# Academic Impressions Press Release Template

**Instructions for Use**

Use this press release template when announcing your institution’s Academic Impressions membership to external or internal audiences. It’s designed to highlight your institution’s investment in professional and leadership development and can help leadership communicate the value of the partnership more broadly.

## **Customization Required**

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

* Your institution’s name
* The correct SSO link (or remove that section if SSO isn’t enabled)
* Your campus contact (if applicable)
* Your institution’s assigned Academic Impressions Partner Success Manager (name, email, and phone if needed)

If you’re not sure who your Partner Success Manager is, reach out to Roshaon Tytar at **roshaon@academicimpressions.com** for help.

## **Suggested Use**

* Post on your institution’s news or HR/professional development page
* Include in campus-wide announcements from leadership, HR, or professional development offices
* Share with external media or internal stakeholder groups
* Use as a base for leadership talking points at staff meetings, retreats, or open houses

## **Tips for Success**

* Have a senior leader (like your Provost, VP of HR, or President) send or introduce the message
* Pair the announcement with a virtual or in-person open house to introduce the platform
* Highlight a few relevant topic areas that align with your campus priorities—like supervision, inclusive leadership, team dynamics, or faculty development

**Press Release Template:**

As part of our ongoing efforts to invest in and build the capacity of our faculty and staff, [**YOUR INSTITUTION**] has partnered with **Academic Impressions**, a trusted provider of leadership and organizational development resources created specifically for colleges and universities.

We believe that access to robust, hands-on professional development will not only strengthen the skills and leadership capacity of our campus community, but also help us navigate the challenges of higher education more effectively—ultimately enhancing our ability to serve students and advance our mission.

Investing in our employees’ growth is vital to the success of our institution. As a campus, we are committed to supporting your learning, professional fulfillment, and leadership development at every stage of your career.

### **Through this partnership, you’ll have access to:**

* A broad library of on-demand webcasts and self-paced courses created by and for higher education professionals.
* Resources designed for [deans](https://www.academicimpressions.com/trainings/?_domains=deans) and [department chairs](https://www.academicimpressions.com/trainings/?_domains=department-chairs), as well as topic areas like [supervision](https://www.academicimpressions.com/trainings/?_sub_domains=supervision), [faculty vitality](https://www.academicimpressions.com/trainings/?_domains=faculty-vitality), [workplace culture](https://www.academicimpressions.com/trainings/?_domains=workplace-culture), [advancement](https://www.academicimpressions.com/trainings/?_domains=advancement), [service excellence](https://www.academicimpressions.com/trainings/?_domains=service-excellence), and more.
* The [*Five Paths to Leadership*](https://www.academicimpressions.com/five-paths-leadership/)® self-assessment to explore your leadership strengths and development areas.
* A dedicated Partner Success Manager who can help curate resources aligned to your team’s goals.
* Discounts on in-person workshops and access to select premium programs.
* Opportunities for custom workshops and executive coaching (additional costs may apply).

### **Getting Started**

[**If your institution uses SSO** – include 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 it is not yet enabled** – include 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 help signing up, exploring member resources, or scheduling an open house for your team, contact your Partner Success Manager:
 **[INSERT PSM NAME]**
 [INSERT PSM EMAIL]
 [INSERT PSM PHONE]

Happy learning!