

AI+ EDUCATOR PRACTITIONER WEBINAR

Transforming Teaching with AI

Practical strategies for using AI effectively,
responsibly, and confidently in education.

CCI LearningTM
Igniting Possibilities

AI CERTs[®]



Images created by ChatGPT

Meet Your Speakers

Practical insights. Real-world experience. A shared passion for education

Host



Jessica Casey

Strategic Account Manager & Host

CCI LearningTM
Igniting Possibilities

Guest Speaker



Skills for an AI-Ready World.

Ben Watson

Chief Commercial Officer, AI Certs

AI CERTs[®]

- Global learning & technology executive
- Former leadership roles at **Microsoft, Skillsoft & Global Knowledge**
- Expertise in **AI education, workforce transformation & certification**
- Leads **global growth, strategic partnerships & AI adoption** at AI CERTs[®]
- Proud Canadian

Your students are already using AI

The question isn't whether they're using it.
It's whether educators are prepared to
guide them.

The Educator Problem

Big questions. Real concerns. You're not alone.

-  Is it **safe** to use with student data?
-  Can I **trust** this output?
-  How do I know students **actually learned** something?
-  How do I **differentiate** without doubling my prep time?
-  Which AI tools **actually matter**?
-  What happens when AI confidently gives me **something wrong**?

Real
Questions.
Real
Educators.

Reframe the Opportunity

- 1 You don't need **50 more AI tools**.
- 2 You need a better way to use **the ones you already have access to**.

The Results:



Less
routine work



Better
learning
support



Stronger
feedback



Greater
confidence using
AI responsibility

It's more than **knowing the tools.**



DESIGN

Designs Ai-enhanced learning experiences



EVALUATE

Evaluates AI output Critically.



PROTECT

Protects student Privacy.



ADDRESS

Addresses bias and Transparency.



PERSONALIZE

Uses AI to personalize learning.



ASSESS

Improves assessment and feedback.



LEAD

Helps lead responsible adoption.



Knowing an AI tool isn't the same
As knowing how to use AI as an educator.

Same teacher. Same standard. Very different Sunday.

OLD SUNDAY

A long list of tasks before the real teaching begins.



Find
Resources



Create
Lesson



Modify
Reading Levels



Create
questions



Build
Rubric



Prepare
accommodations



Write
Feedback



Routine
Admin

Hours of repetitive preparation before
The real teaching even begins.

NEW SUNDAY

A simpler, smarter way to prepare.



Educator
Set the
objective



AI creates the
first draft



Educator
Evaluates it



Educator
Improves it

AI handles the first pass.
The educator applies the expertise.



The goal isn't to replace the work that requires your expertise.
It's to reduce the work that doesn't.

The **CASE** Prompting Framework

A simple structure for getting better results from AI.

C

CONTEXT

Be clear about your goal.



What is the situation?



This sets the objective and the situation.

A

ASK/ASSIGN

Give AI a specific task.



What do you want it to do?



This gives AI the actual work to do.

S

SPECIFICS

Define format, audience and criteria



What does good look like?



This ensure the output meets your students' needs.

E

EVALUATE

Review, refine and make it yours.



Is the output actually useful?



You stay in control. Refine it until it works for your classroom.

Make the **CASE** for a better prompt.

Context → Ask → Specifics → Evaluate

The CASE Prompting Framework

Same instructor. Same standard. A better prompt.

C CONTEXT

Be clear about your goal.



Example

"I am a Grade. 8 science teacher preparing a 60-minute lesson on the water cycle. Students need to be able to explain the four main stages of the water cycle and describe how water moves through the system."

LINKS TO YOUR WORK

- ✓ Educator sets the objective
- ✓ Find/create resources

A ASK/ASSIGN

Give AI a specific task.



