



Merging AI Innovation with Community initiatives

Building a CTL from two existing strengths

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BUas AI page



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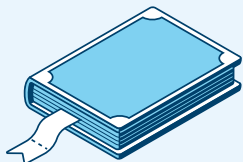
"Managing the team & leading the change."



Programme Lead CTL/AI & Researcher

AI Strategy Compass (author)

Strategic human-centred AI transformation in education



Experience

- BEd Early Childhood Education
- BEd Special Needs Education
- MEd Learning & Innovation
- MBA Educational Management
- MIT Certificate: AI Implications for Business Strategy



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Two Structures, Parallel Tracks

From 2023

AI Programme

Operating at scale: 7,500 users
Institution-wide AI adoption -
AISC
AI Training for all staff
Educational - Ethics Policy
Experimentation & Innovation

CTL

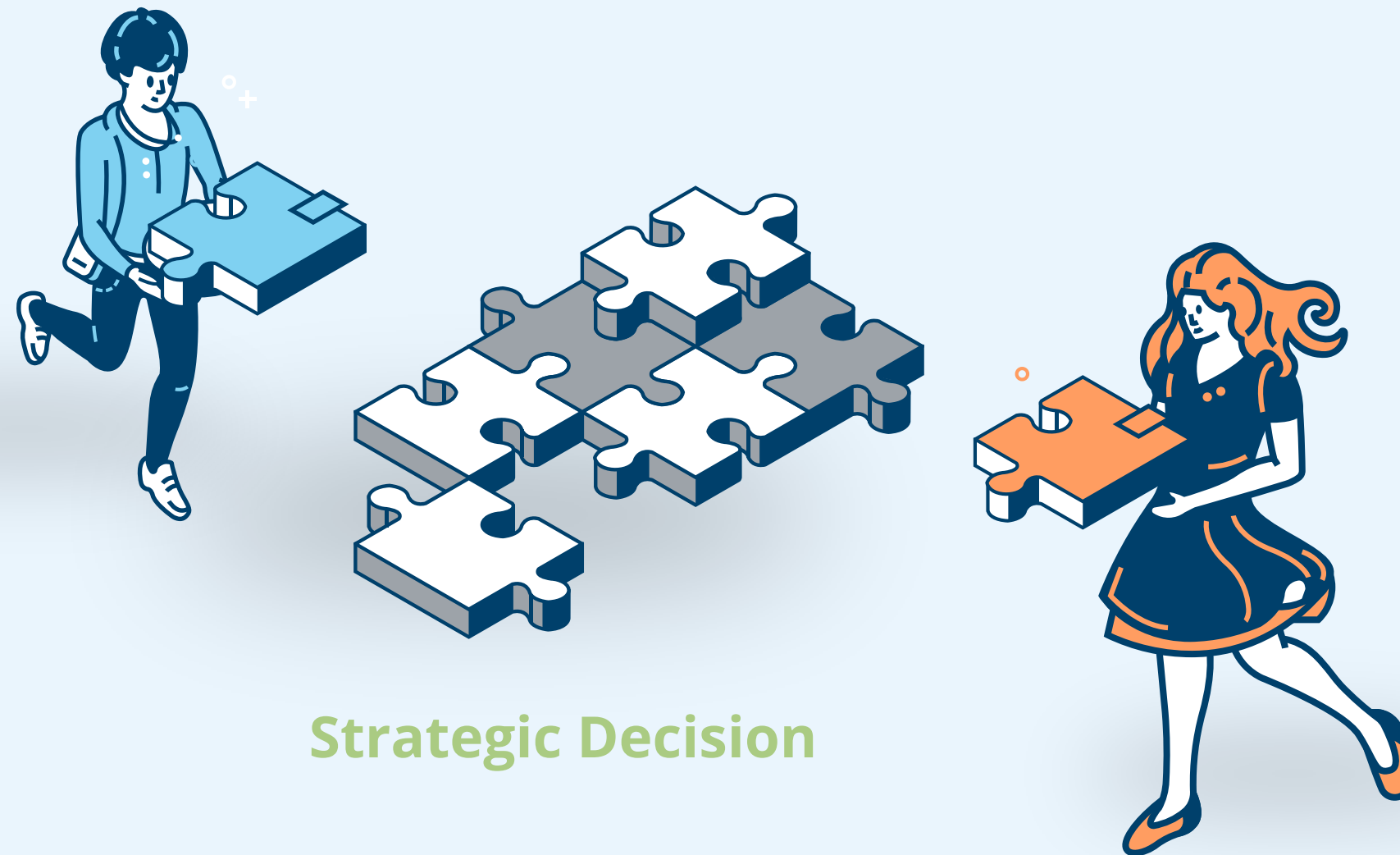
Emerging

Grasroots initiatives
Peer learning networks
Frontrunners across academies
community building



