THINK AGAIN

How a Richmond Deputy Chief is Transforming Policing Through Education and Empathy

SYBIL EL-AMIN JONES
is making an *impact*

UNIVERSITY OF RICHMOND
School *of* Professional
& Continuing Studies™

Spider Must LIST

Here are five professional education programs we recommend to help you keep current or get ahead.

1. DIGITAL MARKETING PRO CERTIFICATE

Become dually certified with the AMA and DMI with two credentials: PCM® Digital Marketing and Certified Digital Marketing Professional. Our program teaches the fundamentals of digital marketing and provides an understanding of the key digital specializations, from mobile and social media marketing to email, YouTube & display advertising, PPC and SEO.

Designed for marketing pros, business owners, entrepreneurs, sales professionals, recent college graduates, and career switchers.

spcs.richmond.edu/dmpro

2. SHRM LEARNING SYSTEM

The SHRM Learning System is the Society of Human Resource Management (SHRM) comprehensive review of the entire body of HR knowledge that prepares you to take either the SHRM-CP© or SHRM-SCP© exam.

This intensive program combines expert instruction with the SHRM Learning System so you will learn faster, retain more knowledge and stay on track for exam success.

We offer the SHRM Learning System each fall and spring semester.

spcs.richmond.edu/shrm

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In addition to covering the history of lobbying, students will examine how the legislative process works, key tactics used by groups in order to promote different issues, building coalitions, relationship building and ethical concerns.

Certificate holders will leave the program with the skills needed to step into grassroots lobbying or professional advocacy roles in most any field as well as the knowledge to support personal causes through grassroots lobbying or advocacy.

- Eight Modules
- Live Online via Zoom
- 13-week Term

spcs.richmond.edu/grassroots

4. GIS: GEOGRAPHIC INFORMATION SYSTEMS

Dive deep into the world of Geographic Information Systems (GIS) with our specialized courses tailored for professionals who aim to harness the power of geospatial technologies. We offer a comprehensive six-month GIS Professional Certificate, delivered entirely online, that equips graduates to take the Esri ArcGIS Pro Foundation certification exam with confidence.

Our Introduction to GIS course gives a swift, yet comprehensive overview of the system, making sure you grasp its basics and understand its significance in various industries today.

Intro course offered in June. Professional Certificate offered each October.

spcs.richmond.edu/gis

5. NEW CERTIFICATES IN UX AND UI DESIGN

Our Certificate in User Interface (UI) Design teaches the principles, techniques and craft of designing high-quality user interfaces. Learn how to create beautiful, pixel-perfect user interfaces, accelerate your career with an in-demand skillset and earn a professional qualification in just 12 weeks.

The Professional Certificate in UX (user experience) is structured to follow the lifecycle of an actual UX program of work. During each stage of the process, from research through to prototyping, you'll get the opportunity to practice some of the most important UX techniques.

Both programs are offered completely online in partnership with the UX Design Institute. Courses start monthly.

spcs.richmond.edu/uxpro or spcs.richmond.edu/uicert

UX Design Institute
UNIVERSITY PARTNER

Ruth Modlin Ellett, CFRE, serves on the Institute of Philanthropy's (IOP) Advisory Board and is an instructor in the IOP Fund Development Institute. She is founder and principal of Modlin Ellett Associates, a boutique fundraising consulting firm, which she established in 2001.

4 KYLE REDICAN

Dr. Kyle Redican is at the fore-front of using GIS technology to drive community-centered change.

6 SYBIL EL-AMIN JONES

Deputy police chief Sybil El-Amin is transforming policing through education and empathy as an instructor in the PELS program.

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Learn how the Community Health Center University is impacting healthcare in Virginia.

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CHECK OUT OUR AREAS OF STUDY TO SEE ALL OUR CLASSES AND PROGRAMS AND LINKS TO REGISTER

MAPPING THE
Impact of GIS

KYLE REDICAN'S VISION OF EMPOWERMENT THROUGH GIS

IN A WORLD where data-driven decisions are crucial, Dr. Kyle Redican is at the forefront of using Geographic Information Systems (GIS) to drive community-centered change. As director of the Spatial Analysis Lab (SAL) and a program specialist for the School of Professional and Continuing Studies (SPCS), Redican leverages GIS to address social and environmental challenges—ranging from housing disparities to historical preservation—helping communities map a more informed and equitable future.

Blending his love for teaching with a passion for geospatial technology, Redican is dedicated to making GIS accessible and impactful.

"I fell in love with GIS education because it's an advanced technology that's essential across so many fields," Redican said. "The visual nature of maps helps make complex spatial analyses and statistics more intuitive."