Example

"Create the lesson plan. Include:

- A 10-minute introduction
- A 25-minute learning activity
- A 15-minute student activity
- A 10-minute assessment
- Student reading material
- 10 comprehension questions
- An assessment rubric"

LINKS TO YOUR WORK

- ✓ Create the lesson
- ✓ Create questions
- ✓ Build the rubric

S SPECIFICS

Define format, audience and criteria



Example

"Create the reading material at five reading levels while keeping the same learning objective. Include support for English language learners and students who require additional scaffolding. Use clear language, visual suggestions and vocabulary support. Include an answer key and a four-level rubric aligned to the learning objective."

LINKS TO YOUR WORK

- ✓ Modify the reading levels
- ✓ Prepare for accommodations

E EVALUATE

Review, refine and make it yours.



Example

"Review the lesson and check:

- Is the science accurate?
- Does it align to the learning objective?
- Are the five reading levels appropriate?
- Are the accommodations suitable for my students?
- Do the questions assess understanding?
- Does the rubric measure what I want students to learn?

Then revise based on my feedback (keep the objective the same but make the activity more inquiry-based and replace three recall questions with cause-and-effect questions)."

LINKS TO YOUR WORK

- ✓ Write feedback
- ✓ Routine admin



Make the CASE for a better prompt.

One objective. One structured prompt. A much better first draft.

From Objective to Output: A University Example

Same framework. Real results for higher education.

C CONTEXT

Be clear about your goal.



Example

"I am a first-year university psychology instructor preparing a 75-minute lesson on cognitive bias. Students need to be able to identify common cognitive biases, explain how they influence decision-making, and apply the concepts to real-world situations."



This sets the topic, audience and learning goal.

LINKS TO YOUR WORK

- ✓ Educator sets the objective
- ✓ Find/create resources

A ASK/ASSIGN

Give AI a specific task.



Example

"Create a lesson for a 75-minute class. Include:

- a 15-minute introduction
- a 20-minute mini-lecture
- a 25-minute case-based group activity
- a 15-minute assessment and discussion
- a short pre-class reading
- three realistic case studies from different contexts
- discussion questions
- a grading rubric."



This gives AI the actual work to do.

LINKS TO YOUR WORK

- ✓ Create the lesson
- ✓ Create questions
- ✓ Build the rubric

S SPECIFICS

Define format, audience and criteria



Example

"Tailor the content for first-year university students. Provide three case studies from different contexts (e.g., business, health care, social media). Include discussion questions that require analysis rather than recall. Use clear academic language. Include accessibility considerations and alternative ways for students to participate in the group activity."



This ensure the output meets the students' needs.

LINKS TO YOUR WORK

- ✓ Modify the reading levels
- ✓ Prepare for accommodations

E EVALUATE

Review, refine and make it yours.



Example

"Review the lesson and check:

- Is the content academically appropriate for first-year students?
- Does it align with the learning outcomes?
- Do the case studies require genuine critical thinking?
- Are the assessment and rubric measuring application rather than simple definition?

Then revise based on my feedback to strengthen the discussion questions and ensure inclusive participation options."



You stay in control. Refine it until it works for your class.