The Integration Decision

Building one comprehensive CTL from existing strengths



Strategic Decision

What Each Structure Brought

Complementary strengths



AI Programme

AI Strategy Compass

AI Pioneer - translators

AI Training infrastructure

Experimentation & support

Community T&L

Bottom-up energy

Peer networks

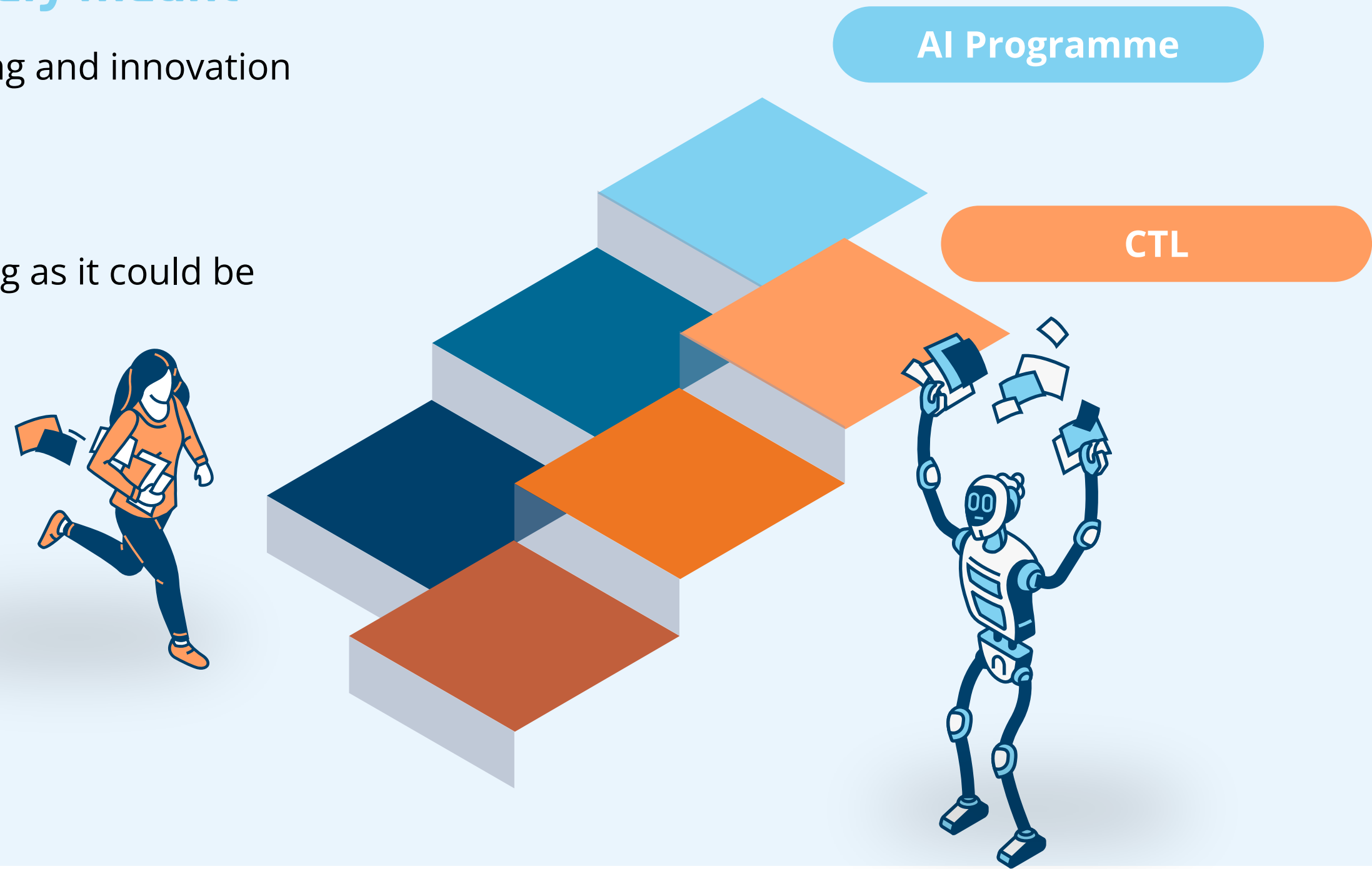
Frontrunner ambassadors

grassroot initiatives

Unsustainable Operations

What running separately meant

- Overlapping efforts in training and innovation
- Competing for attention
- Faculty confusion
- Resources spread thin
- Neither programme as strong as it could be



A Fragmented Landscape

The problem with parallel

Educational support scattered across BUAs:

- AI Programme
- P&O training (TQP, SKE)
- Academy educational designers
- Multiple communication roles

FACULTY

"Where do I go for help?"



