

AI's Impact For Our Students

CACTE: Summer 2026

Pueblo Convention Center

7-22-26 from 1:55pm - 2:30pm

Turn Left + Talk

- Turn to your person to your left
- Tell them in 30 seconds the most surprising thing you have found about student's opinions on AI

“

Economist Richard Baldwin emphasizes that AI won't take jobs, but rather, people using AI will, as noted by Novak Education.

Hi, I'm Michelle Wimmer

Former FBLA and DECA high school student at Loveland High!



As a consultant with Stone Transformation, I work across operations, business, marketing, data privacy and AI with 20 years of expertise. My educational background is an undergrad in business and has coupled that with a Juris Doctorate. My work focuses on global business expertise where I have held leadership positions for agencies, consulting firms and corporations.

As well, I work on a non-profit as a Trustee for Students for Ethical Use of Technology, an organization focused on building an ethical framework for high school students.

**Today my goal is to
bring you
actionable insights
for your classroom**

Topics for today

1. Current trends in AI
2. Legislation (or lack thereof) on AI
3. Impact of AI for you and your students

Wrap up & Questions

Topic 1:

AI trends across industries

Trend 1: how to do more with less

Classic executive ask

- As a consultant across industries from healthcare to communications to retail and beyond we are always being asked how to do more with less and AI plays a huge part in this
- Executives are looking for ways to cut costs across the board and leveraging AI is a HUGE trend to do so
- It's a cut of jobs, it's a re-tooling of how to work

**Most
organizations
don't know
where to start**

Mitigation for Trend 1

Getting collective buy-in

- Create a committee focused on AI efforts that is cross-functional with an executive sponsor
- Working with all functions across the business to understand the major issues of inefficiencies
- Devising a prioritized list of what can be done and the level of effort and resources needed
- Determining the tradeoffs
- Understanding the compliance, regulatory and ethical limitations of leveraging AI
- Collectively agreeing on a strategic plan

Trend 2: using AI without checks and balances

- Organizations are encouraging employees to use AI to create efficiencies
- However, there are not checks and balances in place
- Employees largely do not understand
 - What information they can use to ingest into AI
 - How they can use AI (what tools to use, which are sanctioned)
 - Why they should use it
 - When it makes sense to use AI and not
 - Who can use the tools (does it need to go through a tech group or can anyone use it)?

**What happens
when there isn't
a check and
balance?**

Mitigation for Trend 2

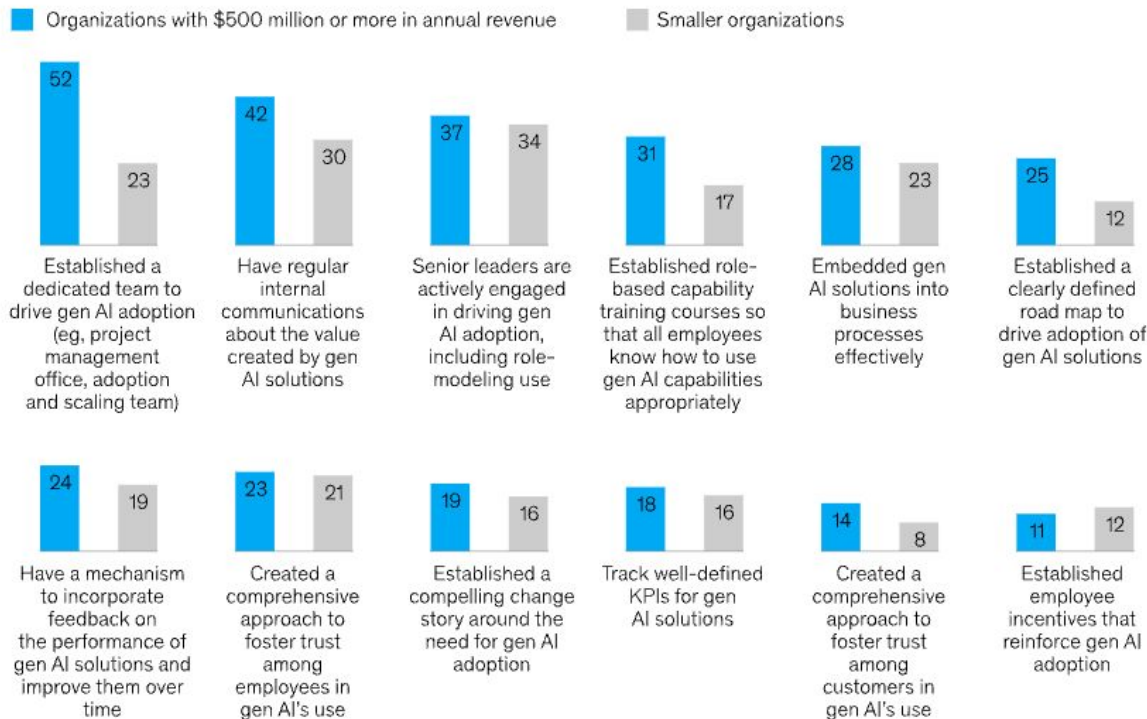
- Lean into the committee focused on AI efforts that is cross-functional with an executive sponsor
- Determine the who, what, why, when and where usage of AI within the organizations
- Assess the risks
- Determine the framework, policies and procedures needed to mitigate the risks
- Develop and train employees on the proper usage of AI
- Create an oversight and feedback loops to understand what is working (and not)
- ... and iterate

