



Culturally Responsive
Artificial Intelligence
and Machine Learning



Arts & Entertainment:
Culture Creatives



Coding for the Culture:
Swift Coding and
App Development



Professional Development
for Social Mobility



The Art of Storytelling:
Screenwriting for
the Culture



Future-Proof
Entrepreneurship

Micro-credential Programs and Courses

Co-developed by industry experts, top HBCU faculty and notable workforce collaborators, PROPEL Learn is the signature virtual platform for HBCU students that provides comprehensive, experiential, innovative learning experiences and exposure to future-ready career opportunities. Through a series of culturally responsive, tech-focused, micro-credential programs, PROPEL Learn provides insight to a variety of industries including: Artificial Intelligence, Swift Coding, Arts & Entertainment, Cybersecurity, Clean Energy, Career Readiness & Leadership, and DEI.



Learning, Innovation, and Design Team



DR. CAMESHA WHITTAKER, is the Chief Learning & Innovation Officer at the PROPEL Center in Atlanta, Georgia.

Under her leadership, the PROPEL Center launched its inaugural tech product, PROPEL Learn, with over 1,000 users in 2023. In addition, Dr. Whittaker leads PROPEL's virtual campus, overseeing product development, instructional design, curriculum development, research and development, faculty and consortia development.

With the support of founding partners Apple and Southern Company, the PROPEL Center serves as a dynamic epicenter of learning, equipping students with the requisite knowledge, skills, tools, and resources to revolutionize the global talent pipeline and workforce. Dr. Whittaker's passion for this work stems from extensive, broad-based collaborations in the marketplace, in public higher education institutions, as well as in Historically Black Colleges and Universities. Nationally, her work has been featured on several media platforms. Worthy of note is her C-SPAN presentation on civility with Representatives James Clyburn, Cathy Castor, Dr. Thelma Daley, and Dr. Allida Black; her PBS leadership discussion, Side by Side with Dr. Nido Qubein; and her contribution to The National Urban League's Interrupt Racism Summit.

Dr. Whittaker earned a Bachelor of Arts degree in Mass Communication from Bethune-Cookman University in Daytona Beach, FL, a Master of Arts degree in Public Communication from American University in Washington, DC, and a Ph.D. in Communication Studies, specializing in Organizational Communication, from Regent University in Virginia Beach, VA.



DR. CARL S. MOORE, a certified StrengthsFinder Coach, and MBTI administrator, is the president of

Youuniversal Luv Unlimited, a company devoted to empowering self-worth. Currently an Executive Fellow for Learning Innovation at PROPEL Education and President-Elect for the POD Network, he has served in leadership roles at Howard Community College, the University of the District of Columbia, and Temple University.

He is a faculty member at USC's Equity Institute, a board member for the Online Learning Consortium, and a peer evaluator for the Middle States Commission on Higher Education. Carl's expertise includes strategic planning, leadership development, inclusive teaching, and faculty development. His diverse background comprises creating faculty development units across various institutions and delivering courses and workshops in multiple formats. As an executive coach, Carl's mission is to facilitate individual, team, and organizational growth.



MARK ANTHONY WRIGHT, M.Ed., is the Director of Digital Learning and Instructional Design for the PROPEL

Center. He was instrumental in launching PROPEL Learn, the virtual learning platform designed for upskilling all HBCU students to close the gap between industry and the Black talent pipeline. He is responsible for the design and management of the virtual platform, PROPEL Learn, as well as managing the product development side of the Learning, Innovation, and Design department.

Mark began his higher education academic pursuit at Johnson C. Smith University on a track and field scholarship, where he majored in Psychology. After two and a half years of college, he enlisted in the US Air Force, where he completed his Associate of Applied Science degree in Construction Technology from the Community College of the Air Force. Mark then completed his Bachelor of Science degree in Management from the University of Phoenix and received his post-bachelor Graduate Certificate Degree in Cognitive Science from the University of North Carolina Charlotte (UNCC). Mark graduated Summa Cum Laude in the Educational Technology Master's Degree program at North Carolina Central University (NCCU) with a concentration in Online Instructional Design.

