



Verizon AI Skills for America

Partner Communications Toolkit
August 2026

When it comes to AI, everyone starts somewhere. Where people start shouldn't decide how far they go.

Verizon AI Skills for America is free AI training that meets people where they are and takes them further.

Verizon brought together IBM, which offers its own AI training, and Coursera, which opens up courses from Google, Microsoft, OpenAI, Anthropic and more, and put it all in one place, free. But access alone isn't enough. That's why we're partnering with organizations people know and trust like Goodwill, LISC and NACCE, so it doesn't stop at learning. It shows up in someone's work, their paycheck, their next step.

Never opened an AI tool? Start there. Ready for more? Keep going, all the way to certificates you can put on a resume, in fields that are growing fast. No floor. No ceiling. Just a way up.



What's in your toolkit

- About AI Skills for America
- Key talking points
- What people ask & answers you can use
- Sample Communications

About AI Skills for America



Why AI skills matter?

9 out of 10 employers say AI skills matter. Only 3 out of 10 workers feel ready to use AI at work*. Work is changing faster than people are getting a chance to keep up. This program gives people a way in, starting with the skills they'll actually use:

- How to use the AI tools that are changing how work gets done
- How to write a good prompt so you get answers you can actually use
- How to hand off the boring stuff like the same task you redo every week
- How to check AI's work and spot when it's wrong
- How to use AI in a job hunt for a resume, cover letter, even practice interviews
- How to work with data from reports, spreadsheets, and charts, without being a math person

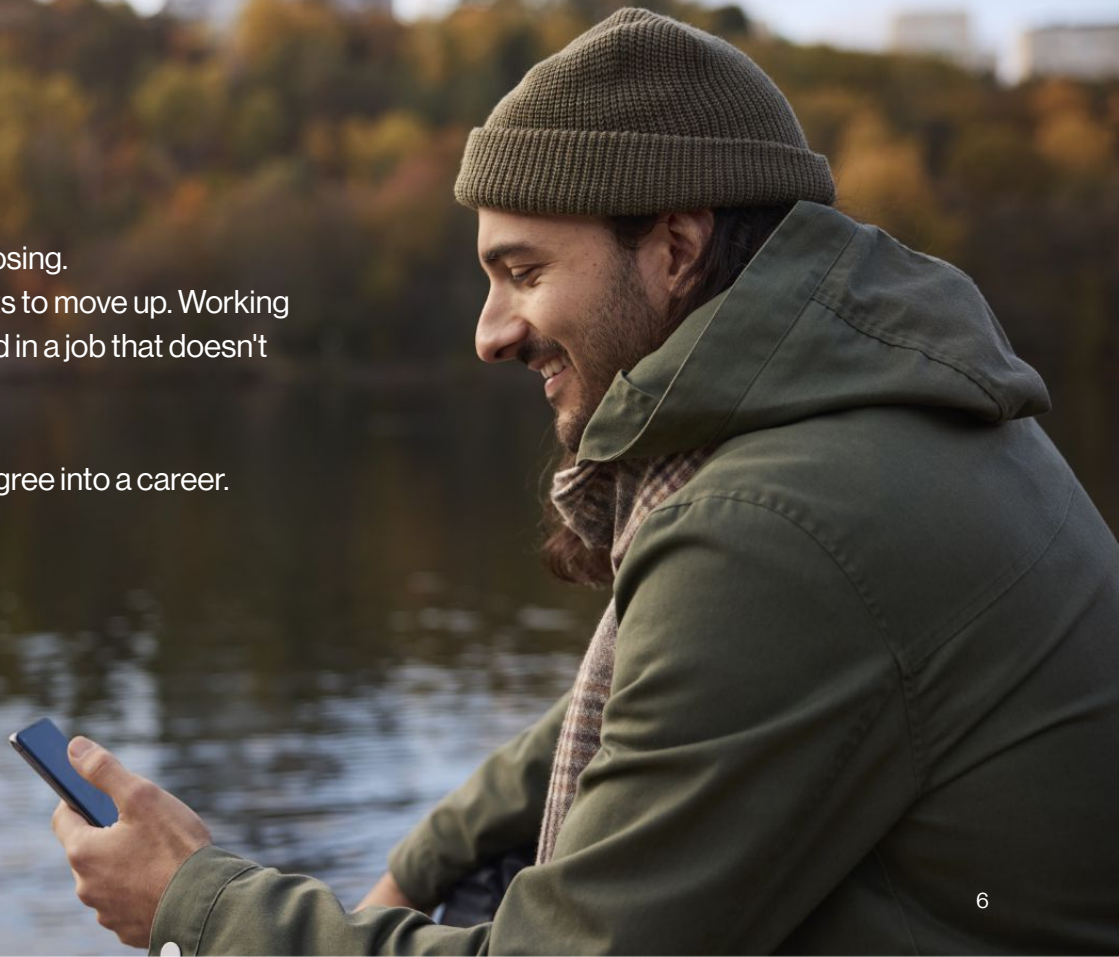
Some lessons take an hour. And if people want to go further, they can earn certificates in fields that are hiring like data analytics, cybersecurity, cloud, IT support, and digital marketing. Most only taking a few months, and people choose their own pace.

