It covers:

* Designing an Effective Course and Class
* Establishing a Productive Learning Environment
* Using Active Learning Techniques
* Promoting Higher Order Thinking
* Assessing to Inform Instruction and Promote Learning

Participants will complete the 25 video-rich, online modules, working with a cohort of other faculty and guided by a facilitator. Upon satisfactory completion of the course requirements, you will earn a [Certificate in Effective College Instruction](http://acue.org/certificate/) [optional: with a concentration in Career Guidance / with concentration in Online Instruction]. You can learn more about the course and the content of each module at <http://acue.org/course/>.

We are excited to provide students with effective, research-based instruction and to invest in our faculty through practical and relevant training: 94% of ACUE-credentialed faculty report modules were helpful in refining their teaching practice, and 87% said they would recommend the course to a colleague. On average, participants report learning 55 new teaching practices and learning more about 71 practices.

To apply to the ACUE program, please [action potential participants should take, e.g. survey link, attached document, etc.].

**Deans**

[office or sponsoring organization] is partnering with the [Association of College and University Educators (ACUE)](file:///C%3A%5CUsers%5Cmwilken%5CDocuments%5CACUE%5CMedia%20Kit%20Revisions%5Cacue.org) to credential faculty in evidence-based teaching practices as part of our investment in faculty and student success. [connection to school’s mission]. When instructors use evidence-based teaching practices, students are more engaged, learn more, and persist in their studies —leading to improved retention and graduation rates.

[office or sponsoring organization] will fund [number of] faculty members’ participation in ACUE’s

[Course in Effective Teaching Practices, which prepares faculty to implement all of the essential practices shown to improve student outcomes.

OR

Course in Career Guidance and Readiness, which prepares faculty to integrate career guidance into their classes and implement all of the essential practices shown to improve student outcomes.

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* Assessing to Inform Instruction and Promote Learning

Participants will complete the 25 video-rich, online modules, working with a cohort of other faculty and guided by a facilitator from [name of teaching center or institution]. Upon satisfactory completion of the course requirements, faculty will earn a [Certificate in Effective College Instruction](http://acue.org/certificate/) [optional: with a concentration in Career Guidance / with concentration in Online Instruction]. You can learn more about the course and the content of each module at <http://acue.org/course/>.

We are excited to provide students with effective, research-based instruction and to invest in our faculty through practical and relevant training: 94% of ACUE credentialed-faculty report that modules were helpful in refining their teaching practice, and 87% said they would recommend the course to a colleague. On average, participants report learning 55 new teaching practices and learning more about 71 practices.

[Details about strategic implementation, e.g. We are targeting courses with high DFW rates / gateway courses / STEM courses / new faculty]

[Call to action, e.g. We encourage you to share this opportunity with your department’s faculty / Could you please recommend to us two of your department’s faculty who are committed to teaching excellence and student success?]