

# Technology, AI, and the Future of DEIJB Work

Beyond 2020 - The Moment We're In: 5 Years of Learning, Leading, & Moving Forward



# Introduction

Community Building  
Orientation & Expectations  
Amber x MSA

Compass or Map

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# Mentimeter

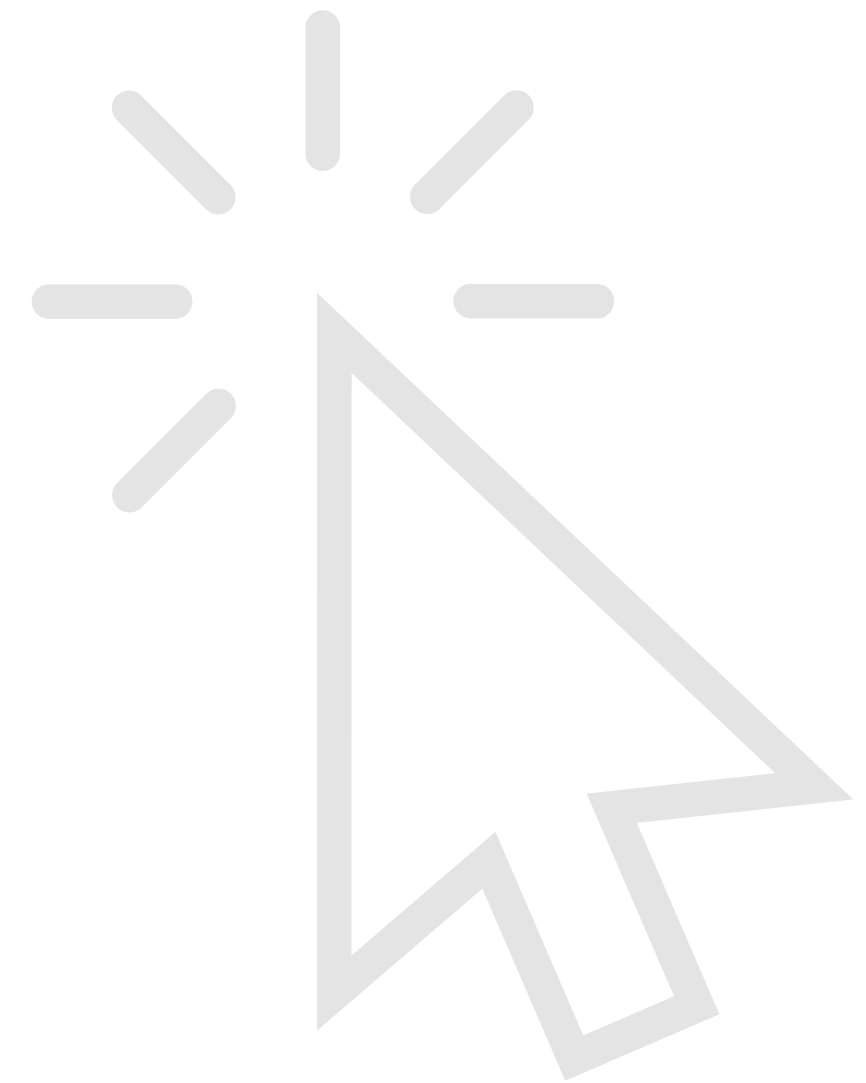
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# GUIDEBOOK

[bit.ly/AIxDEIJB](https://bit.ly/AIxDEIJB)

Slides & Notes



# Metrics of Success

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**ENGAGE**      Active > Passive

**TRUST**      Stories stay, learning leaves.

**WONDER**      Curiosity > Judgement

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# AGENDA

MSA x AI

AI x Education

AI 101

AI x Equity

Gen AI Experiences

Case Studies



# Amber Berry

Vice President of AI & Strategy  
Middle States Association



# NORTH STARS

## PURPOSE

To inspire  
wise change

## VISION

To be the source  
for school leaders  
transforming themselves  
and their schools



Middle States  
Association

# Accreditation

msa-cess.org

Sustaining Excellence  
Excellence by Design  
Designing our Future  
Programs of Distinction  
Next Generation Accreditation

## Evolution Lab

msaevolutionlab.com

## Professional Learning

Evolution Academy Courses  
AI 101 & AI 201  
Best Teachers on Earth  
Live Workshops

## Events

The Journey  
Live Chats

## Thought Leadership

Blog Posts  
Forces at Play Reports  
Evolution Stories Podcast  
Evolutionaries in Action