As a former Curriculum and Training Manager for Linchpin Solutions, Inc., Mark led a team that included instructional designers, technical writers, and virtual reality (VR) software programmers for the redesign of the Federal Emergency Management Agency (FEMA) Logistics Training curriculum. As part of the redesign, Mark and his team successfully designed, developed, and integrated a virtual reality (VR) training simulation for the FEMA Logistics Systems (LSCMS) Manager and Specialist training course that is required to be taken by all FEMA LSCMS employees.

Mark also worked as a Curriculum Developer at the University of the District of Columbia Community College and was an Educational Technology Adjunct Professor for the University of the District of Columbia Van Ness main campus. As a testament to his love and commitment to teaching and learning, he is known in most spaces as, Professor Mark.



Faculty and Program Developers



DR. YAW AMPONSAH ADOO is a distinguished management professional with over a decade of experience

in collegiate instruction, innovative social entrepreneurship, digital organizational leadership, and professional development. His research focuses on employee motivation, well-being, and the impact of organizational change, with expertise in areas such as job insecurity, work-related stressors, and workplace spirituality.

Currently serving as the Chair of the Department of Business at Morris Brown College, Dr. Adoo has held key roles at Shorter University and the University of the Virgin Islands. In August 2024, he joined the Harvard Business Review's Advisory Council, where he contributed valuable insights to shape management and leadership studies. His influence also extends to partnerships that foster curriculum development and cultural appreciation beyond academia.



DR. BRANDI BALDWIN serves as the CEO of Millennial Ventures, an award-winning startup dedicated to launching

impactful initiatives in the realms of education and workforce innovation. From empowering school districts with real-time student experience data for enhanced safety measures to guiding organizations in adopting sustainable diversity and inclusion practices, the Millennial Ventures team champions the notion that many challenges can be addressed not through dismantling existing systems but by designing new ones.



SUMMER JACKSON COLE is an award-winning broadcast journalist in News, Lifestyle, and Entertainment. She

holds a Master of Arts in Mass Communication and Media Studies from Howard University and a Bachelor of Science in Broadcast Journalism from the University of Illinois in Champaign-Urbana. Summer is a scholar and practitioner. She is a Professor at Clark Atlanta University teaching Journalism, Media, and Communication Studies and is the Host of Atlanta Plugged In at Atlanta News First (CBS).



DR. KESHA MALLORY JAMES is the Director of Distance Education for Lawson State Community College

and the LSCC Apple Tech Hub Program Manager. She led the LSCC Distance Education Program to rank #2 as one of the Best Online Community College Programs in 2019. With her vision, LSCC became 1 of 10 Apple Tech Centers for HBCUs, and she has over 12 years of experience as an instructor in the Business and Information Technologies Department. Dr. James holds a Doctor of Philosophy from Auburn University and is a graduate of Alabama State University. Dr. James is a certified Apple Teacher and Swift coding instructor.



DR. JOHNNY LOWERY, Assistant Professor of Management and Interim Department Chair at Claflin

University, has over 40 years of military and corporate experience. He holds a Ph.D. in Business Administration from Jackson State University and advocates for diversity through the PhD Project, the Academy of Management, and the Southern Management Association. Additionally, he serves as a Faculty Liaison for the Business Executive Exchange Program (BEEP) and is a PROPEL Center's HBCU Faculty Fellow Academy (HFFA) member.



WILLIAM MAPP III, Morgan State University, Center for Equitable AI & Machine Learning Systems: William Lee

Mapp, III is an author, maker, engineer, inventor, executive, nerd, and international speaker who has delivered talks stateside and in Europe and the Middle East. He's also a radio analyst and host known for his witty takes on the technology industry. His life's mission is to help people succeed by fostering compassion, communication, and collaboration using technology.





B.J. MURPHY is known in the industry as one of the Elite Morning Men of Urban Radio. Since graduating from Shaw

University, B.J. has been on-air in small, medium, and major markets during his 40-year career. He is also the recipient of the Tom Joyner Personality of the Year award. The National Black Programmers Personality of the Year Award, and Billboard Magazines' #1 Up and Coming Urban Morning Show. B.J. Murphy will be officially placed in the National Black Radio Hall of Fame 2023 during an induction ceremony in Atlanta on Oct 7, 2023.



HALLEEMAH NASH is a social entrepreneur operating as the Founder of Rosecrans Ventures, an underrepresented

talent solutions firm that provides coaching and career courses for marginalized talent populations in the workforce. Nash is a graduate of Howard University and a proud product of Compton, California.



