



AI Training

DATE ISSUED

August 2026



This Certifies That

Kristen Scott

Has Demonstrated Practical Expertise By Implementing
A Minimum Of Four AI Assistants.

Hereby Recognized As A

Qualified AI Leader

CONDUCTED BY

Phil Kirschner

TRANSFORMATION PARTNER, LEAD WITH AI

Kristen Scott
Enrollment Specialist

[TOOL]
Email Prioritization
Assistant

Inbox Email Assistant

- Scans inbox to prioritize messages and sort by urgency
- 1 hour daily

[TOOL]
AI STRATEGY
ASSISTANT

STRATERGIZER

- Suggests different lead generator pathways, offers creative solutions to boost enrollment
- 1 hour per week:

[TOOL]
AI EMAIL
ASSISTANT

Marketing Email Funnel Creator

- Composes draft emails for marketing
- 1 hour per week

[TOOL]
AI RESEARCH
ASSISTANT

Higher Ed AI Intelligence

- Researches AI use in enrollment, marketing, and lead generation
- 2 hours per week

[TOOL]
Email Response
Assistant

E.R.A.

- Suggests responses to emails, scans website for information
- 2 hours per day