# Endorsements

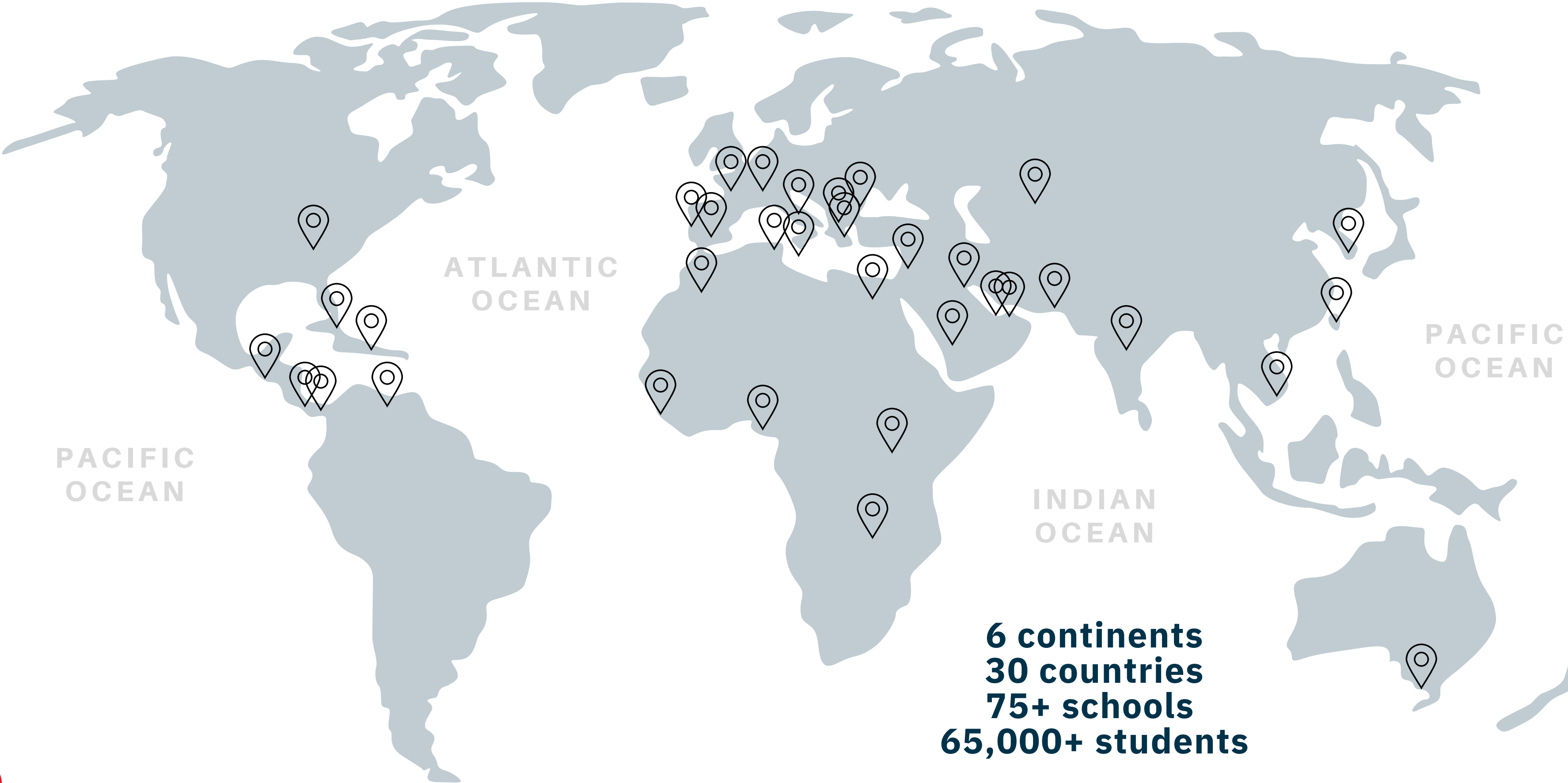
## Responsible AI in Learning RAIL

AI Literacy, Safety & Ethics  
Essential Learning Experience with AI

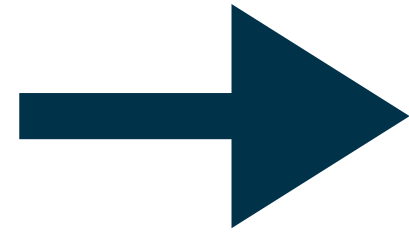
## Governance Mastery

Silver, Gold, Platinum Tiers

# Responsible AI in Learning (RAIL) Endorsement Series

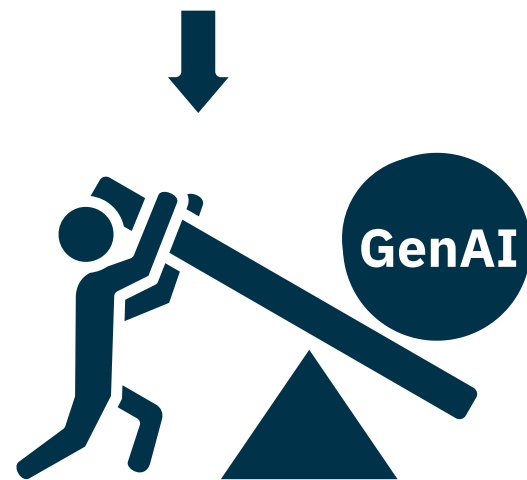


~~integration~~



**reconsider great learning**

**Human-led, AI-informed.**



POWERFUL  
LEARNING

## Practices

The day-today behaviors that bring to life a school's programs, such as assessments, lessons & instruction.

## Program

The things that activate a school's curriculum, such as courses, clubs & sports.

## Infrastructure

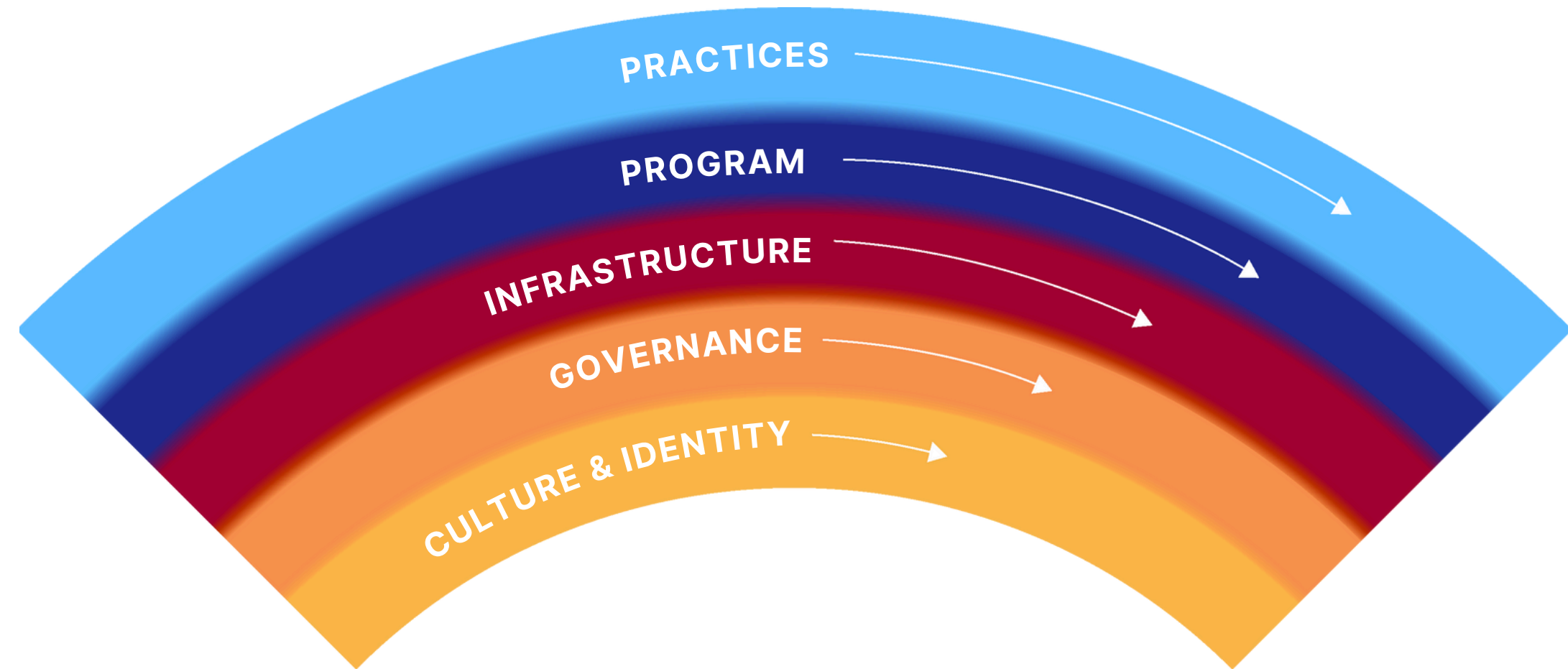
The building blocks upon which programs and practices are built, such as curriculum and organizational design.

## Governance

The decision-making rules for stakeholders, such as policies.

## Culture & Identity

The source code for a school, such as mission, vision, values & beliefs. The deepest narratives live at this layer, and narratives drive goals.



