

Dear _____,

In my role at _____, I'm continually looking for ways to improve efficiency, streamline workflows and integrate new technologies that enhance our team's performance. To stay at the forefront of innovation, I've identified a professional development opportunity through Villanova University's College of Professional Studies that aligns directly with these goals.

The **Generative Artificial Intelligence (Gen AI) Certificate** is a 100% online, applied program designed to build practical fluency in generative AI tools and techniques. Over 18 weeks, the program combines conceptual foundations with real-world applications through three courses: *Introduction to Generative AI with Python and LLMs*, *Application Development with LLMs*, and *Advanced Generative AI Architectures and Multimodal Applications*.

Through this program, I will gain the ability to:

- Design and implement intelligent AI-powered tools and workflows using LLMs and retrieval-augmented generation (RAG) techniques
- Apply prompt engineering and multimodal design strategies to optimize outcomes across a range of tasks and use cases
- Evaluate and deploy generative AI responsibly, addressing key issues such as bias, accuracy and ethical alignment
- Leverage emerging AI tools to improve productivity, automate complex processes, and support data-driven decision-making

These skills can help identify opportunities to responsibly incorporate AI into our operations—enhancing content creation, analysis, automation and communication. By applying what I learn, I can help our team work more efficiently and explore innovative solutions to everyday challenges.

Investment: I am requesting _____'s financial support to cover my program tuition. The **Generative Artificial Intelligence Certificate** program is 18 weeks long and costs \$_____.

Return on Investment: Once I have completed this certificate program, Villanova University will issue a certificate and micro-credential as a digital badge. These credentials will serve as a tangible, credible acknowledgment of my expanded skill set, enhancing our organization's reputation as an employer of highly skilled professionals.

Thank you for considering my request. I welcome the opportunity to discuss how these skills can directly benefit our team and strengthen our organization's capabilities.

Sincerely,
