

My Co-op Experience at MindShare Inc.

By Mila - High School Co-op Student from John Fraser, PDSB

Before my co-op placement at MindShare Workspace, I always thought of artificial intelligence and education as two completely separate ideas. In school, we're often discouraged from using AI in our assignments, and many teachers see it as something that replaces human intelligence rather than supports it.

That perspective changed when I started my placement and learned that there's actually a growing industry dedicated to **AI in education**. At first, I couldn't understand how the two could work together without AI taking away from real human connection and learning. However, during my time at MindShare, I discovered so many companies and organizations using AI ethically to enhance the learning experience for students and teachers.

Over the past two months, most of my work focused on helping prepare for the **16th Annual Canadian EdTech AI Summit**. I assisted with creating ads, contacting schools, and developing parts of the marketing plan. I managed to learn a lot from **Robert, Hanan, and Ammar** about event planning strategies and communication before the Summit.

Attending the Summit itself was such an inspiring experience. Seeing how my work contributed to a national event and meeting so many passionate educators, innovators, and leaders opened my eyes to what's possible when technology and learning come together.

Through this experience, I've gained valuable skills and insights, and I have **three key takeaways** from the Summit:

1. **AI is a tool, not a replacement** - when used with purpose, it can empower teachers and students.
2. **Collaboration drives innovation** - the best ideas come from diverse people working together.
3. **The future of education is evolving** - creativity and adaptability are essential to keep learning meaningful.

I'm truly grateful for this opportunity and excited to see how the EdTech industry continues to grow through innovation and creativity.