A large, stylized, light blue 'M' logo is positioned on the left side of the slide. It is composed of several geometric shapes, including a large 'M' and a horizontal bar below it. The background is a dark blue gradient with a large, lighter blue circular shape on the left side.

# AI FOUNDATIONS

AI 101

AI x Education

AI x (In)equity

AI Use

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# Mentimeter

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# Artificial Intelligence

Technology that helps computers act in human-like ways.



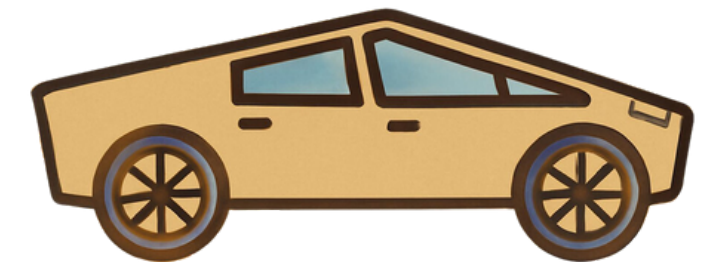
## Machine Learning

A method that lets computers learn patterns from lots of simple data and make predictions.



## Deep Learning

A special type of ML that learns complex data through connected layers.



## Generative AI

AI that creates new text, audio, or video.



ChatGPT

**GenAI** is an intern  
or new colleague

**You** are the human  
in the loop



# Do

**Check for hallucinations & bias**

**Stay open to experimentation**

**Engage in conversation**

**Mind your Ps & Qs**



# Don't

**Don't use it like a search engine**

**Don't stop after one prompt**

**Don't enter PII**



# 3 AI personas to increase your productivity

## CREATOR

First Draft

- brainstorm ideas to jumpstart your thinking

## ASSISTANT

Timesaver

- summarize, convert, reply, condense, analyze

## STRATEGIST

Thought Partner

- solicit targeted feedback

# SPECTRUM OF GEN AI PLATFORMS

CREATIVE /  
CONVERSATIONAL

FACTUAL /  
SOURCING



Character  
AI

HeyPi

Gemini

Co-Pilot

ChatGPT

Meta

Claude




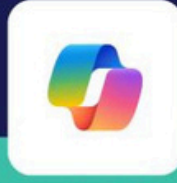
Perplexity

Consensus

Personal  
Preference / By Task

# Chatbot Cheatsheet

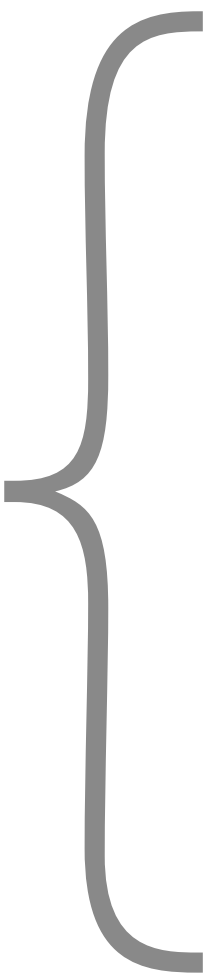
AI for Education

	 ChatGPT	 Claude	 Google Gemini	 Microsoft Copilot
Key Features	<ul style="list-style-type: none"><li>• Text generation</li><li>• File attachment (very limited in free)</li><li>• Image generation (paid)</li><li>• GPTs (access in free, build in paid)</li></ul>	<ul style="list-style-type: none"><li>• Text generation</li><li>• File attachment (free)</li><li>• Process visual inputs</li><li>• Focus on ethics and safety</li></ul>	<ul style="list-style-type: none"><li>• Multimodal inputs (text, images, and audio)</li><li>• Image generation (free)</li><li>• Data analysis</li><li>• Internet access</li></ul>	<ul style="list-style-type: none"><li>• Multimodal inputs (text, images, and audio)</li><li>• Image generation (free)</li><li>• Data analysis</li><li>• Internet access</li></ul>
Best for...	<ul style="list-style-type: none"><li>• Basic writing tasks</li><li>• Language translations</li><li>• Writing code</li></ul>	<ul style="list-style-type: none"><li>• Working with files</li><li>• Creating interactive elements</li><li>• Sophisticated writing tasks</li></ul>	<ul style="list-style-type: none"><li>• Complex reasoning tasks</li><li>• Working with Google tools (Gmail, Docs, YouTube, etc.)</li></ul>	<ul style="list-style-type: none"><li>• Working with Microsoft suite</li><li>• Data analysis with Excel</li></ul>
Limitations	<ul style="list-style-type: none"><li>• Generic writing style</li><li>• Free version has limited functionality</li><li>• No internet access in free version</li></ul>	<ul style="list-style-type: none"><li>• Usage limitations (30 messages/day on free plan)</li><li>• No image generation</li><li>• No internet access</li></ul>	Limited image generation (no people)	No document uploads on free version
Cost	Free plan or \$20/month	Free plan or \$20/month	Free plan or \$19.99/month	Free plan or \$20/month





# Prompt Design Elements

- 
- A large, light gray curly bracket on the left side of the list, grouping all five items.
- **Keywords:** Relevant words about the topic or content
  - **Examples:** Provide sample content or outputs
  - **Instructions:** Verbs like summarize, write, explain...
  - **Guidelines:** Tone, length, perspective specifications
  - **Context:** Background info for tailored responses

