AI & Entrepreneurship In After-School Programs

Empowering Youth Through Innovation & Design

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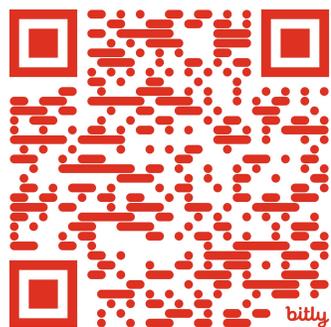
Saul Nunez

Instructional Technology Specialist | Gadsden ISD

- Former Elementary/Secondary Teacher 17 Years.
- Samsung Solve for Tomorrow Finalist
- Microsoft TEALS Teacher of the Year
- CSTA NM Treasurer
- Robolink Drone Ambassador
- Created our District's first STEM Festival called - eSTEMos Unidos

After-School Program Movie Poster

"Create a dramatic or funny movie poster starring me as a leader of an after-school technology program (coding, robotics, esports, or STEM). Use a creative tech-themed title such as 'Rise of the Robots Club,' 'Mission: Debug Impossible,' or 'Wizards of the Makerspace.' Make it epic, humorous, or futuristic."

You can upload a picture of yourself to give the prompt more context of what you look like. (Not available to students)

TOP 10 Future Skills According to World Economic Forum

- **AI & Big Data**
- **Networks & Cybersecurity**
- **Technological literacy/use**
- **Creative thinking**
- **Resilience, flexibility & agility**
- **Curiosity & lifelong learning**
- **Leadership & social influence**
- **Talent management**
- **Analytical thinking**
- **Environmental stewardship**

OUR COMMITMENTS

- **Human-Centered Learning:** AI supports, but does not replace, human instruction.
- **Ethical & Responsible Use:** Transparency is key. Students and teachers must disclose AI use.
- **Equity & Access:** We will ensure all students, especially those historically underserved, benefit from AI.
- **Privacy & Safety:** No personally identifiable information should ever be entered into AI tools.

Current Programming

Gadsden ISD & NMSU STEM Outreach After School Programs

Esports

Focuses on teamwork, strategic thinking, digital sportsmanship, and gaming community management.

Drones

Teaches flight dynamics, coding for autonomous routes, and professional aerial photography.

STEAMCraft

Encourages engineering, coding integrations, and a persistent maker mindset through creation.

Content Creators

Develops skills in storytelling, media production, and building digital brands.

Spotlight: Content Creators

Building Early Entrepreneurs

Available for Grades 3–12, our Content Creators program introduces students to the foundational skills of digital entrepreneurship.

Students learn hands-on **storytelling, branding, media production, and digital literacy.**

By transforming raw creativity into structured, tangible digital assets, students learn how to build an audience and understand the modern media economy.

Implementation

Earth Social Media Influencers (Marketing Earth to Aliens)

A 8-day Project-Based Learning unit where 6th graders create a social media company to promote Earth using GoPro Hero 12

Creator Kits, Canva, and storytelling tools.

Students learn business concepts, branding, video production, digital citizenship, and deliver a final Alien Investor Pitch.

Key Features

- Full English and Spanish versions created for multilingual access
- Refined with the help of AI to streamline pacing, strengthen scaffolds, and enhance bilingual materials
- Step-by-step daily lessons, worksheets, business model templates, storyboards, and pitch outlines
- Emphasizes collaboration, creativity, entrepreneurship, and real-world digital media skills
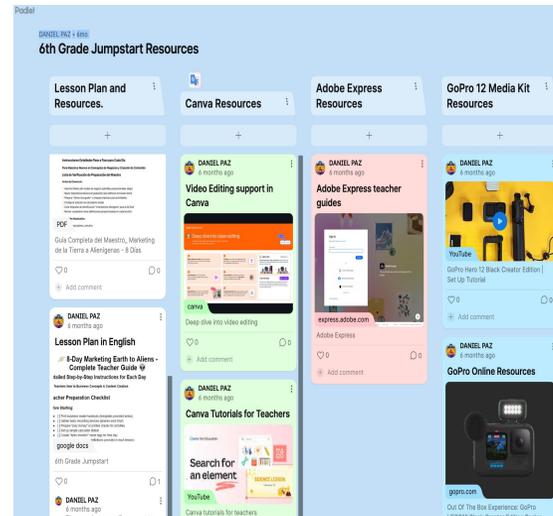
Student Outcomes

- Created 3-piece marketing campaign
- Produced professional-quality videos using GoPros
- Designed logos, posters, business cards, and social media graphics
- Delivered full business presentations to "investors"

Impact

Impact Results

68% Increase in average attendance (2.98 days in the summer of 2024 to 5.02 days in the summer of 2025).

Top Campus: North Valley Elementary reached 6.83 days average. All campuses improved beyond 2024 levels.