Redican's teaching philosophy centers on empowering students with the skills to apply GIS both

DR. REDICAN WORKS
WITH STUDENTS
IN UR'S SPATIAL
ANALYSIS LAB

professionally and in service of their communities. "Some students arrive with no GIS background at all," he explained. "The goal is to support all of these paths, empowering students to apply professional geospatial analysis in ways that meet their own career goals while contributing valuable skills to their workplaces and communities."

Throughout his career, Redican has collaborated with policymakers and community leaders on impactful GIS projects in Richmond. His work goes beyond mapmaking—it's about using spatial data to solve problems, engage residents, and amplify underrepresented voices. One initiative, Unpacking the Census, uses GIS to map racial and economic inequality. In another, Redican helped digitize 1950s census data to create interactive tools that allow residents to explore their own histories. He also contributed to the Live and Learn Report, which examines links between housing patterns and school segregation in the region.

Through integrating the SAL with the GIS curriculum, Redican provides students with hands-on opportunities to apply what they learn. One standout example involved a student tackling technical issues in a project to monitor greenhouses across Virginia. With help from an SAL intern, the student developed a tool with real-world environmental applications. "This is the kind of collaborative, community-centered learning I hope to foster," said Redican, "where GIS becomes both a tool for solving problems and a way to connect students across disciplines, experiences, and professional goals."

Looking ahead, Redican envisions a future where GIS is used by grassroots organizations to make data-driven decisions. He hopes to eventually strengthen the relationship between the SPCS GIS program and local organizations. "I want to create a more structured system where community organizations can directly submit project ideas or requests to SPCS students," Redican explained. "This formalized connection would also help students better understand the power of GIS while giving community partners access to spatial insights and analysis."

For Redican, GIS is more than technology—it's a catalyst for connection, understanding, and change. By mentoring students and partnering with communities, he's helping shape a future where spatial data empowers people, informs policy, and supports meaningful progress.

> *"I fell in love with GIS education because it's an advanced technology that's essential across so many fields."*

Live and Learn Report

Redican contributed to the *Live and Learn Report*, a collaborative project that examines the relationship between housing and school segregation patterns in Richmond. This GIS-driven report translated complex spatial data into accessible, visual narratives that help community leaders understand the connections between residential patterns and educational inequalities.

The report culminated in a public presentation in fall 2024. "[The presentation] brought together residents, planners, teachers, and policymakers to discuss the findings and start conversations about policy change," Redican explained. "GIS in this case was not just a tool for analysis, but a catalyst for dialogue and community action."

Can We Learn and Live Together? 2.0
HOUSING & SCHOOL SEGREGATION IN THE RICHMOND REGION

LEARN MORE ABOUT GIS PROGRAMS

How Sybil El-Amin Jones is Transforming Policing Through Education and Empathy

Breaking Barriers Building Leaders

READ MORE ABOUT SYBIL

DEPUTY CHIEF SYBIL EL-AMIN JONES has spent nearly three decades wearing the badge—but her greatest impact might be what she teaches others to do with it.

As the only Black female Deputy Chief in the Richmond Police Department, El-Amin Jones is no stranger to breaking barriers. But it's her work with the Professional Executive Leadership School (PELS)—the result of a partnership between the University of Richmond and the Virginia Association of Chiefs of Police—that's helping reshape the future of law enforcement in Richmond and across the state.

El-Amin Jones recognizes that educating veteran police officers can be challenging, but changing people's perspectives through teaching is very rewarding.

"We can be stubborn and set in our ways," El-Amin Jones said. "In every class I teach, someone says, 'I never thought of it that way.' That's why I continue to teach."

PELS provides advanced training for rising law enforcement leaders, especially in smaller departments that may lack access to robust educational resources. Through many years and tweaks to the curriculum, PELS has become more than a leadership program—it's a platform for impact.

The courses El-Amin Jones teaches address critical topics like effective communication, de-escalation techniques, and community-oriented policing. Her teaching is not about political correctness or feel-good workshops—it's about tools for real-world challenges. More importantly, El-Amin Jones focuses on topics that are critical to improving the interactions between law enforcement and community members.

"The impact of racial and sexual disparities exists regardless of anyone's personal feelings," El-Amin Jones explained. "The community has asked over and over for their officers to receive training that includes anti-bias, use of force, de-escalation, and working with persons in crisis...to build trust and understanding."

Through PELS, El-Amin Jones equips officers with strategies to lead departments that reflect the communities they serve. Her sessions are grounded in evidence-based practices and push officers to think critically about their role—not just as enforcers, but as protectors and partners.

The results are visible. Officers trained through PELS are more likely to recognize the value of differing perspectives, improve team collaboration, and prioritize trust-building with the public. Departments that once struggled with community engagement are now seeing improved relationships and reduced conflict.

