

AI Essentials for PK-12 Education

MICRO-CREDENTIAL

AI isn't the future — it's **today**.
Lead with confidence.

Fuel your learning with virtual classes taught by AI experts and self-paced online learning.

COURSE OVERVIEW

A Practical, Future-Ready Micro-Credential for Human Capital, HR, and Organizational Leaders in Education

Artificial intelligence is rapidly transforming how districts recruit, retain, support, and develop their people. Yet many PK-12 leaders still struggle to understand what AI is, how it works, and how to use it responsibly in real HR and organizational workflows.

AI Essentials for PK-12 Education Leaders closes that gap. This 13-hour micro-credential delivers a clear, practical, and ethical roadmap for integrating AI into human capital, HR, recruitment, retention, talent development, and overall school system strategy.

Designed by the **Experience Management Institute (EXMI)** in partnership with **AASPA**, this program blends accessible instruction, hands-on practice, case studies, and guided application. Participants learn how to use generative AI confidently and responsibly—while building future-ready skills grounded in HCLE standards and aligned to state and national workforce priorities.

Whether you're a seasoned superintendent, a curious school leader, or an HR innovator, this course will equip you with practical AI knowledge and skills to stay ahead of the curve in the rapidly evolving education landscape. Prepare to lead an AI-enabled education system with confidence, embrace innovation, and shape the future of PK-12 education leadership with AI!



13 hours of learning



Earn credit hours toward pHCLE recertification



**\$300 AASPA Members
\$450 Non-Members**



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In this course you will:

- Master AI fundamentals
- Implement generative AI solutions
- Develop effective prompt engineering skills
- Understand and use responsible AI practices
- Explore AI applications in human capital management domains such as talent acquisition, talent management and total rewards
- Solve real-world challenges with AI through case studies and activities

In this course we will NOT cover:

- Classroom AI tools and techniques for teachers and/or PK-12 student-focused AI literacy
- Advanced technical and statistical methods such as R or Python, data science techniques, machine learning algorithms, statistical modeling or complex analytics frameworks
- Building or fine-tuning custom AI models such as creating large language models (e.g., GPTs), designing neural networks, or exploring Agentic AI concepts

PREREQUISITES

This course welcomes learners of all experience levels—**no prior knowledge of AI is required**. It offers a safe, supportive space for exploring and discussing AI concepts, regardless of your starting point. While there are no strict prerequisites, the following may enhance your experience:

- **Work Experience:** While not required, experience in people management and supervision and/or in PK-12 or higher education may help when applying examples and solutions.
- **Degree:** There are no degree requirements for this course.
- **Basic Computer Literacy:** Familiarity with digital tools like Word, Excel, email, and internet navigation.
- **Interest in AI and Human Capital Management:** A curiosity about how AI can transform HR areas such as recruitment, development, and engagement.
- **A Growth Mindset:** Openness to learning, embracing challenges, and engaging in innovative problem-solving.

Prepare to lead with confidence, embrace innovation, boost efficiency, and shape the future of PK-12 education leadership with AI!



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Format & Duration

The program includes approximately **13 hours of total learning**, delivered through a flexible blended model:

- **3 hours** of live, virtual instructor-led learning
- **10 hours** of asynchronous, self-paced modules (quizzes, demonstrations, guided practice, examples, and tool walk-throughs)

Participants gain 12-month access to course modules, templates, checklists, and examples.

Assessment Requirements

To earn the credential, participants must:

- Complete all asynchronous modules and embedded knowledge checks.
- Achieve the minimum passing score of **80%** on quizzes.

A digital certificate and badge will be awarded upon successful completion.

Who Should Enroll

This program is ideal for:

- District leaders
- Human capital specialists
- Talent acquisition and retention teams
- Superintendents and cabinet-level leaders
- Principals and building administrators
- Communications and strategy leaders
- Educational service center personnel
- Anyone responsible for people, processes, and organizational outcomes in PK-12 systems

Testimonial

Please let me know when the AI Essentials 2 course is available. Thank you! This was a great opportunity to apply my very limited knowledge of AI at work.

— Class Participant 2025

Testimonial

The course made my understanding and usage of AI far better than when I arrived on day 1. Thank you for the opportunity.

— Class Participant 2025



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CORE COMPETENCIES DEVELOPED

Participants will gain competency in:

- **AI Literacy & Foundations:** Understanding key terminology, model types, capabilities, limitations, and emerging trends.
- **Generative AI & Prompt Engineering:** Constructing effective prompts, refining AI outputs, and identify opportunities to integrate AI into everyday PK-12 operations.
- **Responsible & Ethical AI Use:** Addressing bias, ensuring transparency, safeguarding data, evaluating AI tools, and aligning use with district policy and public trust. [Identifying data privacy risks, addressing bias, mitigating hallucinations, and adhering to organizational acceptable use policies.](#)
- **Human Capital Strategy, Problem-Solving, & Innovation:** Applying AI to improve workforce planning, recruitment, retention, performance management, and organizational effectiveness.
- **Adapting to Evolving Changes in Technology & Organizational Change Management:** Guiding staff through AI adoption, building confidence, reducing resistance, and connecting AI to mission, values, and instructional quality.