And this isn't a watered-down version. It's the same training big tech companies use to train their own people.

Who this is for

Think about the people in your communities:

- The person starting over after a layoff or a closing.
- The person who is underemployed and wants to move up. Working part-time and wants full-time, or working hard in a job that doesn't use half of what they've got.
- Someone reentering the workforce
- The community college student turning a degree into a career.



Where it leads

Skills like these can change what a paycheck looks like.

A promotion. A new job. More productivity. Work that finally pays what someone is worth. And when one person moves up, a whole household feels it and so does the block they live on.

Put enough blocks together and you have a stronger, more resilient, more skilled workforce and country.

Where you start shouldn't decide where you end up.

The facts you'll want on hand

- Free. No cost.
- Open to any adult 18 or older. No experience needed.
- You don't have to be a Verizon customer.
- Training like this usually costs more than \$700 a year.¹
- Online and self-paced. Some lessons take an hour, some certificates take a few months. Fits around a job, a class, or a shift.
- Leads to real certifications employers know and want.
- Career resources are built in, so people don't just start. They keep going.

¹Based on annual rate for courses available through Coursera Plus.

Why Verizon is doing this

Verizon is bridging the AI skills gap to power the U.S. economy—giving everyone the opportunity for long-term career growth and a secure economic future.

Verizon has spent decades with these communities building the networks, showing up, earning trust. Now the biggest shift in work in a generation is here, and Verizon has a front-row seat to the power of AI, and how it can benefit people.

We can't let the digital divide become an AI divide. That's why we're helping communities get ready for the way work is changing and opening a real path to upward mobility.

Verizon did the thing it has always done: it built the connection. It brought AI training from the world's leading tech companies to one place, free, for the people who need it most.

AI is moving fast, so this won't sit still either.

Verizon is listening and learning from learners and from partners like you. What works gets built on. What we learn gets shared. And as the tools change, the training changes with them.

The goal is helping people build skills they can put to work, and use to move up.

You cannot be a part of this age without understanding the technological revolution...My view is we have a responsibility to put serious money, resources, and effort into training not just our employees, not just people that are impacted, but the **communities we serve as well**.

-Dan Schulman, CEO of Verizon



Talking points

Ready to copy, say, or paste – however you need them.

The one-liner

Verizon teamed up with leading tech companies to bring their top AI training together in one place. You get premium courses from leading content providers. Free, for wherever you're starting and as far as you want to go.

Program details

- Never used AI? Start at the very beginning. Already good at it? Keep climbing.
- You learn online, at your own speed.
- This isn't about keeping up with change. It's about moving up because of it.

Ready to copy, say, or paste – however you need them.

About the skills

- Learn how to work with tools like ChatGPT, Copilot and Gemini for real work tasks & prompting so you get answers you can use.
- Learn to take the repetitive parts of your job off your plate.
- Learn to spot when AI gets it wrong and use AI responsibly.
- Learn how to use AI simplify data so you can clean up a spreadsheet, spot the trend, build the chart and create a report ready to hand in.
- Learn how to work with AI, not just the tools so you're ready for whatever comes next.
- Job-ready certificates in fields that are hiring like cybersecurity, data analytics, cloud, IT support and digital marketing.

