**FOR IMMEDIATE RELEASE**

[Institution] Contact: [Name, Phone Number, Email Address]

[Institution] **Launches New Program to Strengthen Student Success**

**through Quality Teaching**

*[# of faculty] faculty to develop evidence-based teaching practices shown to measurably improve student outcomes*

[Month XX], [20XX]—This semester, [Institution] is launching a partnership with the [Association of College and University Educators](http://www.acue.org/) (ACUE), the leader in student success and equity through quality instruction, to equip faculty with evidence-based teaching practices shown to improve student engagement, increase persistence, and close equity gaps. Faculty who meet program requirements become ACUE-certified–earning a Certificate in Effective College Instruction, the only nationally recognized collegiate teaching credential endorsed by the American Council on Education.

[Quote from President/Provost/Administrator on how your partnership with ACUE supports your institution’s student success and equity goals.]

Faculty will participate in a [yearlong, or other length of course] [course name (e.g., ETP, EOTP)] developing core competencies across 25 modules outlined in ACUE’s [Effective Practice Framework](https://acue.org/?acue_courses=acues-effective-practice-framework)©. Based on more than three decades of research, faculty will gain foundational knowledge, implement evidence-based teaching practices, reflect on their implementation, and refine their practice. Numerous independently validated [impact studies](https://acue.org/impact/efficacy-studies-report/) show that students learn more and that equity gaps close when courses are led by ACUE-certified faculty.

[Optional: Add detail about your school’s unique implementation plan.]

ACUE’s courses address over 200 evidence-based teaching practices, covering how to design an effective course, establish a productive learning environment, use active learning techniques, promote higher order thinking, and utilize assessments to inform instruction and promote learning.

[Quote from President/Provost/Administrator on suggested topic:] *How ACUE’s course complements the existing faculty development initiatives on campus; why your institution decided to partner with ACUE; what you hope to gain from credentialing faculty with ACUE’s course.]*

Faculty who complete the program will be celebrated and recognized for their commitment to student success in a pinning ceremony in [Fall 20XX].

[Closing quote from Campus Facilitator, campus administrator, or course-taker.]

**About [Institution]:** [Boilerplate]

**About ACUE:** The [Association of College and University Educators](http://www.acue.org/) (ACUE) is on a mission to accelerate student success, belonging, and equity through quality instruction. In partnership with colleges, universities, higher education systems, and associations, ACUE prepares and credentials faculty in the evidence-based teaching practices that lead to higher retention and achievement, deepen learning, and close equity gaps. Numerous and independently validated studies confirm that students are more engaged, learn more, and complete courses in greater numbers—more equitably with their peers—when taught by ACUE-certified faculty. ACUE’s online, cohort-based credentialing programs are delivered through institutional partnerships and open enrollment courses endorsed by the American Council on Education.

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