# AI is the **#1** rising skill in the workforce

—LinkedIn, 2025



**78%** of companies already use AI

—Stanford AI Index Report, 2025

**62%** of employers expect AI literacy

—Cengage Report, 2024



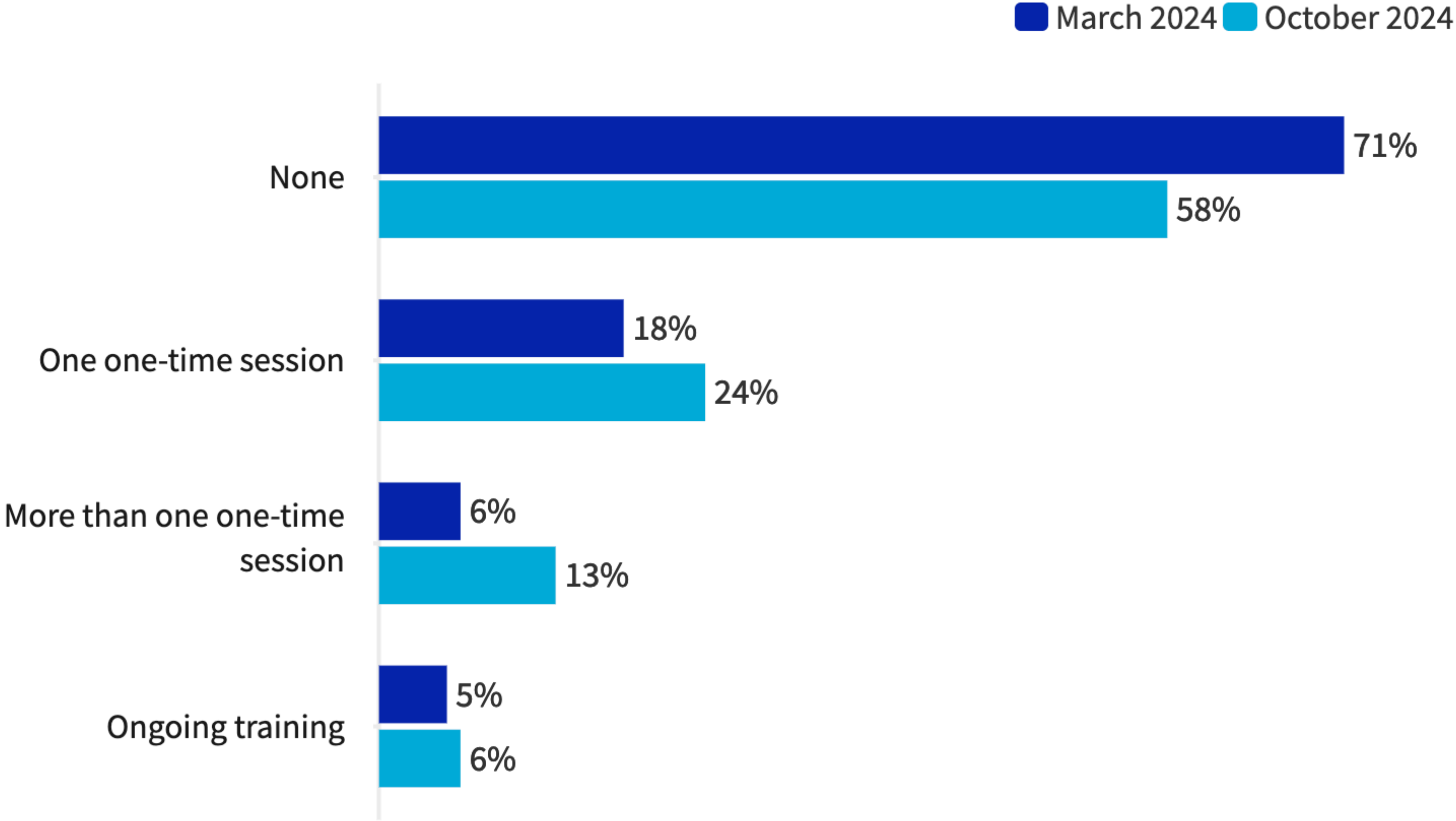
# 50%

of K-12 students  
may use ChatGPT weekly

—Impact Research Survey, 2024



# How much professional development have you received on using generative artificial intelligence in the classroom?



AI x DEIJB Pulse

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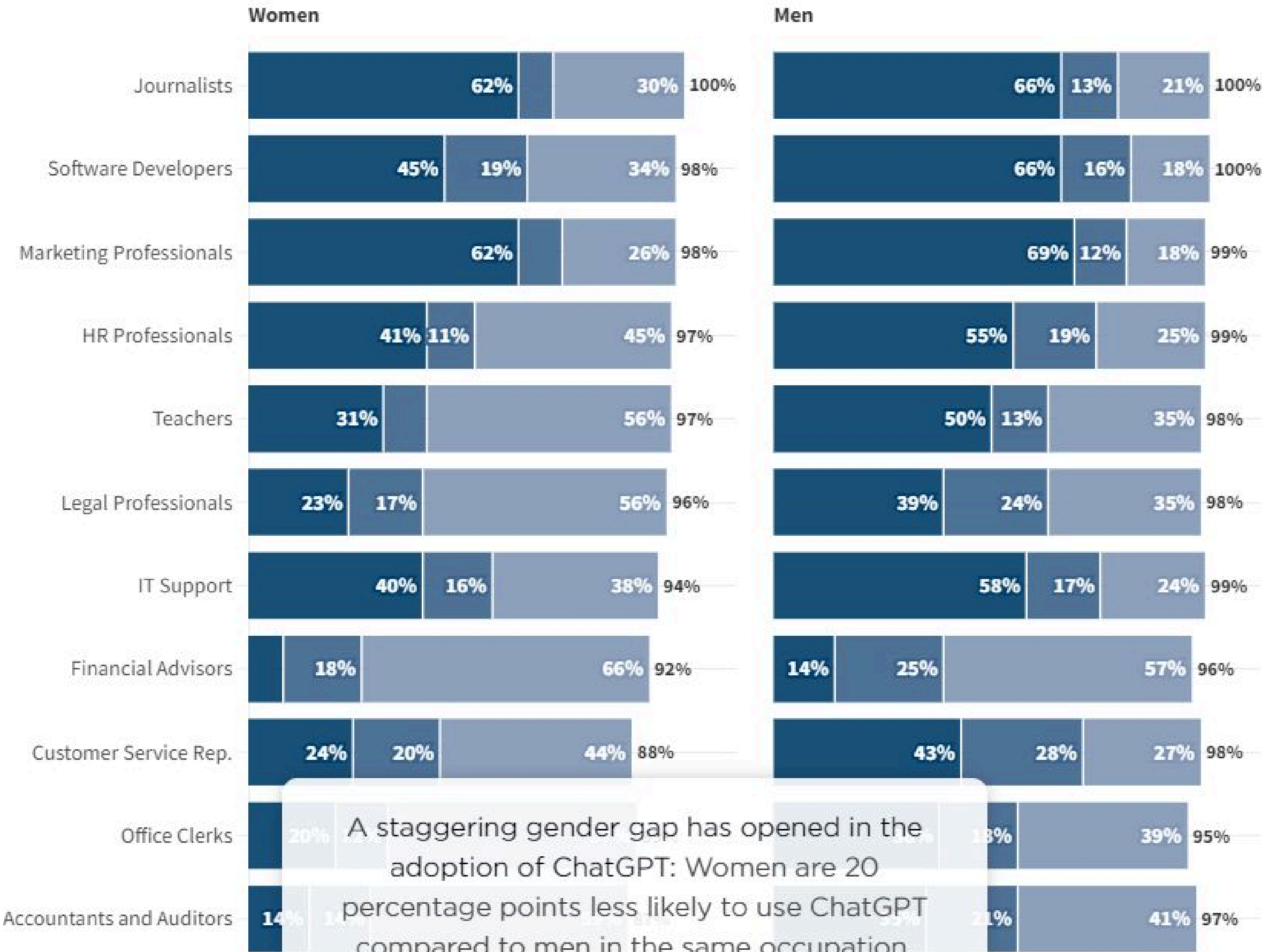
# Mentimeter

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# Adoption of ChatGPT across Occupations, by Gender

