



Amanda Grace Taylor, PhD - Senior Director, Global Communication and Marketing: She holds a PhD in Media and Communication from Bowling Green State University and an Master of Arts in Leadership and Communication from Gonzaga University. With over seven years of experience as an instructor in various higher education institutions, she has taught courses in public speaking, interpersonal communication, leadership, social media and interactive advertising, leveraging her expertise in pedagogy and course design to bridge communication theory and practice.

Her research explores the intersection of etiquette and interpersonal communication, offering a critical analysis of social norms to empower individuals to understand their habitus, reclaim their identities, and develop practical skills for navigating modern society. This academic foundation, combined with her extensive experience as a marketing professional, informs her thought leadership and strategic approach in her current role.

As a communication and marketing leader, Dr. Taylor combines her academic expertise, intercultural communication skills and strategic vision to advance ABET's mission and inspire confidence in its quality assurance services among audiences worldwide.

WORKSHOP: ABET Workshop 2: ABET's Recognition of Credentials Service Dr. Jessica A. Silwick and Amanda G. Taylor ABET

As alternative learning pathways expand, ensuring the quality and credibility of emerging credentials has become essential for learners, employers and institutions alike. This interactive workshop introduces ABET's Recognition of Credentials, a new quality assurance service designed for skills-based, non-degree programs such as micro-credentials, stackable credentials and certificates. These short, skill-base programs offer flexible pathways for individuals to build and gain expertise—but only if their quality can be trusted. Over the past two years, ABET has developed a fully virtual review process grounded in quality system assurance. A successful pilot study with Siemens Digital Industries Software, the University of Colorado-Bolder, Purdue University Online and the American Society of Civil Engineers helped refine and streamline the service. Sixteen credentials are currently recognized, with the full list available on ABET's website. In this workshop, participants will examine real examples, discuss quality review processes and explore how ABET's framework supports professional, consistent credentialing. Attendees will leave with clear, practical insights into how credentials are shaping higher education, how ABET assures quality—and why verifying them is essential to building a responsible, future-ready system of quality assurance.