Stronger Together

The logic behind merging two programmes

CTL mandate + AI operational model:

- One integrated structure, not two competing programmes
- Pioneer network model expanded beyond AI combined with frontrunner network
- Community-driven approach applied



STRONGER TOGETHER



Consolidate First, Then Build

Building one comprehensive CTL from existing strengths

Consolidate what is already there:

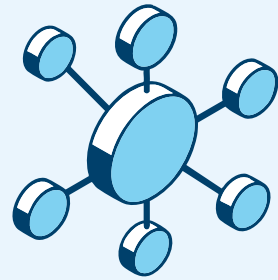
- AI trainers brought into the core CTL team
- P&O training integrated into one coherent landscape
- Communication → Unified roles
- Multiple entry points → Clear structure
- Building knowledge sharing infrastructure



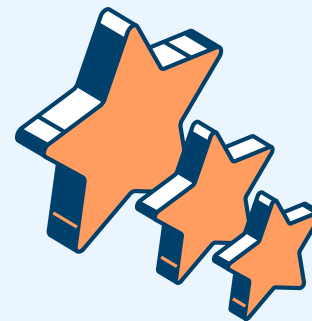
Three-Tier Structure

With Expanded Scope

Scope expanded:
AI only → all educational innovation
Target:
80% community participation by 2029



