## Academic Impressions Newsletter Template

Use this newsletter blurb to spread the word about your institution’s Academic Impressions membership. It’s designed for faculty/staff newsletters, HR or provost updates, and internal digests where space is limited and quick engagement matters.

## **Customization Required**

Before sharing, update all [bracketed text] in the template:

* Your institution’s name
* The correct SSO link (or remove that section if SSO isn’t enabled)
* A campus contact (if you want to include one)
* Your Academic Impressions Partner Success Manager’s name and email

If you’re not sure who your Partner Success Manager is, contact **Roshaon Tytar** at **roshaon@academicimpressions.com** for assistance.

## **Suggested Use**

* Add to your campus HR, faculty affairs, or provost newsletter
* Feature in internal updates from learning and development or academic leadership teams
* Include in welcome materials for new employees or onboarding communications
* Use as a follow-up message after an Academic Impressions orientation or showcase

## **Tips for Success**

* Consider pairing the announcement with a spotlight on a relevant program or course
 (e.g., “Check out this course on supervising teams”)
* Link to a curated resource list or include a quote from a campus champion who’s already using the platform

**Newsletter Template:**

We are excited to announce that our institution has partnered with [**Academic Impressions**](https://www.academicimpressions.com/), a trusted provider of leadership and organizational development designed specifically for higher education.

This partnership gives our faculty and staff access to practical, hands-on resources that support leadership development across all levels of campus. Whether you're looking to lead through change, foster collaboration across teams, supervise more effectively, improve communication, or grow in your current role, there are tools and trainings available to help.

Leadership is an action, not a position. These learning experiences meet you where you are, with unlimited anytime, anywhere access to on-demand webcasts, self-paced courses, and live sessions—all designed to be practical and engaging.

You'll find resources covering academic leadership, workplace culture, supervision and leadership, faculty vitality, team development, advancement, and more—all developed by higher ed professionals for higher ed professionals.

Most resources are included in your membership. Some workshops, bootcamps, roundtables, and coaching may require an additional fee. If you have any questions about obtaining one of these additional trainings, please contact our Partner Success Manager, **[INSERT NAME AND EMAIL]**.

### **Get Started**

[**If your institution uses SSO** – keep this section]
Visit [INSERT CUSTOM SSO LINK] and click “Create Account/Login” in the top right corner. Use your university credentials to log in.

[**If your institution does not use SSO or SSO is not yet enabled** – keep this section instead]
Go to [https://www.academicimpressions.com](https://www.academicimpressions.com/), click “Create Account/Login,” and sign up using your university email address. You'll create a password during setup.

### **Questions?**

For additional help or to learn more about how to get the most out of your membership, contact:
**[INSERT YOUR CAMPUS CONTACT NAME AND EMAIL]**
or your Academic Impressions Partner Success Manager: **[INSERT PSM NAME] at [INSERT PSM EMAIL]**

[**PSM FIRST NAME**] can also help create learning opportunities tailored specifically for you or your team.