Trend 3: not keeping up with AI changes

- We see organizations lag in their ability to keep pace with what AI can and should be doing for their organization
- Those companies that are leveraging AI in the most effective ways are able to differentiate themselves

Larger organizations are following more adoption and scaling best practices for gen AI deployment than are smaller organizations.

Organizations engaging in given gen AI practices,¹% of respondents



¹Only asked of respondents whose organizations use AI in at least 1 business function. Figures were calculated after removing the share who said "don't know."

Respondents who said "None of the above" are not shown.

Source: McKinsey Global Survey on the state of AI, 1,491 participants at all levels of the organization, July 16–31, 2024

Mitigation for Trend 3

- Work with this committee focused on AI efforts that is cross-functional with an executive sponsor
- Create awareness about the leading edge-case examples on how to best leverage AI within each department
- Be ready and able to understand the benefits and risks of adopting an new form of AI within your organization
- Create a expedited approval and rollout of the new AI usage

Trend 4: external opacity around AI

- Organizations largely have been opaque in their discussion on how AI is used to consumers
- This creates an issue around transparency and trust
- Organizations need clear language to communicate how AI is being used and a plan for how to get this across to consumers in a easy to understand and trust-building way

Mitigation for Trend 4

- Lean into this committee focused on AI efforts that is cross-functional with an executive sponsor
- Develop an internal stance for what AI usage means to your organization
- Discuss the risks and benefits of transparency around AI to your customers (i.e. risk of letting consumers know you use their data to develop new products and marketing tactics)
- Determine who, when, where, how and why you want to talk to your external consumers about your AI usage
- Go do it!

Topic 2:

Legislation (or lack thereof) on AI

**Federal level is not
doing much...**

AI is not being regulated at the federal level

- Data privacy is an area where the federal government has not been able to pass any regulations and this is in a similar class
- Federal level is getting involved at the state level to control what's happening
- xAI (Elon Musk) is involved and filed a lawsuit with the Department of Justice who has issued a stay on the Colorado act until some of the issues with discriminatory practices are addressed

**Will organizations
do the “right thing”
without
regulations?**

Is there a need?
Show of hands who
thinks yes?

Highly regulated industries are using AI

To make what could be life altering decisions about you

- In good ways that help propel businesses further
- But also in potentially negative ways
 - Ways that can perpetuate biases
 - Ways that can be discriminatory
 - Without having to tell you as a consumer
 - Without you having a right to appeal

Racial bias in hiring

This automation can boost efficiency, and some claim it can make the hiring process less discriminatory. But new University of Washington research found significant racial, gender and intersectional bias in how three state-of-the-art large language models, or LLMs, ranked resumes. The researchers varied names associated with white and Black men and women across over 550 real-world resumes and found the LLMs favored white-associated names 85% of the time, female-associated names only 11% of the time, and never favored Black male-associated names over white male-associated names.