DR. KOFI NYARKO, Morgan State University, Center for Equitable AI & Machine Learning Systems: Dr. Nyarko is

the director of Morgan State University's Center for Equitable AI & Machine Learning Systems. He is also the director of Morgan's Data Engineering and Predictive Analytics research lab.



PROFESSOR RUTH OLUSEGUN specializes in AI and Blockchain technologies. Professor Olusegun is

an Adjunct Professor at Bowie State University in the Department of Computer Science. She has taught Mathematics, AWS Cloud Computing, and Programming courses. She currently teaches Swift Programming & Mobile App development and Computer Literacy Applications.



NINA PACKER is an innovative nonprofit, education, and entertainment professional with a strong track record of

developing charitable partnerships to create career exposure and pipeline programs in media and entertainment. She developed the pre-college program known today as Warner Bros. Discovery: Future Leaders Institute and was instrumental in creating music industry degree and certificate programs at Jackson State University and Florida A&M University, where she served as an adjunct professor of a music management practicum course for twelve years. Nina has produced content highlighting HBCUs for YouTube Originals, Blackstream Live, and NBCUniversal.



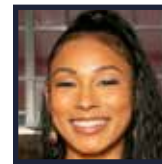
SYLVESTER POLK is a faculty member who serves as Professor of Practice for Music Technology at Bethune-Cookman

University. He is also the Co-Owner of Polkbros Productions and has over 40 years of experience in the entertainment industry working as a professional musician, studio engineer, FOH engineer, producer, audio technician, performer, arranger, composer, songwriter, programmer, midi sequencer, audio and editor, and vocalist. Professor. Polk holds a Master of Music in Music Education from the University of Central Florida and a Bachelor of Science in Music Education from Florida A&M University.



DR. YASMEEN RAWAJFIH is an Assistant Professor in the Computer Science (CS) Department at Tuskegee University.

She received her Ph.D. in Computer Science and Software Engineering from Auburn University. Dr. Rawajfih teaches many core courses in the CS curriculum at Tuskegee University including Software Engineering, Design and Analysis of Algorithms, Statistics, and Data Analytics.



TYTIANNA RINGSTAFF, Ph.D. is the director of Simmons College of Kentucky's Digital Teaching and Learning

Center and the Artistic Director and Curriculum Designer of the Black Film Institute. She is also a Board member of the American Civil Liberties Union of Kentucky (ACLU) and CEO/Founder of Honey Tree Publishing.





DR. RUTH ANNETTE SMITH is a distinguished and internationally certified hospitality educator, entrepreneur, industry

professional, and transformational leader dedicated to advancing innovative curriculum design, cutting-edge technology integration, and forward-thinking pedagogy. She is the Department Chair and Associate Professor of Hospitality Management at Bethune-Cookman University in Daytona Beach, Florida, founder and owner of Creatively Yourz LLC, a hospitality consulting company, and the Director of Education for the International Council on Hotel Restaurant & Institutional Education (ICHRIE).

Dr. Smith previously served as Vice President, President, and Director of Education for the Southeast, Central & South American (SECSA) Federation of ICHRIE and is recognized as one of the thirty Most Influential Educators in the USA and one of USA's Top 100 Most Powerful Hospitality Educators. She proudly embraces her roles as a PROPEL HBCU Faculty Fellow and a UNCF Faculty Fellow, affirming her dedication to shaping the future of the next generation of leaders and game-changers.

Dr. Smith brings real-world expertise to the classroom, ensuring that students are equipped with the skills and knowledge necessary to thrive in a rapidly evolving global marketplace. A passionate advocate for student success, she has a proven track record of fostering an inclusive learning environment that empowers students to excel academically and professionally. As a thought leader in hospitality education, Dr. Smith continually bridges the gap between academia and industry, driving impactful change across the sectors.



STEVEN STARKS is the CEO and founder of Starks Films, LLC, a global film company that focuses on telling unique stories through

captivating visuals and high-quality cinematography. Steven has a diverse portfolio, having worked on feature films such as The Hunger Games and the Own Network's "Green Leaf." Steven is also a Mass Media Arts Professor at Clark Atlanta University, teaching in the Mass Media Department. As a graduate of Shaw University, he frequently visits his alma mater to mentor Mass Communication students and encourage them to pursue their dreams.



