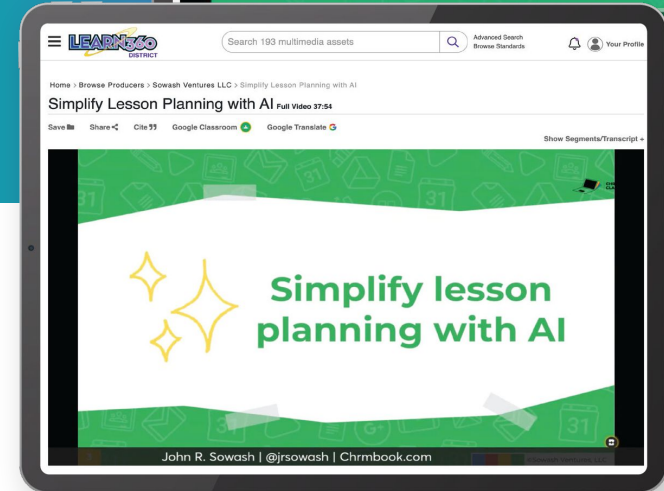
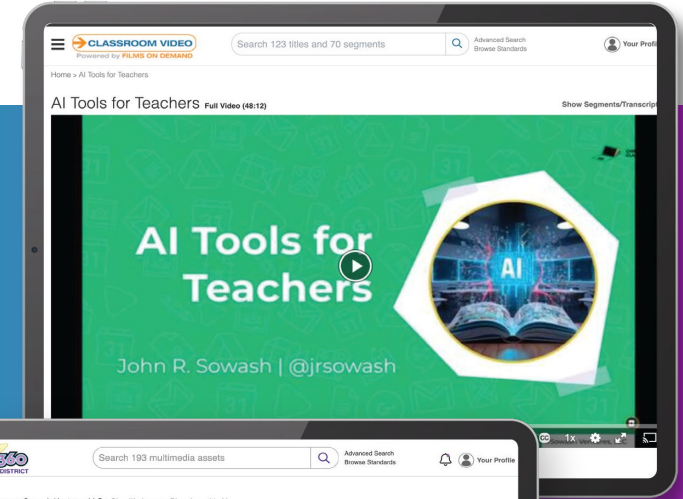




AI for School Leaders with Expert John Sowash

Emily Ice
Director of Product Segment, K-12

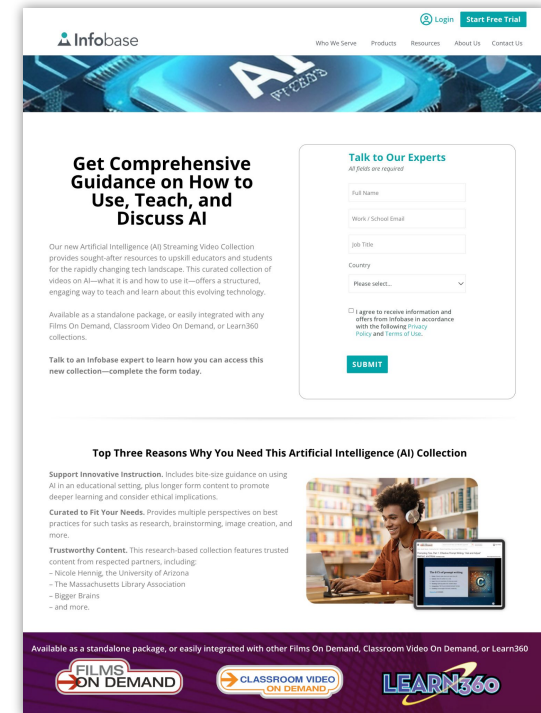


EXPLORE INFOBASE ARTIFICIAL INTELLIGENCE (AI) COLLECTION

Our new Artificial Intelligence (AI) Streaming Video Collection provides sought-after resources to upskill educators and students for the rapidly changing tech landscape. This curated collection of videos on AI—what it is and how to use it—offers a structured, engaging way to teach and learn about this evolving technology.

This collection is available as a standalone package, or easily integrated with any Films On Demand, Classroom Video On Demand, or Learn360 collections.