LINKS TO YOUR WORK

- ✓ Write feedback
- ✓ Routine admin

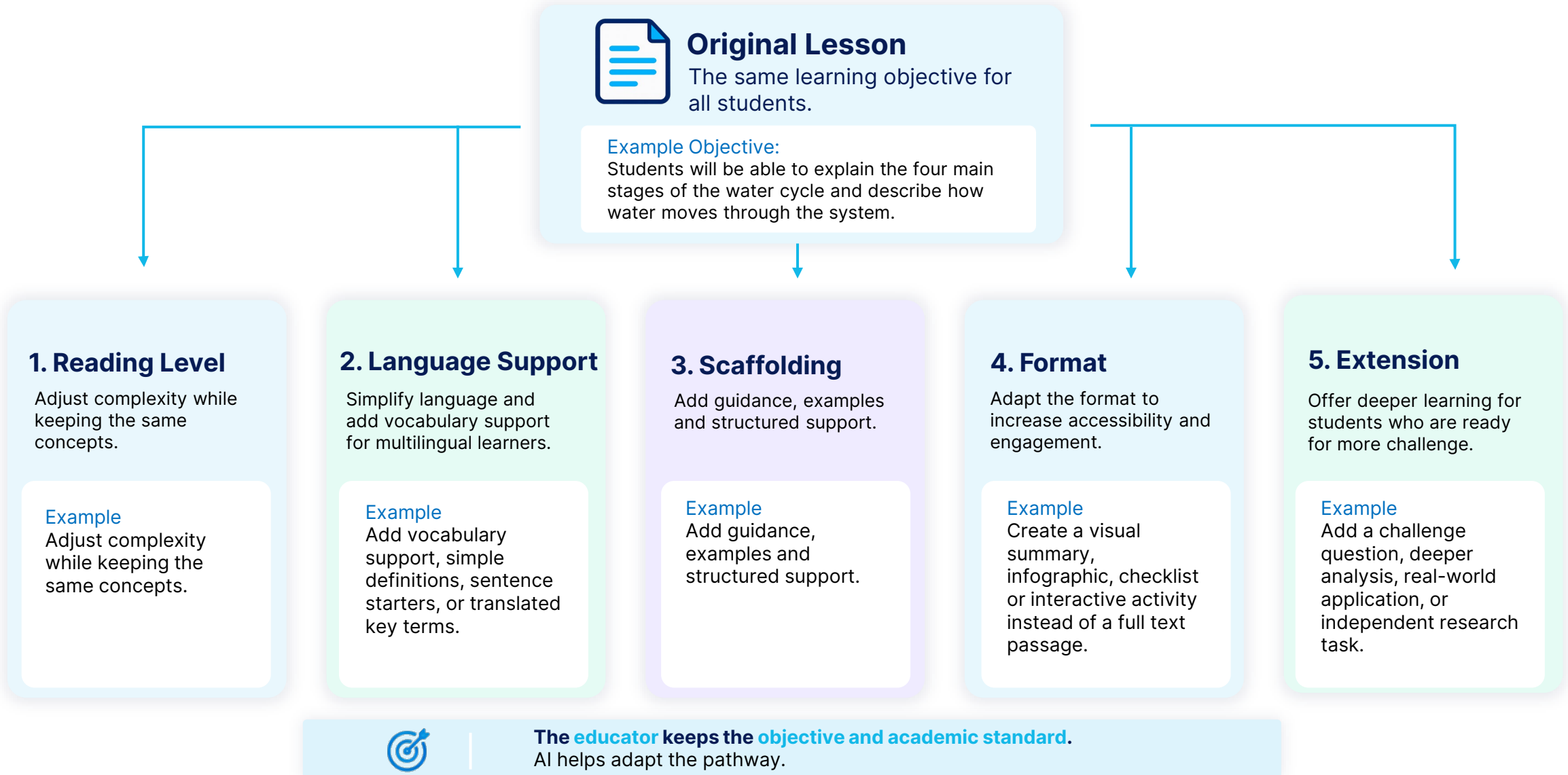


Make the CASE for a better prompt.

Create prompts lead to more relevant, usable and higher-quality results.

One lesson. Five learner needs. One starting point.

Keep the learning objective consistent. Adapt how students access the learning.



Give better feedback without taking your entire evening.

Use AI as a first-pass assistant for feedback patterns, rubrics or suggestions. Educator judgment remains final.



Faster Start

Get a first draft of feedback in seconds.



