

HOW MSTA BUILT AN AI-READY ORGANIZATION, FROM THE INSIDE OUT

As Executive Director of MSTA, serving more than 46,000 educators, Bruce has never been interested in adopting tools just to check a box. He's focused on something deeper, building an organization that's structurally prepared for the future.

And that future is AI-powered.



IMPACT

- Staff are leveraging AI to streamline repetitive tasks, improve internal processes, and focus more time on high-value work serving Missouri's 46,000 educators.
- With AI-trained staff identifying opportunities for personalization and automation, MSTA is enhancing engagement and responsiveness for its members.
- AAiP certification and ongoing Learning Hub engagement position MSTA as a forward-thinking organization prepared to adapt as AI capabilities evolve.

IT STARTED WITH EDUCATION, NOT SOFTWARE

Instead of experimenting in isolation or assigning AI to a single "tech champion," Bruce took a different approach. He made AI education a team priority. MSTA staff members are actively learning inside the Sidecar Learning Hub, building fluency, confidence, and practical skills together. This wasn't about theory. It was about capability.

When AI literacy becomes a shared language across the organization, something shifts.

Ideas don't bottleneck.

Shared fluency keeps momentum moving across every team and function.

Innovation doesn't stall.

Capability distributed across the organization means no single point of failure.

Experimentation becomes cultural.

When everyone speaks AI, trying new things becomes the norm, not the exception.

"The AAiP Certification gives association professionals the tools they need to integrate AI effectively, driving efficiency, personalization, and engagement. It's an essential investment in the future of our organization."

Bruce Moe

Executive Director, MSTA