<https://infobase.com/landing-ai-collection>



The screenshot shows the Infobase website's landing page for the Artificial Intelligence (AI) Streaming Video Collection. The page features a blue header with the Infobase logo and navigation links. A large banner image displays the text 'AI' over a circuit board. The main content area includes a section titled 'Get Comprehensive Guidance on How to Use, Teach, and Discuss AI' with a brief description of the collection and its availability. Below this is a 'Talk to Our Experts' form with fields for Full Name, Work / School Email, Job Title, and Country, along with a 'SUBMIT' button. A section titled 'Top Three Reasons Why You Need This Artificial Intelligence (AI) Collection' lists three benefits: Support Innovative Instruction, Curated to Fit Your Needs, and Trustworthy Content. The page also features a small image of a person using a laptop and a footer with logos for Films On Demand, Classroom Video On Demand, and Learn360.

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AI

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Talk to Our Experts

All fields are required

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Work / School Email

Job Title

Country

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Top Three Reasons Why You Need This Artificial Intelligence (AI) Collection

Support Innovative Instruction. Includes bite-size guidance on using AI in an educational setting, plus longer form content to promote deeper learning and consider ethical implications.

Curated to Fit Your Needs. Provides multiple perspectives on best practices for such tasks as research, brainstorming, image creation, and more.

Trustworthy Content. This research-based collection features trusted content from respected partners, including:

- ~ Nicole Henning, the University of Arizona
- ~ The Massachusetts Library Association
- ~ Bigger Brains
- ~ and more.

Available as a standalone package, or easily integrated with other Films On Demand, Classroom Video On Demand, or Learn360

FILMS ON DEMAND

CLASSROOM VIDEO ON DEMAND

LEARN360

New Artificial Intelligence (AI) Streaming Video Collection

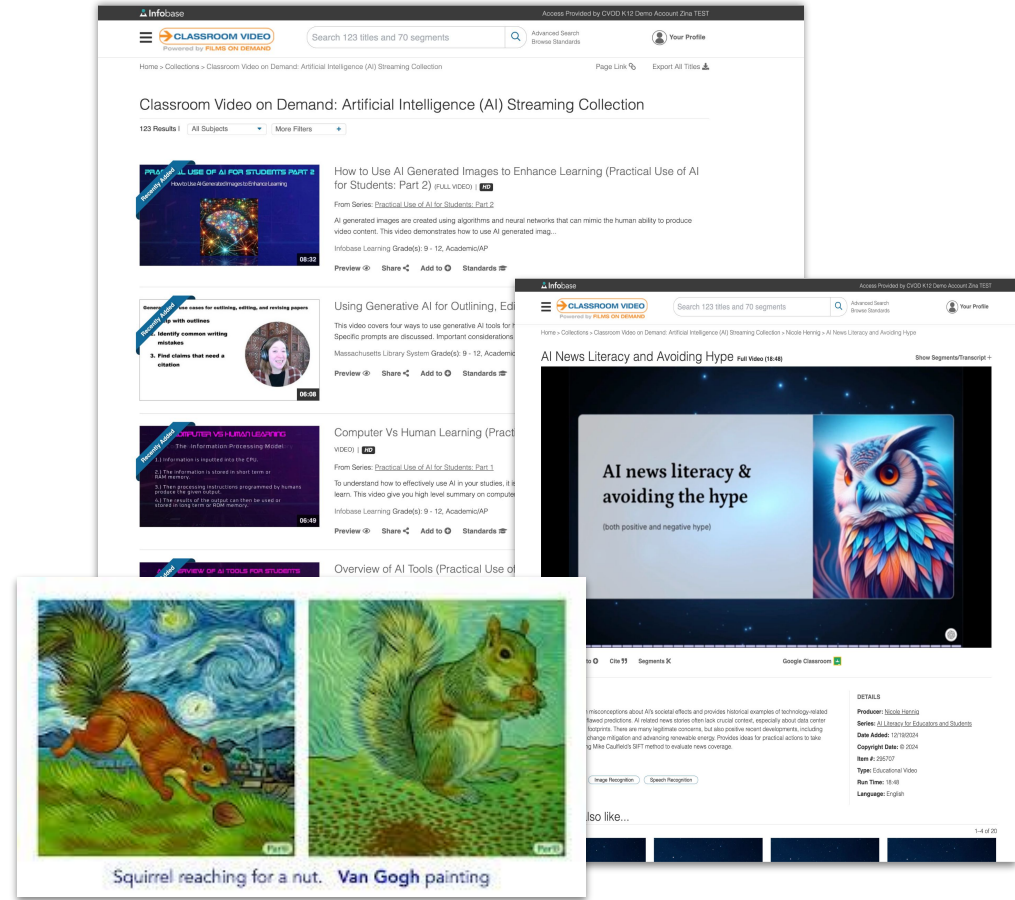
Inform policy and upskill educators with resources across the rapidly changing K12 landscape.