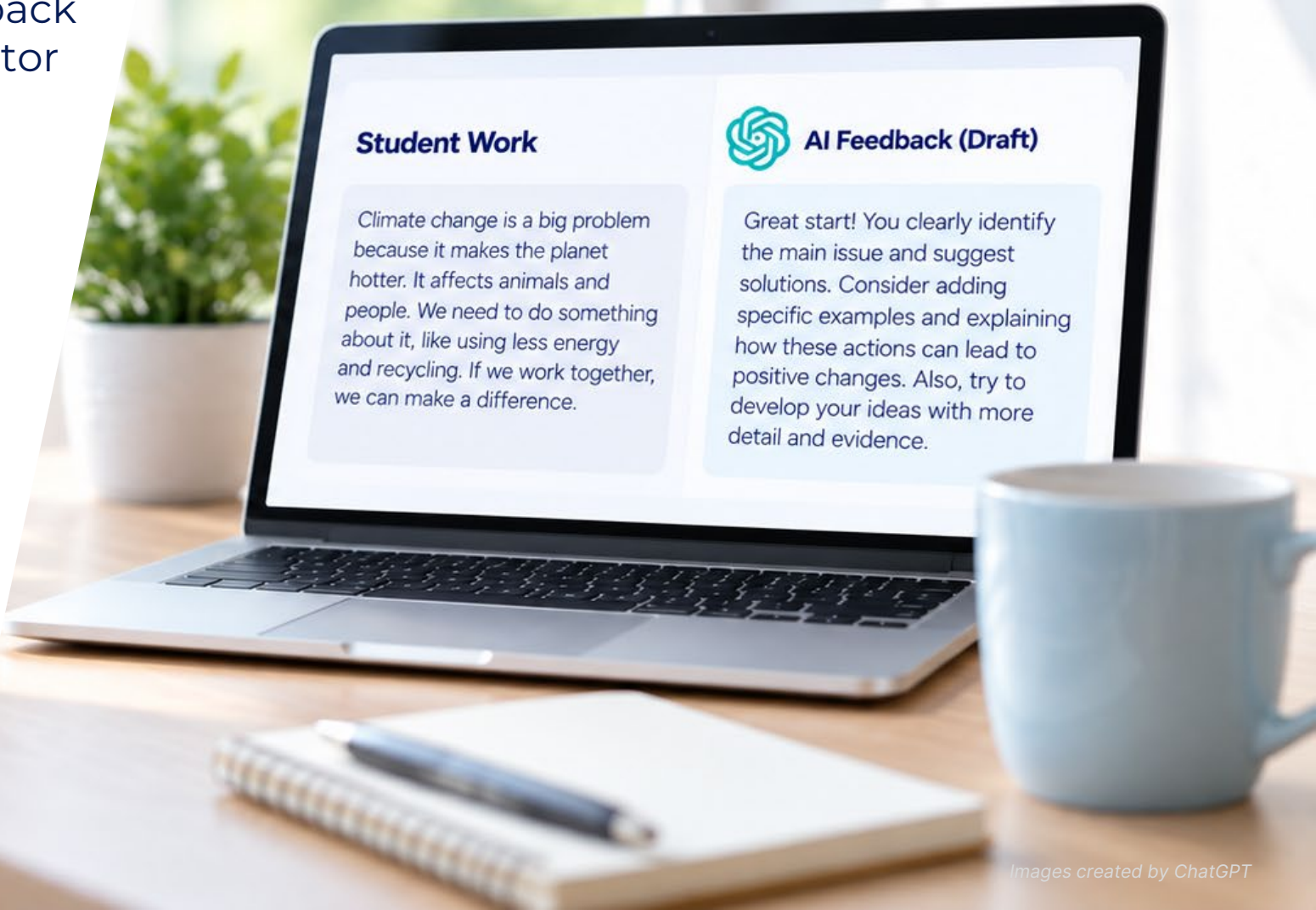
Consistent

Aligns with your rubric and criteria.



Still your call

You review, refine and personalize before it goes to the student.



Stop Policing. Start Designing.

AI detectors are not the instructional strategy.
Design assessments that make learning visible.



INSTEAD OF ASKING:

“Did AI write this?”



ASK:

“Can the student demonstrate the learning?”



SHOW THE PROCESS

Assess drafts, reasoning, decision-making and application, not just the final product.



MAKE LEARNING VISIBLE

Use oral explanations, in-class work or applied checks where appropriate.



SET THE RULES

Be explicit about when and how AI can be used, and when it cannot.

