Association Academy
by RICOCHET

RICOCHET
ASSOCIATION TRANSFORMATION

ALC SUMMER MEETING 2026 · INDIANAPOLIS

Lessons From the Field: Injecting AI Into Association Education

Chris Gloede, CAE — Chief Consultant, Ricochet

AUGUST 15, 2026

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OUR TIME TOGETHER



Introductions

About the Association Academy and me.



AI in Education

Six inspiring live AI systems powering association education.



Getting Started

Lessons and tips for you to begin your own education enhancements.



Academy and You

How to bring Academy courses to your members.



Chris Gloede, CAE.

Chief Consultant, Ricochet

Chris was the first-ever Chief Marketing Officer of the American Bar Association, where he grew membership to its largest in 137 years, making it one of the largest voluntary associations in the world.

Chris now helps associations build modern strategy, technology stacks, and AI-forward operations.

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FOUNDED 2021

Only ASAE provides more CAE education than the Association Academy.

6,105
students enrolled

1,507
associations participating

5,335
certificates awarded

40
class sessions per year

4.8 / 5
★★★★★
Trustpilot rating · 145 reviews

SOURCE · ASSOCIATION ACADEMY INTERNAL ENROLLMENT AND CREDIT DATA · TRUSTPILOT, 2026

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Accredited education, recognized partnerships.

ASAE · CAE PROVIDER

46,274 CAE credits granted

Each Academy course individually reviewed and approved for CAE credit.

IAEE · CEM PROVIDER

Preferred Provider in progress

Pursuing CEM Preferred Provider status, so Academy courses earn CEM recertification credit.

ALC · PROGRAM PARTNER

Partner of today's host

A program partner of the Association Leadership Collaborative — the coalition hosting today's meeting.

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AI in Education.

Six inspiring live AI systems powering association education.

WHY I'M HERE

Today I'm here to inspire you.

I want to get you excited about the possibilities — and show you how the Association Academy is changing the way we deliver education with advanced AI.

TWO KINDS OF AI

The real power is through “agentic AI.”

GENERATIVE AI

Answers when you ask

Drafts text, images, and summaries on request. Useful — but every task starts and ends with a person prompting it.

AGENTIC AI

Does the work

Plans and executes multi-step jobs across real systems — it reads the data, decides, acts, and reports back. Everything in today's demos is agentic.

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THREE FRONTS

The Academy went all in on agentic AI in 2026.