Tier 1
Core Team
Policy &
implementation
support
Frameworks

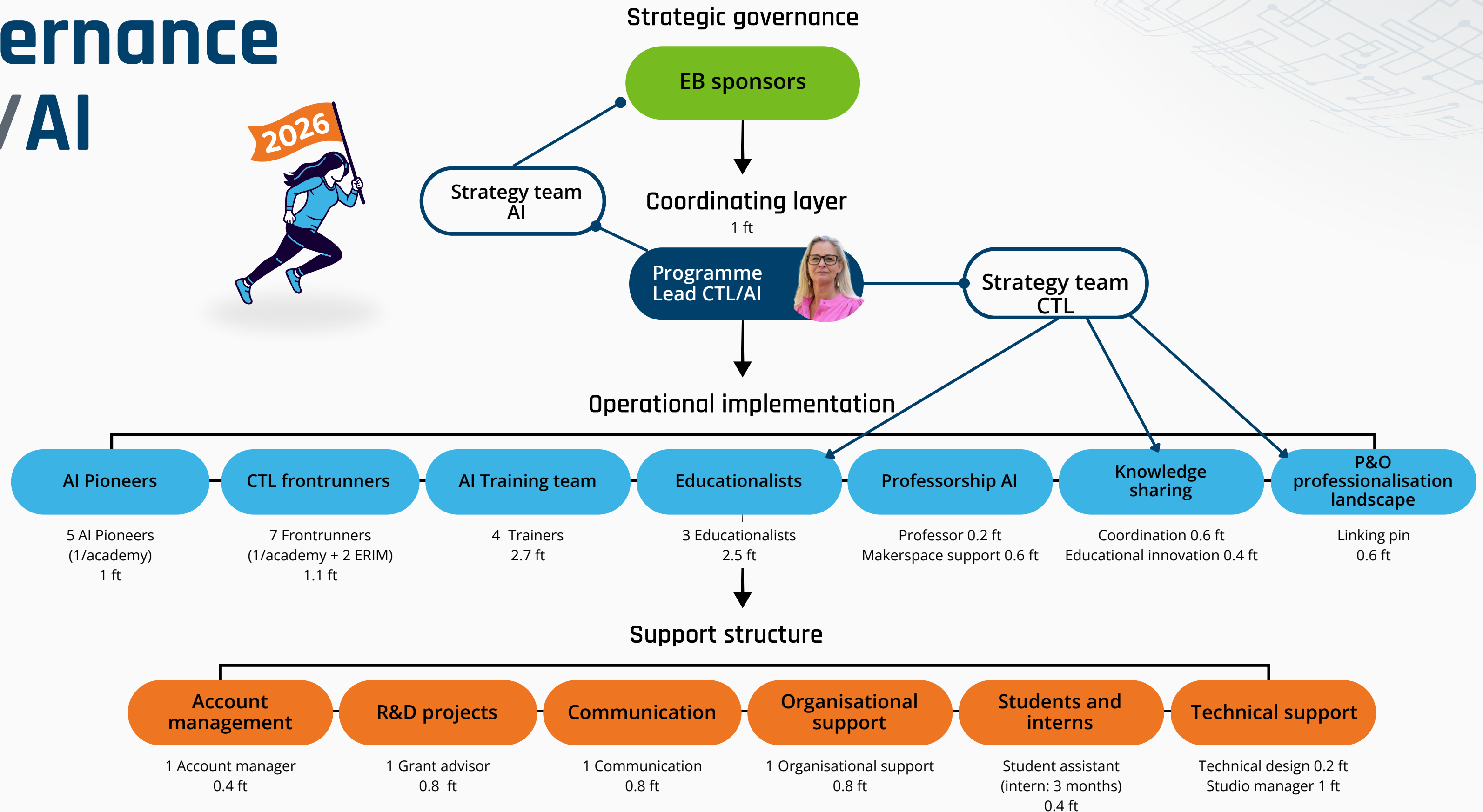


Tier 2
Pioneers & Frontrunners
Academy & domain
translation
Academies AND Services
(0.1 FTE)



Tier 3
**Academy Educational
designers**
Daily teaching &
curriculum support
Local translation

Governance CTL/AI



The CTL's 2029 Ambition

and six Strategic Areas

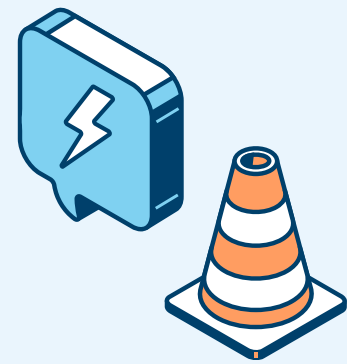


"Building excellence together—the undisputed hub for professional development, knowledge sharing, and educational innovation."



Ongoing Challenges

What we're navigating

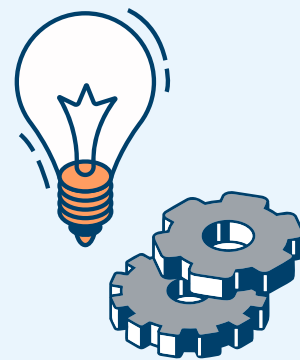


Speed vs. Thoroughness

Speed and agility



Broader, more complex responsibilities



Innovation vs. Standards

Space for innovation



Need for clear standards



Individual roles

Role clarity at boundaries —
what is in scope?