Racial bias impacting cancer patients

A [research study](#) (published on April 22, 2025) in the journal *Dermis* highlighted significant disparities in how artificial intelligence identifies malignant lesions across different demographics.

When tested on diverse datasets, leading AI models showed significant drops in accuracy for darker skin (Fitzpatrick types IV–VI). Research indicates these models are more likely to misclassify cancerous lesions as benign in darker-skinned individuals, potentially delaying vital treatment for a disease where early detection carries a 99% five-year survival rate.

Biases in finance

Apple's credit card algorithm (managed by Goldman Sachs) [faced scrutiny](#) after it reportedly offered significantly lower credit limits to women compared to their male spouses, even when women had higher credit scores and incomes.

- Tech entrepreneur David Heinemeier Hansson [highlighted](#) that he received a credit limit 20 times higher than his wife's, despite her higher credit score and shared financial accounts.
- Similarly, Apple co-founder Steve Wozniak [reported](#) receiving a credit limit ten times greater than his wife's, even though they had joint assets and accounts.

Biases in our court systems

The COMPAS algorithm, developed by Northpointe (now Equivant), is used to predict recidivism risk in U.S. courts. A 2016 [ProPublica analysis](#) found that Black defendants were almost twice as likely to be incorrectly classified as high-risk (45%) compared to white defendants (23%).

Conversely, white defendants were more likely to be mislabeled as low-risk, despite reoffending.

Biases in hiring

[ProPublica](#) revealed significant age bias in Facebook's targeted job advertising. Employers were able to exclude older workers from viewing job listings by restricting ad visibility to younger age groups, primarily individuals under 40.

This targeting prevented older adults from accessing opportunities, violating anti-discrimination laws like the Age Discrimination in Employment Act (ADEA).

Companies such as Verizon and Amazon faced legal scrutiny for using this feature.

**Now... who thinks
there may be a
need for
regulation?**

Colorado decided there was

Colorado said, enough, consumers have a right to be protected against algorithmic discrimination

- Colorado ADMT Act (SB26-189) targets software that processes data to generate scores, rankings, or predictions that materially influence high-stakes decisions.
- Consumer Rights: Guarantees upfront notice of ADMT use. Following an adverse decision (e.g., a denial), consumers can correct inaccurate data used by the system and request a meaningful human review.
- Covered Domains: Applies to employment, lending, insurance, housing, healthcare, education enrollment, and government benefits.

Topic 3:

Impact of AI for your and your students

Impact in Colorado

- All of the high risk industries (52% of all Colorado jobs + and many others as well) are redesigning how they hire and how they operate their businesses (at almost all levels)
- High risk industries include: Healthcare & Education, Finance, Insurance & Real Estate Professional/Legal Services, Government Services

Respondents' organizations have begun reskilling employees due to AI use, and respondents expect increased reskilling in the next three years.

Share of employees reskilled in the past year due to AI use,¹ % of respondents



Share of employees expected to be reskilled over the next 3 years due to AI use,² % of respondents



¹Only asked of respondents whose organizations use AI in at least 1 function. Figures were calculated after removing respondents who said "don't know." The question asked, "What share of employees in your organization's workforce have been reskilled in the past year as a result of AI adoption?"

²Only asked of respondents whose organizations use AI in at least 1 function. Figures were calculated after removing respondents who said "don't know." The questions asked, "What share of employees in your organization's workforce do you expect will be reskilled over the next 3 years as a result of AI adoption?"