Promotion

- Course Material
- Organic Social

Experience

- Self-Assessment
- AI Prompts

Operations

- Class Recap
- Speaker Evaluation

OUR SYSTEMS POWERING AGENTIC AI

Claude | Zoom | HubSpot | Google Sheets | Gmail | WordPress website | LinkedIn

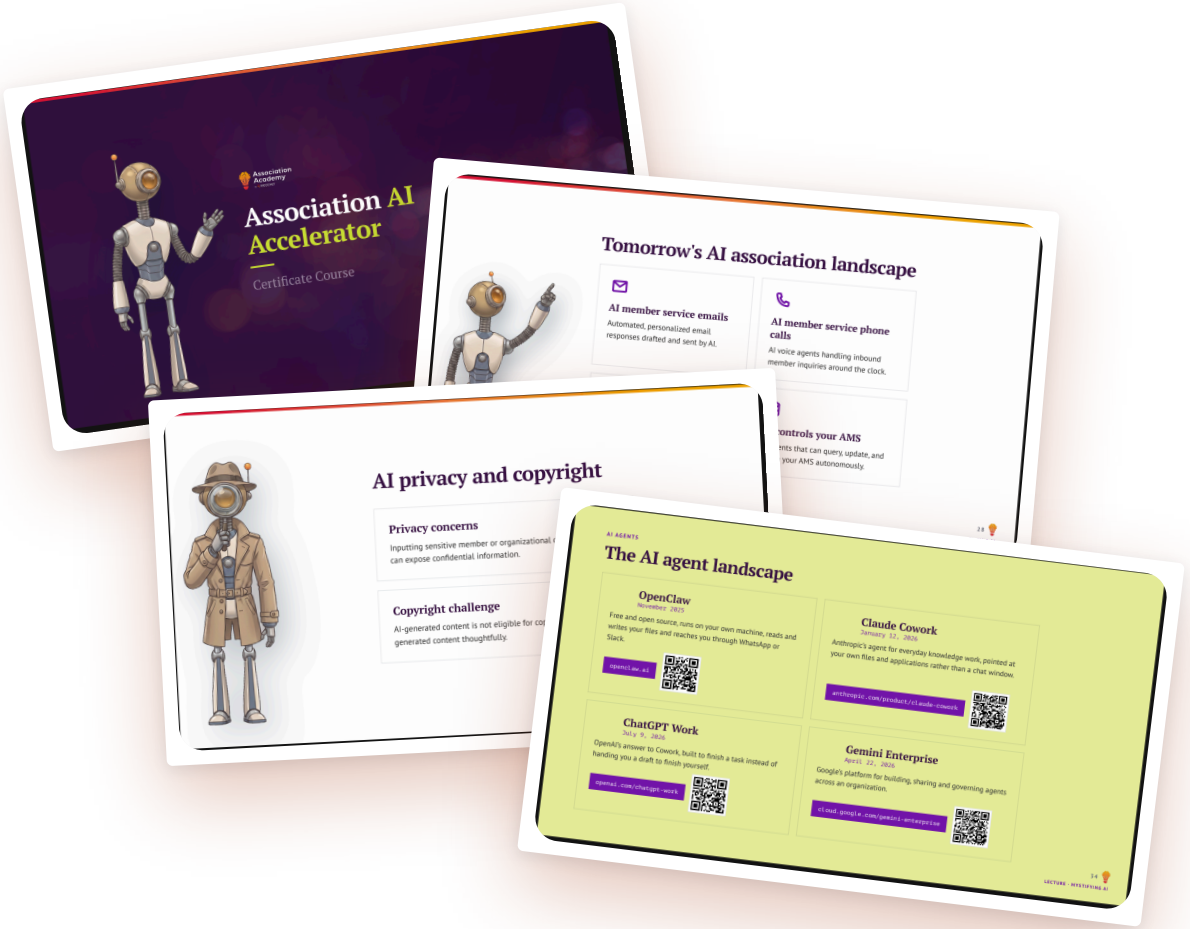
DEMO · PROMOTION

Better course material.

AI drafts lesson plans and refines curriculum against the Academy's teaching frameworks — then checks every course document for brand and voice standards before it ships.

WHY WE DO THIS

- [ ] Faster speed
- [x] **Less labor**
- [x] **Higher quality**
- [x] **Better experience**
- [ ] More revenue



DEMO · PROMOTION

Really brand compliant, accessible, and more.

Every deck is built and graded against the same standards — the references and scorecards that keep quality high without a designer in the loop.

WHAT POWERS IT

- **Design System** — Claude builds branded slide, handout, and certificate assets from one token set, so every course looks consistent without a designer in the loop.
- **Adult Learning Library** — Google Drive folder of adult education and andragogy research that Claude cites when building and critiquing lesson plans.
- **Information Design Library** — Google Drive folder of information architecture and presentation design standards, used as the scoring rubric for every deck before it ships.
- **Accessibility Scorecard** — Claude scores each deck on contrast, font size, alt text, and slide reading order, and returns a fix list.
- **Reading Level Scorecard** — Claude scores each deck for reading level and sentence complexity, and rewrites anything above the target grade.