Used at Work   Used, Not at Work   Aware, Never Used



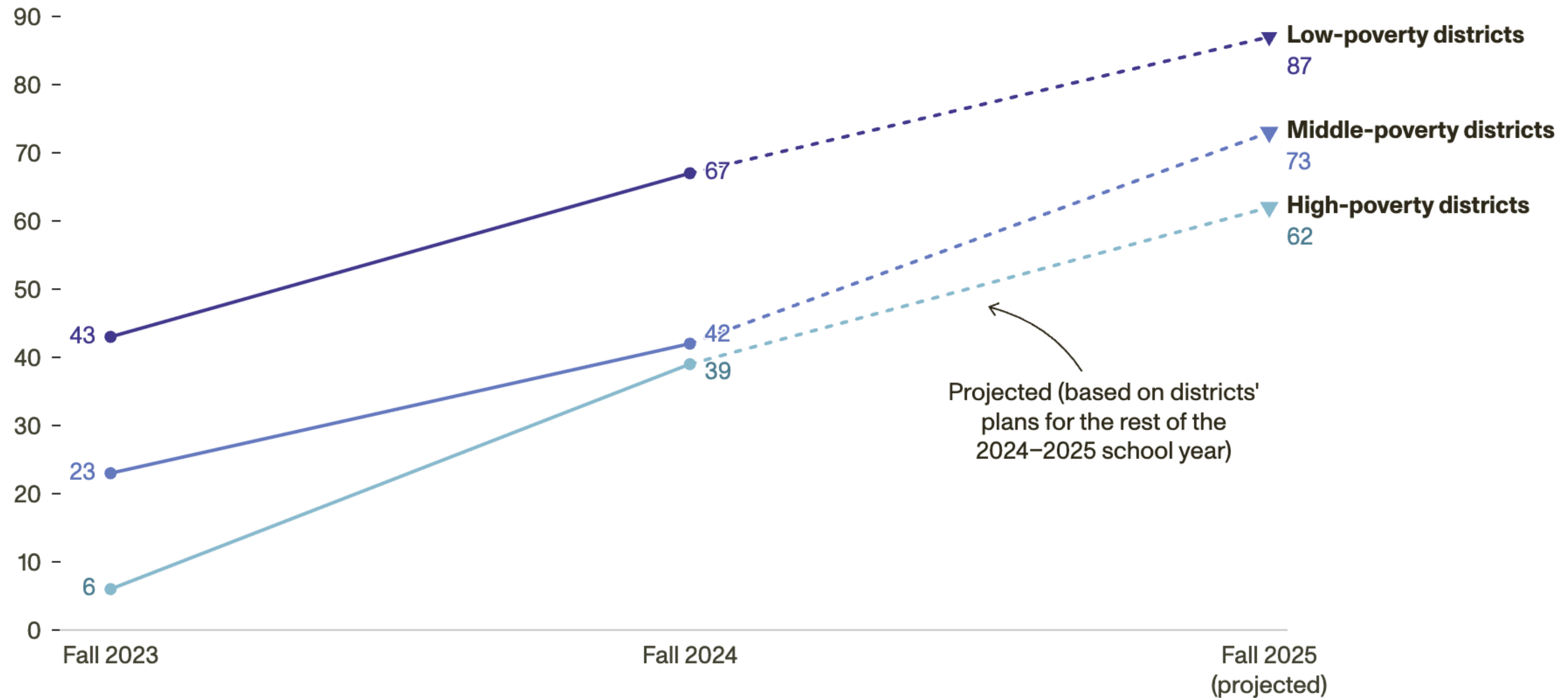
A staggering gender gap has opened in the adoption of ChatGPT: Women are 20 percentage points less likely to use ChatGPT compared to men in the same occupation.

# Gender Gap In AI Adoption



# RAND Survey

**Figure 2. Percentage of Districts That Reported Having Provided Training (or Have Plans to Provide Training) to Teachers About AI Use, by Year and Poverty Status**



# **One ChatGPT Query = One Glass of Water**

- Each prompt entered into ChatGPT-3 uses roughly 500 milliliters (0.13 gallons) of water for data center cooling. That's about one standard 16 oz glass of water per query

Source: “*Making AI Less Thirsty*,” UC Riverside, 2023





# Reconsider Powerful Learning

“Should students use  
AI to help with HW?”



**“What do we believe  
about appropriate  
academic assistance?”**  
(tutors, internet, peers, AI)

AI Deepfake Quiz

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# Mentimeter

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# Deepfakes

## What they are

Generative AI video, image or audio clips that makes people appear to say or do things they never did.

## Where you see them

- Social Media
- Influencer Profiles
- Scams (Phone Calls)
- News

## Why they matter

- Identity Manipulation
- Weaponized Stereotypes
- Trust Erosion
- Targeted Harassment
- Accountability Gaps
- Threat to Consent & Agency
- Access Inequities Exacerbated