About costs & access

- It's free. No catch.
- Training like this normally runs more than \$700 a year.
- No experience needed. No one gets turned away for knowing too little.
- Any adult 18 or older can join.
- You don't need to be a Verizon customer.

Ready to copy, say, or paste – however you need them.

For someone starting over

- A layoff doesn't get to decide what comes next. You do.
- Start with a one-hour lesson. Finish with a certificate in cybersecurity, data analytics, or IT support.
- Use AI to sharpen your resume and practice the interview before you walk in the room.
- Free AI skills. Free certifications. A real route back in.
- Come back stronger than you left.

For someone ready for more

- You're already doing the work. This is the way up.
- Learn to hand off the tasks you repeat every week and take on the work that gets you noticed.
- Add a certificate in data analytics or cloud, and you're in the running for roles you can't reach today.
- New AI skills can mean new roles, more hours, and better pay.
- The job you have today doesn't have to be the ceiling.

For community college students

- Walk out of school with more than a degree. Walk out with AI skills employers want.
- Add a certificate in cybersecurity, data analytics, or cloud on top of what you're already studying.
- Learn to use ChatGPT and Copilot the way employers expect you to on day one.
- Free, online, and self-paced. Some lessons take an hour, so it fits around class and a shift.
- Graduate ready to compete, not ready to catch up.

Messaging Do's & Don'ts

DO's

Lead with people, not tech. The person and their goal first. The tools second.

Show where it leads. Backed by the biggest names in AI & tech, these AI skills open doors to better jobs, new careers, upward mobility.

Name what they'll learn. "Use ChatGPT for work" beats "AI fluency."

Keep it approachable. Say "AI skills," not "LLMs" or "generative models"

Be optimistic. Name the stakes without scaring anyone.

Make it local. Tie it to your community and the people in it.

DON'TS

Don't overpromise. Open doors, yes. But no guaranteed jobs or salary bumps.

Don't assume understanding. Never imply this is easy and someone should already know this.

Don't label people. Describe situations like "starting over" or "ready for more," never categories.

Don't leave out the reasons to say "yes." Free, credible, and right for wherever you're starting.

Don't knock the competition. We stand out by focusing on our core strengths, not by comparison.

Don't make it about Verizon. Keep the focus on the person and their community.



**What people ask
& answers you
can use**

What people ask & answers you can use

Is this for me?

Who can join?

Anyone interested in learning more about AI. Whether you're a K-12 educator, student, working professional, small business owner, or simply curious, there are courses designed for you. You also need to be a US-based adult 18 or older. No prerequisites. No experience required. And no Verizon account needed. Wherever you're ready to start, the program is ready for you.

Is this program just for beginners, or serious enough for someone technical?

Both, and that's the whole idea. If you've never used AI, you can start with the fundamentals of using everyday tools. If you're ready for more, you can earn advanced certifications in fields like cybersecurity, data analytics, and cloud. Most programs pick a lane and leave everyone else out. This one has no floor and no ceiling, so you're never too new to start or too advanced to keep going.

I already have a job. Why would I need this?

Because this isn't only about getting in or back into the workforce. It's about moving up in it. If you're working part-time and want full-time hours, or working hard in a role that doesn't use everything you've got, AI skills can change what's possible. Imagine new responsibilities, new roles, new earning power. The job you have today doesn't have to be the ceiling.

What people ask & answers you can use

What do I get?

What will I actually learn?

Real things you can use Monday morning. How to use tools like ChatGPT, Copilot & Gemini. How to prompt. How to take repeated tasks off your plate. How to check AI's work. And if you want to go further, certificates in data analytics, cybersecurity, cloud and IT support.

How much time does it take?

It depends on the course. Some courses take as little as 15 minutes, while others offer more in-depth learning experiences. You can learn at your own pace and start, pause, or pick back up whenever it works for you.

What makes this different from other free AI training?

