



AMPLIFY YOUR IMPACT

Texas Woman's University's QEP, **Amplify Your Impact**, aims to augment the public-facing communication skills of our university's graduate students – to help them become thought leaders, able to explain specialized concepts and research from their fields of study to general audiences.

Student Focus: Graduate students, at first
Skills Enhanced: Public-facing communication
Subject Focus: Public health/wellbeing
Artifacts Assessed: Op-eds, TEDx talks, videos

Amplify Your Impact ties directly to TWU's mission, which emphasizes the value of “engaged leaders and global citizens,” and which positions our alumni as central to the improvement of the many communities in which they engage. The proposed QEP is also in direct alignment with the university's motto, “Educate a woman, empower the world.” By supporting students in their development as thought leaders and experts in their fields, this QEP trains them to put their knowledge to work, particularly in the area of public health and wellbeing, the focus of much of our research.

The goals of the QEP are to (1) Improve students' ability to impact community wellbeing by developing their public communication skills, and (2) Develop faculty's abilities in providing effective instruction in public communication skills. To achieve these goals, the QEP will provide training to faculty in public communication skills and in integrating training in public communication skills with teaching in the classroom. A group of ten faculty fellows will be funded each year to design QEP-designated courses. Additional grants will be available on a competitive basis for faculty to attend and present at external conferences connected to thought leadership. To support student learning, the QEP will offer direct training events related to public communication skills and will offer QEP-designated courses with common learning outcomes. A micro-credential in Thought Leadership will be awarded to students who enroll in QEP-certified courses, participate in related training, and engage in thought leadership activity. Additional funding will be awarded to support short-term grants and graduate research assistantships for students undertaking public-facing projects.

Assessment of student learning will measure progress on two student learning outcomes:

Student Learning Outcome 1: Students will be able to responsibly extend knowledge from academic study to social issues related to community wellbeing.

Student Learning Outcome 2: Students will be able to apply effective communication strategies appropriate for public engagement.

To assess these outcomes, the QEP will collect student artifacts from assignments conducted within QEP-designated courses, along with other public-facing work self-reported by students. These artifacts will be scored on a rubric adapted from the university's core curriculum assessment rubric, itself loosely based on the AAC&U Value Rubrics. Student reflections and participation surveys from QEP-designated courses and events will be used as indirect assessments.

Implementation will focus on TWU's graduate student population as future scholars, practitioners, teachers, and leaders within their respective fields. Long-term, Amplify Your Impact will expand to include undergraduate students, with experienced graduate students serving as mentors and exemplars.

QEP Contact Information

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