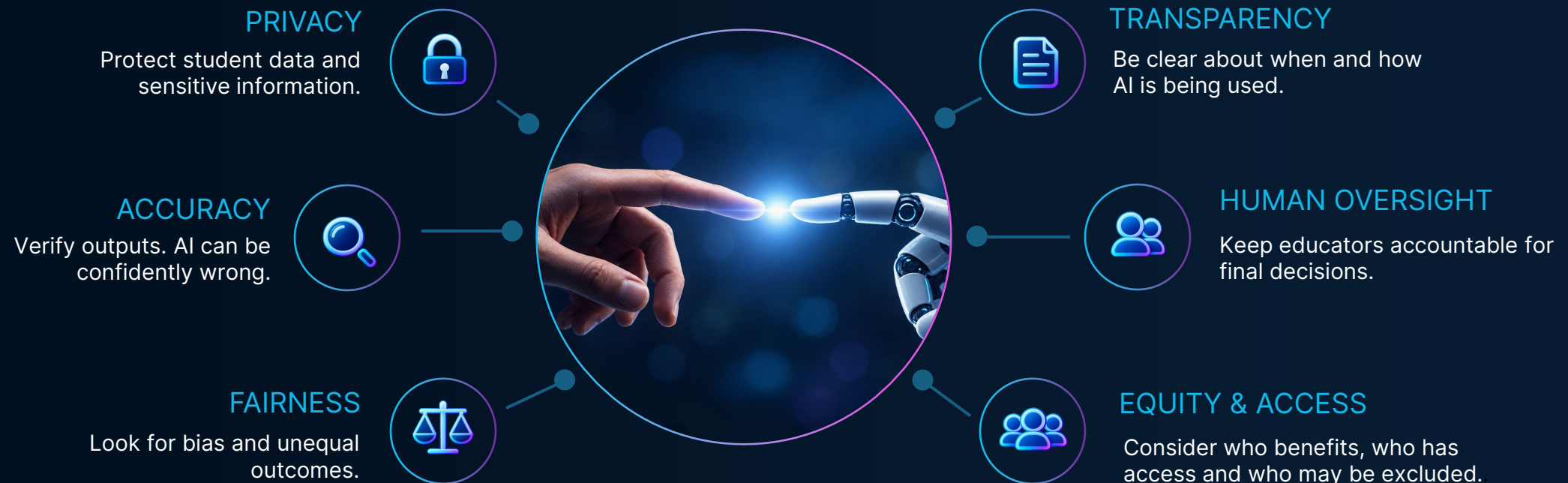


MAKE AI PART OF THE ASSESSMENT

Ask students to critique AI output, identify errors or bias, improve the response and disclose how they used AI.

Create possibility. Greater responsibility.

AI can expand what educators can do. Responsible use determines whether it should be done.



THE BOTTOM LINE

AI can assist the decision. It doesn't replace the judgment.

Don't just collect data.

Know what it's telling you.

AI can surface patterns quickly. Educators still need to interpret what those patterns mean.

USE DATA TO



SPOT PATTERNS

Identify where students are progressing or struggling.



ASK BETTER QUESTIONS

Use the data to investigate *why*, not just *what* happened.



CHECK THE CONTEXT

Look beyond the numbers before drawing conclusions.



TAKE ACTION

Use insights to adjust instruction, support and intervention.



AI can find the pattern. **The educator decides what it means.**

Responsible AI doesn't Happen by accident.

Successful adoption happens when institutions move beyond individual experimentation and create a shared approach.



INDIVIDUAL EXPERIMENTATION

Educators using AI independently, with different tools, practices and expectations.



SHARED CAPABILITY

Educators understand how to use AI effectively and responsibly.



INSTITUTIONAL PRACTICE

Clear expectations, common standards and consistent implementation.

WHAT INSTITUTIONS NEED

People

Educators with the skills and confidence to use AI well..

Guidance

Clear expectations around privacy, ethics and appropriate use.

Practice

Opportunities to apply AI to real teaching and learning scenarios.

Consistency

A shared foundation across departments, classrooms and teams.

AI adoption isn't really a technology project. **It's a people project**

This is bigger than learning how to prompt.

AI can surface patterns quickly. Educators still need to interpret what those patterns mean.



So how do you develop these skills systematically?

Today was the tour.

AI+ Educator Practitioner™

Goes much deeper.