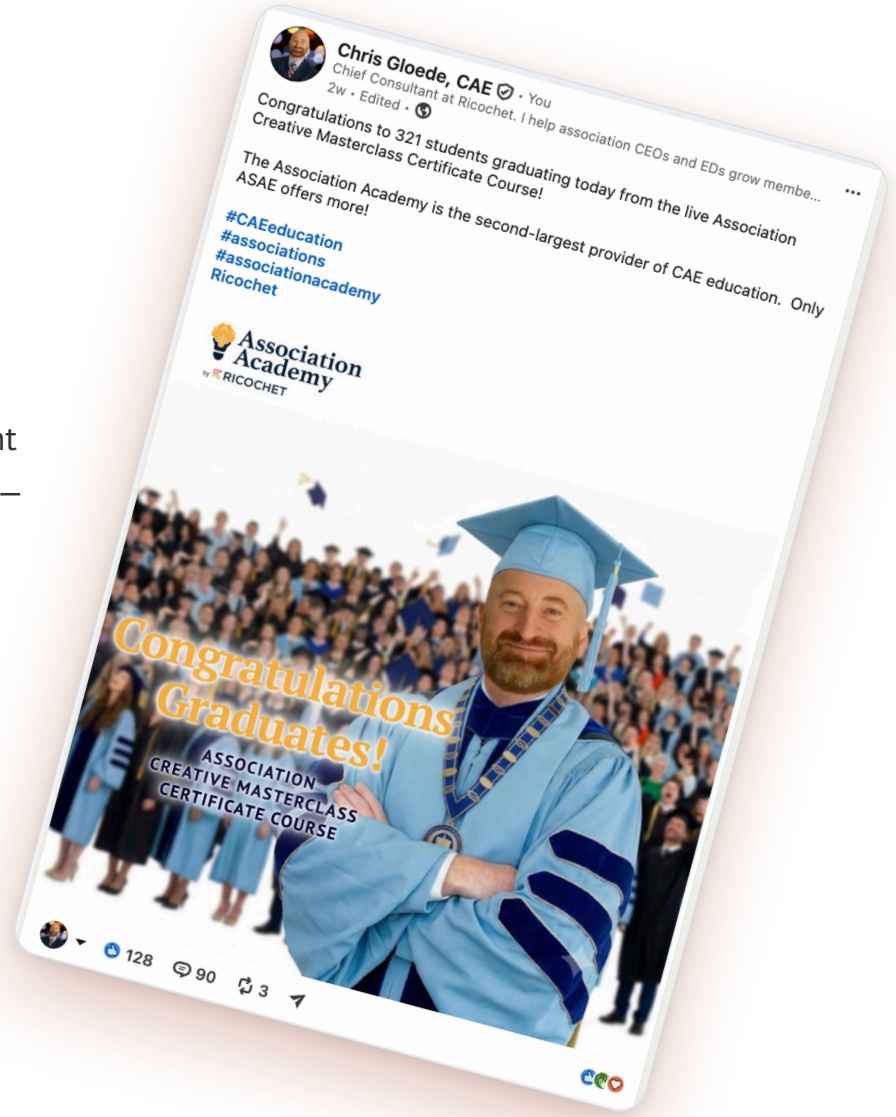
DEMO · PROMOTION

Relevant social posts.

After every class, the AI reviews the session recording, finds the moment most worth sharing, and writes a LinkedIn post in the Academy's voice — ready to schedule without anyone touching a keyboard.

WHY WE DO THIS

- [ ] Faster speed
- [x] **Less labor**
- [ ] Higher quality
- [ ] Better experience
- [x] **More revenue**



DEMO · PROMOTION

No more generic pre-planned posts.

From class recording to published LinkedIn post — every step runs without anyone touching a keyboard.

AUTOMATION STEPS

1. **Orchestration**
   - **Claude** controls the sequential steps
2. **Gather Inputs**
   - **Google Sheets** pulls the course name, class, and brand colorway
   - **Google Drive** reads the class deck for logo, artwork, and photo
3. **Find the Story**
   - **Claude** picks the instructor's best line from the transcript
   - **Claude** selects the best student chat comments
4. **Build the Card**
   - **Claude** designs a course-branded image
   - **Claude** writes the post copy in brand voice
   - **Claude** adds the hashtags and speaker tag
5. **Publish and Archive**
   - **LinkedIn** posts to the company page
   - **LinkedIn** adds the Academy link as the first comment

DEMO · STUDENT EXPERIENCE

Student self-assessments.

A vibe-coded self-assessment tool has students score themselves before and after the course — the delta is the learning, measured.

