

IGNITION

Orientation

The founding campusLaunch cohort · Summer – Fall 2026

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WHAT IS THIS?

campusLaunch & Ignition

campusLaunch

An AI enablement program for mission-driven organizations and teams.

Ignition

The first campusLaunch cohort — 100+ participants across 8 organizations.

THE FOUNDING COHORT



Our working values

Our core value: **Human-centered AI**

Center what people do best

AI should enable us to center the unique value people bring to work — making work more meaningful to perform and more impactful for the mission.

Humans stay accountable

AI does not replace human judgement and accountability. Whether using AI for daily tasks or designing autonomous AI systems, humans are at the heart of design, oversight, and responsibility.

Learn together

AI is best explored in a community of peers — where we share our successes and our wrong turns along the way.

What we assume about AI today

- AI magnifies the strengths and weaknesses of your existing processes — it won't fix a broken one.
- It's usually a poor replacement for experts; it's best at making good people better at what they do.

Putting you in the driver's seat

The goal of this program is to put **you** in the driver's seat of your AI journey — across three dimensions:

1. Learn

INDIVIDUAL MATURITY

Get better at using AI in your domain and demystify how it actually works.

2. Build

BUSINESS PROCESS

Identify and build solutions to real business problems that AI makes possible.

3. Share

AWARENESS & ALIGNMENT

Grow AI awareness across individuals, teams, and organizations — and build better relationships between people.

What's in the program

Platform

hub.campusgenai.org — your AI workspace.

Slack

Where the cohort talks. Share wins and struggles.

Workshops

Live sessions on Thursdays through the program.

Discovery Paths & Resources

Self-paced modules and starter agents to work through on your own.

Mentoring Drop-Ins

Twice weekly — Tuesdays & Fridays — starting June 9.

Design Day

An in-person sprint to push a real project forward — July 16.

Discovery Paths

Three paths, six modules each. Self-paced — start where you are and take it as far as you want.

Explore

Use AI confidently

BEGINNER · 6 MODULES

Start with your first conversation and build real comfort using AI on everyday work.

For anyone new to AI. No prerequisites.

Build

Build with AI

INTERMEDIATE · 6 MODULES

Go from exploring agents to building, testing, and sharing your own.

For people ready to move from using AI to building with it.

Create

Code with AI

ADVANCED · 6 MODULES

Build real tools, connect real data, and ship something your organization can use.

For developers and power users.

What to expect

Weekly rhythm: Workshops on Thursdays · Mentoring drop-ins Tuesdays & Fridays · Cohort-leader roundtables on off-weeks



Full week-by-week schedule, Zoom links, and dates live on the program site.

What's coming up

This week

- You're here — orientation
- Workshop 1: Introduction to AI, with Carolina Rossini — Thu June 4, 3:00pm ET

Next week

- Mentoring drop-ins begin — Tue June 9 (2pm) & Fri (1pm)
- Workshop 2: AI Under the Hood, Part 1 — Thu June 11, 1:00pm ET

On the calendar

- Design Day (in person) — Thursday, July 16
- Closing celebration — Friday, September 25

LIVE SESSIONS ON THURSDAYS

Workshops

Live through the program — all recorded. More are coming; here's what's confirmed so far:

1

Introduction to AI — its impacts, and using it responsibly

Carolina Rossini · Thu, June 4 · 3:00–4:30pm ET

2

AI Under the Hood, Part 1: How does it do that?

Tom Bernardin · Thu, June 11 · 1:00pm ET

3

AI Under the Hood, Part 2: How does it know that?

Tom Bernardin · Thu, June 25 · 1:00pm ET

4

Agentic AI — building AI agents for business processes

Tom Bernardin · Thu, July 9 · 1:00pm ET

Cohort Leader Roundtable

A working session for the leader of each organization. We meet on off-week Thursdays to plan together — including co-designing the in-person Design Day so it serves your goals.

Roundtable 1: Co-design session for the human-centered Design Day

Emily Nutwell & Tom Bernardin · Thu, June 18 · 3:00pm ET

Roundtable 2: Follow-up co-design session — if needed

Emily Nutwell & Tom Bernardin · Thu, July 2 · 1:00pm ET

More roundtables continue on off-week Thursdays through the program — topics shaped with you.

YOU'RE NOT ON YOUR OWN

When you're stuck — how to get help

Slack

The cohort workspace. Ask questions, share what's working, and see what others are trying. campusgenai.slack.com

Mentoring drop-ins

Live, twice weekly — Tuesdays 2pm & Fridays 1pm, starting June 9. Bring whatever you're working on. Drop into either.

The enablement team

A team of support staff is here to help — you'll meet them next.

Ask the AI itself

Stuck in the tool? Ask it how to do the thing. Compass and Sage are starter agents built to help you get going.

Meet the AI enablement team



Tom Bernardin

Executive Director, CDSAI
Program Architect



Nuno Couto

Program leadership
Project Management



Ozgur Yilmazel

Program leadership
AI Technical Lead



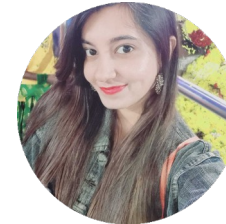
Lauren Saloio

Program Manager



Dev Mehta

Assistant Program Manager
AI Enablement Support Coordinator



Subhangi Choudhary

AI Enablement Support Engineer



Khalit Gulamov

AI Enablement Support Engineer



Nancy Fontes

Program Administrative Support



Elena Penfield

Program Administrative Support

Getting good at AI — a few honest tips

Not a silver bullet

It's never gotten me 100% of the way there — and it's often led me astray.

The jagged edge

AI is great in some domains and applications, and poor in others.

The wow cycle & the 80/20

AI work is still work — and it often feels more challenging, not less.

Sycophancy & rabbit holes

It will agree with you and follow you down dead ends. Stay skeptical.

Stuck? Ask AI for help

Including how to use AI itself.

The model matters

Sonnet and Opus give richer output — but burn tokens much faster.

When you have time, use it for everything

You'll quickly see where it works and where it struggles.

Talk to your peers

Share success and failure. Normalize where AI is — and isn't — working.

LET'S GET STARTED

Getting started

Live walkthrough

- Log in to the platform
- Start a chat
- Choose a model
- Try a real task from your work

Start using AI instead of Google.

Your first week

- Log in to the platform
- Join the cohort on Slack
- Start a Discovery Path
- Join Workshop 1 — Thursday, June 4