



Teaching Purpose & Strategy Through Communications Thinking

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Who are we?

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What is Amplify Your Impact?

"Amplify Your Impact: Thought Leadership for Community Wellbeing"

A 5 year plan to improve student success

Building bridges between scholarly/creative work, public understanding, and public trust on topics that are critical to our collective wellbeing

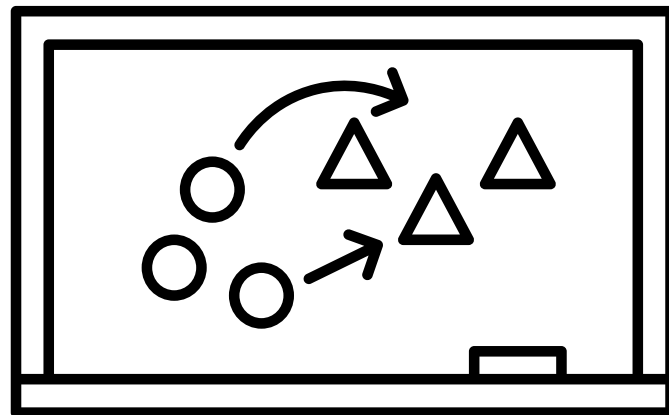


Today's Agenda



Why Public Communications?

Rooting Public Engagement in Purpose



Teaching Strategy Through Audience

**Rapidly changing
technologies**

**Uncertain
futures**

**Shifting employment
landscapes**

**Lack of
experience**

**Intense
competition**





Purpose

- What do I care about?
- What are my personal goals?
- How does my career fit into that?
- How does my education fit into that?



Strategy

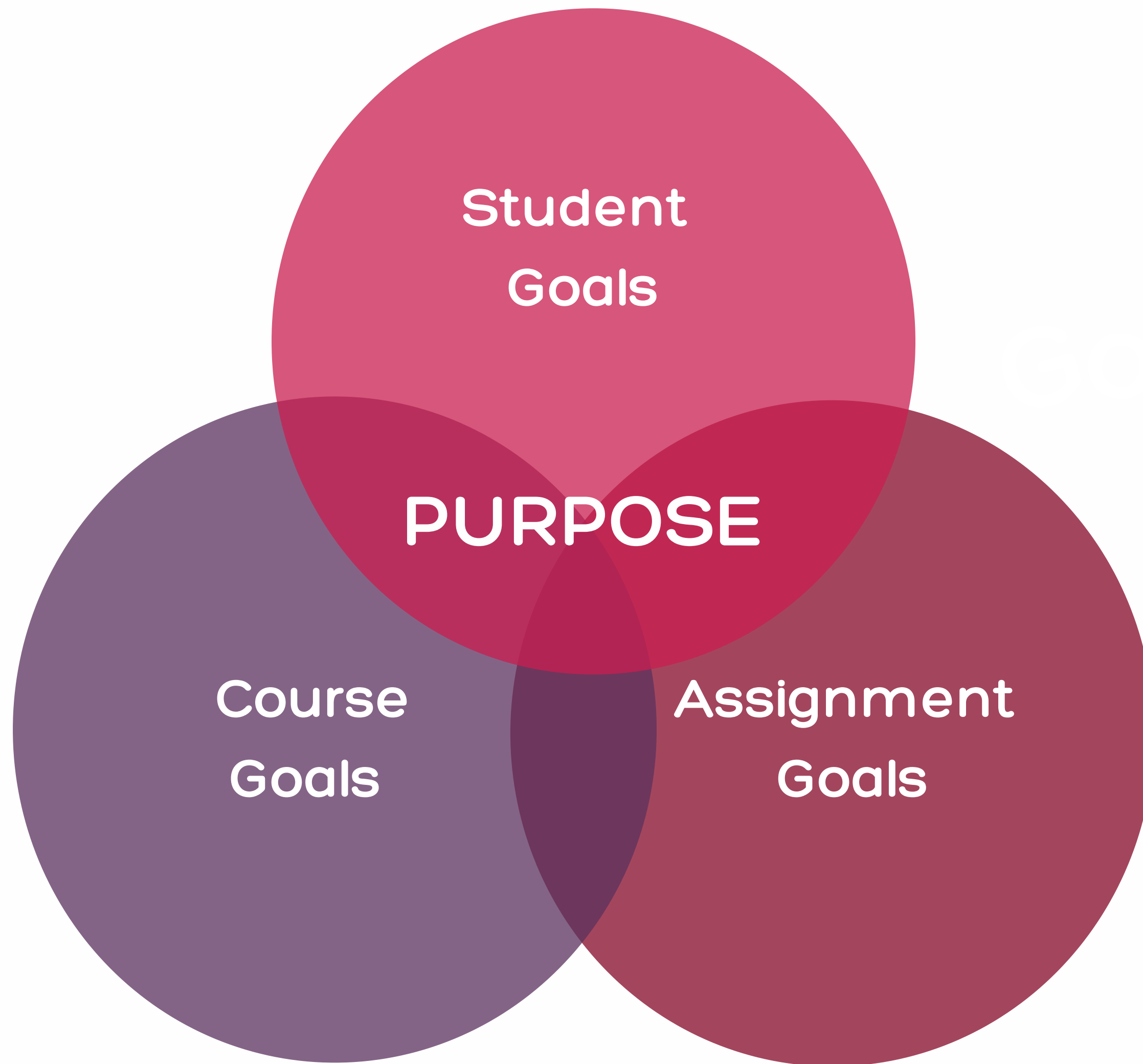
- What skills can I obtain to enhance my chances of achieving my goals?
- How can I showcase my skills and knowledge to potential employers?
- How can I build networks to help me navigate my career path?
- How can I start to build trust with communities I want to eventually serve?