NATIONAL STANDARDS & GUIDANCE ALIGNMENT

AI Essentials for PK–12 Education aligns directly with national standards and federal guidance including:

1. **AASPA, Human Capital Leaders in Education National Standards** (AASPA, 2026)
2. **U.S. Department of Labor’s Training and Employment Guidance Letter (TEGL) No. 03-25, Encouraging the Use of Workforce Innovation and Opportunity Act (WIOA) Funding to Help Youth and Adults Develop Artificial Intelligence Skills:** [TEGL 03-25](#) encourages the use of WIOA Title I Youth, Adult, and Dislocated Worker programs to build AI literacy by helping learners understand how AI works, explore AI applications, use effective prompting, evaluate AI-generated outputs, and apply safe, ethical, and secure AI practices (U.S. Department of Labor, 2025).
3. **U.S. Department of Labor’s Training and Employment Notice (TEN) No. 07-25, Artificial Intelligence (AI) Ready Workforce Framework:** [TEGL 07-25](#) emphasizes the importance of developing development providers, educators, and employers to equip learners with practical AI competencies that support workforce readiness, adaptability, and ethical technology use across industries (U.S. Department of Labor, 2026).
4. **U.S. Department of Labor’s Competency Model Clearinghouse, specifically the Building Blocks Model, Tier 2 – Academic Competencies 2024 Update:** Basic Computer Skills, which was recently updated to reflect employer demand for digital and AI-related skills. Revisions emphasize adapting to evolving technologies; problem-solving in digital environments; assessing the provenance and reliability of AI-generated content; evaluating generative AI outputs for compliance with legal and organizational standards; using appropriate prompting techniques; and adhering to policy requirements governing AI tools ([U.S. Department of Labor, 2024](#)).



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HOW THIS PROGRAM SUPPORTS EMPLOYERS

Employers can expect participants to develop:

- **Technology-infused competencies:** Practical skills for integrating AI tools and digital workflows into daily operations.
- **Direct application to workforce systems:** Strategies that streamline HR, talent, and organizational processes to improve efficiency and service delivery.
- **AI literacy, digital fluency, and workflow modernization:** Knowledge and confidence to use AI tools responsibly and effectively in real PK-12 settings.
- **Timely completion and actionable outcomes:** A comprehensive learning experience that can be completed within one year and applied immediately on the job.
- **Clear organizational value:** Participants produce measurable improvements that benefit students, staff, and the district as a whole.

What Employers Can Expect

- **Responsible & Compliant AI Use:** The program prepares leaders to navigate ethical, legal, and equity considerations, supporting trustworthy implementation that prioritizes student and staff well-being.
- **Workforce Efficiency & Cost Savings:** AI-enabled workflows reduce manual administrative tasks, streamline HR processes, and free staff to focus on higher-value, strategic work.
- **Improved Data-Driven Decision-Making:** AI tools enhance workforce insights, accelerate reporting, and support more accurate, proactive planning.
- **Sustainable Capacity Building:** Instead of relying solely on external support, districts develop internal leaders with the skills to champion responsible AI use and ongoing innovation.
- **Stronger Recruitment & Retention:** Participants learn how to apply AI to sourcing, job marketing, candidate engagement, onboarding, and retention analytics—improving hiring outcomes and stabilizing the workforce.



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Module 1

Getting Yourself Ready (2.5 hours, Online Self-Paced):

Course overview, learning objectives, and AI tool selection.

Module 2

Master AI Fundamentals (1-hour, Online Instructor Led + 30 minutes Online Self-Paced): Core AI concepts, terminology, and the landscape of AI tools.

Module 3

Understand and Use Responsible AI (3 hours, Online Self-Paced): AI ethics, bias, privacy, safety, and legal frameworks.

Module 4

Implement GenAI Solutions (1-hour, Online Instructor Led + 30 minutes Online Self-Paced): AI fact-checking, managing AI hallucinations, and mitigating bias.

Module 5

Develop Effective Prompt Engineering Skills (3 hours, Online Self-Paced): Advanced prompting frameworks (sequential reasoning, few-shot, zero-shot).

Module 6

Applying GenAI in HR (1-hour, Online Instructor Led + 30 minutes Online Self-Paced): Practical applications of AI in Talent Acquisition, Talent Development, and Total Rewards.



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