DARNELL LAMONT WALKER is an Emmy-Nominated children's television writer who understands the

power of representation, creating content in hopes that all children get the opportunity to not only see themselves, but see how incredible they are and can be. Following his big break in the Sesame Street Writer's Room Fellowship, Darnell has written for a multitude of outstanding shows, including PBS Kids' Work It Out Wombats!, Netflix's Karma's World, and Nickelodeon's Blue's Clues & You.

Currently living between the Chattahoochee National Forest of Georgia and Johannesburg, South Africa, Darnell, a Charlottesville, Virginia native, also produces social justice documentaries, using them as bridges to help others get from where they are to healing and joy. Seeking Asylum, Darnell's first film, explores safe spaces around the world for Black Americans seeking to escape American injustice. His second film, Outside the House, explores Black mental health and healing. Lastly, Set Yourself on Fire provided a safe space where global survivors of sexual assault shared their journeys and struggles toward healing and happiness. Darnell's goal with his art is to continue to support children, adults, and whole communities around the world through the building of safe and happy spaces.



GABRIELLA WATERS, Morgan State University, Center for Equitable AI & Machine Learning Systems: Gabriella is a

AI/ML and cognitive science researcher at Morgan State University's Center for Equitable AI & Machine Learning Systems (CEAMLS). She is also a member of the Center's leadership team working to fulfill CEAMLS's mission.



AVERY O. WILLIAMS, Award-winning screenwriter-director. MFA grad from NYU, Tisch. Co-directed features

Misguided Behavior w/ Carl Payne and Skinned w/Lisa Raye McCoy. Directed pilot for Intersection, an Emmy-nominated digital series. Currently an Assistant Professor in the Cinema, Television, and Emerging Media Studies program at Morehouse College in Atlanta, GA.





Future-Proof Entrepreneurship Program

- **Future-Proof Entrepreneurship, Part 1:
From Concept to Launch — Exploring Your Entrepreneurial Mindset**
- **Future-Proof Entrepreneurship, Part 2:
Define and Develop - Constructing Your Business Model
(SPRING 2025)**
- **Future-Proof Entrepreneurship, Part 3:
Scale and Sustain — Advanced Entrepreneurial Strategies
(SUMMER 2025)**



Future-Proof Entrepreneurship Program

The Future-Proof Entrepreneurship program equips learners with the mindset, skills, and strategic insights necessary to navigate and succeed in today's rapidly changing economic landscape. This program stresses the importance of entrepreneurship beyond traditional business creation, emphasizing its role in value creation, societal impact, and personal development. Employing a structured approach, the 'Future-Proof Entrepreneurship' series is designed around three core elements: Mindset, Skillset, and Toolset.

Course 1 lays the foundational 'Mindset' necessary for entrepreneurial success, emphasizing the ability to identify opportunities and think innovatively. Course 2 builds on this by enhancing the 'Skillset'—the practical abilities and knowledge needed to execute ideas. Finally, Course 3 equips learners with the 'Toolset' required for scaling and sustaining ventures. This progressive framework ensures a comprehensive development path from conceptualization to implementation of entrepreneurial ventures."

HIGHLIGHTS

- **Foster** an adaptable entrepreneurial mindset applicable across various sectors.
- **Enhance** learners' abilities to identify and create value in multiple contexts.
- **Develop** strategic thinking for business planning, scaling, and sustainability.
- **Promote** lifelong learning and adaptability in the face of technological and market changes.

WHO IS THIS PROGRAM FOR?

- **Aspiring Entrepreneurs:** Students interested in exploring entrepreneurial ventures or enhancing their entrepreneurial capabilities.
- **Business Students:** Individuals looking to augment their business education with innovative thinking and value-creation strategies.
- **Career Changers:** Professionals seeking to incorporate entrepreneurial thinking into their career development.
- **Innovators:** Anyone interested in learning how to apply entrepreneurial thinking to create social, cultural, or economic value.



This program is designed to offer a dynamic and flexible learning pathway for individuals passionate about harnessing their entrepreneurial potential for personal growth and societal impact. Whether looking to start a new venture or innovate within a corporate setting, this program offers the tools and insights necessary to thrive in today's complex environments.