Summer School Data Comparison

Analyzing Participation and Attendance Trends (2024 vs. 2025)
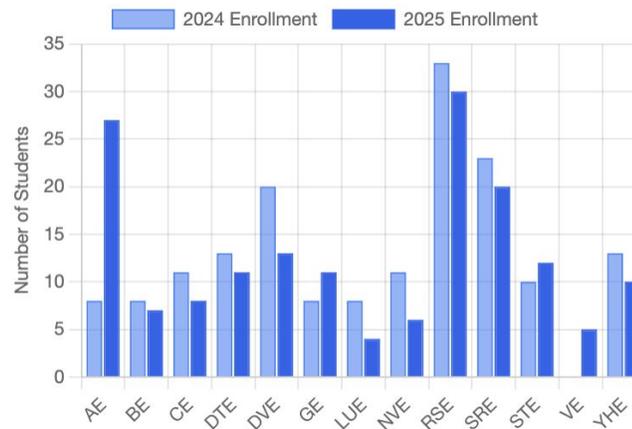
TOTAL ENROLLMENT (2025)	AVG ATTENDANCE (2025)	TOP SCHOOL (2025)
164	**5.02** days	**NVE**
vs 166 in 2024 (-1.2%)	vs 2.90 days in 2024 (+73%)	6.83 Avg Days Attended

Student Participation by School

2024 Enrollment — 2025 Enrollment

Average Attendance Days by School

2024 Avg Days — 2025 Avg Days
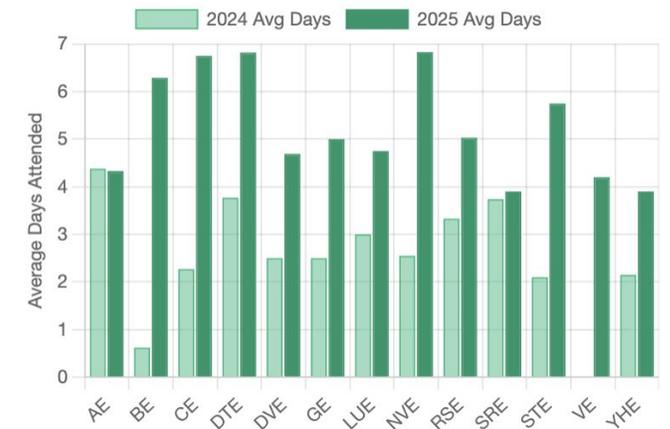
Content Creators After School Program Secondary

An after-school program where middle school students explore digital media, storytelling, and entrepreneurship. Using design thinking, students learn to create positive, professional content—videos, graphics, podcasts, and more—while building leadership and real-world creative skills. The club empowers students to use content creation responsibly and make a positive impact.

https://sites.google.com/gisd.k12.nm.us/ccc-content-creators-club?usp=sharing

Program Investment: Tools

Providing the necessary infrastructure to support high-level entrepreneurial learning.

Audio & Video

Professional cameras and podcasting microphones.

Lighting & Sets

Studio lighting kits and green screens for VFX.

Hardware & Software

High-performance laptops and production software.

Design Thinking Framework

We design our programs to reinforce that innovation is an intentional, iterative process.

Empathize	Define	Ideate	Prototype	Test
Research and understand the target audience or market need.	Clearly state the problem or the core brand message.	Brainstorm creative solutions, formats, and content types.	Create drafts, storyboards, or initial media pieces.	Share with peers, gather feedback, and iterate the final product.

How AI Supports Young Entrepreneurs in After-School Programs

Idea Generation
Brainstorming & Content Ideas
- Video Concepts
- Business Ideas
- Podcast Topics

Market Research
Understanding the Audience
- Trends & Demands
- Target Audience Analysis

Branding & Design
> Logos & Names
- Logo Generation
- Tagline Creation

NAME IDEAS

Script & Planning
> Content & Scheduling
- Video Scripts
- Social Media Plans

Productivity Tools
> Project Management
- Task Lists
- Timelines

Skill Development
> Critical Thinking & Creativity
- Problem Solving
- Digital Literacy

Fast Iteration
> Testing & Improving
- Try, Test & Refine

Future Careers
> Real-World Skills
- Media & Marketing
- Tech & Business

From Content Creators to Young Entrepreneurs!

AI as a Creative Assistant for Student Innovation

AI Tools for Creativity

Adobe Express + AI

- AI-generated graphics
- Quick video creation
- Templates for young entrepreneurs
- Brand kits for visual consistency

Canva + AI

- Text-to-image visualization
- AI writing for captions/scripts
- Flyers & digital portfolios
- Collaborative team editing

Gemini & Vids

- AI search & ideation tools
- Scriptwriting & outlining
- Automated presentation videos
- Streamlined student workflows

Resources & Supports

📖 **Adobe Education Exchange:** https://express.adobe.com/learn

🖌 **Canva for Education:**

https://www.youtube.com/playlist?list=PLATYfhN6gQz_xQMZOkVYm_UYIHCPtilyj

🖥 **Google for Education:** https://gemini.google.com

⚖️ **Padlet for Resources in Earth to Aliens Influencers:**

https://padlet.com/dpaz25/6th-grade-jumpstart-resources-a4cjb0cw0na8893j

Survey

Questions?

Thank you for attending!

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