Sustainability

Sustainability under ongoing
budget pressure

Current Status

Learning what the merger means in practice

May 2026

- CTL formally established
- Strategic period 2026–2029
- Npuls subsidy secured (*April 2026 – March 2029*)
- Frontrunner network expanding across all academies and services
- All Six areas operational



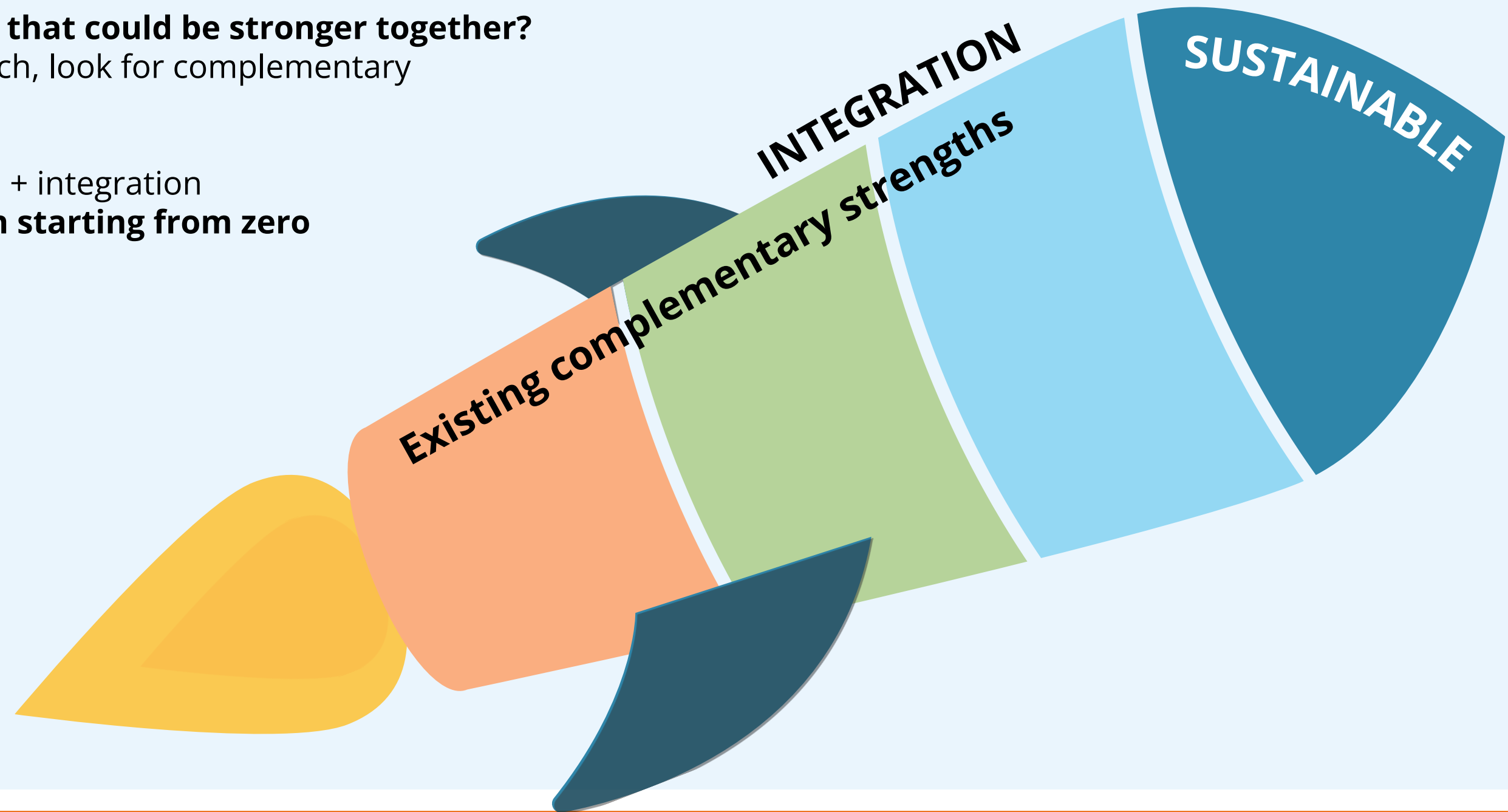
Key Takeaway

Merger > starting from scratch

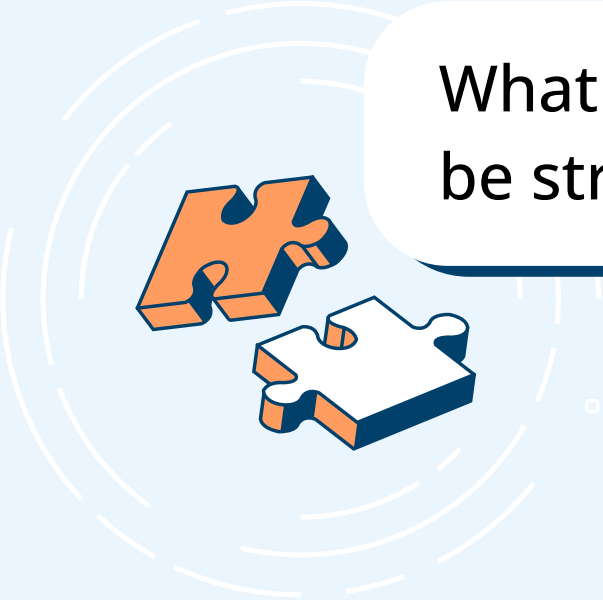
What is already working that could be stronger together?

Before starting from scratch, look for complementary strengths already there!