WHY WE DO THIS

- [ ] Faster speed
- [ ] Less labor
- [x] **Higher quality**
- [x] **Better experience**
- [ ] More revenue



DEMO · STUDENT EXPERIENCE

Setting a quantitative course knowledge baseline.

The whole tool was vibe-coded with AI — a working, branded web app built without a developer, live on the course resources page.

FUNCTIONAL ELEMENTS

- **Interactive checks** — tap each item to score it, right on the page
- **Real-time calculator** — the total score updates live as items are checked
- **Weighted categories** — sections score 2 to 10 points, plus a mega bonus
- **Two assessments in one** — switch between quizzes with a tab toggle
- **Downloadable score card** — a branded, shareable image of your result
- **No login, no app** — runs on the public course resources page

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DEMO · STUDENT EXPERIENCE

Student AI prompts.

In class, AI prompts kick off interactive discussions: students use AI to analyze problems and develop recommendations for their own association.

WHY WE DO THIS

- [ ] Faster speed
- [ ] Less labor
- [x] **Higher quality**
- [x] **Better experience**
- [ ] More revenue



CONDUCT A SPAM TEST

ROLE: You are an expert Newsletter Digital Editor and a technical expert in email performance, deliverability, and spam compliance. Your goal is to help me locate, execute, and analyze a comprehensive spam check for my most recent newsletter campaign using a specialized tool.

TASK: You will guide me step-by-step through performing an email spam test and interpreting the results. Instead of overwhelming me with instructions all at once, you will walk me through this process incrementally, providing instructions and questions one at a time. Wait for my confirmation or answer at each stage before advancing to the next.

Follow this exact operational flow:

Navigate to the Spam Test Website: Instruct me to visit the following testing page: https://www.mail-tester.com/test-4wx620o6d. Tell me to follow the on-screen instructions to send a test copy of my newsletter to the unique address provided there.

Collect the Test Score & Data: Once I have run the test and received a spam test score, instruct me to take a clear screenshot showing both the final numeric score and all of the checkmarked subcategories. Ask me to paste that screenshot directly into this AI chat window for processing.

Provide Technical Evaluation: Once the screenshot is shared, provide a thorough, one-paragraph analysis evaluating my results. Break down what the score indicates, point out any specific authentication or content flags triggered in the subcategories, and provide immediate, actionable feedback to fix any issues.

Begin by introducing yourself enthusiastically as my email spam testing coach and asking me to proceed with the very first step: navigating to the mail-tester link.

DEMO · STUDENT EXPERIENCE

Embracing AI engagement alongside webinar chat, Google searches, and more.

Every in-course prompt is engineered so students can't coast — five design rules make the exercise do the teaching.

PROMPT DESIGN RULES

- **Apply RTCF** — the student must set Role, Task, Context, and Format before running the prompt, which is where most bad output starts.
- **Require their own material** — every prompt runs against the student's real systems and work products — their platform, their metrics — so no one can watch passively.
- **Initiate back-and-forth** — the first output is deliberately incomplete, forcing a second and third turn.
- **Encourage Socratic analysis** — the model questions the student's assumptions rather than answering directly.
- **Build in self-critique** — the prompt asks the model to grade or attack its own draft before the student accepts it.