El-Amin Jones's efforts don't stop in the classroom. She's currently leading the development of curriculum for Richmond's new Citizen Review Board, ensuring its members understand their responsibilities and have the tools to advocate for accountability and transparency.

Her approach is always grounded in empathy and practicality.

"My goal in teaching is not to convert, shame, or mollycoddle," she stated. "I teach to inform and educate."

El-Amin Jones credits her family—and especially her parents—for instilling the values that guide her: hard work, civic duty, and the power of education. Now, through PELS and her leadership roles, she's passing those values on to a new generation of law enforcement leaders.

"My parents believed strongly in civic duty and instilled in us the importance of 'fighting for the good'," she noted.

And through PELS, El-Amin Jones is doing just that—one officer, one lesson, one department at a time.

> *"My goal in teaching is not to convert, shame, or mollycoddle. I teach to inform and educate."*

56

NUMBER OF PELS COHORTS

1,260

PELS GRADUATES

161

PUBLIC SAFETY ORGANIZATIONS SERVED

VIRGINIA ASSOCIATION of CHIEFS of POLICE
& Foundation

ANDRÈ VILLAS-BOAS

With a focus on community engagement, cultural relevance, and bipartisan collaboration, the University of Richmond's Political Campaign Management Professional Certificate is more than a course—it's a launchpad for principled leadership and strategic impact.

Campaigns w

LEADERSHIP, STRATEGY AN

AT THE UNIVERSITY OF RICHMOND, political ambition meets strategic discipline in the Political Campaign Management (PCM) Professional Certificate—a program shaping leaders and bridging diverse experiences. The program became a catalyst for leadership, community building, and principled campaigning for two recent graduates, Andrè Villas-Boas and JoAnna Mendoza.

For Villas-Boas, who managed Premier League clubs Chelsea F.C. and Tottenham Hotspur F.C. before his run for FC Porto President, the course validated and refined his approach. Though "a bit of an outsider in the course" as someone running for a soccer club presidency, he found the principles universally applicable.

"Most of my colleagues had much more experience in internal American politics than myself," he shared. "I was in the course to make sure that my specific campaign had all the details aligned in terms of preparation, marketing strategies, electoral program, and of course, getting the vote out techniques."

Villas-Boas appreciated the philosophies that underscored the course's teach-

ings. One quote in particular, "It's not what you say, it's what people hear," stayed with him as a guiding principle for crafting resonant messaging.

Mendoza, a Marine Corps veteran and congressional candidate in Arizona, emphasized the course's focus on running a campaign that is "ethical, inclusive, and grounded in community." She added, "It reinforced that data-driven strategies and authentic storytelling must go hand in hand."

Though their campaign audiences were worlds apart—150,000 FC Porto members for Villas-Boas and Arizona voters for Mendoza—both stressed the cultural foundations of their messaging.

Villas-Boas, who lead FC Porto to an undefeated 2010–11 season and European title, connected deeply with the club's identity and legacy. "The essence of any sporting institution is to win trophies... aligned with a representation of cultural values of the city and its people," he noted.

Mendoza's work at VetsForward also focused on local identity.

"I've applied campaign strategy tools such as community mapping and strategic

JOANNA MENDOZA

ith Character

D THE POWER OF PURPOSE

engagement plans to more effectively mobilize rural veterans and military families around energy policy, environmental justice, and civic action," she said. "These tools have helped us bring advocacy closer to the ground and meet people where they are."

Both Mendoza and Villas-Boas are also using the skills they gained beyond the campaign trail.

Mendoza is building a political training pipeline for veterans and under-represented communities.

"The course helped me connect tactical campaign planning with long-term community impact, and it reinforced my belief that we can build power from the ground up," she said.

For Villas-Boas, the impact was swift and tangible.

> *"These tools have helped us bring advocacy closer to the ground and meet people where they are."*

"The FC Porto 2024 election was the biggest in its history," he noted. "Those details, that connection with people, were all lessons that came strengthened [sic] from the PCM course."

The Political Campaign Management program is deeply rooted in an ethical framework and bipartisan spirit, which was deeply satisfying for Mendoza.

"It was refreshing to be part of a program that embraced bipartisanship," Mendoza said. "Seeing people from different political backgrounds come together with a shared commitment to service and good governance gave me a lot of hope."

From a soccer club's presidential race in Portugal to a congressional campaign in Arizona, UR's Political Campaign Management Professional Certificate is proving its power: shaping leaders, strengthening democracy, and inspiring campaigns with character.