Key Producers

- John Sowash
- Nicole Hennig, the University of Arizona
- The Massachusetts Library Association
- Bigger Brains

Valuable Features

- 100% closed captioned
- Searchable transcripts, translatable into 100+ languages



10 AI Questions to Consider

John R. Sowash | AI for School Leaders



Hi! I'm John!

Former HS teacher and principal.
Author, speaker, technology consultant



@jrsowash



@jrsowash



@chromebook
classroom



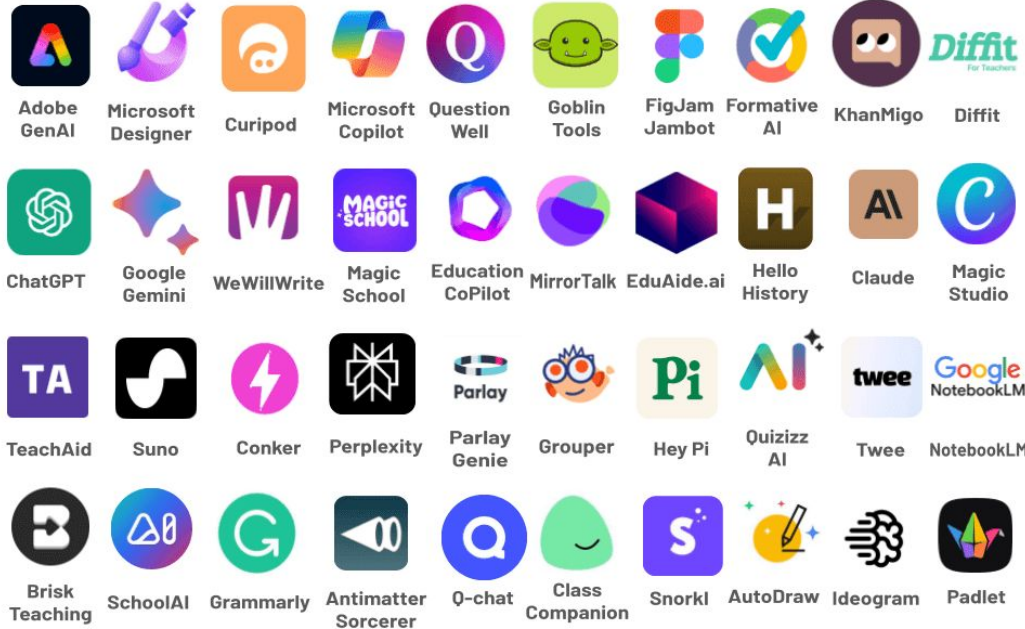
Question 1

What AI platform is
best for us?

40 AI tools for teachers



**DITCH THAT
TEXTBOOK**



For the full list of tools and descriptions visit DitchThatTextbook.com/ai-tools



There are a LOT of options 🤖

Consider:

- What do we need to accomplish?
- How much does it cost?
- What are their data privacy practices?
- Is it user friendly?
- Is it flexible and versatile?

Which AI platform is best for us?

AI Platforms

General Purpose

 Claude

 Gemini

 ChatGPT

Education-focused

 school

 BRISK TEACHING

 snorki

 conker

 MAGIC SCHOOL

Question 2

Are we prepared to pay
for access to AI?

The cost of AI

You won't believe how much ChatGPT costs to operate

By Fionna Agomuoh Published April 20, 2023

Save

The new report comes from Dylan Patel, chief analyst at the [research firm SemiAnalysis](#), who says it costs approximately \$700,000 per day, or 36 cents per query, to keep the chatbot up and running.

The cost of AI

Basic costs of paid access to Google Gemini via API.