Built for Educators

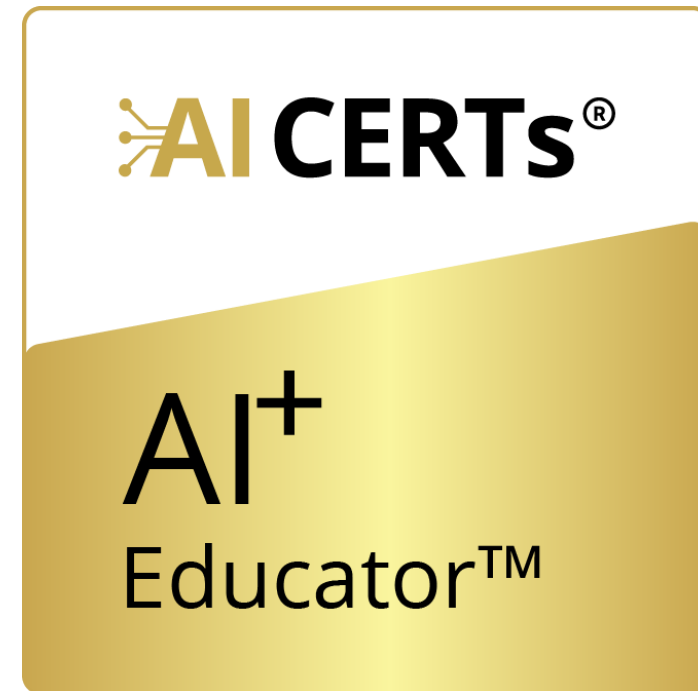
Classroom –first and tool agnostic, not a computer-science course

Hands-on

You build real lessons, assessments, and learning experiences.

Recognised

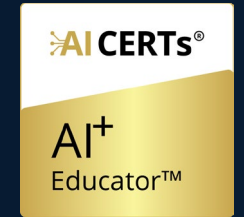
A vendor-neutral AI CERTs certification for your record



Go deeper across the full AI education landscape.

AI+ Educator™ builds practical capability across eight core areas:

AI CERTs®



01 | FOUNDATIONS

Foundations of AI in Education

02 | TEACHING & LEARNING

AI in Classroom Teaching and Learning

03 | RESPONSIBLE AI

Ethical, Bias, and Sustainability Issues
in AI

04 | CURRICULUM

AI and Curriculum Integration

05 | EFFICIENCY

AI for Administrative Efficiency

06 | DATA LITERACY

Data Literacy and AI

07 | ASSESSMENT & FEEDBACK

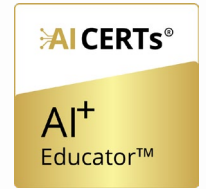
AI-Enhanced Assessment and
Feedback

08 | HANDS-ON APPLICATION

AI Tools and Hands-on Experience

Structured. Practical. Achievable.

A focused pathway to build and validate your AI capability.



1 Day

One-day program
Averages 8 hour
1 year access

Focused professional
development designed for
educators.



50

QUESTIONS.

A straightforward
certification assessment.



90

MINUTES.

Online proctored exam
Scheduled at your
convenience.
A defined exam window.



70%

TO PASS

A clear benchmark for
certification.

Not another open-ended AI course.

A STRUCTURED PATH FROM LEARNING → APPLICATION → VALIDATION.

WEBINAR ATTENDEE OFFER

TRAIN 3. PAY FOR 2.

Enroll two educators in AI+ Educator™
And receive a third enrollment at no additional cost.



OFFER DEADLINE
October 25, 2026

Invest in your team.
Build more AI-capable futures.

AI CERTs®

HOW TO GET STARTED



FOR EDUCATORS

Explore individual AI+ Educator™
training and certification.



FOR INSTITUTIONS

Talk to CCI Learning about training
Options for your school, college,
university or larger team.



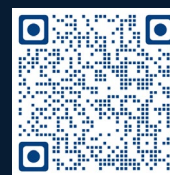
QUESTIONS?
We're here to help.
Contact us at:



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