> "I learned so much and can't wait to take all that I absorbed to benefit our school. I am so thankful to my team that they have worked extra hours so that I can take the course which I learned so much from."

— **Julia Dorsey**
IOP Fund Development Institute

> "This program was truly a great experience. I didn't know when I applied just how much I would get from it. The coaching sessions were invaluable and I enjoyed getting to know and learn from the other leaders in my cohort."

— **Tyra Wade**, Daily Planet Health Services
Community Health Center University Leadership Program

> "Great base knowledge and networking connections!"

– **Keith Hightower**
Introduction to Craft Brewing

> "Great class! Engaging instructor, practical examples, perfect cohort size. Learned so much—well worth the fee. Easy to participate in a quiet, focused environment."

— **Elizabeth Povar**,
Yellowsocks LLC
AI Assisted Grant Writing

> "I feel this course added to my knowledge base and résumé for a career in craft brewing and production. "

– **Austin Moore, Jr.**
Business of Craft Brewing

> "I took a leap into this industry from the education field. Doing this quickly helped me realize that I wasn't prepared to go out on my own yet. So I invested in myself and my future. Taking and completing this course was a real confidence booster for me and a strong foundation for my career."

— **Nichole Mines**,
Niko Mines Interior Design
Interior Decorating Professional Certificate
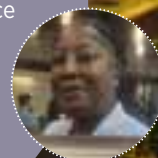
MAKING AN IMPACT AROUND THE RICHMON

2,317
TOTAL STUDENT ENROLLMENTS

940
RICHMOND AREA STUDENTS

2,217
VIRGINA STUDENTS

> "Kyle and the class were excellent! I learned how to navigate the murky waters of GIS software and troubleshooting within that sphere. This class will only help me further my love for cartography, and the hope that I can continue progressing in this field. Thank you again Kyle, Justin, and the whole GIS Certificate crew."
>
> — **Leonard Cox**
> *GIS Professional Certificate*

> The grant writing intensive takes so much information and presents it in a fun and engaging way that has you leaving with more confidence and knowledge!"
>
> — **Tessa Packer**,
> Reestablish Richmond
> *IOP Grant Writing Institute*

> "I found a lot of value in attending this class. It did a great job of reinforcing a lot of the experience I have already learned about marketing by further developing and strengthening my skills to be better wielded for Development. This course helped me see a clearer vision of how our department will be able to enhance our strategic plan for the next fiscal year, and years to come."
>
> — **Holly Foster**, Richmond Ballet
> *IOP Marketing & Communications Institute*

> "Instructors were excellent and entertaining. An informative and complete course for anyone looking to start a craft brewery."
>
> — **Bobby Rhodes**
> *Business of Craft Brewing*

> Instructors, Laurie and Susan, were amazing and their content was insightful. As a novice, I was fully informed by the course content. Our hosts were top notch, friendly and helpful every way one might desire. The facilities were great and the campus was beautiful."
>
> — **Corey (Adam) Thacker**
> *IOP Grant Writing Institute*
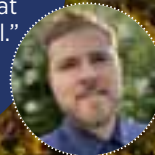
PRIDE

D REGION, THE COUNTRY AND THE WORLD

121
OTHER US ENROLLMENTS

26
OTHER STATES WHERE STUDENTS RESIDE

4
ADDITIONAL COUNTRIES WHERE STUDENTS RESIDE

RUTH MODLIN ELLETT
EMPOWERS FUTURE
NONPROFIT LEADERS
THROUGH EDUCATION,
SERVICE & MENTORSHIP,
CONTINUING A LIFELONG
LEGACY OF IMPACTFUL
COMMUNITY LEADERSHIP

The Impact

READ MORE
ABOUT RUTH

RUTH MODLIN ELLETT'S LIFE STORY is grounded in a deep commitment to education, service, and community—values that have shaped her life and career. Her roles as teacher and board member highlight her drive to provide impactful change in the community.

A proud product of North Carolina's public schools, Modlin Ellett was raised in a home where education and service were not just encouraged but expected.

"I grew up in an era of desegregation of the school systems, and my parents remained committed to public education," Modlin Ellett recalled. "They also believed in serving our community and our church, whether serving on the Vestry or starting a soup kitchen."

Her parents led by example, opening their home to neighbors and organizing

# of Giving

community events. From hosting homecoming floats to offering a place for people to gather, their home was a hub of connection and care. These early lessons left a lasting impact on Modlin Ellett and her sisters.

"We were expected to become independent women," she reflected. "If we wanted spending money, we got a job. We were raised to take nothing for granted."