Most programs only offer their own courses. This one looks across the industry and picks what's most practical for real situations. It's built for wherever you're starting and however far you want to go. No experience needed to begin and certificates in fields like data analytics and cybersecurity if you want to keep climbing. Courses like these normally run \$700 a year. Here they're free.

Maybe you're starting over after a layoff, working part-time and wanting more hours, or finishing a degree and wanting it to lead somewhere. Wherever you're coming from, you come out with the skills you can put to work. It's all in one place, so you're not hunting across different sites to figure out where to begin. And it comes through organizations already in your community like Goodwill, LISC, and NACCE so it's not something you have to navigate on your own.

What people ask & answers you can use

Getting started

I've registered—when can I start, and what happens if I don't begin classes?

We're excited to support your AI learning journey! You can begin taking classes immediately. We encourage you to start your first class within 30 days of registering. Please note that accounts inactive for an extended period may have their licenses revoked and reallocated to other learners.

Why are courses subject to change without notice?

Course availability depends on our agreements and scheduling with external content providers. As provider catalogs and licensing partnerships evolve, specific courses or offerings may be updated, added, or removed.

What people ask & answers you can use

Does it work?

Will this get me a job?

No program can promise a job, and we won't. What we can promise is the confidence that comes from real skills, industry-recognized certificates, and a measurable edge with employers hiring for exactly this.

Will these skills matter in two years?

The courses get updated as AI changes. Beyond today's apps, people learn how to think with AI, judge its output, and use it responsibly. Those skills don't expire, they'll continue to grow. We're not just preparing people for this moment. We're preparing them for the next one.

How will you know it's working?

We measure it, rigorously. Not just sign-ups and completions, but the whole journey. We'll look at whether people grow more confident, change how they work day to day, and make real progress toward better jobs and better pay. We pair that data with learners' own stories, use both to keep improving the program, and share what we learn so others can build on it.

What people ask & answers you can use

Why Verizon

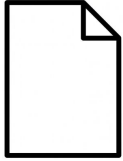
Why is Verizon offering the AI Skills for America program?

At Verizon, our goal is to be the most trusted company in the world. For us, trust goes beyond providing a reliable network—it means standing by our customers and communities during times of massive technological change. We are actively leaning in to build an AI-ready workforce so that the digital divide does not become an AI divide. By equipping workers, K-12 educators, and local businesses with essential AI skills, we are helping to ensure that the transition to the AI economy is inclusive, equitable, and designed for everyone to thrive.



Sample communications

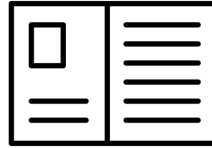
Key messages can be used across different channels



Flyers/One-Pagers



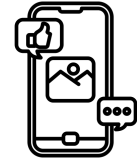
Email/E-Letter
Content



Postcards/
Mailers

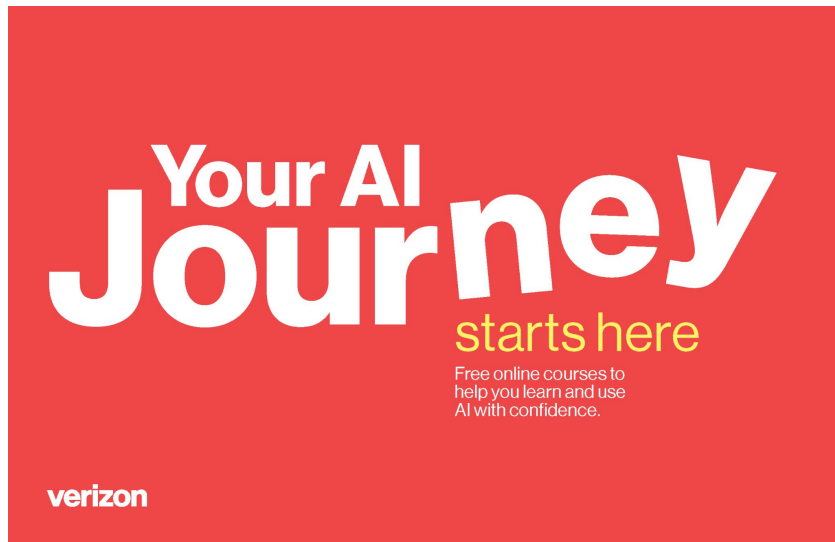


Print/Broadcast
Media



Social Media

Sample Postcard - Verizon Logo Only



Your AI Journey
starts here

Free online courses to help you learn and use AI with confidence.

verizon

AI Skills for America

AI is changing what work looks like. Free training can allow more people to keep pace. It's part of our commitment to help keep America's economy strong by building a competitive, AI-ready workforce.

