

IBM SOCIAL IMPACT | DECA ADVISORS CONFERENCE

IBM SkillsBuild Tech Teasers

Quick, ready-made AI literacy for your classroom



A Little About Me

Shaun Wilson | Social Impact CSR Manager, IBM



1

Classroom Teacher

2

Middle School Principal

3

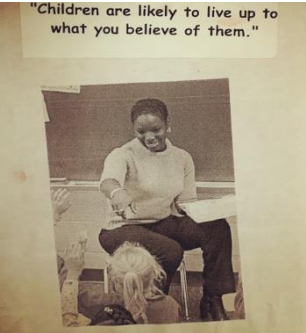
Adult Literacy Educator

4

IBM Social Impact

TODAY

I help school districts and organizations across the U.S. build AI literacy, fellowships to full program design, through IBM SkillsBuild.



“Even on the corporate side of the table, I’m always going to be an educator at heart.”

IBM is committed to skill
30 million people globally
by 2030, and as part of
this larger goal, IBM aims
to skill 2 million people
in AI by 2026

IBM SkillsBuild is how we make good on that
commitment, free. IBM *Tech Teasers* are one of
the easiest ways to bring it into your classroom
today!

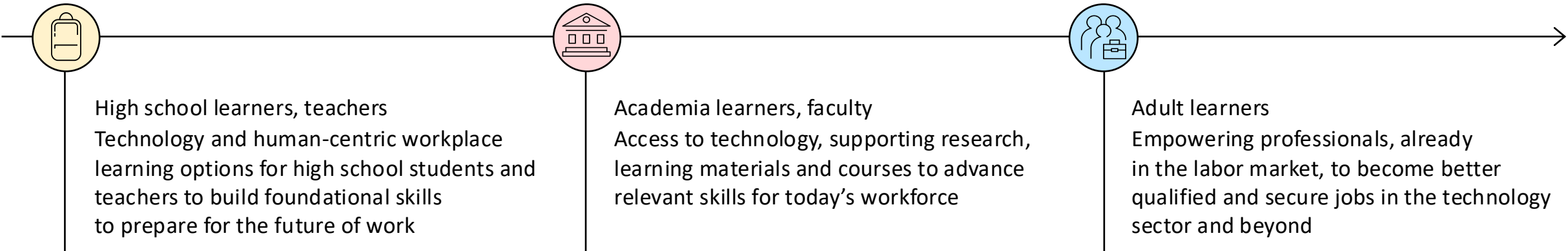


About the program

IBM SkillsBuild® is a free education program aimed at increasing access to technology education. Through the program, we support adult learners, and high school and university students and faculty, to develop valuable new skills and access career opportunities.

The program includes an online platform that is complemented by customized practical learning experiences delivered in collaboration with a global network of partners.

We support learners and instructors across ages and stages of their learning journey ↪



Where We're Headed

45 minutes, working in small groups along the way

1

Reframe

From “combating AI” to
equipping students

2

Try It On

Small-group breakout: pick
a Tech Teaser, name a
barrier

3

See the Library

A real look at the ready-to-
use catalog

4

Your Next Step

One Tech Teaser to try
before next month

Before we dive in, a quick check-in



Thumbs up if you've already explored IBM SkillsBuild



Raise your hand if this is your first time hearing about Tech Teasers

From Combat to Equip

You're not fighting AI in the classroom. You're preparing students for careers that already run on it.

The real objection isn't interest

The hesitation is bandwidth, not value.

Tech Teasers are pre-built

No lesson planning, no new grading structure. They slot into a class you already teach.

One is a full win

This isn't a curriculum overhaul. A single Tech Teaser this semester counts as success.

What Is a Tech Teaser?

A short, self-paced, ready-made module inside IBM SkillsBuild

1

Free

No cost to your school, district, or students

2

Short

Built for a single class period or a warm-up activity

3

Turnkey

Nothing to build or grade from scratch

4

Varied

Real-world hooks: generative AI, sports, concerts, streaming, and more

BREAKOUT ROOMS

Try It On For Size

8 minutes in small groups. No sign-in needed, everything you need is right here.

1

Quick intros: name, state, how long you've been an advisor (30 seconds each)

2

Pick ONE that fits a class or chapter activity you already run:

Creating an Elevator Pitch Using Generative AI

Practice pitching with AI tools — fits Marketing or Entrepreneurship

Tech Touchdown: AI in American Football

How AI powers sports analytics — fits Sports & Entertainment Marketing

Learn AI Skills with Tennis

A guided AI skills guidebook, tennis is just the hook

3

Name ONE likely barrier (time, tech access, buy-in) and ONE quick way around it

4

Pick a spokesperson to drop your pick + barrier in chat when you're back

ZOOM CHAT

Welcome back!

Spokesperson, drop your group's pick and your barrier in chat.

We'll call out a few patterns before moving on.

Take a Look at the Library

A real view of the Tech Teasers catalog inside SkillsBuild



eLearning

Creating an Elevator Pitch Using Generative AI |...

30 mins

🎓 187 ★★★★★ 3

[View details](#) [Go to activity](#)



eLearning

How is AI enhancing professional basketball? ...

30 mins

🎓 60

[View details](#) [Go to activity](#)



eLearning

How is technology used in live concerts? | Lesson...

30 mins

🎓 158 ★★★★★ 1

[View details](#) [Go to activity](#)



eLearning

Designing a Personalized Sports Streaming...

30 mins

🎓 42

[View details](#) [Go to activity](#)



eLearning

Teeling Off with Technology: IBM at the...

30 mins

🎓 34 ★★★★★ 1

[View details](#) [Go to activity](#)



eLearning

Boost the Performance of Your Fantasy Football...

30 mins

🎓 40

[View details](#) [Go to activity](#)



eLearning

Tech Touchdown: How AI is Enhancing American...

30 mins

🎓 43 ★★★★★ 1

[View details](#) [Go to activity](#)



Document

Learn AI skills with tennis | IBM Guidebook

30 mins

🎓 148 ★★★★★ 21

[View details](#) [Go to activity](#)

Hi! I'm a v
How can I
today?

Notice:

- Every activity runs about 30 minutes
- Real-world hooks: sports, concerts, streaming, generative AI
- Built-in ratings from advisors who've already used them
- One click from here straight to the activity

POLL

Which Tech Teaser would you want to try first?

**Creating an Elevator Pitch Using
Generative AI**

**Tech Touchdown: AI in American
Football**

**Boost the Performance of Your
Fantasy Football Team**

Learn AI Skills with Tennis

**How is AI Enhancing Professional
Basketball?**

Making It Easy

Ready-made toolkits and proof it's already working

The 5-Minute Setup

- Curriculum resources are pre-built
- Toolkits map straight to your unit plans
- No new gradebook or tracking system
- Assign it and go

CHAT WATERFALL

A short, ready-made module

Lives inside SkillsBuild, free to use

Maps to a class you already teach

Type the one Tech Teaser or course area you'll try first, but hold your enter key.

On the count of three, we all send at once: 3 ... 2 ... 1 ... send it!

Access Tech Teasers: DECA will provide you with your personal URL Link.

Questions?

Let's talk: what's on your mind about bringing a Tech Teaser into your classroom?

Have a data privacy or student-access question? I'll follow up in writing with specifics after this session.