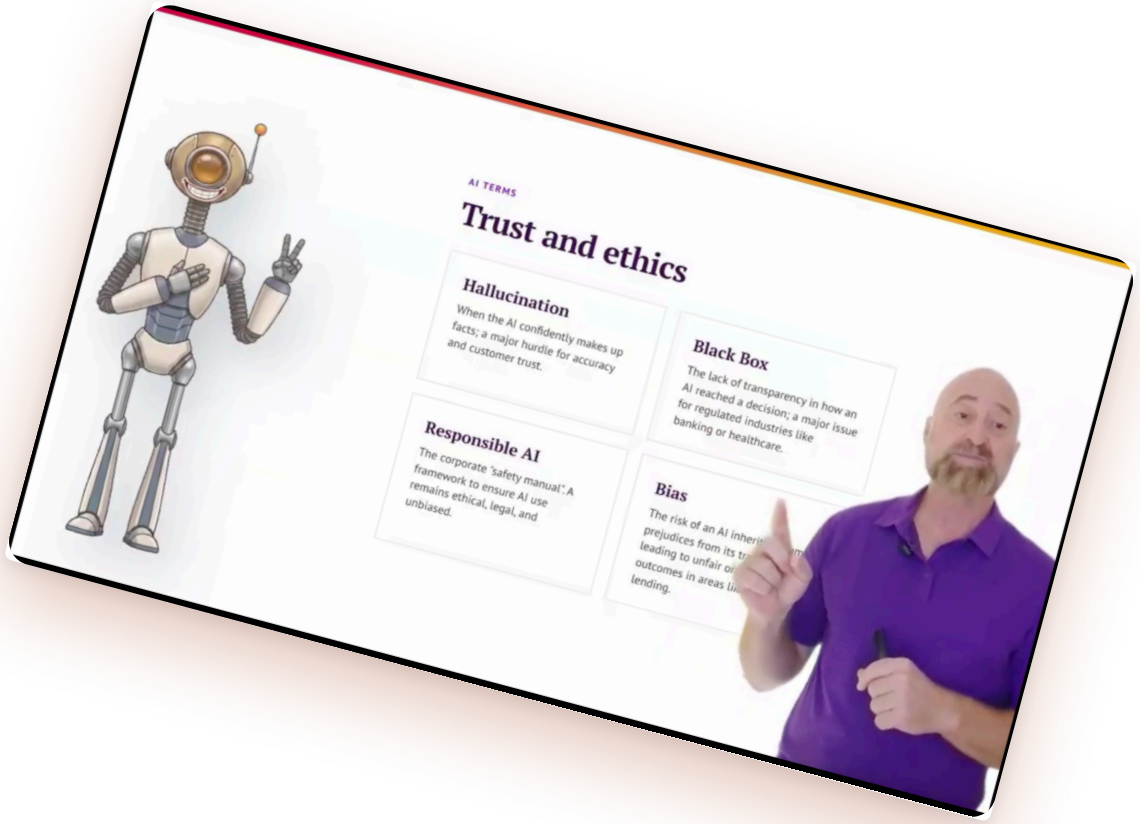
DEMO · OPERATIONS

Fast class recap.

One automation runs the entire post-class pipeline — attendance pulled, credits confirmed, recording processed, and every asset delivered in under 60 minutes.

WHY WE DO THIS

- [x] **Faster speed**
- [x] **Less labor**
- [ ] Higher quality
- [x] **Better experience**
- [ ] More revenue



DEMO · OPERATIONS

Saving approximately 100 hours/year.

Every step of the post-class pipeline, run by agentic AI across the systems we already use — no hand-offs, no manual steps.

AUTOMATION STEPS

1 Orchestration

- **Claude** orchestrator controlling sequential steps

2 Attendance & Credit

- **Zoom** downloads the attendee report
- **Google Sheets** verifies credit eligibility
- **HubSpot** uploads credits to member records

3 Class Assets

- **Zoom** downloads recording, transcript & chat log
- **Claude** writes an AI session summary
- **WordPress** posts assets to the course resources page

4 Promotion & Follow-Up

- **LinkedIn** posts the class recap
- **Claude** calculates the speaker performance report
- **HubSpot** sends personalized class recap emails

5 Certificates

- **Google Drive** generates a certificate PDF per student
- **HubSpot** uploads each certificate to the contact record