# STUDY + PRACTICE

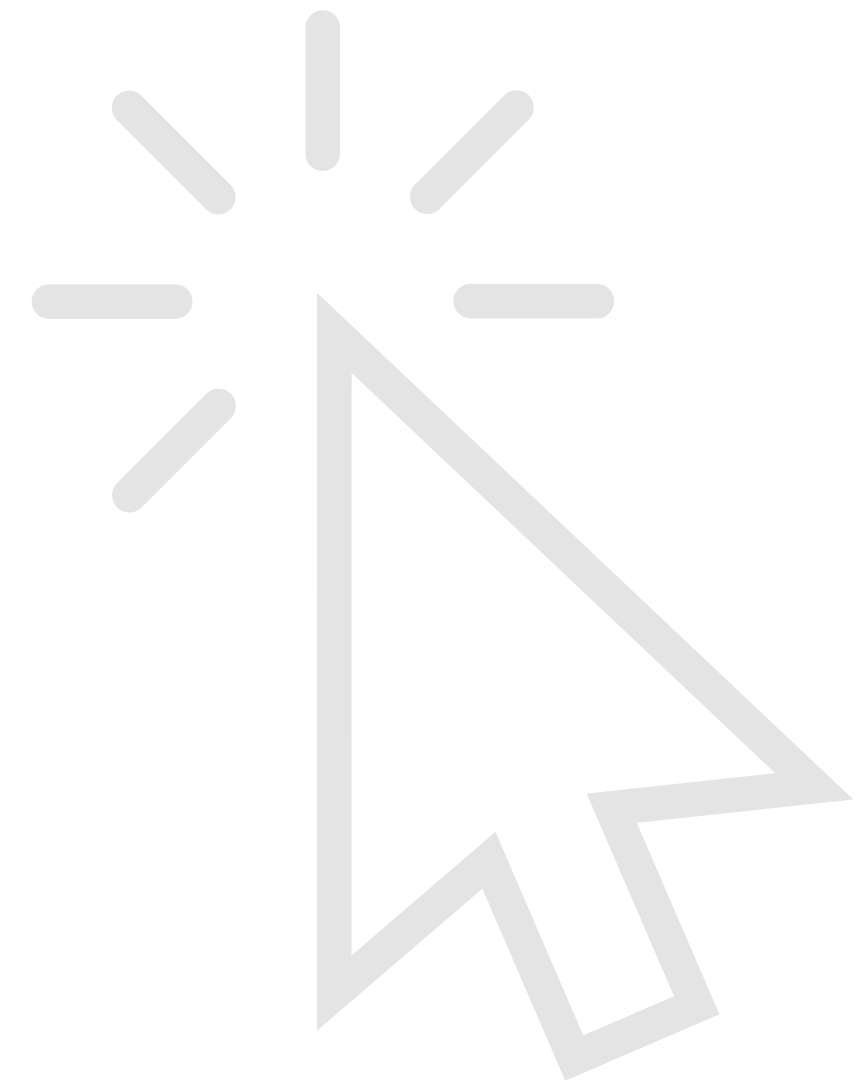
Generative AI Experiences

Case Studies

# GUIDEBOOK

## Gen AI Experience 1

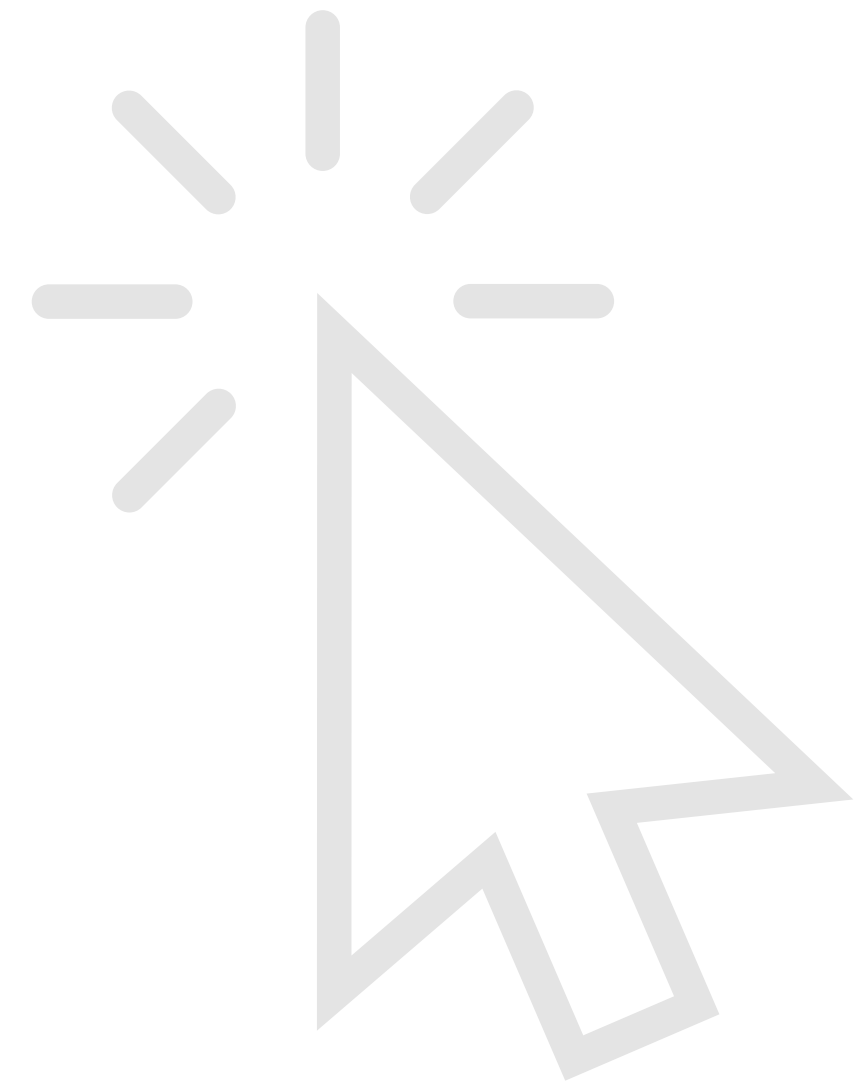
Admissions: Shadow Day Invitation



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## Case Study 1

