NewFutures: AI Programme – University Proposal Form

Dear Partner,

Thank you for taking the time to complete this proposal form.

This document is designed to replace a formal written proposal and help us capture an overview of your university's planned activities and capacity to promote the NewFutures: AI online programme among students and recent alumni.

This form is not a contractual commitment. Based on the information shared, we may follow up with selected partners to discuss next steps, including the potential development of a formal grant agreement.

If you have any questions while completing the form, please reach out to your designated point of contact from our team.

Purpose of this form

This proposal form will help us to:

1. Understand the student and alumni populations your university intends to engage

2. Capture planned outreach, engagement, and academic activities over the next 18 months

3. Collect approximate NFAI online course participation estimates for planning purposes

4. Gather high-level, indicative information on resources and costs

All information provided will be used to support planning and partnership discussions. Where exact figures are not available, best estimates or approximate ranges are sufficient.

How we'll use this information

The information shared through this form will be used as a basis for scoping, structuring, and discussing potential grant partnerships under the NewFutures: AI programme.

In particular, it will support discussions around:

1. the scale and focus of planned activities,

2. indicative resource needs, and

3. the most appropriate grant structure and level of support.

Reviewing this information across partners will also help us identify opportunities for cross-institutional exchange, peer learning, and academic–industry dialogue on AI skills and the

Where relevant, we may follow up with partners to refine assumptions, align expectations, and progress grant discussions, including the potential development of partnership agreer

INSTRUCTIONS

1. Complete all relevant sections of the form, following the order of the tabs as presented.

2. Provide realistic, best-estimate figures for students and alumni (see Tab 3 – Estimated Student & Alumni Pool). Approximate ranges are acceptable where exact figures are not av

3. Indicate which groups of your students you plan to engage, including relevant faculties, departments, and student or alumni groups (see Tab 4 – Target Departments & Faculties).

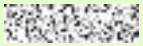
4. Describe the main communication and outreach activities you plan to use to raise awareness of the programme (see Tab 5 – Communication & Outreach Activities).

5. Outline planned student-facing and academic or faculty-focused AI engagement events (see Tab 6 – Student-Facing AI Engagement Events and Tab 7 – Academic & Faculty AI E

6. Provide indicative, high-level cost estimates related to these activities, where available (see Tab 8 – Indicative Estimated Costs).

7. Use the Notes / Comments fields in each tab to clarify assumptions or provide additional context.

University Contact Card

University Name	Tomáš Baťa University in Zlín
Country	Czech Republic
Department / Unit e.g. Careers Services, International Office, Faculty of Engineering, Innovation Hub	Faculty of Multimedia Communications
Campus or office address (optional)	
Primary Contact Person (for this proposal	
Email	
Phone (with the country code)	
Date	2-juin-2026
Last updated (for future updates)	14.6. 2026

Tomáš Baťa University in Zlín

Estimated TOTAL pool of students and recent alumni (2025–2026 Academic Year)

This section helps us understand the overall potential reach of the NewFutures: AI programme within your university, based on approximate estimates of current students and recent alumni.

INSTRUCTIONS:

1. Please provide your best estimate of the total number of students and recent alumni who could potentially participate in the NewFutures: AI programme for planning purposes, using the yellow fields only. Exact fig

2. Include all students and recent alumni who could benefit from the programme, across all departments, tracks, and programmes.

3. Alumni figures should ideally include graduates from the last three academic years only.

4. This table is intended to help us understand the overall potential reach of your university. Please be as comprehensive as possible, using reasonable assumptions where needed.

5. Where exact data is not available, approximate ranges or rounded estimates are acceptable. You may use the Notes column to explain assumptions or provide context.

Total Student and Alumni Pool				Automatic Calculation (for planning only)	Notes / assumptions (optional)
Population group	**Estimated number of current students** (undergraduate, postgraduate, and professional certificate learners)	**Estimated number of recent alumni** (graduates from the last 3 academic years)	**Total Student and Alumni ool** If alumni data is unavailable, provide a reasonable estimate or leave blank.	**Indicative estimated enrolment in NewFutures: AI online programme** (automatic estimate – for planning purposes only)	
Total Number Please use rounded figures (e.g. nearest 50 or 100). Precision is not required.	**80**	**60**	**140**	**70**	

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This table is intended to capture your main planned communication activities. It does not need to be exhaustive, and figures may be updated during follow-up discussions.

	Communication Type	Message/Content Short description of the message (e.g. programme launch, reminder, skills focus)	Frequency	Approximate Reach (estimate) Rounded figures are acceptable.	Indicative potential enrolments (planning estimate) Based on your experience with similar communications. Rounded estimates are sufficient. Optional	Notes / assumptions Optional
EXAMPLE	*Newsletter*	*Introducing the NFAI Program*	*Monthly*	3000	*200*	*Add clarification notes here when needed*
	Newsletter	Intro	One-off	140	50	
	Newsletter	programme launch, reminder	Monthly	140	50	
	Flyers	programme launch	Campaign-Based	500	50	
	Social media	skills focus	Campaign-Based	2000	100	
	Intranet	programme launch	One-Off	500	10	

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Direct email	evaluation call	One-Off	140	100	
Social media	reflection of the students after first yea	One-Off	1000	200	

Tomáš Baťa University in Zlín

Planned Student-Facing AI Engagement Events (Next 18 Months). Primarily attended by students and alumni.