OVERVIEW

COURSE 1: Future-Proof Entrepreneurship Part 1: Program From Concept to Launch — Exploring Your Entrepreneurial Mindset

This course introduces the foundational concepts of entrepreneurship, redefined as the pursuit of opportunity to create holistic value. It encourages students to explore and develop their unique entrepreneurial mindset, applicable whether starting a business or innovating within other fields.

Key Topics:

- Redefining Entrepreneurship and Value Creation
- Psychological and Social Benefits of Entrepreneurial Thinking
- Applying Entrepreneurial Thinking in Various Professional Contexts

COURSE 2: Future-Proof Entrepreneurship Part 2: Define and Develop — Constructing Your Business Model

Building on the entrepreneurial mindset, this course focuses on the practical aspects of developing and validating a business model. It caters to those aiming to start a business, providing tools and frameworks for structuring a viable business strategy.

Key Topics:

- Business Model Canvas: Design and Implementation
- Market Analysis and Competitive Strategy
- Financial Modeling and Resource Allocation

COURSE 3: Future-Proof Entrepreneurship Part 3: Scale and Sustain — Advanced Entrepreneurial Strategies

This course delves into strategies for scaling and sustaining a business. It covers advanced topics in operational efficiency, market expansion, and sustainable practices, ensuring long-term business success.

Key Topics:

- Scaling Operations and Management Strategies
- Marketing for Growth and Customer Retention
- Sustainability and Ethical Entrepreneurship

LEARNING METHODS

Each course incorporates a blend of theoretical insights and practical application through:

- Interactive lectures and video content from industry experts.
- Case studies and real-life business challenges.
- Hands-on projects that encourage active learning and immediate application of concepts.

WHAT IS A MICRO-CREDENTIAL?

A micro-credential is a certification that recognizes an individual's proficiency in a specific skill or set of skills. Unlike traditional degrees, micro-credentials are often shorter, more focused, and designed to be completed in a relatively short time. They are intended to be stackable, meaning learners can earn multiple micro-credentials over time, building their skills and knowledge progressively. Micro-credentials are particularly valuable in today's fast-changing job market because they allow individuals to quickly acquire and demonstrate competencies that are immediately relevant to their careers.

What is a Micro-Credential Certification at PROPEL?

To earn a Microcredential Certification at PROPEL, a learner must complete a minimum of any three to four courses in a career track, based on prior experience, knowledge, and expertise. Upon completion of these courses, a learner will receive a Microcredential Certification and Badge that denotes completion of all three levels of the courses (Levels I, II, and III).

**FUTURE-PROOF
 ENTREPRENEURSHIP
 PART 1**

From Concept to Launch — Exploring Your Entrepreneurial Mindset

HIGHLIGHTS

This introductory course is designed to equip students at HBCUs with a foundational understanding of entrepreneurship beyond traditional venture creation. Emphasizing the broader concept of entrepreneurial mindset, this course encourages students to recognize and seize opportunities for value creation in various settings, whether in startups, established companies, or non-traditional environments. This course focuses on developing the mindset needed to innovate and create value effectively.

- Emphasis on **interactive modules** that explore the conceptual underpinnings of entrepreneurial mindset.
- **Case studies and simulations** to demonstrate the practical application of entrepreneurial thinking.
- Opportunities for students to **engage with industry leaders and entrepreneurs** through guest lectures and virtual site visits.
- **Exercises in self-assessment** to identify individual entrepreneurial strengths and interests.

WHO IS THE COURSE FOR?

Aspiring Entrepreneurs: Students interested in exploring entrepreneurial ventures or enhancing their entrepreneurial capabilities.

Business Students: Individuals looking to augment their business education with innovative thinking and value-creation strategies.

Career Changers: Professionals seeking to incorporate entrepreneurial thinking into their career development.

Innovators: Anyone interested in learning how to apply entrepreneurial thinking to create social, cultural, or economic value.

OBJECTIVES

- Understand and cultivate an entrepreneurial mindset applicable across diverse scenarios.
- Explore and identify unique personal and professional opportunities for creating value.
- Develop strategic approaches to problem-solving and innovation.
- Prepare for practical application of entrepreneurial principles in real-world contexts.
- Create an Entrepreneurial Business Plan.

