



UT System

ELEVATE TXED

Portfolio

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Student Associate
2023-2025

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Section 1

EDUCATOR PREPARATION PROGRAMS INVENTORY

*A data gathering project to create an inventory of UT System
EPP programs.*

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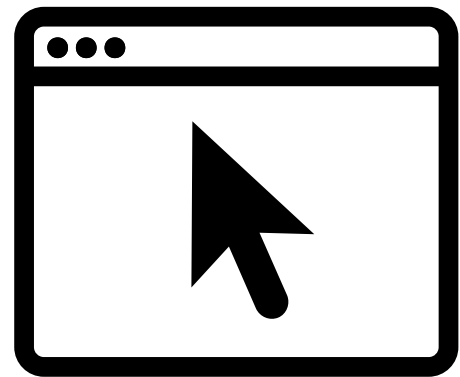
EPP Inventory

Description:

- Collaborated with Elevate TXEd to design and execute a data gathering project focused on creating a comprehensive inventory of Educator Preparation Programs across the University of Texas System.

Actions:

- Conducted targeted research to collect and verify UT System EPP programs.
- Developed an organized system to categorize and present information for internal strategic use and public-facing communications.
- Advised on best practices for data presentation to support Elevate TXEd's social media, outreach, and advocacy efforts.



Microsoft Excel, University and System Reports, and Degree Catalogs were used in this project.

Impact

- Produced a centralized, user-friendly database to enhance Elevate TXEd's working group initiatives.
- Increased the accessibility of EPP information for future social media campaigns and student engagement strategies.
- Strengthened internal coordination across advocacy, communications, and research teams.

Section 2

SOCIAL MEDIA STRATEGY AND CONTENT DEVELOPMENT

Effective advocacy starts with strategic storytelling. Every post was designed to inform, inspire, and elevate the teaching profession through creation and voice.

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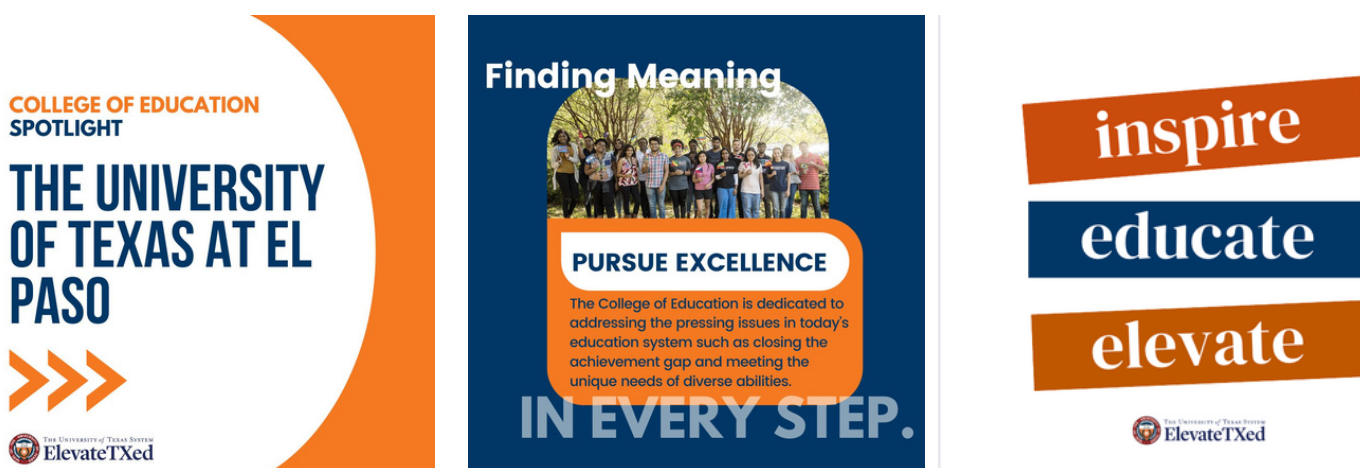
Content Creation

Description:

- Designed and implemented new social media graphics and content strategies to support Elevate TXEd's mission of elevating the teaching profession and amplifying student and educator voices across Texas.

Actions:

- Created original graphics, infographics, and branded materials to enhance Elevate TXEd's digital presence.
- Developed engaging, mission-aligned content to increase awareness around educator preparation, policy advocacy, and the value of the teaching profession.
- Strategized content calendars to align social media efforts with key event and Elevate TXEd initiatives.
- Collaborated to ensure brand consistency and effective message targeting across platforms.