Easy to access high-value AI training from leading industry experts—all in one place.

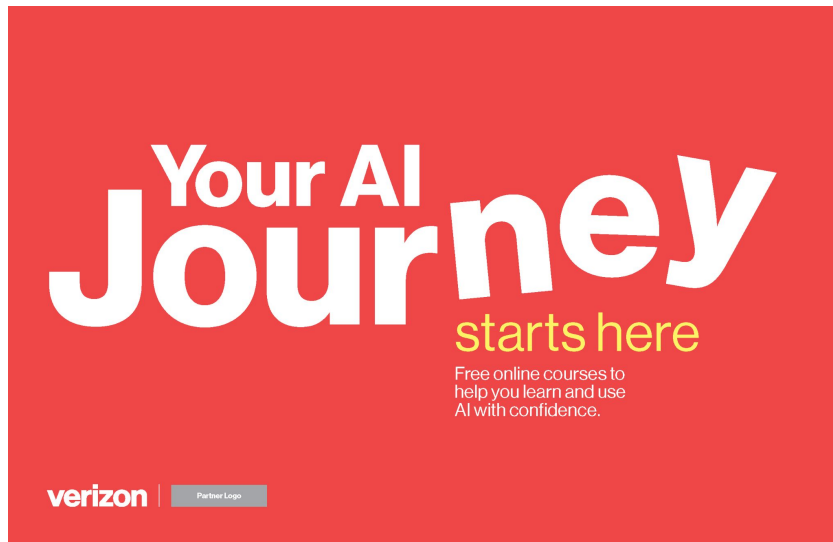
- ✓ 100% free access to self-paced AI courses for all skill levels.
- ✓ Lessons that vary in length to fit your schedule.
- ✓ Certificates in AI fundamentals, cybersecurity, marketing, software development and more.
- ✓ Open to all adult learners without requiring a Verizon account.

verizon



Scan here to start.

Sample Postcard - With Partner Logo



Your AI Journey starts here

Free online courses to help you learn and use AI with confidence.

verizon | Partner Logo

AI Skills for America

AI is changing what work looks like. Free training can allow more people to keep pace. It's part of our commitment to help keep America's economy strong by building a competitive, AI-ready workforce.

Easy to access high-value AI training from leading industry experts—all in one place.

- ✓ 100% free access to self-paced AI courses for all skill levels.
- ✓ Lessons that vary in length to fit your schedule.
- ✓ Certificates in AI fundamentals, cybersecurity, marketing, software development and more.
- ✓ Open to all adult learners without requiring a Verizon account.



Scan here to start.

verizon

Partner Logo

Sample Flyers

Your AI Journey starts here



AI Skills for America

AI is changing what work looks like. Free training can allow more people to keep pace. It's part of our commitment to help keep America's economy strong by building a competitive, AI-ready workforce.

Easy to access high-value AI training from leading industry experts—all in one place.

What you will get by joining:

- 100% free access to self-paced AI courses for all skill levels.
- Lessons that vary in length to fit your schedule.
- Certificates in AI fundamentals, cybersecurity, marketing, software development and more.
- Open to all adult learners without requiring a Verizon account.

verizon

Scan here to start.



Your AI Journey starts here



AI Skills for America

AI is changing what work looks like. Free training can allow more people to keep pace. It's part of our commitment to help keep America's economy strong by building a competitive, AI-ready workforce.

Easy to access high-value AI training from leading industry experts—all in one place.

What you will get by joining:

- 100% free access to self-paced AI courses for all skill levels.
- Lessons that vary in length to fit your schedule.
- Certificates in AI fundamentals, cybersecurity, marketing, software development and more.
- Open to all adult learners without requiring a Verizon account.

verizon

Scan here to start.



