AI Academy Pilot Proposal [WIP]

Summary

The AI Academy is dedicated to empowering Latinas by providing unparalleled access to education and training in artificial intelligence (AI). Created by Latinas for Latinas, our academy is committed to transforming participants from consumers into creators, innovators, and leaders within the AI technology landscape. Our vision: Latina Powered AI. Latinas reaching the top.

Problem Statement

Latinas face the steepest climb up the corporate ladder, often getting stuck in entry-level roles. To address the impact of AI on these positions and help Latinas upskill and advance, our goal is to close the representation gap in AI and tech.

Solution

We aim to equip Latinas with the skills needed to excel as leaders in AI development and application. Through comprehensive, culturally and industry-relevant education and hands-on experience, the academy will nurture a community of skilled professionals ready to innovate, influence, and shape the future of technology. We strive to inspire confidence and foster professional growth, ensuring our graduates are prepared to meet the challenges of today's tech-driven world and seize opportunities to advance and thrive in their careers.

Approach

We will pilot a two-track program designed to cater to distinct career goals and areas of interest within AI. Both tracks are tailored to meet participants where they are, and will have no prerequisites. The Creator Track is aimed to equip participants with the skills and knowledge necessary to build an AI-based prototype product. The Superuser Track is aimed to equip participants with the tools to leverage AI-based and industry-relevant solutions to help them level up in their careers.

AI Creator Track

1. **Fundamentals:** Core AI concepts and skills.
2. **Problem Solving with AI:** AI/PM Building Basics through AI application and product management.
3. **Hackathon/Demo:** Practical application through collaborative AI-based building and demonstrations.

AI Super User Track

1. **Fundamentals:** Essential AI knowledge and initial steps.
2. **Problem Solving with AI:** Identifying and addressing real-world problems using AI.
3. **Industry Applications and Company Demos:** Exploration of how different industries utilize AI. Insights from leading AI companies such as LinkedIn, OpenAI, Anthropic, and Gemini.

Expansion Strategy

- **Pilot:** Begin with a pilot in the fall of 2024 to learn and evolve for FY25 Launch
- **Starting with English:** Begin with English-language instruction and materials.
- **Broadening to Other Languages and Regions:** Expand the program to include other languages and regions over time.

Platform

There are multiple platforms that can be used to fulfill the needs below. For the pilot the proposal is to use already available coursework on LinkedIn (free Premium access will be gifted to all participants), Coursera, and others, and hosting all content, resources and activities in Canvas.

- **Landing Page:** Introduction and information about the program.
- **Register:** Registration process for participants.
- **Learning Platform:** Central hub for educational resources and activities, which will include a user interface for tracking progress and milestones

Target Market

- **Part-time Learners**
  - **Time Commitment:** 5-10 hours/week (1-2 hours of applied live lecture led by industry experts)
  - **Length:** 1 Quarter.
  - **Start Date:** September
  - **Graduation:** November/December 2024

Structure

- **Duration:** 1 Quarter/~3 Months
- **Format:** Part-time, with sessions held in evenings or on weekends to accommodate working professionals.
- **Live/Recorded:** Combination of live workshops and recorded lectures for learning flexibility.
- **Language:** Starting with English, with potential future offerings in Spanish and Portuguese.
- **Components:**
  - **Introductory Phase:** Joint 1-month module covering foundational AI concepts.
  - **Development Phase:** Specialized training tailored to each track's goals (Creator and Superuser).
  - **Capstone and Closure:**
    - **AI Creator Track:** Intensive product development and a culminating hackathon and demo.
    - **AI Super User Track:** Demo day showcasing the application of AI tools to solve participant's professional challenges.

Tracks

Creator Track

- **Target Audience:** Individuals interested in the technical dimensions of AI.
- **Focus Areas:** Machine learning, deep learning, data science, Python programming, AI libraries (TensorFlow, PyTorch), big data handling, complex algorithm execution.
- **Capstone Project:** Develop a real-world AI solution, culminating in a hackathon and demo.
- **Key Outcomes:**
  - **Grasp AI Fundamentals:** Understand key AI concepts, including machine learning algorithms, neural networks, and natural language processing.
  - **Practical Application:** Use AI methodologies to solve real-world problems with industry-standard tools and programming languages, especially Python.
  - **Master AI Frameworks:** Develop proficiency with AI frameworks and libraries such as TensorFlow, scikit-learn, and numpy.
  - **Data Analysis:** Analyze and interpret data to make informed decisions and build effective AI models.
  - **Model Evaluation:** Conduct experiments and critically evaluate AI models to enhance performance and accuracy.
  - **Stay Updated:** Keep up with emerging AI trends and technologies through continuous learning and experimentation.
  - **Solution Development:** Build and deploy an AI-based solution to address a specific problem.