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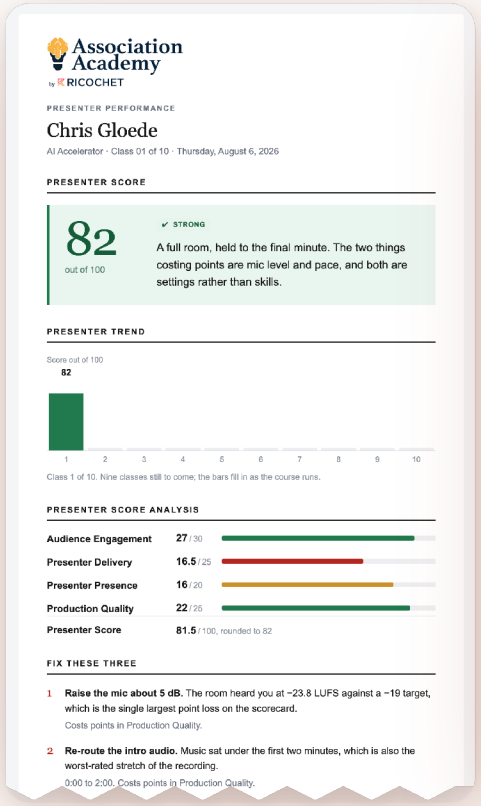
DEMO · OPERATIONS

Full speaker evaluation.

After every class, Claude generates a speaker performance report — scored, charted, and delivered to the presenter automatically.

WHY WE DO THIS

- [ ] Faster speed
- [ ] Less labor
- [x] **Higher quality**
- [x] **Better experience**
- [ ] More revenue



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PRESENTER PERFORMANCE

Chris Gloede

AI Accelerator · Class 01 of 10 · Thursday, August 6, 2026

PRESENTER SCORE

82
out of 100

✔ STRONG

A full room, held to the final minute. The two things costing points are mic level and pace, and both are settings rather than skills.

PRESENTER TREND

Score out of 100

82

1 2 3 4 5 6 7 8 9 10

Class 1 of 10. Nine classes still to come; the bars fill in as the course runs.

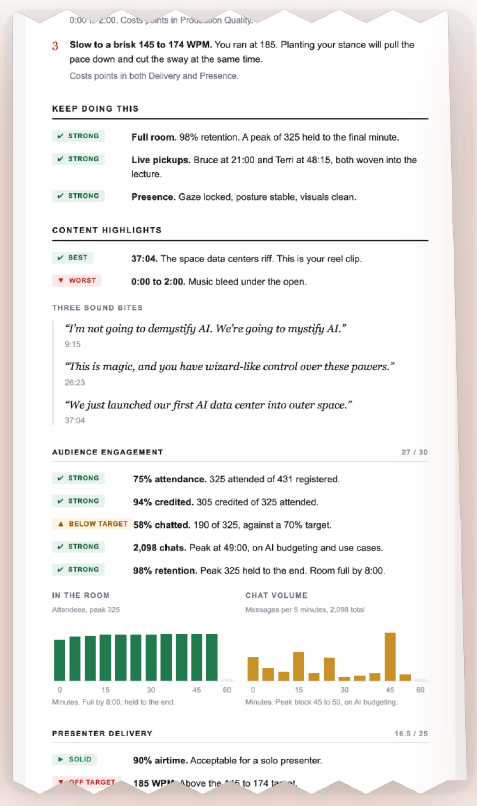
PRESENTER SCORE ANALYSIS

Audience Engagement	27 / 30	
Presenter Delivery	16.5 / 25	
Presenter Presence	16 / 20	
Production Quality	22 / 25	
Presenter Score	81.5 / 100, rounded to 82	

FIX THESE THREE

1 **Raise the mic about 5 dB.** The room heard you at −23.8 LUFS against a −19 target, which is the single largest point loss on the scorecard.
Costs points in Production Quality.

2 **Re-route the intro audio.** Music sat under the first two minutes, which is also the worst-rated stretch of the recording.
0:00 to 2:00. Costs points in Production Quality.



3 **Slow to a brisk 145 to 174 WPM.** You ran at 185. Planting your stance will pull the pace down and cut the sway at the same time.
Costs points in both Delivery and Presence.

KEEP DOING THIS

✔ STRONG **Full room.** 98% retention. A peak of 325 held to the final minute.

✔ STRONG **Live pickups.** Bruce at 21:00 and Terri at 48:15, both woven into the lecture.

✔ STRONG **Presence.** Gaze locked, posture stable, visuals clean.