As a rough estimate:

- 1 token is approximately 4 characters in English.
- 1 token is about $\frac{3}{4}$ of an English word.
- So, 100 tokens would be roughly 75 words

Paid Tier, per 1M tokens in USD

\$0.10 (text / image / video)
\$0.70 (audio)

\$0.40

\$0.025 / 1,000,000 tokens (text/image/video)
\$0.175 / 1,000,000 tokens (audio)
Available March 31, 2025

\$1.00 / 1,000,000 tokens per hour
Available March 31, 2025

Not available

1,500 RPD (free), then \$35 / 1,000 requests

The cost of AI



MagicSchool funding & investors

AI-powered platform offering lesson planning solutions for teachers

2023 · Denver (United States) · Series B

Soonicorn



Last updated: March 6, 2025

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Summary of Funding Rounds of MagicSchool

Funding Rounds

3

1 Seed / 2 Early-Stage

Total Funding

\$65.3M

\$45M in Largest Round

Investors

21

11 Institutional / 10 Angels



The cost of AI

PULSE 2.0

[VC](#) [PE](#) [M&A](#) [ASSET MANAGEMENT](#) [LAW FIRMS](#) [PROFILES](#) [CONTACT](#) [Q](#)

Brisk Teaching: AI-Based Educational Chrome Extension Service Raises \$6.9 Million

By Amit Chowdhry • Sep 19, 2024

The cost of AI

Right now, companies are being very generous with free product access. This won't continue forever.

You get to decide WHO you want to pay!



Question 3

What is AI
magnifying for us?

AI as a magnifier

Your district doesn't get a gold star because you are "using" AI.



AI as a magnifier

AI is like a giant magnifying glass....it makes good practices BETTER and bad practices WORSE.



AI as a magnifier

AI can create a lot of lousy worksheet really quickly.

©S. Moorman (Teaching in Room 6), 2012 <http://teachinginroom6.blogspot.com>

Secret Spring Code

Expressions

Directions: Solve each expression below. Then, once each letter has a numerical value, write the letter above the number. Your code should spell a Secret Spring Code!

A	$(6 + 3) - 5$	_____	N	$(19 \times 5) \div 5$	_____
B	$(12 \times 2) - 10$	_____	O	$44 \div (16 - 12)$	_____
C	$16 \div (56 \div 7)$	_____	P	$(72 \div 9) \times 2$	_____
D	$30 \div (15 - 10)$	_____	Q	$12 \times (4 \div 2)$	_____
E	$(32 \div 8) \div 4$	_____	R	$(81 \div 9) - 9$	_____
F	$41 - (13 \times 2)$	_____	S	$144 \div (3 \times 4)$	_____
G	$29 - (48 \div 4)$	_____	T	$(3 + 1) \times 8$	_____
H	$(8 + 1) \times 3$	_____	U	$(5 + 5) \times 3$	_____
I	$(77 \div 7) \times 3$	_____	V	$27 - (108 \div 12)$	_____
J	$33 \div (20 - 9)$	_____	W	$35 \div (45 \div 9)$	_____
K	$(5 + 15) \times 2$	_____	X	$120 - (10 \times 10)$	_____
L	$103 - (9 \times 9)$	_____	Y	$30 \div (9 - 4)$	_____
M	$(15 \times 1) \div 3$	_____	Z	$(63 \div 7) \times 4$	_____

4	16	0	33	22	12	27	11	7	1	0	12			
10	0	33	19	17	5	4	35	15	22	11	7	1	0	12
4	19	6	1	18	1	0	35	32	27	33	19	17	12	
33	19	10	22	11	11	5								

AI as a magnifier

AI can create
impersonal report
card comments
exceptionally fast.

Studies, etc.	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	Average
Reading	B	B	B	B	B	B	B	B	B	B	B	B	
Spelling	C	B	B	B	B	B	B	B	B	B	B	B	
Writing	A	A	A	A	A	A	A	A	A	A	A	A	
Drawing													
Arithmetic	C	B	B	B	C	C	C	C	B	B	B	B	
Grammar	B	B	B	C	C	B	C	B	B	B	B	B	
Geography	-	-	B	B	B	B	B	B	B	B	B	B	
History													
Physiology	-	-											

1 to 5 thgd.

AI as a magnifier

AI can create bad quizzes and assessments in the blink of an eye.