Sample Standup Banner

verizon

**Start with
AI or level
up**



Scan here to start.



- 100% free access to self-paced AI courses for all skill levels.
- Lessons that vary in length to fit your schedule.
- Certificates in AI fundamentals, cybersecurity, marketing, software development and more.
- Open to all adult learners without requiring a Verizon account.

verizon

**Start with AI
or level
up**



Scan here to start.



AI skills & certificates, made simple. And free. Training from leading tech companies, built for wherever you're starting.

verizon

**Verizon
AI Skills
for America**



Scan here to start.



Digital Banners

Start with
AI or level **up**



Verizon AI Skills for America is free for all

verizon

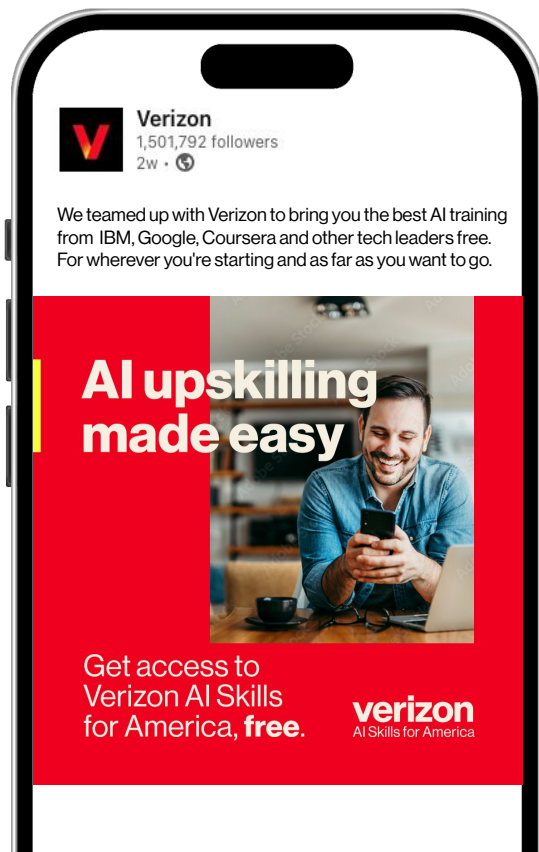
Start with
AI or level **up**



Verizon AI
Skills for
America is
free for all

verizon

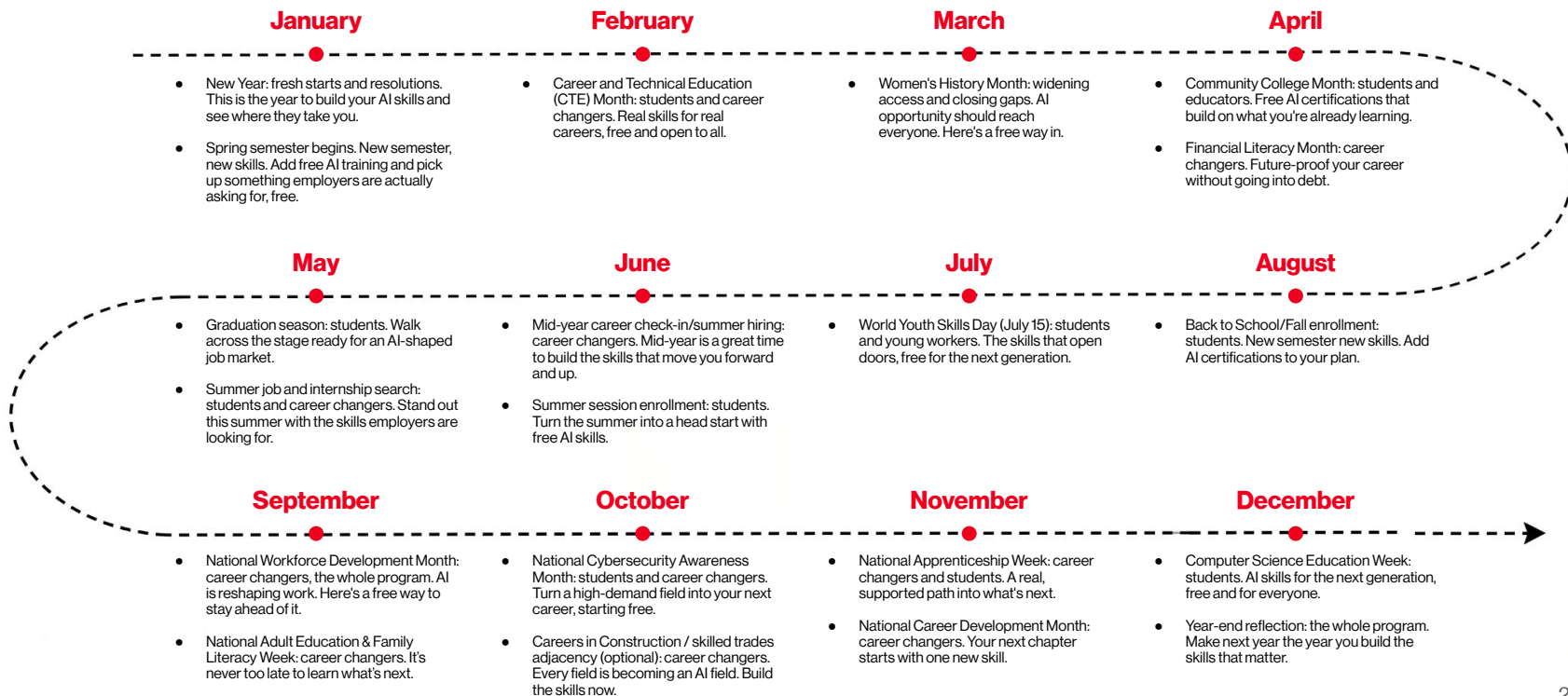
Sample Social Posts



Post Copy:

We teamed up with Verizon to bring you the best AI training from IBM, Google, Coursera and other tech leaders free. For wherever you're starting and as far as you want to go.

People pay attention when the timing is right: ideas on when to post and what to highlight



Program & brand etiquette

A few things to keep in mind when you share the program

- Use the full name, Verizon AI Skills for America, the first time it appears in anything you make.
- Never shorten it to initials, and don't drop words. It's not "AI Skills" or "VASA."
- Keep every word in the same treatment — no italics, no underlining, no all caps, no color, no size changes. It should look like the copy around it.
- Don't add a trademark symbol.
- Don't flip it into a by-line. "AI Skills for America by Verizon" isn't approved.
- After the first mention, you don't have to repeat the full name. "The program" works.