CONTENT HIGHLIGHTS

✔ BEST **37:04.** The space data centers riff. This is your reel clip.

▼ WORST **0:00 to 2:00.** Music bleed under the open.

THREE SOUND BITES

"I'm not going to demystify AI. We're going to mystify AI."
9:15

"This is magic, and you have wizard-like control over these powers."
26:23

"We just launched our first AI data center into outer space."
37:04

AUDIENCE ENGAGEMENT 27 / 30

✔ STRONG **75% attendance.** 325 attended of 431 registered.

✔ STRONG **94% credited.** 305 credited of 325 attended.

▲ BELOW TARGET **58% chatted.** 190 of 325, against a 70% target.

✔ STRONG **2,098 chats.** Peak at 49:00, on AI budgeting and use cases.

✔ STRONG **98% retention.** Peak 325 held to the end. Room full by 8:00.

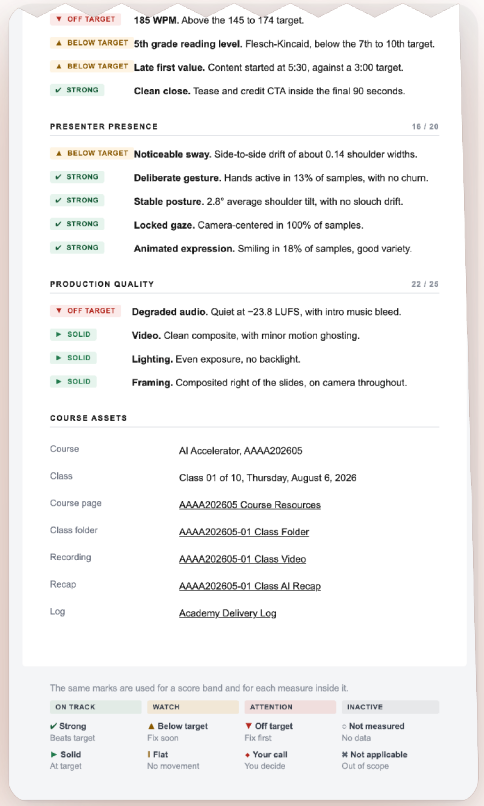
IN THE ROOM
Attendees, peak 325
0 15 30 45 60
Minutes. Full by 8:00, held to the end.

CHAT VOLUME
Messages per 5 minutes, 2,098 total
0 15 30 45 60
Minutes. Peak block 45 to 50, on AI budgeting.

PRESENTER DELIVERY 16.5 / 25

► SOLID **90% airtime.** Acceptable for a solo presenter.

▼ OFF TARGET **185 WPM.** Above the 145 to 174 target.



▼ OFF TARGET **185 WPM.** Above the 145 to 174 target.

▲ BELOW TARGET **5th grade reading level.** Flesch-Kincaid, below the 7th to 10th target.

▲ BELOW TARGET **Late first value.** Content started at 5:30, against a 3:00 target.

✔ STRONG **Clean close.** Tease and credit CTA inside the final 90 seconds.

PRESENTER PRESENCE 16 / 20

▲ BELOW TARGET **Noticeable sway.** Side-to-side drift of about 0.14 shoulder widths.

✔ STRONG **Deliberate gesture.** Hands active in 13% of samples, with no chum.

✔ STRONG **Stable posture.** 2.8° average shoulder tilt, with no slouch drift.

✔ STRONG **Locked gaze.** Camera-centered in 100% of samples.

✔ STRONG **Animated expression.** Smiling in 18% of samples, good variety.

PRODUCTION QUALITY 22 / 25

▼ OFF TARGET **Degraded audio.** Quiet at −23.8 LUFS, with intro music bleed.

► SOLID **Video.** Clean composite, with minor motion ghosting.

► SOLID **Lighting.** Even exposure, no backlight.

► SOLID **Framing.** Composited right of the slides, on camera throughout.