The screenshot shows a quiz interface with a purple header and light purple sidebars. The main content area is white. The title 'Sample Quiz - Philippine Geography' is in bold. Below it is a subtitle 'Test your knowledge about famous places in the Philippines.' A red asterisk and the word 'Required' are shown. The question is 'It is known as the "Summer Capital of the Philippines" because of its cool weather during summer. *' with '1 point' to the right. There are four radio button options: Baguio City, Davao City (selected), Manila City, and Zamboanga City. A blue 'SUBMIT' button is at the bottom.

Sample Quiz - Philippine Geography

Test your knowledge about famous places in the Philippines.

*** Required**

It is known as the "Summer Capital of the Philippines" because of its cool weather during summer. * 1 point

☐ Baguio City

☒ Davao City

☐ Manila City

☐ Zamboanga City

SUBMIT

AI as a magnifier

AI can have a positive (or negative) impact on teaching and learning. Careful implementation and planning is needed.



Question 4

How are we training staff
to use AI effectively?

Staff Training

Training Goals

- Improve teaching and learning
- Improve productivity
- Set expectations for AI use



Staff Training

“Lesson plan on telling time”

Problems: vague, lacks detail, little context

Good Prompt Example

"I am a 2nd grade teacher and I need to create a fun 30 minute lesson on telling time for my students who really like superheroes. We have Chromebooks and access to the internet. Please structure the lesson plan like the example I have provided below.

Elements

[Persona] | [Task] | [Context] | [Tone] | [Format] | [Examples]

Prompt Engineering

Your ability to use AI to save time and improve your productivity is partially based on your ability to construct an effective prompt

Prompt elements

Essential:

[Persona]

[Task]

[Context]

[Tone]

Optional:

[Format]

[Examples]

Question 5

What tasks are “no AI”
zones for us?

Staff Training

Acceptable?

- Idea generation
- Making lists
- Vocabulary enhancement
- Editing existing content
- Making accommodations
- Creating citations
- Obtaining background knowledge
- Ideas for an IEP

Unacceptable?

- Writing emails to parents
- Using AI as a primary source of information
- Using AI to write newsletters
- Writing IEPs
- AI data analysis
- AI generated lesson plans
- AI generated worksheets

Question 6

Have we updated our policies for the AI age?

Crafting an AI Policy

Generic Policy

Staff AI policy and expectations

Student AI policy and expectations

Staff AI Policies

Do not collect, store, or analyze student data without explicit consent and a clear educational purpose.

Staff AI Policies

Do not use AI for high-stakes decisions including hiring and academic progress.

Staff AI Policies

Use of AI must not replace personalized human interaction with students.

Staff AI Policies

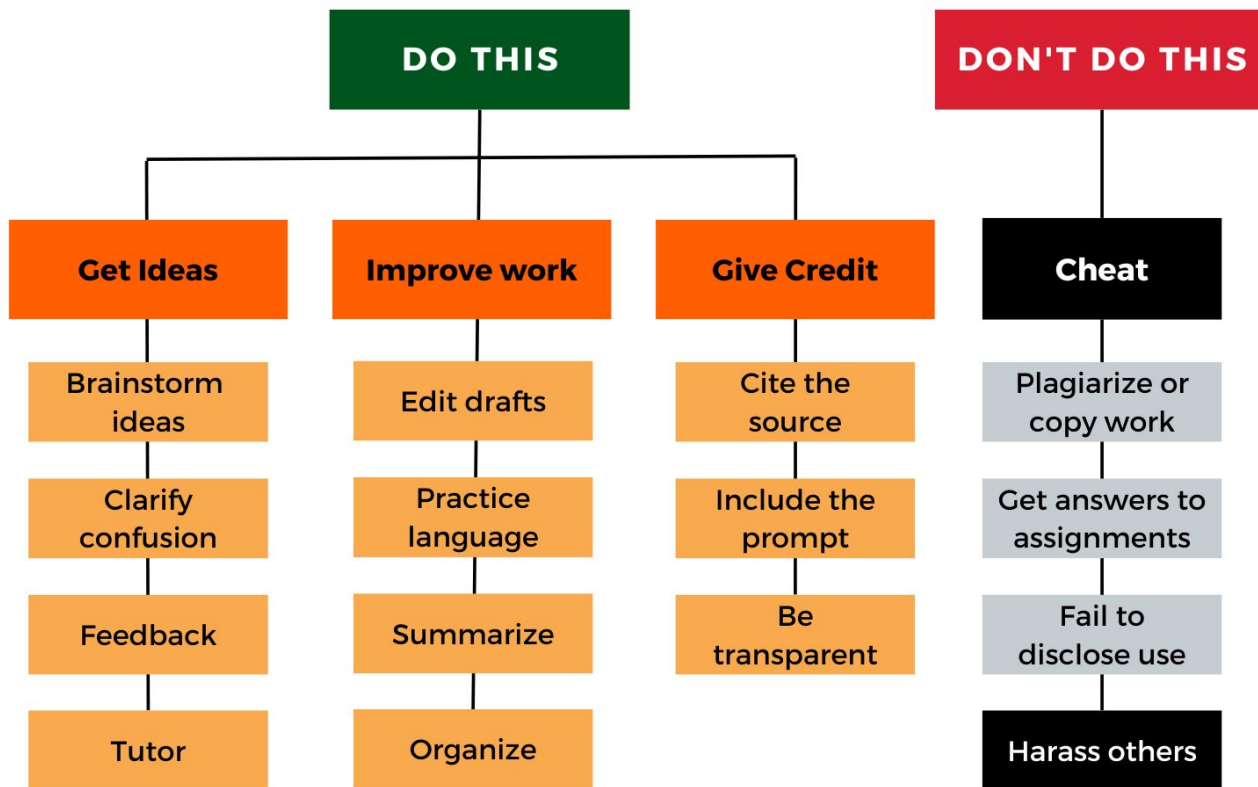
Staff should not submit AI-generated work as their original work