That foundation set the stage for a career in fundraising and nonprofit education spanning more than 35 years. Today, Modlin Ellett serves as a leading instructor at the University of Richmond's Institute of Philanthropy (IOP), where she has contributed to shaping a portfolio of comprehensive courses to help nonprofit leaders across the country strengthen their organizations. Modlin Ellett is also a member of UR's IOP Advisory Board, where she collaborates with others on changing and refining the Institute's courses and offer-

ings. Her impactful leadership and dedication to nonprofit education have earned her respect from colleagues, many of whom have taken part in her classes and have gone on to become instructors themselves.

"UR's IOP offerings are among the best in the country," Modlin Ellett said. The Institute is an "apprenticeship shop," she explained, training nonprofit professionals in ethical fundraising, marketing, and grant writing.

"The curriculum is based on industry best practices and taught by nonprofit leaders who bring a wealth of practical, hands-on experience," she added. "Colleagues from around the country have chosen these programs because of the comprehensive nature, and the healthy intersection of those who study

this field with those of us who are in the trenches as development staff leaders and consultants."

When asked about her most meaningful achievement, Modlin Ellett didn't hesitate to highlight her role in shaping future leaders.

"I have been on teams that have raised significant amounts of money to help nonprofits fulfill missions, shore-up annual giving, and secure major gifts," she said. "But my biggest impact comes from teaching, mentoring, and consulting the nonprofit practitioners of the future."

Whether in the classroom or the community, Modlin Ellett's lifelong commitment to service continues to shine. Through her work with the Institute on Philanthropy, she empowers others to lead with integrity, compassion, and a drive to give back. Her legacy is one of unwavering dedication to making an impact—one student, one nonprofit, and one community at a time.

5 STARS! The University of Richmond Institute on Philanthropy delivers a sound, immersive, and thoughtful course on the fundamentals of fundraising.

Every instructor was not only prepared, but spent incredible amounts of time getting to know the students and their organizations.

The School provided participants not only concrete material for implementing right away, but fostered an environment where nonprofit professionals came together in a community that made lasting connections."

— Anne Poarch

LEARN MORE ABOUT INSTITUTE ON PHILANTHROPY PROGRAMS

CFRE

The Institute on Philanthropy is a CFRE-approved provider for continuing education.

51

CHCU PROGRAM PARTICIPANTS SINCE 2022

IN TODAY'S EVER-CHANGING healthcare landscape, leadership is essential. The Community Health Center University Leadership Program (CHCU) at the University of Richmond equips healthcare professionals with the skills and network needed to tackle the challenges faced by safety-net providers and charitable clinics, and to positively impact the communities they serve.

Offered in partnership with the Virginia Community Healthcare Association and the Virginia Association of Free and Charitable Clinics, CHCU blends interactive seminars with informal networking. The program fosters a dynamic learning environment where participants gain valuable insights from peers across diverse healthcare sectors. Its comprehensive curriculum covers leadership skills—communication, budgeting, strategic planning—while honing the ability to navigate the unique challenges of community health centers.

For many, the true value of CHCU lies not just in its lessons but in the relationships it cultivates.

"Simply having professionals outside my organization to have formal or informal root cause analysis and action-plan conversation was invaluable," said Colleen Forst, a CHCU graduate, whose capstone project focused on addressing mental health stigma. "CHCU allows leaders to discuss day-to-day topics like budgeting, but also balcony-level problems, such as dependence on federal grant money."

Kyle Elliott, another CHCU graduate, echoed the program's transformative impact.

COLLEEN FORST

Leaders
Healthie

How the Community Health Program Is Impacting

"The diversity of professionals and geographic backgrounds in the cohort helped clarify different challenges," he explained. Elliott has used the knowledge he gained at CHCU to advocate for expanded healthcare services for public housing residents.

At the heart of CHCU's mission is advocacy for the role of community health
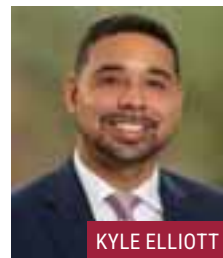
KYLE ELLIOTT

hip for a
r Future

Center University Leadership Healthcare in Virginia

centers in providing high-quality care, regardless of income or insurance.

"Many assume they will receive substandard care because they are government-assisted," said Elliott. To the contrary, "Community Health Centers provide excellent, culturally competent care," he added.

By equipping leaders with this important knowledge, CHCU enables them to advocate for their organizations and help shift perceptions about the care offered at these clinics.

CHCU also champions a leadership philosophy centered on developing others.

"CHCU emphasized the importance of strategic planning and the impact of cultivating leadership at every level," said Petheree Nissley, CHCU graduate.

Nissley's capstone project, which used the Emotional Culture Deck to explore mid-level management development, revealed the connection between staff well-being, retention, and improved care.

