

ASSESSMENT IN THE AGE OF AI

PROMOTION PACKAGE

Thank you for supporting the new online course **Assessment in the Age of AI**, the course is organised by the European School Education Platform and will be offered at the [EU Academy](#) where it will open on **6 November 2023**. The course is free, online, and open to teachers and other school stakeholders from any country.

In this document, you will find information on how to promote the course in communications with your networks and audiences. Please feel free to adapt this for your own purposes and style as you need.

Should you have any questions, please contact our team via [the European School Education Platform contact page](#).

KEY INFORMATION ABOUT THE ONLINE COURSE

Title	Assessment in the Age of AI
Provider	European School Education Platform, European Commission
Objectives	<ul style="list-style-type: none">• Understand and investigate how to apply formative assessment strategies and tools with the help of AI, by exploring good practices and engaging in discussions with peers.• Understand the opportunities and challenges AI brings to summative assessment strategies and tools and how to address this impact effectively, by exploring a variety of summative assessment practices and discussing these with peers.• Explore ways of integrating artificial intelligence (AI) tools and technologies into your assessment practices to enhance student learning and engagement by participating in interactive activities, practical exercises, and analysing real-world examples.
Why?	This course recognizes the potential challenges and opportunities that teachers may face with the rise of generative AI and its impact on the development and delivery of student assessments. The course aims to equip teachers with the necessary knowledge and tools to address these challenges and opportunities. It focuses on tackling issues such as bias and fairness, privacy and data security, automated feedback, validity and reliability of AI-based assessments, interpretation of AI-generated results, and maintaining a positive teacher-student relationship in the context of AI. By providing insights, examples, and discussions, the course empowers teachers to optimize the assessment process,



	enhance student learning outcomes, and navigate the intersection of assessment and AI in education responsibly and effectively.
Dates	Monday 6 November – Wednesday 13 December 2023
Duration and estimated workload	The course will run for 5.5 weeks. The estimated workload is around 4 hours per week.
Target audience	This course is meant for practising teachers from all types of schools with all levels of experience, and student teachers preparing for entry into the profession.
Language	English
URL	https://school-education.ec.europa.eu/en/professional-development/courses/assessment-age-ai

1. PROMOTING THE MOOC:

We would like your help in promoting MOOC registration with immediate effect until the end of the first module on **Friday, 10 November**.

You can do this in various ways, including:

- Use the suggested posts for dissemination of the course and registration information on your social media channels.
- Use the information in this document to promote the MOOC via any other dissemination channels you may have available (for example, newsletters, bulletins, digests, blog articles).
- Circulate information (including this document) to relevant contacts: members of your network, organisations you know are active on the topic as well as individual contacts.

If you would like to promote the MOOC in ways not outlined above, or require any specific information or assets, please contact our team via [the European School Education Platform contact page](#).

1.1 KEY INFORMATION ON THE PROMOTION OF THE MOOC:

Promotion dates	From now until 10 November
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The course is developed and provided by the European School Education Platform:

2. SUGGESTED MESSAGES AND VISUALS:

We have prepared a couple of messages that you can use to promote the course. Please feel free to take and adapt them to your liking!




2.1 NEWSLETTER ITEM:



Calling all educators! Unlock the potential of AI in education thanks to the new European School Education Platform MOOC starting on 6 November! The course aims to empower teachers to optimize the assessment process, enhance student learning outcomes, and navigate the intersection of assessment and AI in education. [Register today!](#)

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Curious about how AI can transform education? The upcoming European School Education Platform course will dive deep into AI's role in education, addressing bias, privacy, and much more. Be the guiding presence on their educational journey, from 6 November, [enrol today!](#)

2.2 TWITTER:

 Unlock the potential of AI in education with this European School Education Platform MOOC!

Join us on this educational journey and shape the future of teaching starting on  6 November!  https://bit.ly/Assessment_in_the_age_of_AI

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 Educators, don't miss out on this European School Education Platform MOOC!



The course aims to empower teachers to navigate the intersection of assessment and AI in education and much more!

Enrol today, starting on 6 November  https://bit.ly/Assessment_in_the_age_of_AI

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Curious about how AI can transform education?

This is your gateway to understanding AI-based assessments and their impact on teaching.

Join us to stay ahead in the world of education technology  From 6 November!  https://bit.ly/Assessment_in_the_age_of_AI

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The European School Education Platform MOOC on 'Assessment in the Age of AI' starts today!

Are you ready to tackle bias, privacy, and much more?

Secure your spot now  https://bit.ly/Assessment_in_the_age_of_AI



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Last chance to join! 🕒

This upcoming course will dive deep into AI's role in education, addressing bias, privacy, and much more.

Be a guiding presence on their educational journey, register today! 📌

https://bit.ly/Assessment_in_the_age_of_AI

2.3 FACEBOOK:

📣 Educators, don't miss out on this European School Education Platform MOOC!

The course aims to empower teachers to optimize the assessment process, enhance student learning outcomes, and navigate the intersection of assessment and AI in education.

Enrol today, starting on 6 November 📌 https://bit.ly/Assessment_in_the_age_of_AI

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In this European School Education Platform course, you will:

Learn to use #AI for formative assessment effectively through discussions and best practices

Address AI's impact on summative assessments by exploring various strategies and peer discussions

Integrate AI into assessment for enhanced learning through interactive activities and real-world examples

Register now, starting on 6 November 📌 https://bit.ly/Assessment_in_the_age_of_AI

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👤 With the rise of generative AI, teachers are faced with many challenges and opportunities.

This European School Education Platform MOOC aims to help teachers adapt to the age of #AI in #education.

Learn how to navigate the challenges and seize the opportunities it brings!

Register here 📌 https://bit.ly/Assessment_in_the_age_of_AI

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2.4 INSTAGRAM:

🔒 Unlock the potential of AI in education 🚀

Join this upcoming European School Education Platform course and learn how to optimize the assessment process, enhance student learning outcomes, navigate the intersection of assessment and AI in education, and much more!

Be a guiding presence on your students' educational journey, enrol today!

European School Education Platform and eTwinning are initiatives of the European Commission, funded by [Erasmus+](#) and operated by European Schoolnet (EUN Partnership), under a contract with the European Education and Culture Executive Agency (EACEA). The opinions expressed are those of the contractor only and do not represent the contracting authority's official position.