Staff AI Policies

*Staff must not input sensitive, copyrighted, or confidential district information into **publicly accessible** AI platforms.*

DO THE RIGHT THING

AI ACADEMIC HONESTY GUIDELINES



PROMOTING A STRONG
NORMAN NATION THAT
THRIVES ON
HONESTY,
TRANSPARENCY AND
EDUCATIONAL
EXCELLENCE



Student AI Policy

- *Students may not submit work that that is copied from another source.*
- *AI tools are prohibited on school devices and network*
- *Students must follow the guidelines established by their instructor for all assignments.*
- *Students are expected to demonstrate academic honesty and integrity at all times.*

Question 7

How will we audit
staff/student use of AI?

AI Audit

It's only a matter of time until a staff or student uses AI inappropriately. What tools are in place to audit this behavior?

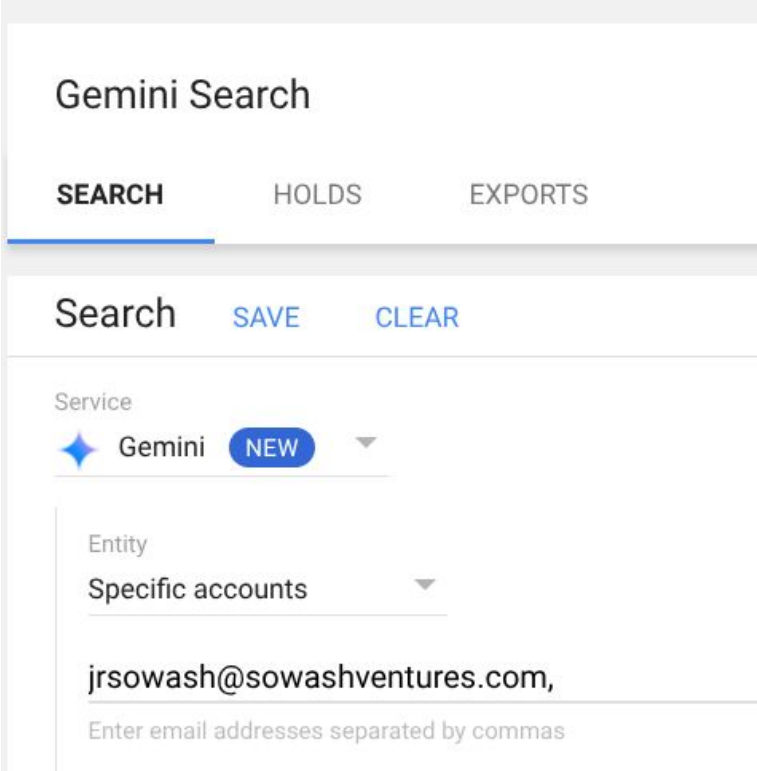


Gemini in Vault

vault.google.com

Google Vault now supports Gemini, allowing IT admins to review Gemini conversations:

- Does NOT retain search data
- No retention policy
- Export as XML file



The screenshot shows the 'Gemini Search' interface. At the top, there are three tabs: 'SEARCH' (which is selected and underlined), 'HOLDS', and 'EXPORTS'. Below the tabs, there is a search bar with the text 'Search' and two buttons: 'SAVE' and 'CLEAR'. Under the search bar, there is a 'Service' dropdown menu with a blue diamond icon, showing 'Gemini' as the selected option and a 'NEW' button. Below this, there is an 'Entity' dropdown menu with 'Specific accounts' as the selected option. At the bottom, there is a text input field containing the email address 'jrsowash@sowashventures.com,' and a placeholder text 'Enter email addresses separated by commas'.



Gemini in Vault

Tools like SchoolAI and MagicStudent feature teacher dashboard for observing student AI prompts.

The screenshot displays the SchoolAI interface for a session titled "Plate Tectonics" which started on April 8 at 7:06pm. The interface includes a top navigation bar with "Spaces", "Discover", and "Create" options. On the right, there are controls for the session, including a "Rejoin Link" button. The main content area is divided into two sections. The left section, titled "2 Participants", lists the participants: Larisa and Mario. Larisa's profile shows a blue circle with a white 'L' and a bio that reads "They are furthest from divergent bou...". Mario's profile shows a blue circle with a white 'M' and a bio that reads "i would make sure to find newer rock ...". The right section, titled "HEADLINE", shows the session's progress. It includes a "HEADLINE" section with the text "Larisa is grasping plate tectonics and rock ages correlation." and a "TECTONIC TITANS" section with the text "The student actively participates and demonstrates a good grasp of plate tectonics concepts, particularly understanding the relationship between rock age and plate boundaries. However, there is room for more in-depth connections and engagement with the material." Below these sections, there are three chat messages. The first message is from a teacher icon (a black circle with a white 'A') and reads: "Welcome to our exploration of plate tectonics! Today, we'll dive into how the movement of Earth's plates explains the ages of crustal rocks. Ready to uncover some geological secrets?". The second message is from Larisa (a blue circle with a white 'L') and reads: "yes". The third message is from the teacher icon and reads: "What do you already know about plate tectonics and how it relates to the ages of rocks?". The fourth message is from Larisa and reads: "I know that the plate movements make mounta".

Question 8

How are we
communicating our AI
policies to parents?

Parent Concerns

AI is a complex topic. Parents are may have concerns about the use of AI in the classroom.



Parent Concerns

- *Is my student's personal information be shared with AI?*
- *Does my student have unrestricted access to AI tools like ChatGPT?*
- *Will AI be used to evaluate my student's work?*
- *What happens if my student is accused of using AI on their assignment?*

Parent Concerns



“The lawsuit also argued that the school’s student handbook did not include policies related to AI.”

Question 9

Are we prepared to address student misuse of AI tools, such as plagiarism and cheating?

Academic Honesty

AI exists. We aren't putting it back into the bottle. Even if your school is blocking use of AI on your school network, assume your students can (and will) use it.

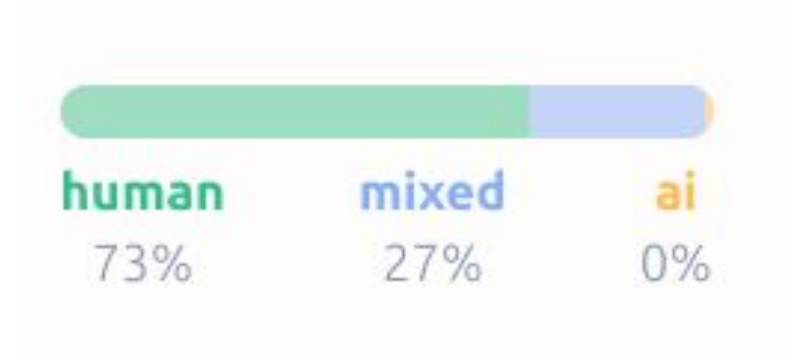


Image created with Ideogram

Academic Honest

AI detectors can be used as a tool for evaluating student work.

Never fully rely on AI detectors as a guarantee that a student used AI for an assignment.