This section is intended to help us understand what student-facing AI-related events your university plans to organise over the next 12 months, particularly those that support student engagement, awareness, and practical AI skills development linked to futur

These events may focus on engagement, awareness, or skills development and do not need to directly result in NewFutures: AI programme enrolments.

INSTRUCTIONS

1. Include student-facing events planned over the next 18 months that relate to AI skills, employability, or awareness-building.

2. For each event, provide the month, event type, and a short description of the event's purpose.

3. Provide an approximate estimate of attendees for planning purposes. Exact figures are not required.

4. Use the Notes column to add any additional context, assumptions, or clarifications.

Date	Event type	Short description	Estimated # of attendees	Notes / assumptions (optional)
October 2026	*Information Session*	*A 30-min long in room information session in person and online to go through what the program is about*	*50*	
TBD	Workshop	A 60-min long in room evaluation session about the program impact and evaluation	30	
TBD	Seminar	A 90-min long in room seminar about good practice in using AI for academic purpose	50	
TBD	Info Session	*A 30-min long in room information session in person and online to go through what the program is about*	50	
TBD	Workshop	A 90-min long evaluation session after the first year of the programme	100	

Tomáš Baťa University in Zlín

Planned Academic & Faculty AI Engagement Events (Next 12 Months). Primarily attended by faculty, researchers, and academic leadership as we as by external stakeholders, ecosystem partners, employers, NGOs, and other universities..

This section is intended to help us understand what academic or faculty-focused AI-related events your university plans to organise over the next 12 months, particularly those that support thought leadership, knowledge exchange, community discussion, and networking.

We are also interested in understanding whether any of these events involve external thought leaders, industry experts, corporate partners, or other external stakeholders, as this helps us identify opportunities for cross-university connection and broader ecosystem exchange.

Understanding these activities will help us identify where universities are convening academic–industry dialogue on AI skills that we could boost, and create opportunities for cross-institutional exchange and collaboration across the NewFutures: AI network

INSTRUCTIONS:

1. Include events where faculty members, researchers, academic and / or thought leadership are expected to be engaged.

2. For each event, provide the month (if known), event type, and a short description of the event's purpose. Links or references to media coverage are optional.

3. Provide an approximate estimate of attendees for planning purposes. Exact figures are not required.

4. Use the Notes column to add any additional context, such as the involvement of external speakers, industry experts, or partners, where relevant.

	Date	Event type	Short description	Estimated # of attendees	Media presence	Notes / assumptions (optional)
EXAMPLE	*April 2026*	*Networking event*	*A 1-hr networking event with thought leaders in the field of AI*	*50*	*Yes, local news + social media of the*	
	November 2026	Roundtable	A 2-hr meeting of the faculty workers discussing implementation of AI toools for the atelier work	10	No	
	April 2027	Expert Webinar	A 2-hr seminar for academic workers focused on the use of AI tools in academic work	50	social media and web	
	October 2027	Networking Mixer	A 2-hr meeting of the faculty leaders focused on the implementation of AI tools to development of online space for teaching	30	social media and web	

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Indicative Estimated Costs (18-Month Planning View)

This section helps us understand the approximate level of resources required to support the activities outlined in the previous tabs, for planning and grant structurring purposes only.

INSTRUCTIONS:

This table is intended to capture a high-level estimate of the overall costs associated with the activities outlined in the previous tabs, over the next 18 months.

Please consider broad cost categories such as:
- communications and outreach,
- student-facing activities, and
- academic or faculty-focused events,
- as well as any other costs directly related to promoting or supporting the programme.

You do not need to provide a detailed budget or break down costs by individual activity. One estimated figure per category is sufficient.

Use the Notes column to briefly explain what is included in your estimate (for example: staff time, materials, venues, speakers, or online tools).

These figures are indicative only, provided for planning purposes, and do not create any formal financial commitment.

Proposed NewFutures: AI Grant = 18,800

Activity Category	Indicative estimated cost (18-month period, EUR)	Notes (optional)
1. Staff coordination & project management. Please include only additional costs that would be incurred as a result of participating in the programme.	**1000**	
2. Outreach & communication activities	**500**	
3. Student-facing activities & events	**200**	
4. Academic / faculty activities & events	**200**	
5. Digital tools / platforms	**200**	
5. Travel & representation		
6. Administrative & operational support		
7. Other (Specify in notes)		

TOTAL	**2100**	
If cost estimates are not yet available for a category, you may leave the field blank or provide a rough range.		

For INCO



Program Manager

28.7. 2026

For Tomas Bata University, Zlin