COURSE ASSETS

Course	AI Accelerator, AAAA202605
Class	Class 01 of 10, Thursday, August 6, 2026
Course page	AAAA202605 Course Resources
Class folder	AAAA202605-01 Class Folder
Recording	AAAA202605-01 Class Video
Recap	AAAA202605-01 Class AI Recap
Log	Academy Delivery Log

The same marks are used for a score band and for each measure inside it.

ON TRACK	WATCH	ATTENTION	INACTIVE
✔ Strong Beats target	▲ Below target Fix soon	▼ Off target Fix first	○ Not measured No data
► Solid At target	▮ Flat No movement	◆ Your call You decide	✖ Not applicable Out of scope

DEMO · OPERATIONS

More valuable than a CSAT survey.

One automation scores every class from the recording out — audience engagement and speaker delivery — and sends each presenter a scorecard, automatically.

AUTOMATION STEPS

1. **Orchestration**
   - **Claude** controls the sequential steps
2. **Gather Inputs**
   - **Zoom** pulls engagement data by minute
   - **Google Sheets** reads prior scores for the trend
3. **Score the Audience**
   - **Claude** measures attendance by minute
   - **Claude** classifies every chat message
   - **Claude** finds the peak engagement moment
4. **Score the Speaker**
   - **Claude** reads video for posture, gesture, gaze
   - **Claude** analyzes transcript for pace and airtime
   - **Claude** reviews audio, lighting, and framing
5. **Build the Report**
   - **Claude** calculates the Presenter Score
   - **Claude** writes three accolades and three critiques
   - **Claude** pulls best/worst moments and sound bites
6. **Deliver and Track**
   - **Gmail** sends each speaker their scorecard

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Getting Started with agentic AI.

Lessons and tips for you to begin your own education enhancements.

A FIELD REPORT, NOT A PITCH

Things to consider when you're starting your own agentic AI journey.

Find the right leader

You need someone inquisitive, creative, and high context — a person who understands all your processes end to end. It's not easy.

Get organized

Organize your files, standardize your nomenclature, and resolve your data issues. It pays off in spades down the road.

Start small

Everything you saw today began as one automated workflow. Pick one thing you do every week and hand it to AI this week.



PRACTICAL TOOLS

Wispr Flow makes typing short work.

- Encourages stream-of-consciousness AI engagement
- Dictate up to 3× faster than you type
- Works in every app — email, docs, chat
- AI cleans up filler, punctuation & tone as you speak

wisprflow.ai/r?CHRIS38281

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The Association Academy and You.

How to bring Academy courses to your members.

ASSOCIATION ACADEMY AFFILIATE PROGRAM

Professional education your society can offer as its own.

State societies join as affiliates. You carry the Academy catalog to your members; we handle instruction, accreditation and administration.



- ✓ **Lift association executive skills** — affordable professional development for your members.
- ✓ **Support your members' careers** — accredited education they can tout publicly.
- ✓ **Expanded education catalog** — most courses carry CAE and/or CEM credit.
- ✓ **Free staff seats** — your staff attend at no cost.
- ✓ **Share the courses** — promote through your existing media channels and communications.

2027 COURSES

Association AI Accelerator (10 credits) **Association Conference Architecture** (8 credits)

Association Creative Masterclass (4 credits) **Association Membership Growth** (10 credits) **Association Newsletter Success** (6 credits)



OUR NEXT CLASS

Join us for Newsletter Success.

The **Association Newsletter Success Certificate Course** — live, starts October 22, 2026. Individually ASAE-approved for CAE credit.

[redacted]

ALC special
Your team attends free

ricochetadvice.com/academy

Association Academy
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Let's meet — now or later.

AT ASAE ANNUAL

ASAE Annual one-on-one

Room 144
Outside Exhibit Hall

OVER COFFEE

Grounds for Connection

The Coffee Den
Monday, August 17
12:30–2:30pm ET.

201 S Capitol Ave
Across from the
Convention Center.

AFTER THE CONFERENCE

Book a call

schedulechris.com



Let’s take a selfie.

Grab a photo with me before you go — then let’s keep the conversation going.

LINKEDIN

linkedin.com/in/chrisgloede

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