Also worth noting

- It's free training, not a grant or a scholarship. Call it a program.
- Easy to access high-value AI training from leading industry experts—all in one place.
- No one can promise anyone a job, so please don't.

Media Engagement

If you receive an inquiry from a reporter, we are here to support you.

The Approach:

- Don't feel pressured to answer immediately: It is perfectly fine to say, *"I'd love to help you with that. Let me loop in our communications team to make sure you get the most accurate and up-to-date information."*
- Give us a heads up: Email your Verizon point of contact (Daniel Perez daniel.perez@verizon.com or Chi Iregbulem chinemere.iregbulem@verizon.com) as soon as possible if a reporter reaches out.
- Use the Toolkit: If you need approved talking points, facts, or data, refer to the most recent program messaging in the toolkit.
- We're in this together: Our PR team is happy to help draft responses, provide background info, or join the call/interview if you would like the support.

If you are reaching out to the press or have an upcoming event, let us know so we can stay aligned.

We welcome you to share stories

Someone's story could inspire someone else

When a person in your community opens an AI tool for the first time, finishes a certificate, or lands a new role after training,, tell us. Real stories do more than any stat.

What to send

- Who the person is and what changed for them
- Where they started and where they are now
- Photos or video, if you have them
- A note on whether they're open to sharing publicly — we'll follow up on permissions before anything runs

Where to send it

Daniel Perez

Senior Manager, Integrated Marketing
daniel.perez@verizon.com

Chi Iregbulem

Marketing, Responsible Business
chinemere.iregbulem@verizon.com

verizon