"Enhancing the emotional health and culture of an organization is linked to improved staff retention, higher job satisfaction, and overall organizational well-being—all of which contribute to better patient outcomes and community engagement," she stated.

PETHEREE NISSLEY

Looking ahead, Nissley believes that leadership development is the key to change in healthcare. "My hope for the long-term impact of CHCU is that it leads to sustained organizational investment in developing leaders at all levels," she said. "By continuously developing leaders, we can create lasting positive change in healthcare delivery."

Forst echoed the need for continued leadership development. "I hope CHCU efforts in the future will encourage collaborative initiatives between organizations, resulting in a louder voice for the needs of Virginia," she stated.

For all its participants, CHCU is a catalyst for both professional growth and community impact. By equipping healthcare leaders with the knowledge, tools, and connections they need, the program is strengthening Virginia's healthcare infrastructure and improving access to quality care for all.

31

HEALTH CLINICS SERVED BY THE CHCU LEADERSHIP PROGRAM

"

The CHCU Leadership Program has been a wonderful experience and has helped strengthen my leadership skills."

*— **Amanda Palmer***

MedLink Billing Solutions, LLC

CHCU Graduate

VIRGINIA COMMUNITY HEALTHCARE ASSOCIATION

VAFCC

Impacting Multilingual Learners

The ESL Praxis Seminar offers a powerful response to Virginia's need for teachers of multilingual learners

IN TODAY'S CLASSROOMS, one of the most rapidly growing challenges is the need to support multilingual learners. As Virginia's student population becomes more linguistically diverse, educators are being called to meet new demands with greater skill and confidence.

In 2016, the Virginia Board of Education aligned ESL endorsement requirements with passing the Praxis exam. Enter the ESL Praxis Seminar, a powerful response to this shift, co-created by Dr. Laura Kuti, assistant professor of Education. What began as a five-day, in-person crash course has grown into a dynamic, statewide initiative that blends exam prep with best practices in language instruction and cultural responsiveness.

Kuti realized early on that the ESL Praxis wasn't just a test, it was a gateway to impact.

"The beauty of impacting children in our K-12 schools and supporting them in their educational journey is that they stay in the community as successful, functioning members, many of whom will have families of

DR. LAURA KUTI

their own, and their children will attend our schools with supportive parents who came through the same system," she noted.

Demand soon outgrew geography. By 2018, the seminar had evolved as the demand for the course grew, and educators from other regions expressed interest. In response, the seminar moved to an online, asynchronous delivery model, allowing teachers from across Virginia to access the content without the challenge of attending in-person sessions.

Despite the change to an online format, the program retained its focus of equipping teachers to not only pass the test, but to thrive in multilingual classrooms.

"While it remains a seminar constructed around test preparation," said Kuti, "the seminar infuses additional layers of best practice and ap-

plication."

Since its launch in 2017, the ESL Praxis seminar has seen incredible growth. "There have been over 340 educators who have participated and 20 who are currently enrolled," stated Kuti. "By the end of 2025, we anticipate almost 400 teachers participating in the seminar from divisions across Virginia."

Teachers who complete the seminar and earn their ESL add-on endorsement are not only better equipped to support the academic success of multilingual learners they also positively impact the wider school community.

"When teachers engage in this work, they also become advocates for families of their students as well as official or unofficial professional development representatives in their schools," said Kuti.

The program continues to evolve, with new efforts focused on further outreach.

"We are currently exploring plans for future seminars with more rural and smaller school divisions around the region," said Kuti. "We are helping to foster groups of teachers who will participate by combining with other smaller school divisions."

Through the ESL Praxis Seminar, Kuti and the University of Richmond are planting the seeds of long-term success for multilingual learners. In preparing teachers today, they're ensuring brighter outcomes for tomorrow's families, communities, and schools.

The hope is clear: By providing educators with the tools they need to support multilingual learners, this seminar is contributing to a cycle of success that will continue to impact future generations.

> *"When teachers engage in this work, they also become advocates for families of their students."*

New Accelerated Tech Bootcamps Launch September 1

The School of Professional & Continuing Studies is thrilled to announce the launch of a series of accelerated, fully online technology bootcamps in collaboration with Flatiron School — starting September 1, 2025! Our noncredit programs are catered towards professionals eager to level up their skills or make a bold career change into Artificial Intelligence, Data Science, Software Engineering, Game Design, or Game Programming.

A Complete, Supported Learning Journey

When you enroll in a course with University of Richmond // Flatiron Tech Bootcamps, you're not just taking a course—you're embarking on a fully supported journey. From day one, you'll have access to dedicated student services, expert instructors, and integrated career services to help you succeed from start to finish. Whether you're looking to grow your current skills or transition to a new field, we've got you covered every step of the way.