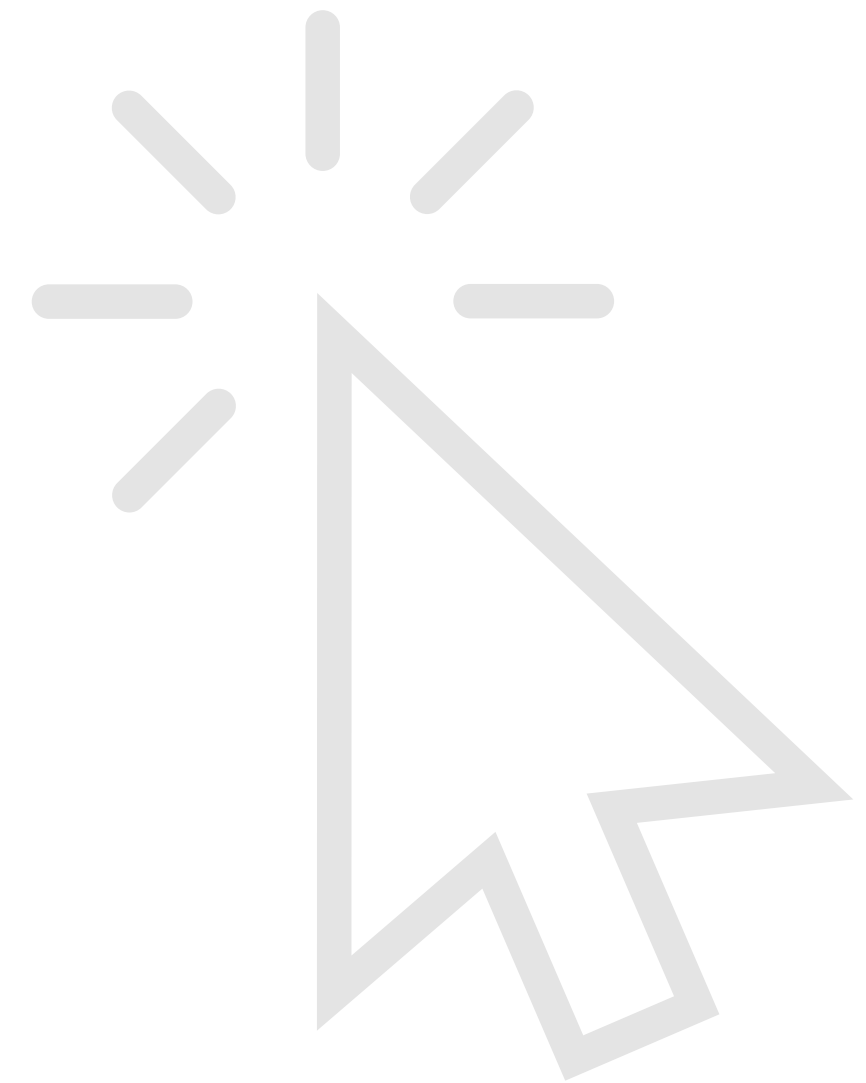
Job Description



# GUIDEBOOK

## Gen AI Experience 2

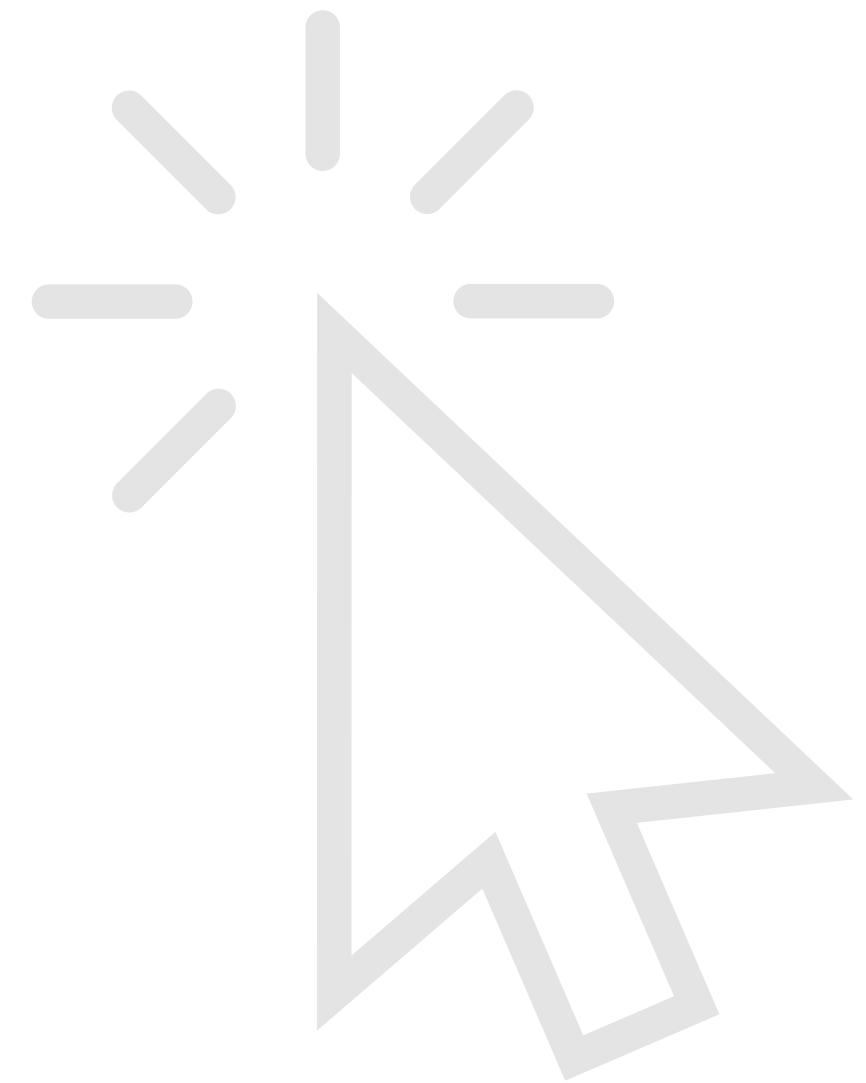
Hiring: Inclusive Job Description



# GUIDEBOOK

## Case Study 2

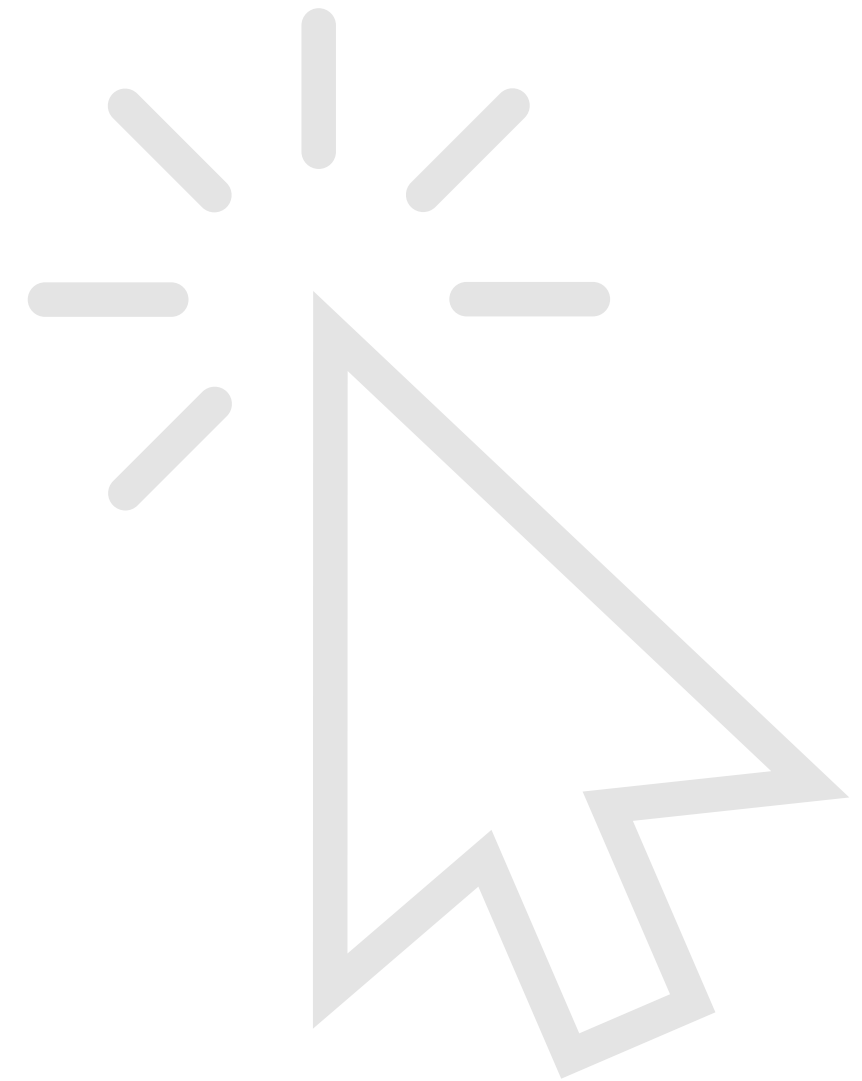
“Accused by the Algorithm”



