

## PARTNERSHIP BRIEF

## LAUNCHING AISTEMCAST — AI IN EDUCATION &amp; THE WORKFORCE



## The Challenge

Generative AI is reshaping every STEM-adjacent industry — healthcare, manufacturing, clean energy, aerospace, and financial services. Employers face urgent questions about workforce readiness, employee upskilling, and AI integration. While most states were still asking where to start, Utah had already begun building an AI-ready workforce ecosystem, and desire to develop a series on a topic of broad national interest and, in doing so, spotlight the work of Utah innovators embedded in classrooms, industry, and policy, and making it accessible to a national audience navigating the same questions.

## The Partnership

STEMCONNECTOR's longstanding relationship with the Utah STEM Action Center (USAC), built through years of shared convenings and programs, made us a natural partner when the USAC sought to amplify Utah's AI-in-education leadership on a national stage. Together, the two organizations collaborated to develop a high-quality vodcast as a video-first series also distributed as audio, designed to move the conversation from the abstract to the practical for educators, workforce leaders, and corporate learning programs around the challenges and benefits of integrating AI in education pathways.

## STEMCONNECTOR Provided:

- Research and thought leadership
- Workforce expertise
- Cross-sector stakeholder alignment
- Program design and scaling
- Strategic communications
- National distribution and amplification

“Together, Utah STEM Action Center and STEMCONNECTOR transformed a state-level AI innovation effort into a national workforce conversation — giving educators, employers, and policymakers a practical resource for building AI-ready teams.”

## Outcomes and Benefits

AISTEMcast gave the Utah STEM Action Center a national platform to showcase the work it, and the broader Utah ecosystem of educators, industry leaders, and policymakers, is doing at the leading edge of AI in education. STEMCONNECTOR was a vital content, production and scaling partner, translating a state-level innovation hub into a nationally distributed series that educators, employers, and policymakers across the country are benefiting from.

## STEMCONNECTOR Delivered:

- Designed and produced the national vodcast strategy: episode structure, panelist recruitment, production management, and multi-platform distribution (aistemcast.com, YouTube, Spotify, Apple Podcasts).
- Recruited national AI, workforce, and education experts — leveraging cross-sector relationships to secure diverse panelists from K–12, higher ed, industry, and nonprofit settings that no single state agency could access alone.
- Managed marketing, promotion, and national distribution — cross-promoting episodes through STEMCONNECTOR's member and partner channels to reach STEM workforce stakeholders across nearly all 50 states.
- Positioned Utah as a national thought leader in AI-ready workforce development, connecting a state-level innovation effort to a national conversation about AI in education and employment.
- Enabled STEMCONNECTOR member companies to reference the series in internal AI-readiness and upskilling programs — directly connecting content to corporate workforce development goals.