Source: McKinsey Global Survey on the state of AI, 1,491 participants at all levels of the organization, July 16–31, 2024

Reskilling means different skill sets

Students need to know:

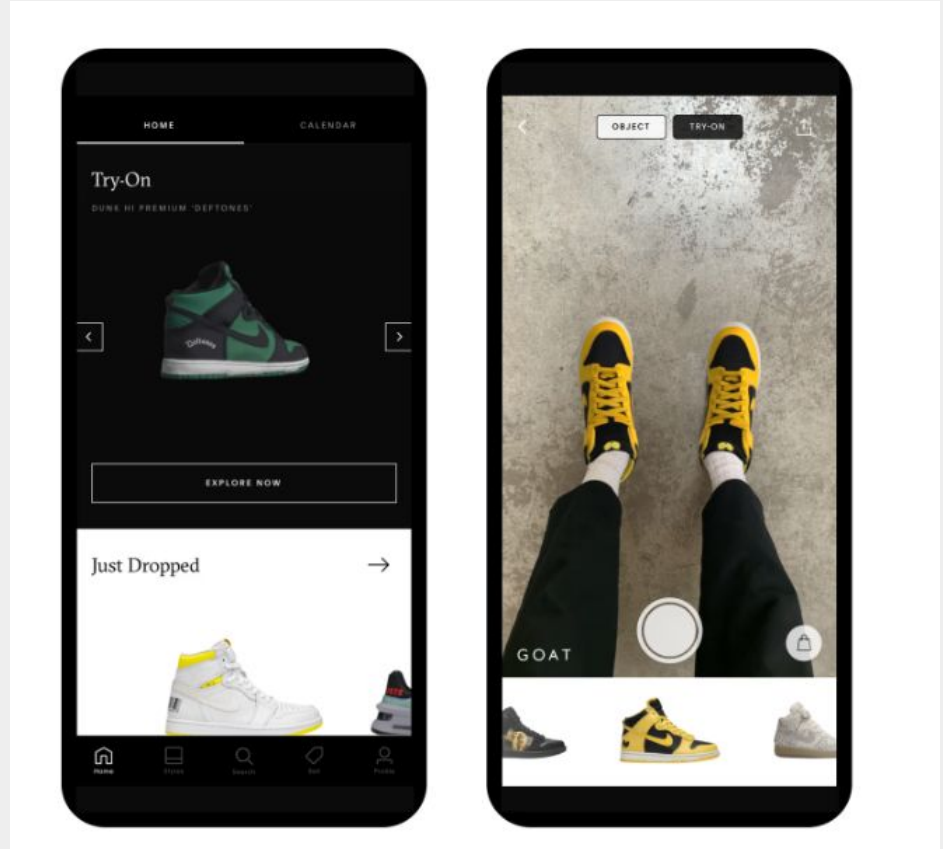
- Different skills are needed now
- And... these skill sets are changing
- Teaching how to adapt to massive change will be imperative to a student's success in the future workforce

\$463B annual impact on marketing

Recent statistics underscore the substantial impact of generative AI. According to McKinsey by Chui et al. ([2023](#)), generative AI has the potential to amplify the impact of AI by 15–40% by adding an estimated \$2.6 to \$4.4 trillion annually to the global economy. Within the marketing sector alone, the productivity gains attributed to generative AI could increase by 5–15% of total marketing spend, translating to approximately \$463 billion annually (Harkness et al., [2023](#)). These figures highlight the transformative potential of generative AI, not just as a technological innovation, but as a powerful economic driver.

