

Creating an AI Impact Strategy

How organizations can advance their use of AI in service to their unique missions

2025 | The AI & Education Studio

Why an AI Impact Strategy Matters

Artificial intelligence literacy has rapidly emerged as a critical component of K–12 education. A 2025 White House executive order established AI literacy as national policy, and as of early 2026, 28 states have published AI guidance for K–12 education.

Without clear frameworks, even well-intentioned AI adoption can drift into becoming tool-centric, inequitable, or disconnected from core priorities. This playbook introduces the AI Impact Framework to help organizations align AI efforts with organizational purpose.

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Output, Outcome
& Impact Levels

The AI Impact Framework

Top AI literacy programs actively used in US K–12 schools (1 of 2)

Establishing Objectives

K–12

Translate mission and values into clear, measurable AI objectives using SMART criteria and stakeholder alignment.

Articulating Outcomes

K–12

Identify and track both intended outcomes and unintended consequences across eight outcome categories.

Identifying Evidence

8–12

Free. 21-module full-year curriculum for 2025–2026.

Grounding in Equity & Ethics

K–12

Ensure AI initiatives advance equity, protect rights, and align with ethical standards through structured reflection.

Clarifying the Story

K–12

Translate findings into impact narratives that resonate with staff, funders, policymakers, and communities.

Guided Worksheets

Top AI literacy programs actively used in US K–12 schools (2 of 2)

Objective Setting Worksheet	K–12	Anchor in mission, identify challenges, translate into SMART objectives, test for balance, and define success milestones.
Outcome Mapping Worksheet	K–12	Link objectives to outcomes across eight categories including instructional practices, equity, capacity building, and policy.
Google AI in K–12 Education	K–12	Balance quantitative and qualitative evidence, select data sources, define timelines, and ensure coverage across perspectives.
Equity & Ethics Reflection	K–8	Structured checklist for bias, accessibility, data privacy, transparency, and mechanisms for raising concerns.
Case Study Worksheet	K–8	Capture and share stories of impact using a consistent template covering context, objective, action, outcome, and reflection.

Outputs, Outcomes & Impact

Understanding the Three Levels

Grades: K–12 | Cost: Free

AI Outputs are the immediate results of an AI system, such as a drafted grant proposal or auto-scored quiz. Outcomes are the behavioral or organizational changes, like staff saving time or teachers modifying instruction patterns.

AI Impact is the long-term, mission-aligned benefit such as more equitable access to learning opportunities. This distinction ensures organizations measure not just adoption but whether AI delivers value where it matters most.

Common Traps to Avoid

Grades: 8–12 | Cost: Free

Full-year curriculum with 21 modules designed for weekly use during the 2025–2026 school year.

Equity blind spots: inadvertently overlooking who benefits most or who may be excluded when AI is introduced. An AI Impact Strategy addresses these challenges by providing a clear, repeatable process.

Building Your AI Impact Strategy

A step-by-step process for aligning AI efforts with your mission, values, and measurable organizational goals.

The Strategy Building Process

Seven key actions for creating your AI Impact Strategy

- 1 **Anchor in your mission statement and strategic priority areas to ground all AI work in organizational purpose**
Identify the challenges AI could address and the opportunities it could open for your beneficiaries
- 2 **Translate goals into SMART objectives that are specific, measurable, achievable, relevant, and time-bound**
Map outcomes across categories including instructional practices, equity, capacity building, and policy influence
- 3 **Build evidence collection plans that balance quantitative data with qualitative stories from multiple perspectives**
Apply equity and ethics reflection at every stage, ensuring AI advances opportunity rather than widening gaps
- 4 **Craft impact narratives that translate outcomes into stories for funders, policymakers, and communities**

Objectives	Outcomes	Evidence	Impact
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Framework Components: Objectives, Outcomes & Evidence

Establishing Objectives

Purpose: Begin by grounding AI work in mission and strategic priorities. Identify challenges or opportunities, then translate into SMART objectives.

Example: A well-crafted objective: "Leverage AI to reduce teacher time spent on administrative work by 30% over the next two years."

Articulating Outcomes

Purpose: Select from eight outcome categories: instructional practices, learner engagement, operational efficiency, data use, equity, capacity building, partnerships, and policy.

Example: Define specific measurable indicators for each outcome and balance short-term results with longer-term system-wide change.

Identifying Evidence

Purpose: Build a data collection plan with quantitative measures (hours saved, students reached) and qualitative insights (teacher reflections, family testimonials).

Example: Assign clear roles and timelines for evidence collection. Ensure multiple perspectives are captured including teachers, students, and families.

Framework Components: Equity, Ethics & Story

Grounding in Equity & Ethics

Action: AI adoption is never neutral. Use structured checklists to consider who benefits, who might be left out, bias, accessibility, data privacy, and transparency.

Sustain: Review during implementation: Have intended beneficiaries experienced the benefits? Have new risks emerged? Are concern mechanisms being used?

Clarifying the Story

Action: Stories bring data to life. Capture case studies using a consistent template: context, objective, action, outcome, impact, and reflection.

Sustain: Evaluate stories for relevance, clarity, evidence, equity lens, transferability, and emotional resonance. Share with staff, funders, and communities.

Using Your Strategy

Action: Collect outcome data with intention. Track outcomes over time. Evaluate both intended and unintended results. Communicate results with stakeholders.

Sustain: Treat your AI Impact Framework as a living document. Revisit annually to refine objectives, update measures, and respond to new opportunities.

AI Impact Strategy Examples

Four examples of objectives, outcomes, and impacts across sectors:

K-12

School District

Reduce teacher admin burden by 30%; provide personalized IEP supports.

NGO

Nonprofit

Scale outreach to rural communities; provide equitable multilingual access.

GOV

Ministry of Ed

Strengthen national AI-enabled teaching capacity; ensure urban-rural equity.

HEI

Higher Education

Strengthen data-informed advising; improve research administration efficiency.

Five Steps to Launch Your Strategy

A practical roadmap for building and sustaining your AI Impact Strategy:

Anchor in your mission: Write your mission statement and identify the strategic priority areas most relevant to AI adoption

Set SMART objectives: Define specific, measurable, achievable, relevant, and time-bound goals that connect AI to your mission

Map outcomes and evidence: Select outcome categories, define indicators, and build your data collection plan with clear roles and timelines

Apply equity and ethics reflection: Complete the checklist before launching and revisit it during annual reviews and evaluations

Craft and share your impact story: Use case studies and data to communicate value to funders, staff, families, and policymakers

“One of the most important things we can do is define the impact we want to make in our use of AI. It level-sets your team, your expectations, and the amount of time and energy you will commit.”

— SRI Education, CIGALE Expert Review Report (2025)

References & Sources

AI & Education Studio (2025). Creating an AI Impact Strategy.

Implementation Science and Improvement Science Frameworks.

UNESCO, OECD Ethical AI Principles and Guidelines.

AI Impact Framework: Objectives, Outcomes, Evidence, Equity, Story.

SMART Objectives Framework for AI Strategy Development.

Impact Theory and Logic Model Frameworks for Education.

Case Study Methodology for Capturing AI Impact Stories.

Thank You

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