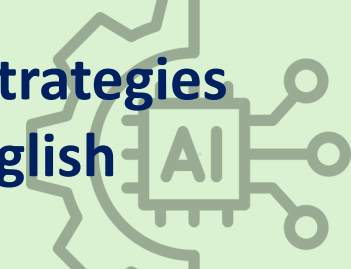


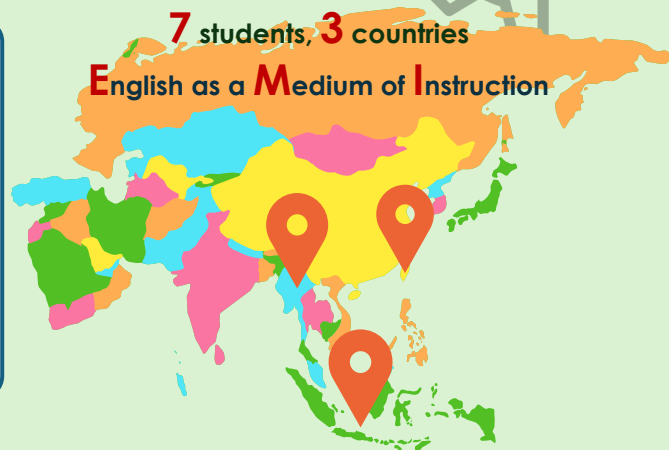
Integrating Custom GPTs and Elevator Pitch Strategies to Enhance Policy Brief Communication in English



Distinguished Professor Nai-Ying Monica Ko

Background

Effective policy communication requires both strong writing and persuasive speaking skills, yet non-native English speakers often struggle with clarity, coherence, and confidence. We presented an innovative teaching strategy combining Custom GPTs for writing enhancement and elevator pitch for verbal delivery, aiming to improve students' ability to develop and present policy briefs effectively.



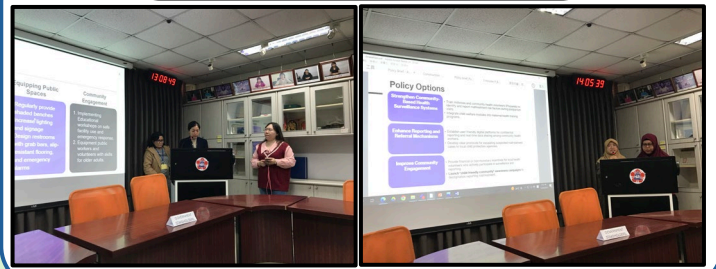
Objective

To design and evaluate a novel teaching strategy that designed an **AI-driven Custom GPT** and **elevator pitch role play** to improve students' proficiency in policy brief communication.

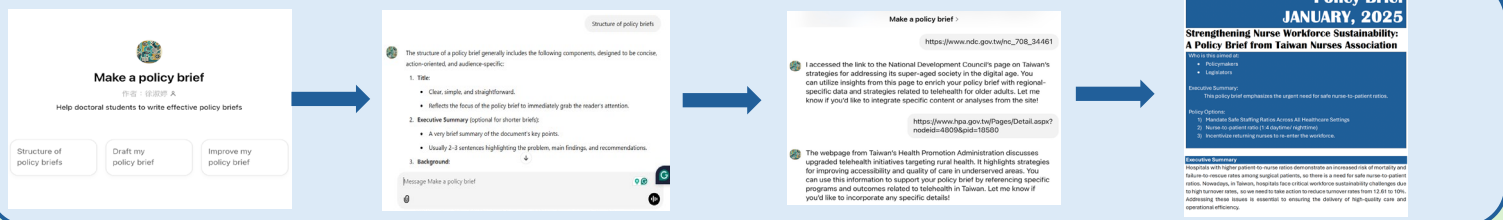
Fieldtrip & Expert Sharing



Policy Brief Speech & Elevator Pitch

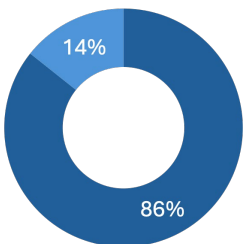


AI Support Tool: Customs GPTs

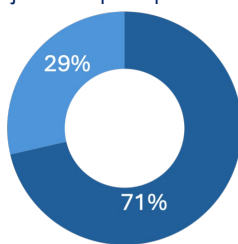


Results & Students Evaluations

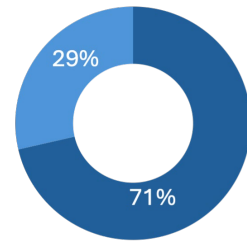
Course will help to understand policy, leadership and nursing practices relevant to various health issues.



Course will help to analyze selected policy issues from professionals, consumers, and justice perspectives.



Course will help to involve with policy making process in specific health issues.



Implications

The AI-assisted tool (Customized GPTs) and role play of elevator pitch significantly enhances English proficiency in listening, speaking, and writing of policy briefs delivery.