EQUAL OPPORTUNITY SCHOOLS

MISSION-DRIVEN AI USE CASE RUBRIC

iF intentional futures

🏰 YOUR ORGANIZATION

VISION, MISSION, & STRATEGY

- Does the intended use case outcome align with your organization's vision and mission? ▸ How will it do that?
- Will this use case help improve your organization's evidence base and deepen understanding of conditions of success in pursuit of your mission? ▸ How?
- Will your organization be able to independently assess and verify that the use case leverages data responsibly and does not reinforce stereotypes or exacerbate biases?
- Will this technology increase your organization's financial sustainability?

EASE OF IMPLEMENTATION

- Will the time and investment required to train, pilot, and onboard partners to this technology be sustainable? ▸ To what extent?

INCREASES REACH AND IMPACT

- Will this use case enhance the products, services, processes, and implementation of your core organizational framework to scale your organization's reach and impact? ▸ How?
- Will this technology improve program tracking to drive decision making at your organization and validate your organization's impact?
- Will there be sufficient demand for this new technology in new and existing partnerships?
- Will this use case increase your organization's (and partner) capacity for activating data and scaling efforts? ▸ How?

EMPOWERS SCHOOLS TO ACT ON THEIR DATA

- Does this use case increase student access to data and other resources (insights, actions, decision-makers) to promote self-advocacy?
- Does this technology increase access to real-time data that will compel schools and districts to make informed and impactful decisions?
- Does the technology enable the school team to customize and own their experience (onboarding, report generation, notifications, program tracking)?

🔷 SCORING

🏰 YOUR ORGANIZATION	
🔶 AI & TECHNOLOGY	
🏛 EDUCATION + THE MARKET	
TOTAL USE CASE SCORE	

🔶 AI & TECHNOLOGY

PRIVACY, SECURITY & SAFETY

- Is the use case aligned with the letter and spirit of your organization's data privacy and security policies?
- Is there little to no risk of student data privacy and/or security being compromised with this use case? ▸ How might student data privacy and/or security be compromised with this use case?
- Will the current use case comply with federal, state, and local regulations (such as FERPA) governing student data and education technology?
- Will this use case be understandable and explainable to and by non-tech experts like teachers, staff, and district leaders? ▸ Are the outputs understandable by non-technical users?
- Is the potential harm of errors or misuse sufficiently limited or able to be adequately mitigated in an educational setting to justify the use case? ▸ What potential harms or misuses might this use case generate? How would they then be mitigated?

DATA

- Does your organization's current data set support this use case? ▸ How does the use case leave bias unaddressed or even exacerbate bias?

IMPACT

- Does this use case directly and measurably lead to equity at scale? ▸ How might this use case be neutral to or even exacerbate inequities?
- Does this use case address the root cause of a challenge rather than just symptoms? ▸ What root cause or symptoms does this case address?
- Is the use case posing a solution that has been difficult to scale with other solutions?

FEASIBILITY

- Is this technology computationally inexpensive? ▸ What are the associated processing costs, environmental impacts, or data storage requirements for this use case?
- Does this use case potentially create new avenues for data collection?
- Is this use case possible without a large-scale change to system architecture?
- Is this use case in-reach with the skill sets or technologies currently at your organization?
- Can this use case integrate with the existing systems and processes in a school/district?

ETHICS

- Is there relatively little to no risk of harm if this use case were implemented in a different industry? ▸ What is the potential harm if leveraged differently than intended?
- Does this use case mitigate undetected bias in decisions about students? ▸ How does the use case leave bias unaddressed or even exacerbate bias?
- Is the basis for decisions or recommendations produced in this use case transparent?

🏛 EDUCATION + THE MARKET

MARKET DIFFERENTIATION

- Does the use case potentially have any proprietary AI technologies or patents that provide a competitive advantage?
- Does the use case present a unique value proposition? Does it have a demonstrated need in the market?
- Does the use case present an idea that is currently not offered by key competitors in the education market utilizing similar AI-powered solutions? ▸ How is the idea similar or duplicative of other current EdTech or solutions?
- Are there potential strategic partnerships with educational institutions, associations, or other stakeholders to enhance the use case's reach and functionality?

SCALE

- Can the use of this technology scale to accommodate a growing user base or expand into new markets or educational levels?
- Does this use case take into account differences in the adoption of AI in education between emerging markets and developed markets?

IMPACT

- Does this use case's predicted outcome(s) indicate that integration of AI can create more equity in the system? ▸ How might the outcomes be equity-neutral or even create inequities?
- Will this technology or use case remove barriers and create efficiencies in the existing public school system to enable access and equity? ▸ How so? Where or how might this technology create unintended barriers or inefficiencies?
- Does this use case incorporate targeted universalist design principles centering on students of color and low-income students to ensure accessibility for all students? ▸ Where is this use case overly generalized or lacks specificity in target student populations?

DEMAND

- Does the use case meet a specific need within a target grade level?
- Does the use case enhance key stakeholder (e.g, district/teacher/counselor) engagement and motivation through interactive features, gamification, or other means?
- Does the use case create excitement or buy-in from relevant funders or investors? ▸ Where are funders or investors skeptical or lack energy?
- Is the pricing strategy competitive and aligned with district budget constraints based on the best available market metrics?

STRATEGIC IMPLEMENTATION

- Does the AI use case have limited, moderate, or full integration with existing identification, enrollment, and assessment methods or technologies? ▸ What level of integration does it have? In what ways is it limited? Where is it full?
- Does this use case consider consolidation or partnerships among companies to leverage complementary data sets or APIs?
- Can this use case reasonably include a plan for continuous improvement and updates based on user feedback and changing educational needs? ▸ Where might this use case's development occur in echo chamber or be overly generalized?