

An Important Part of Teaching Success is “Impression Management”

“Early to bed. Early to rise. Work real hard . . . and advertise!!!!”

What is “Impression Management”

Why bother?

Who’s Impressions Must We Manage?

- **Students**
- **Colleagues**
- **Supervisors, Chair, Tenure Committee, Awards Committee, etc.**
- **Others?**

Impressions about What Must We Manage?

- **Topics** (content & skills)
- **Teaching Methods**
- **Assignments**
- **Examinations**
- **Evaluations**
- **Others?**

How do we manage?

- **Do “good things”**
- **Explain, defend, promote, etc.**
- **Anticipate concerns/complaints (pre-defend)**
- **Help others**
- **Tell what you’ve done to improve and how it has worked**
- **Remember to create a paper trail, not just testimony**