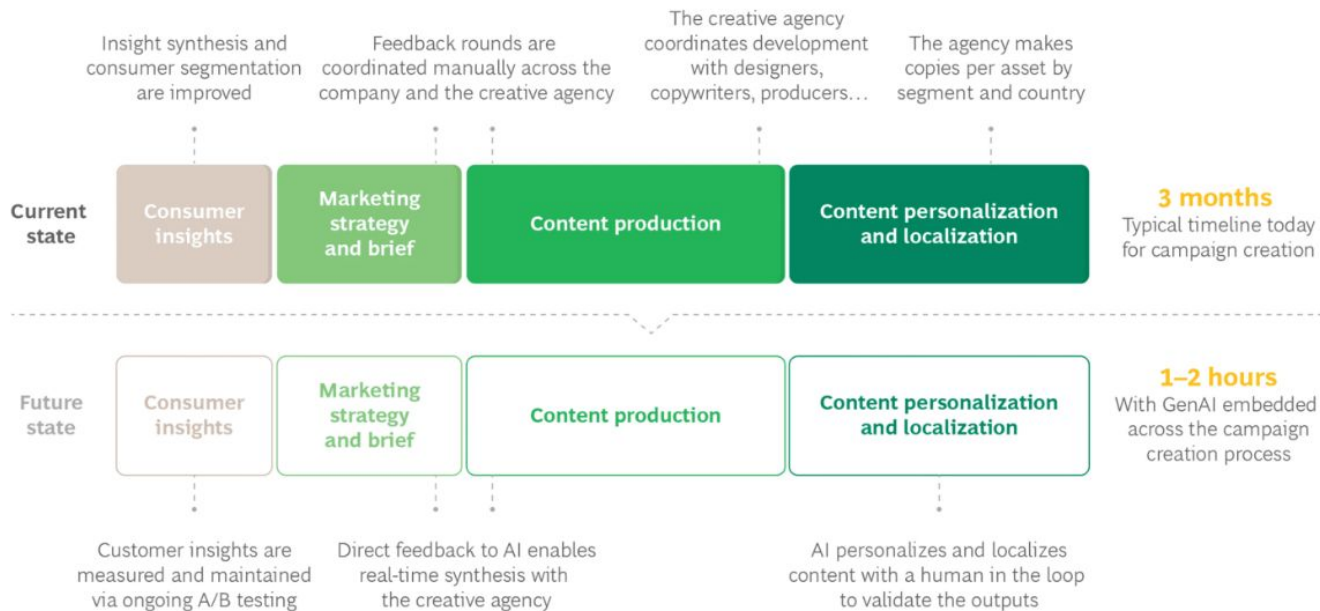
Marketing using AR

- Nike uses augmented reality to allow customers to try on shoes virtually



Marketing operations example

Exhibit 3 - GenAI Drastically Reshapes Marketing Operations



Who knew this?

Raise your hand?

E-commerce is changing

E-commerce platforms: AI-based enterprises hold the potential to far outperform traditional human-driven organizations due to their ability to fully automate critical functions such as inventory management, fulfillment, customer service, and supply chain operations. This level of automation enables AI-driven e-commerce platforms to achieve the operational efficiency, scalability, and speed that human organizations simply cannot match.

Manufacturing is changing

Manufacturing: AI-based enterprises in the manufacturing sector, particularly those utilizing end-to-end robotic factories, are poised to dramatically outcompete traditional human-run organizations.

These AI-driven factories employ sophisticated robotics and autonomous systems throughout the entire production process, from raw material handling to final product assembly. By integrating AI, robotics, and automation, these factories achieve a level of precision, efficiency, and scalability that human-run operations simply cannot match.

Logistics is changing

Logistics: AI-based enterprises, particularly those utilizing automated warehousing and delivery networks powered by autonomous vehicles, are revolutionizing the logistics industry by providing unmatched speed, efficiency, and scalability. These AI-driven systems are reshaping how goods are stored, managed, and delivered, enabling businesses to achieve a level of optimization and cost-effectiveness that human-run logistics operations can hardly match.