Complementary strengths + integration
= **more sustainable than starting from zero**



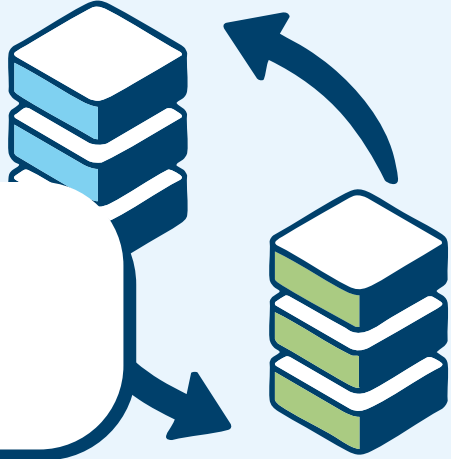
Questions



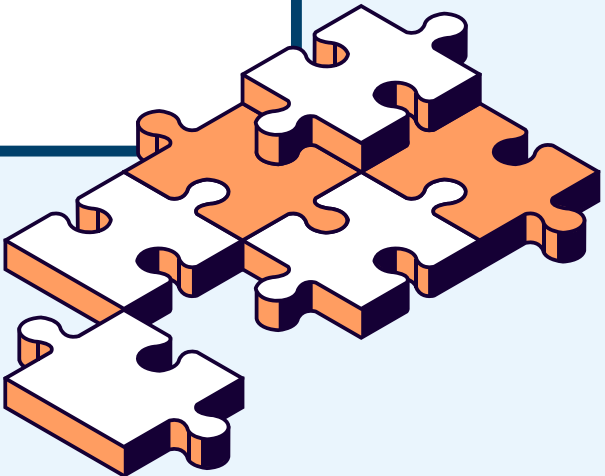
What parallel programmes could be stronger merged?



What would consolidation look like?



Where do complementary strengths exist separately?



How do you merge without losing what works?

Thank You!



Teaching and Learning with AI in Europe

19 - 20 October, 2026

BUas Campus - Breda, Netherlands

www.buas.nl/en/event/TLWAI

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