**Message from Campus Leadership to Celebrate Pinning**

Dear [students, faculty, staff, and/or campus community],

I am delighted to share with you the outstanding accomplishment of our [faculty members and/or graduate students] who recently earned a nationally recognized teaching credential through the [Association of College and University Educators (ACUE)](http://acue.org). These course-takers have demonstrated their commitment to teaching excellence and to ensuring that our students receive the best education possible by completing ACUE’s rigorous, 25-module [course name; for example, Course in Effective Teaching Practices], which required them to implement evidence-based teaching practices in their classes. These teaching practices are proven to help students learn more, stay engaged, and graduate in higher numbers. Please join me in commending our newly credentialed [faculty members and/or graduate students] for their achievement.

[List the names of credentialed faculty]

This program is supported by [the Office of the Provost/Center for Teaching and Learning/other] and contributes to [Institution’s] goal to [connect to strategic plan, student success goals, and/or mission statement]. [Faculty members and/or graduate students] who earned their credential have found the program to be transformative:

[Quotes from credentialed faculty]

Likewise, students of instructors who participated in this program recognize and appreciate the high-quality instruction they are receiving:

[Quotes from students]

We will be honoring our newly credentialed [faculty members or graduate students] during a pinning ceremony on [date] at [time] in [location]. I invite you to join us to celebrate their accomplishment. [If pinning ceremony already took place, add a photo to this message instead.]

Sincerely,

[Campus leader]