Here's what you can expect . . .

- Flexible Learning: Study at your own pace, from anywhere in the world.
- Hands-On Curriculum: Programs combine theoretical knowledge with practical application, ensuring you develop the skills you need to succeed.
- Career Services: Get personalized support for job searching, resumé building, and interview preparation.
- Modular Courses: Whether you're a beginner or have advanced experience, choose from courses that align with your career goals.

Learn from Industry Experts

Bootcamp instructors are at the top of their game and bring real-world experience to the classroom. They'll teach you practical skills that are immediately applicable in the workplace. You'll have the chance to work on real-world projects, develop problem-solving skills, and gain the confidence needed to thrive in the industry.

Comprehensive Support Every Step of the Way

In addition to expert instruction, you'll receive ongoing support from a dedicated student services team. If you need academic assistance, motivation, or guidance through challenges, they can help. You'll also benefit from career services, including resumé workshops, mock interviews, and personalized job search strategies.

Join a Thriving Alumni Network

Flatiron School has helped launch over 20,000 tech careers since 2012. Graduates are making their mark at leading companies like Apple, Google, IBM, Microsoft, Meta, BuzzFeed, Spotify, Vox, Kickstarter, *The New York Times*, Citibank, and more. By enrolling in one of these bootcamps, students will join a network of accomplished professionals and gain access to exclusive career opportunities.

Enroll Now or Learn More

Ready to invest in your future? Enrollment is now open, and cohorts start each month. Visit **flatiron.richmond.edu** to learn more and secure your spot today.

Flatiron School does a really good job of giving you a cohort and resources that make it easy for you to learn as much as you are willing to learn."

— Micah Mosley

Software Engineering Bootcamp Graduate

5
BOOTCAMP OPTIONS

5:1
STUDENT-TEACHER RATIO

20k+
CAREERS LAUNCHED WITH FLATIRON

POWERED BY

FLATIRON // SCHOOL

VA Political Tech & Cybersecurity Summit

On Saturday, March 29, 2025, SPCS held the first Virginia Political Tech and Cybersecurity Summit. The full-day event was a key gathering of more than 100 political leaders, campaign professionals, and technology experts, focusing on the intersection of technology, cybersecurity, and political campaigns.

The summit included presentations on current trends, and attendees were able to engage directly with vendors, providers, and tech companies that showcased cutting-edge platforms for voter outreach, fundraising, social media management, and campaign security.

READY TO REGISTER FOR A CLASS?

CHECK OUT OUR AREAS OF STUDY TO SEE ALL OUR CLASSES AND PROGRAMS AND LINKS TO REGISTER

A Note from the Directo

Dear Lifelong Learners,

Professional education is more than acquiring knowledge; it's about transformation. It's about taking the next step in your career, finding new ways to lead, and discovering a community of learners who will support and challenge you along the way. At the University of Richmond's School of Professional and Continuing Studies, we believe that professional education is not just about gaining credentials; it's about growing into the best version of yourself and making a lasting impact on your life, career, and the community around you.

As the Director of Professional Education at SPCS, I see the power and impact of learning in action every day. I see nonprofit professionals sharpening their development and leadership skills, ensuring their organizations can continue serving our communities effectively. I see craft brewing professionals combining technical expertise with business acumen, strengthening Richmond's nationally recognized brewing scene. I see aspiring campaign leaders honing their strategy and communication skills, stepping into the political arena ready to inspire, mobilize, and create meaningful change.

I see leadership take many forms. In our statewide law enforcement leadership program, developed in partnership with the Virginia Association of Chiefs of Police, officers enhance their skills through the lens of the humanities—studying history, philosophy, and literature to gain a deeper understanding of human nature and ethical decision-making.

In healthcare, our leadership program for safety net providers (those working in free clinics and low-cost health centers) does more than just teach management strategies. Developed in partnership with the Virginia Community Healthcare Association, this program builds deep connections with long-lasting benefits in our communities. Participants learn from each other, sharing skills, knowledge, and resources across clinics to strengthen healthcare access and delivery. The relationships formed in these cohorts don't end when the course is over; they create a lasting network of collaboration that continues to support better patient outcomes.

At SPCS, we know that education isn't just about sitting in a classroom; it's about connection, growth, and the real-world application of knowledge. No matter your path, there's a place for you here. Whether you're looking to advance in your career, pivot to a new industry, or gain leadership skills that will make a difference in your organization, we're here to help you take that next step.

We hope to see you in class soon.