Super User Track

- **Target Audience:** Professionals aiming to leverage AI for workplace efficiency.
- **Focus Areas:** Practical AI applications, business process automation, AI-powered tools for project management, data analysis, content creation.
- **Demo Day Project:** Identify and showcase the use of three AI tools to solve a workplace challenge.
- **Key Outcomes:**
  - Understand essential AI concepts and their applications in the workplace.
  - Apply AI tools to enhance business processes and decision-making.
  - Identify and solve real-world problems using AI methodologies.
  - Explore and understand how various industries are transforming through AI.
  - Gain insights from leading AI companies and apply learned techniques in a practical project.
  - Effectively present an AI-driven project that solves a specific business challenge.

Pilot Delivery Plan 2024

Metrics and Targets

Category	Metric	Current Value	Q1 Target	H2 Target	Comment
Top Line	Positive Feedback				
Guardrail	Attrition				
Signposts	Adoption				

Key Initiatives

Objective 1: Finalize Plan, Curriculum and SMEs					
Key Results	**Priority**	**Date**	**Major Deliverable**	**DRI**	**Dependencies / Risks**
AI Academy Planning Committee	P0	7/5/24	Establish the AI Academy Planning Committee, Plan, and DRIs		
Curriculum	P0	7/12/24	Finalize the curriculum and syllabus for both Creator and SuperUser [WIP] Tracks		
Lecture Experts	P0	7/12/24	Define Possible Experts for every weekly Topic		
Align with Lecture Experts	P0	7/19/24	Expert alignment on the week's module/s		
Finalize Weekly Lecture Topic, Project, and Assessment	P0	7/26/24	Finalize weekly Lecture Topic/Projects		

Objective 2: Launch Platform					
Key Results	**Priority**	**Date**	**Major Deliverable**	**DRI**	**Dependencies / Risks**
Platform Options	P0	7/5/24	Research Educational Platform Options and complete proposal to include choice and cost		
Determine Platform	P0	7/19/24	Alignment on the Platform to be used as the centralized location for all AI Academy Educational Content		

Launch Platform	P0	8/16/24	Incorporate syllabus, curriculum modules, lecture sessions (Zoom), Projects, and any relevant resources on Platform		
Test Platform	P0	8/23/24	Complete platform testing for any gaps, and gather feedback to improve prior to launch		
Free LinkedIn Premium for Participants	P0	8/30/24	Gift LinkedIn Premium to all Pilot Participants for the entirety of the AI Academy Program length, and request for all future AI Academy Participants. This will give free access to relevant Learning coursework.		

Objective 3: AI Academy GTM					
Key Results	**Priority**	**Date**	**Major Deliverable**	**DRI**	**Dependencies / Risks**
Launch Interest Survey	P0	7/5/24	Interest survey to include demographic, professional, goals/expectation, andtrack preference information		
Marketing and Communications Campaign	P0	7/19/24	Launch GTM Marketing and Communication Campaign		
AI Academy Landing Page	P0	7/19/24	Launch AI Academy Landing Page with relevant overview, dates, and link to apply		
Participant Support DL	P0	7/19/24	Establish an AI Academy DL to provide participant support		
Pilot Cohort Selection and Communication for both Tracks	P0	7/31/24	AI Academy Committee to select cohort for the 2024 Pilot, and communications to be sent out to selected participants on how and deadline to accept and register		
Participant Registration	P0	8/23/24	Participants to register and have access to AI Academy Platform		
Participant Survey	P0	12/20/24	Participant survey to be sent out to help us understand what worked and didn't, what skills were gained, what could be improved, and if they would recommend the program, etc		
Project Honeybee (Optional)	P1	TBD			

Objective 4: Launch AI Academy					
Key Results	**Priority**	**Date**	**Major Deliverable**	**DRI**	**Dependencies / Risks**
Launch	P0	9/2/24	Participants to begin the AI Academy, and Experts to launch live sessions on a weekly basis.		

Phase 1: AI Fundamentals	P0	9/27/24	Both tracks will focus on the AI Fundamentals learning content that will help them excel in their respective track		
Phase 2: Problem Solving with AI	P0	10/31/24	Both tracks will focus on how to use AI to solve problems relevant to their respective track		
Phase 3: Hackathon and Industry Applications	P0	12/6/24	Creator track will participate in a Hackathon and Supoeruser track will get relevant industry demos of how to use AI for different career leveling-up goals		
Complete Pilot and Planning for FY25	P0	12/20/24			

Objective 5: Assessment of AI Academy					
Key Results	**Priority**	**Date**	**Major Deliverable**	**DRI**	**Dependencies / Risks**

Additional Resources
Pending