Teaching Purpose-Driven
Strategy
through

Public Communications

Public Communication is intended to be read by a public audience and has a specific purpose, such as to inform, persuade, or create change. It is written to be accessible and relevant to folks outside one's academic field.

- Public-facing workshops and trainings
- Public Exhibits & Performances
- Videos shared through public-facing outlets
- Social media channels & series
- Op-Ed essays & letters to the editor
- Essays published in popular / local magazines
- Podcasts & podcast interviews
- Blogs & blog posts
- Public Policy Statements
- Public-facing work produced or disseminated in relationship with community organizations
- Public-facing course development (like a LinkedIn course or nonprofit PopEd curriculum)



Use Public-Facing Communications to...

- **Build Skills-** Build communications skills that employers across industries are looking for
- **Build Trust-** Help others see what they can turn to you for
- **Educate-** Teach people something they might not know
- **Translate-** Make difficult concepts easier to understand
- **Equalize-** Ensure equitable access to information & ideas
- **Persuade-** Convince others to take a stance/change their minds
- **Mobilize-** Inspire folks to take action
- **Diversify-** Bring unheard voices & perspectives to the table

How can I center Purpose?

- Student-led assignments
- Scaffolding that encourages students to tailor assignments to personal & professional goals
- Reflection on how assignments contribute to their overall goals
- Hands-on support focused on purpose
- Modeling & Examples from yourself & others

Purpose- Centered Questions (Big picture)

What impact do you want to have in the world?

What communities do you care about helping and why?

What are your professional goals after graduation?

Purpose- Centered Questions (Zoom-In)

What outcomes would you like your project to have? What would you like it to DO?

How could your project help you reach communities you care about?

How could your project help you start to reach some of those professional goals?



Audience

- Who do you need to reach to achieve your goals? (Be as specific as possible)
- Where can you reach them?
- How can you get them to listen to you?

How can I support Audience as Strategy?

- Scaffolding that requires students to tailor their assignments to reach specific audiences
- Discussions & reflections on different methods of reaching audiences
- Analyzing examples from real-world public-facing work
- Reflection on how and why the skills AND products of public-facing assignments might contribute to personal goals

Example 1

Physical Therapy Graduate Course

Course goals:

- Identify key issues in the field
- Advocate for issues
- Build community leadership skills

Example 1

Assignment:

Choose-your-own Advocacy project. What issue do you care about and how will you advocate for it? Consider who you need to reach to have an impact and how you will reach them. Create a plan and turn in your first steps.

Example 2

Healthcare Finance Course

Course Goals:

- Understand financial decisions & models faced by healthcare administrators
- Build public healthcare leadership skills
- Practice offering solutions to real-world financial problems

Example 2

Assignment:

Educational Content Project. In teams, plan an event or series (podcast, webinar, community workshop, or video series) educating a specific community on a financial issue of your choice from this course. Submit a plan for your project, a plan for promotion, and speak with your instructor before moving forward to complete the project.

Example 3

Dance Theory class

Course goals:

- Understand key theories of Dance
- Apply theories to analyze dance performance
- Translate theories into lessons for future dance students

Example 3

Assignment:

Community Dance Workshop. Identify 1-2 theories you'd like to teach. Choreograph a performance based on that theory. Craft a lesson based on that performance. You will perform your choreography and teach your corresponding lesson at a Day-long Community Dance workshop organized with ABC Nonprofit.

Resources

[GAME Planning Classroom Workbook](#)

[Bring Your AGAME workshop](#)

[AYI Canvas Resources](#)

[Faculty Commons Learning Circle](#)



QUALITY ENHANCEMENT PLAN
TEXAS WOMAN'S UNIVERSITY

Need help? Keep in touch!

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