Sincerely,

Thomas Parfitt

Tom Parfitt
Director of Professional Education

Redesigned craft brewing program better meets student and industry needs

For the past decade, the School of Professional and Continuing Studies has proudly supported Richmond's and Virginia's growing craft brewing industry, which generated an estimated $500 million in sales in 2024. Since 2016, more than 450 students and professionals have taken part in the School's brewing education programs with many launching new careers in brewing or even opening breweries of their own. The curriculum has also served as a strong onboarding resource for new craft brewing industry hires, providing foundational knowledge to complement hands-on, on-the-job training.

From the craft brewing education program's inception through 2024, the core offering was the Beer Brewer Professional Certificate (BBPC), a nine-month in-person program focused on the production of high-quality craft beer. While the program was later shortened to six months and offered in a hybrid format, students expressed a need for greater flexibility, lower costs, and shorter time commitments. Surveys conducted in 2024 revealed additional barriers.

"When we surveyed prospective students and program graduates, they sighted several additional barriers: lack of payment plans, rigid attendance expectations, and difficulty balancing coursework with full-time jobs or family obligations," said Dan Jablow, craft brewing education program manager. "In addition, the craft brewing industry was undergoing changes, all of which prompted a thoughtful program redesign."

Armed with survey insights and industry feedback, Jablow worked with the industry partners and instructors to rebuild the program in 2024. Early in 2025, the brewing program re-launched with a fully live-online format delivered via Zoom, expanding its reach beyond Virginia for the first time. Courses are led by an expert roster of brewers, brewery owners, and industry professionals in real-time, allowing students nationwide to access quality instruction from anywhere.

The former professional certificate has been redesigned as the Craft Brewing Professional Certificate (CBPC) and restructured into two 10-week courses: Introduction to Craft Brewing and Brewing Science & Process. Students may take the courses consecutively or on a flexible timeline. Upon completion of both, they earn their CBPC and a digital badge, a recognized credential that reflects their knowledge, skills, and readiness to contribute to the craft brewing industry. Students also earn individual digital badges for each 10-week course.

"Whether it's potential owners, brewers, taproom staff, or managers, there's helpful information for anyone in the industry or looking to get into it," advises instructor Seth Caddell, co-owner and general manager of Coastal Fermentory in Newport News and instructor.

New course offerings for 2025 also expand into business and leadership. Business of Craft Brewing, Leadership for the Craft Brewing Industry, and Financial Training for the Brewing Industry address critical skill gaps and support both current professionals and aspiring brewery founders.

As the industry evolves, so too does Richmond's brewing education, now more flexible, accessible, and aligned than ever before, while continuing to shape the next generation of craft brewing leaders.

"I enjoyed this class and the professional advice and instruction of our brewing and brewery professionals. I have minimum experience working in the brewing community and previously earned my Beer Brewer Professional Certificate," shared Austin Moore Jr., Business of Craft Brewing student. "I feel this class was beneficial in explaining and demonstrating the requirements and dedication needed to open and operate a craft brewery."

$500m

VIRGINIA BREWING INDUSTRY SALES IN 2024

450

CRAFT BREWING EDUCATION STUDENTS

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11
DIGITAL BADGES
OFFERED TO THE
GENERAL PUBLIC

3
BADGES OFFERED
WITH REGIONAL
EDUCATIONAL
PARTNERS

408
BADGES ISSUED
SINCE OUR
PROGRAM BEGAN

SPCS now offers digital badges

Digital badges provide credential earners the opportunity to claim a digital badge that is portable and demonstrates to employers and colleagues that they've fulfilled the program's requirements. A digital badge from the University of Richmond is a visual representation that the earner has accomplished specific program outcomes that are identified by the badge.

We're committed to providing you with the tools necessary to achieve your professional goals and we understand that communicating your credentials in an ever-expanding online marketplace can be challenging.

Digital badges can be used in email signatures or digital résumés, and on social media sites such as LinkedIn, Facebook, and X (Twitter). The badge's digital image contains verified metadata that describes your qualifications and the process required to earn them.

We issue badges at three different levels: foundational, proficient, and profes-sional. Levels are noted on each badge we issue and represented by a different color in the bottom portion of our badge.

Earners of a foundational badge are expected to grasp foundational concepts and skills, actively engage in discussions and/or hands-on learning, and meet minimum participation requirements.

Earners of a proficient badge are expected to exhibit proficiency in foundational concepts and specialized transferrable skills and able to apply skills to real-world, subject-specific scenarios.

Earners of a professional badge should demonstrate mastery of intricate concepts and skills and should autonomously produce advanced work that surpasses expectations. Earners should demonstrate evidence of advanced critical thinking and problem-solving abilities, especially in the context of specialized skills.

Learn more about badging and the badges we offer online at *spcs.richmond.edu/badges*.