

Find Your Path — 2026-2027 Offerings

One map of everything. One tree to your best starting point.

The Offerings Map

Six offerings, arranged from a single skills session to an earned executive credential. Every path pairs human intelligence with augmented intelligence — HI + AI = Value.

SKILLS WORKSHOPS · MARKETING

AI in Marketing Series

*Six 60-90 min virtual sessions ·
Thursdays 12 PM ET*

- ◆ Writers & communications, social, AI search, recruiting, measurement
- ◆ Closes with AI-First Marketing Strategy for directors
- ◆ Templates, prompt packs & recordings included

\$197

PER PERSON / WORKSHOP

SKILLS WORKSHOPS · TEACHING

AI Learning Design Series

*Three 90-min hands-on sessions ·
Tuesdays 2:30 PM ET*

- ◆ Content creation, personalized pathways & assessment, agentic AI
- ◆ Build prompts, rubrics & a pilot in the room
- ◆ Take one session or all three

\$197

PER PERSON / WORKSHOP

COHORT PROGRAM · LEADERS

AI Fellows Program

*5 sessions + 3 executive coaching
sessions · Cohorts 7, 8 & 9*

- ◆ From fundamentals to a campus-ready AI initiative
- ◆ Guided capstone aligned to institutional priorities
- ◆ Thursdays 12 PM ET · certificate earned

\$997

PER FELLOW

COHORT PROGRAM · FACULTY

AI Faculty Fellows

*5 live sessions · Wednesdays 3 PM ET ·
Fall 2026*

- ◆ Redesign a real assignment or module you teach
- ◆ Tool-agnostic, every discipline & comfort level
- ◆ Certificate + cross-disciplinary community

\$997

PER FELLOW

CERTIFICATION · GOVERNANCE

AI Ethics Professional (AIEP)

7 live sessions + capstone · Wednesdays 11 AM ET

- ◆ Dual badge: AIEP + Certified Facilitator (AI Ethics Cards)
- ◆ Grounded in Bot / Agent / Human, AWARE & Minimum Viable Governance
- ◆ Cohort capped at 24 leaders

\$1,500

PER PARTICIPANT

CERTIFICATION · TRANSFORMATION

CCTL — Certified Change & Transformational Leader

Four months · Fall 2026 & Spring 2027 cohorts

- ◆ Four deliverables, one board-ready portfolio
- ◆ Earned by live panel defense · The Adaptive Institution™
- ◆ Cohort capped at twenty · teams encouraged

\$1,500

PER PARTICIPANT

TEAM INTENSIVE · COMMITTEES

AI Task Force Accelerator

Structured intensive · rolling starts by institution

- ◆ Moves a campus AI committee from mandate to momentum
- ◆ Charter, priorities & a 90-day action plan
- ◆ One price covers the whole task team

\$1,995

PER TASK TEAM

The Decision Tree

Start with who you are. Follow the branch that sounds like your semester.

What best describes you?

BRANCH 1

I teach.

I want practical skills I can use this week →

AI Learning Design Series

Three hands-on Tuesdays in September. \$197 per workshop.

I want to redesign my course for the age of AI — with a certificate →

AI Faculty Fellows

Five sessions across the fall semester; rebuild a real assignment. \$997.

BRANCH 2

I run marketing, communications, or enrollment.

My team needs speed and skills →

AI in Marketing Workshops 01-05

Pick the sessions that match your roles. \$197 each.

I lead the function and need the operating model →

Workshop 06 · AI-First Marketing Strategy

Then consider AI Fellows to drive it campus-wide.

BRANCH 3

I lead a department, division, or initiative.

I'm responsible for launching an AI initiative →

AI Fellows (Cohort 7, 8 or 9)

Cohort 7 acts this fall; Cohort 8 bridges two semesters; Cohort 9 starts in January. \$997.

I chair or sit on our campus AI committee →

AI Task Force Accelerator

One team, one price: \$1,995 — mandate to momentum.

BRANCH 4

I'm a senior executive.

Our exposure is ethics, policy & governance →

AI Ethics Professional (AIEP)

Dual credential; leave with an Institutional Plan and Minimum Viable Governance. \$1,500.

I've been asked to deliver institution-wide transformation →

CCTL Certification

Four months, a board-ready portfolio, earned by defense. \$1,500.

Still deciding? The ladder.

- 01 Sample** — one \$197 workshop in your functional area (Marketing or Learning Design).
- 02 Commit** — a cohort experience: AI Fellows for leaders, AI Faculty Fellows for teaching faculty (\$997).
- 03 Mobilize** — bring your whole committee through the AI Task Force Accelerator (\$1,995/team).
- 04 Credential** — earn AIEP or CCTL and lead the work institution-wide (\$1,500).