# GUIDEBOOK

## Gen AI Experience 3

Disicipline: Data Analysis



AI Hope

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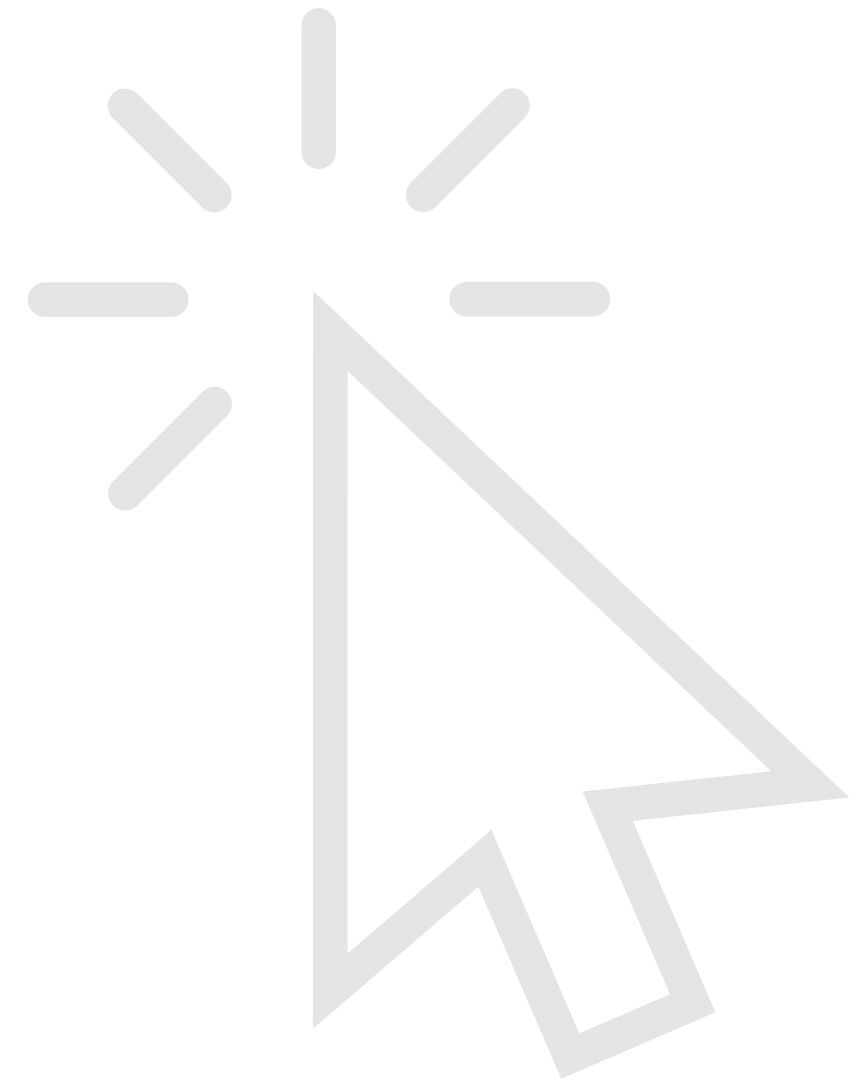
# Mentimeter

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# GUIDEBOOK

## Reflect & Action Plan



Waterfall

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# Mentimeter

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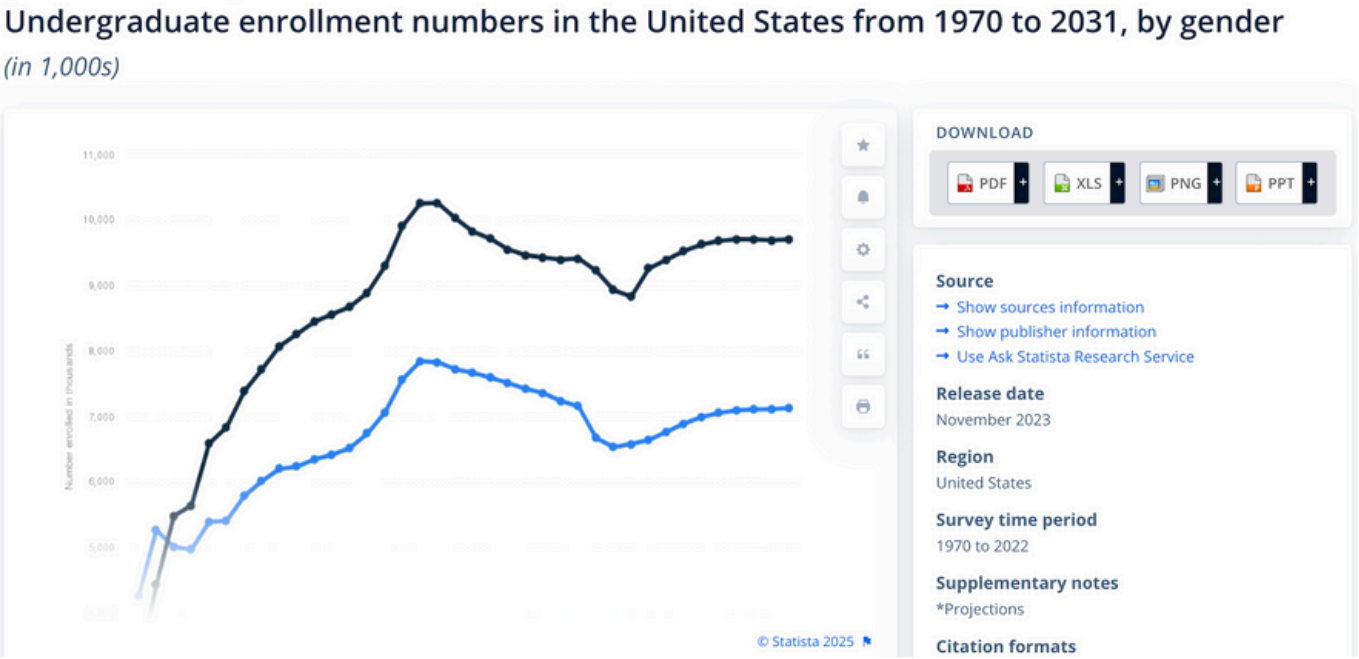
45 47

PRESIDENTIAL ACTIONS

# ADVANCING ARTIFICIAL INTELLIGENCE EDUCATION FOR AMERICAN YOUTH

Executive Orders | April 23, 2025

What  
is  
next?



VIDEO INSIDE



NEWSWEEK.COM

## A chain of private schools replaced teachers with AI. This is what happened


AP

WORLD U.S. POLITICS SPORTS ENTERTAINMENT BUSINESS SCIENCE FACT CHECK ODDITIES MORE

LIVE Charlie Kirk assassinated LIVE Trump administration Colorado school shooting 9/11 anniversary Matthew Dowd

EDUCATION

## Teens say they are turning to AI for friendship



Bruce Perry, 17, demonstrates the possibilities of artificial intelligence by creating an AI companion on Character AI, Tuesday, July 15, 2025, in Russellville, Ark. (AP Photo/Katie Adkins)

Search Penn Today Menu

SCIENCE & TECHNOLOGY

## Penn Engineering launches first Ivy League undergraduate degree in artificial intelligence

The new degree will push the limits on AI's potential and prepare students to lead the use of this world-changing technology.



## 15 second survey



THANK YOU!