COURSE BENEFITS

- Establish a robust understanding of the entrepreneurial mindset.
- Learn to identify and leverage opportunities for innovation and value creation.
- Engage with technologies and methodologies that support entrepreneurial activities.
- Develop a personal action plan to apply entrepreneurial thinking in various contexts.

COURSE SCHEDULE AND EXPECTATIONS

The course spans eight weeks and is designed as a self-paced, interactive learning experience requiring 3-5 hours of engagement per week. This schedule allows students to thoroughly explore the theoretical aspects of entrepreneurship while engaging in practical application.

OVERVIEW

MODULE 1: Understanding Entrepreneurship and the Entrepreneurial Mindset

- Introduction to the broadened concept of entrepreneurship.
- Examination of how entrepreneurial thinking applies beyond new venture creation.

MODULE 2: Personal Entrepreneurial Interests and Strengths

- Activities to help students identify their own entrepreneurial strengths and areas of interest.
- Techniques for aligning personal goals with entrepreneurial opportunities.

MODULE 3: Opportunity Identification and Value Creation

- Strategies for identifying and evaluating opportunities in various contexts.
- Case studies on value creation in both for-profit and non-profit sectors.

MODULE 4: Strategic Thinking and Innovation

- Tools and techniques for strategic innovation.
- Simulations to practice strategic decision-making and problem-solving.

MODULE 5: Crafting a Personal Entrepreneurial Strategy

- Guidance on developing a personal entrepreneurial plan.
- Integration of entrepreneurial mindset with personal and professional goals.

MODULE 6: Entrepreneurial Leadership and Ethics

- Exploration of leadership styles and practices in entrepreneurial contexts.
- Discussion on the ethical implications of entrepreneurial decisions.

MODULE 7: Communicating and Pitching Ideas

- Techniques for effectively communicating and pitching entrepreneurial ideas.
- Interactive sessions with feedback from peers and instructors.

MODULE 8: Capstone Project — Creating Your Entrepreneurial Plan

- Students will develop a comprehensive plan that could be a business model or a value-creation project within another field.
- Presentation of projects with peer and instructor feedback.

LEARNING ACTIVITIES

- Interactive lectures supplemented with multimedia content.
- Real-world project simulations and hands-on workshops.
- Regular mentorship sessions and peer-to-peer reviews.

Learning Methods

- Blended learning approach with video lectures, interactive content, and live discussions.
- Group activities and individual assignments to foster understanding and application.

UPON COMPLETION

Learners will gain a well-rounded understanding of how to apply entrepreneurial thinking in various contexts and be equipped with the skills to pursue personal and professional opportunities creatively and effectively.

COURSE FACILITATORS

- A blend of experienced entrepreneurs, business professionals, and academic experts.
- Guest speakers from diverse entrepreneurial backgrounds.

FEATURED GUEST AND INDUSTRY EXPERT

TAWAN DAVIS



Tawan Davis is a Founding Partner and CEO of the Steinbridge Group. He is also recognized as one of America’s emerging business, economic, and social leaders. In this role, Mr. Davis leads the company by combining his deep training and experience in finance and economics with a prolific social activism. He is also a member of the investment and management committees.

Davis’ leadership combines deep training and experience in finance and economics with a prolific social activism. He began his career as an investment banker with Goldman Sachs and was later a real estate private equity investor with Prudential Financial, leading and managing investments both in Europe and the United States. Davis later served as Vice President and Head of Public-Private Partnerships in the administration of New York City Mayor Michael Bloomberg and as CIO of a \$5 billion national real estate development firm.

In addition to leading Steinbridge, Davis is also an Adjunct Professor of Real Estate at New York University (NYU), and serves on the boards of Harlem Hospital, the New York Urban League, and the New Horizons Children’s Advocacy Group.

Tawan Davis earned his Bachelor’s degree with honors from Georgetown University, a Master of Science degree from England’s Oxford University, and a Master of Business Administration degree from Harvard University.

FACULTY



Yaw Amponsah Adoo, Ph.D.



Dr. Johnny Lowery, Ph.D.



Carl S. Moore, Ph.D.



Ruth A. Smith, Ph.D.

REQUIREMENTS: ACCESS TO A COMPUTER AND INTERNET;
ENGAGEMENT WITH THE LEARNING MANAGEMENT SYSTEM FOR RESOURCE ACCESS AND SUBMISSIONS.