R&D and innovation

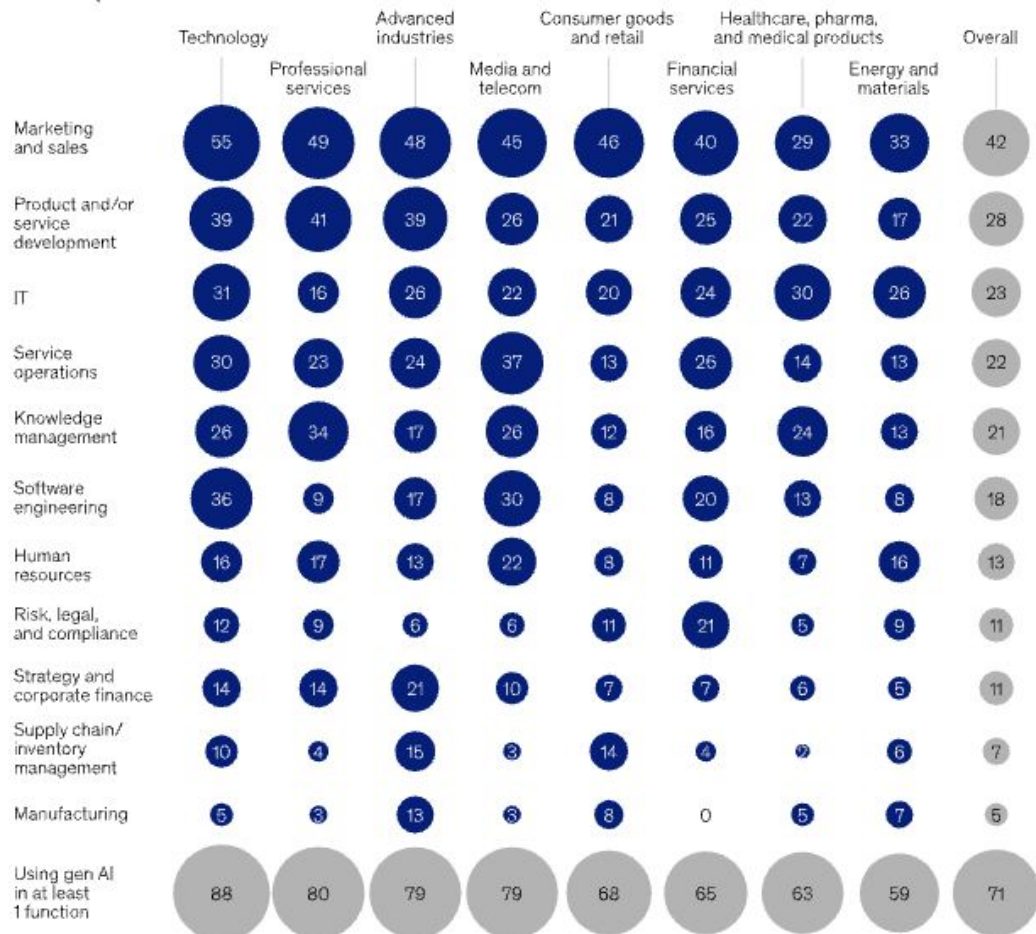
R&D and Innovation: AI-based enterprises, particularly those leveraging fully autonomous research and development (R&D) systems,²⁵ are set to revolutionize the innovation landscape. Unlike traditional innovation processes that rely on human intuition, agent-driven innovation takes a radically different path by applying brute computational power, continuous learning, and autonomous experimentation to accelerate discovery. This leads to exponential idea generation and simulated experimentation at scale that could also stimulate human creativity.²⁶

AI is expected to change business functions

Students need to know:

- Less hiring will be happening across the board
- Meaning the jobs (especially entry level) are more competitive
- Students need to be prepared on how to enter this job market better than their peers
- Some fields are more impacted than others

Business functions in which respondents' organizations are regularly using gen AI, by industry,¹
 % of respondents



Who is impacted the most?

At the intersection of industry and type of work this looks very different

- Technology, professional services and advanced industries seeing the largest impact
- Skill sets in marketing and sales, product development and IT are most impacted (with all being impacted in some fashion)

Is this surprising?

What should we do?

Tips for best preparing students

- Develop subject matter expertise and then be able to leverage AI in an informed way
- Understand how to think through the benefits and risks of AI for your interest areas and at an organizational level
- Be prepared to stay up to date on AI changes and how these can impact your ways of working
- Understand the current AI legislation and organizational impacts
- Know what a proper governance model could be and how to work within it
- Determine your own sense of ethics around AI usage and what this means to the jobs you may do in the future

**Tell me something
you learned today**

3 Key Takeaways

1. AI is here, we need to teach students how to embrace it to best prepare them for the workforce
2. Understand the implications of regulations on AI and how this impacts students and the organizations they work for in the future
3. Adaptability and forward thinking will set students up for success

Big Thank You!

Thanks for having me!

Thanks for engaging in conversation!

Let's connect

I'd love to continue the conversation:

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Attend the roundtable session later!