Impact

- Increased follower engagement and social media reach by **106%**.
- Strengthened Elevate TXEd's online brand for elevating the teaching profession in Texas.
- Supported recruitment and advocacy efforts by making student and educator stories more visible and accessible to policymakers, stakeholders, and the broader community.

New Strategy



Through the implementation of Instagram reels, there was a **401%** increase in engagement. This can be due to the fact that users feel the content is relatable and fun.

Section 3

STUDENT AMBASSADOR PROGRAM

The ElevateTXed Student Ambassador Program was launched to elevate the work of UT Colleges and Programs of Education and amplify a positive narrative about teaching through social media.

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Ambassador Program

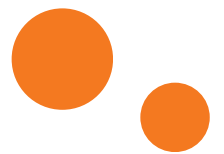
Description:

- Served as a Student Coordinator for Elevate TXEd, a system initiative focused on empowering student voices in the teaching profession. Supported advocacy, communications, and outreach efforts to strengthen student engagement across Texas.

Actions:

- Led outreach initiatives to increase student participation in education preparation programs.
- Coordinated logistics for meetings and campaigns to promote mission.
- Developed strategic communications content for social media and internal use, tailoring messaging to elevate student experiences.

The Student Ambassador Program successfully amplified the visibility of UT Colleges of Education while fostering professional growth for participating students.



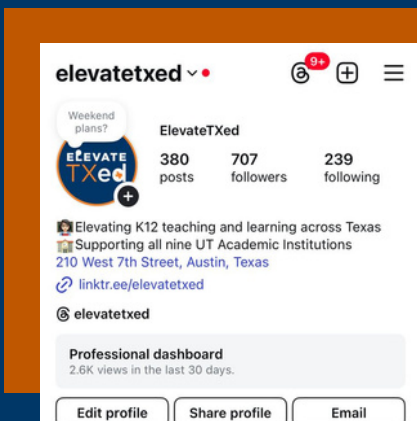
Impact

- Increased student engagement and event participation across multiple UT System campuses.
- Strengthened Elevate TXEd's online presence and brand visibility through targeted social media strategies.
- Contributed to broader efforts to center student voices in conversations about the teaching profession.

The Role

ElevateTXed Student Ambassadors are undergraduate students across nine UT System institutions who worked collaboratively to amplify the positive narrative surrounding teaching.

MEASURING OUR REACH



Primary Platform

Instagram

Goal: Expanding outreach efforts and elevating the teaching profession through targeted content creation.



Content types

Reels, Posts, Stories, Carousel Posts

Engagement Trends

Interactions surged with student-generated content

82.7%

of increased interactions with non-followers

Section 4

IMPACT AND GROWTH

Through data-driven strategy and intentional communication, I learned how to translate organizational goals into measurable impact and meaningful engagement.

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Impact and Growth



Impact:

Through my work as a Student Associate at Elevate TXEd, I contributed to expanding the organization's reach, strengthening its advocacy initiatives, and amplifying the voices of future educators across Texas.

Growth:

- Strengthened strategic communication skills by developing content aligned with organizational goals and advocacy priorities
- Gained hands-on experience in project management, overseeing initiatives from planning to execution.
- Developed actionable communication strategies to support Elevate TXEd's outreach and engagement effort.
- Enhanced professional collaboration skills through close work with Elevate TXEd's leadership and cross-functional teams.



Development of original social media graphics and targeted content significantly boosted online engagement,



Social media metrics tracked over the course of Elevate TXEd campaigns, demonstrating meaningful audience growth and content resonance.

By the Numbers:

- **122%** increase in reach with non-followers
- **91%** increase in engagement
- **20%** increase in reach with followers

Section 5

CONCLUSION

Reinforcing my commitment to elevating education nationwide.

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Conclusion

The work captured in this portfolio reflects both my values and my vision: **a more inclusive, responsive, and equitable education system.**

- Reaffirmed my commitment to advancing equity and access in education through policy, advocacy, and student voice.
- Applied academic knowledge in real-world settings, strengthening practical skills in communication, research, and collaboration.
- Gained a comprehensive understanding of how storytelling can shape public perception.
- Committed to a future career in education policy working at the intersection of research, advocacy, and equity-driven reform.

Education is the most important weapon, which you can use to change the world. - Nelson Mandela

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