Brisk | 13 min.



AI Writing: Unlikely





Do AI Content Detectors Work?

Academic Honesty

“Show your work” must become a standard feature of writing courses.

- Revision history
- Copy/paste
- Time spent on assignment



Question 10

How are we preparing students for an “AI first” job market and world?

Unknown future

We are preparing students for an unknown future that will include AI



Unknown future

- 66% of leaders say they wouldn't hire someone without AI skills.
- 71% say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without them.

[Source](#)



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Contact Information

John R Sowash, M.Ed

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Twitter: [@jrsowash](https://twitter.com/jrsowash)

www.SowashVentures.com

TEN AI QUESTIONS TO CONSIDER

1. What AI platform is best for us?
2. Are we prepared to pay for access to AI?
3. What is AI magnifying for us?
4. How are we training staff to use AI effectively?
5. What tasks are “no AI” zones for us?
6. Have we updated our policies for the AI age?
7. How will we audit staff / student use of AI?
8. How are we communicating our AI policies to parents?
9. Are we prepared to address student misuse of AI tools, such as plagiarism and cheating?
10. How are we preparing students for an “AI first” job market and world?



What AI platform is best for us?

Use our AI Streaming Collection to learn Generative AI tools such as:

- ChatGPT
- Copilot

Extensive customization and collaboration features:

- embed content into any LMS
- create and share playlists
- custom segments
- personalized video intros
- save favorites
- in-video quizzing to track student engagement



How are we training staff (and students) to use AI effectively?

The Infobase AI Collection includes:

Teacher Tools such as:

- Application Across Curriculum
- Assessment & Feedback
- Research & Planning

Student Skills such as:

- Creativity
- Research & Synthesis
- Societal Impact
- Writing & Organizing Information



What tasks are “no AI” zones for us?

The AI Collection covers topics such as:

- Image & Speech Recognition
- Limitations
- Ethics & Bias

Searchable, interactive transcripts for all videos that can be translated into 100+ languages

Full admin curation capabilities including suppressing titles, customizing your homepage & more

Dynamic citations in multiple formats

Regular vetting keeps the collections relevant



How are we preparing students for an “AI first” job market and world?

The AI Collection includes Real World Applications such as:

- Vice Special Report: The Future of Work
- AI: The Guardian of Nature (And More)
- Episode 4: Future (Coded World)

Set students up for success with instruction on:

- Programming & Algorithms
- Machine Learning & Neural Networks
- Natural Language Processing

Presents multimedia content across a variety of producers and perspectives, strengthening Artificial Intelligence skills

Supports independent research and student-directed learning for middle and high school



MAKE A PLAN

- ❑ Share with your leadership team
- ❑ Purchase the Infobase AI Infobase Collection to inform decision making
- ❑ Create an AI Taskforce
- ❑ Review resources and evaluate policies
- ❑ Update your Staff, Student and Parent Handbook to include language around Artificial Intelligence
- ❑ Consider adding AI guidances to subject-specific syllabus and grading policies
- ❑ Create an AI PD training schedule
- ❑ Share your success with others!



INFOBASE RESOURCE LIBRARY

Webinar: Unlock the Power of AI with Expert Nicole Hennig

Watch this exclusive session with AI expert Nicole Hennig, where you'll gain the knowledge and confidence to dive into the world of AI. Learn how to effectively use the most popular AI tools and implement cutting-edge technologies to meet your users' needs.

You'll discover:

- What generative AI is, including its capabilities and limitations—what it can and can't do today.
- Key insights on copyright challenges related to both content made with the use of AI and the issues related to training generative AI.
- Practical steps to get started with top AI systems like ChatGPT, including tips on adjusting settings for privacy and optimizing use.
- How to stay ahead in this rapidly evolving field, ensuring you remain informed and adaptable.
- Whether you're new to AI or looking to expand your knowledge, this session will give you the tools to integrate AI effectively into your work.

<https://infobase.com/resources/webinar-unlock-the-power-of-ai-with-expert-nicole-hennig/>



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AI

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FILMS ON DEMAND **CLASSROOM VIDEO ON DEMAND** **LEARN360**

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Learn How to Use, Teach, and Discuss AI with Infobase

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This curated collection of videos on AI—what it is and how to use it—offers a structured, engaging way to teach and learn about this evolving technology.



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