

NETWEBMEDIA AI SERIES · 14 INDUSTRIES

AI and Education & EdTech

Private schools, academies, tutoring centers and course creators: enrollment, teaching support, admin and the rules on student data.

PRIVATE SCHOOLS

LANGUAGE ACADEMIES

TUTORING

COURSE CREATORS

TRAINING

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Book 7 of 14 · netwebmedia.com

About this series

Fourteen books, one question: what does AI actually change for a business like yours? Each book is written for one industry — its customers, its tools, its rules — so you can act on it this month, not someday. Buy one, or get all fourteen in the bundle.

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| 2. AI and Healthcare & Wellness | 9. AI and Events & Weddings |
| 3. AI and Hospitality & Tourism | 10. AI and Wine & Agriculture |
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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section. Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Start here

This book is for the people who run education businesses that are also small businesses: the head of a 120-student private school who is also the admissions office, the owner of a language academy with nine part-time teachers, the tutoring center with two rooms and a WhatsApp number that never stops, the course creator selling a \$300 program from a spare bedroom, the corporate trainer who delivers forty workshops a year. If you enroll students, teach them and get paid for it, this is written for you.

It is not a book about the future of AI in education. It is a book about the next thirty days in your business. Every chapter ends in something you can do this week, and every number in it comes from a named, dated source you can check in the Sources section.

Here is what you get. Chapter 1 shows where your peers already are, with the 2025 and 2026 data from Gallup, RAND, NCES and the training industry. Chapter 2 explains, in plain English, the five jobs AI can do in a school or academy and the ones it cannot. Chapter 3 is about your customers: how parents and students now use ChatGPT and Google's AI answers before they ever call you. Chapter 4 ranks the ten use cases that pay back fastest. Chapter 5 gives you a tool stack with real September 2026 prices, in three budgets. Chapter 6 covers the rules: COPPA, FERPA, the FTC's review rule, the new state AI laws, academic integrity and Chile's Ley 21.719. Chapter 7 is the 30-day plan. Chapter 8 is for readers in Chile and the rest of Latin America.

You can read it front to back in about forty minutes. If you are short on time, read Chapter 4 and Chapter 7 and come back for the rest.

Education and AI in 2026 — four numbers to know

60%

of US K-12 teachers
use AI for work; 30%
use it weekly

5.9 hrs

saved per week by
weekly teacher users
— about six weeks a
year

**66% vs
37%**

parents rating
communication speed
as high: chosen school
vs rejected school

18%

of teachers get formal
guidance on AI from
their administrators

Sources: Gallup / Walton Family Foundation, 2025 and 2026; Niche, 2025 (vendor survey)

The pattern those four numbers describe is the whole story of this book. Most teachers already use AI, and the ones who use it weekly get back real hours. Families choose the school that answers fastest. And almost nobody has written down the rules. The school or academy that puts a process around AI — a policy, a reply time, a person who checks every fact — has an advantage that is getting bigger, not smaller.

1. Why AI matters for education now

A sector of small businesses in a flat market

The US private-school sector looks a lot like any other small-business sector. There are 30,553 private schools enrolling 5,096,365 students; 39.4% have fewer than 50 students and another 26.7% have 50–149, so roughly two-thirds run with under 150 students.¹ Independent (NAIS) schools educate nearly 632,000 students across almost 1,700 schools, with median enrollment "stable over the past seven years"; NAIS's president called steady "actually a really good sign, given that we are living through the demographic cliff."²

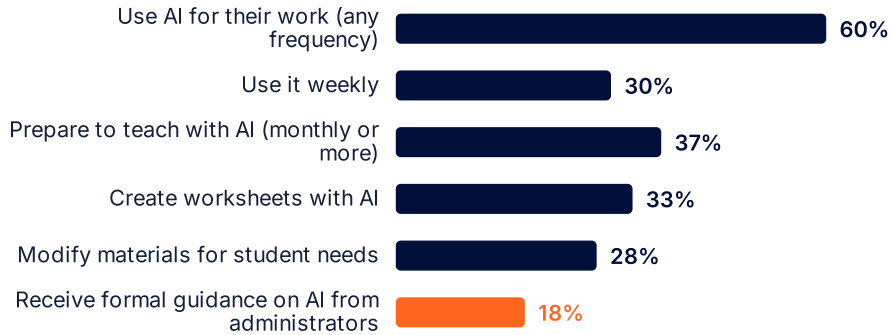
Stable is the polite word for flat. When the pool of families is not growing, every inquiry you lose to a slow reply is one a competitor wins. That is the business case for AI in a school, and it has nothing to do with robots teaching.

The other pockets are bigger and moving faster. US corporate training spending rose nearly 5% to \$102.8 billion in 2024–25, with \$874 spent per learner and 40 hours of training per employee a year.³ The US online tutoring market is forecast to grow by US\$50.29 billion between 2025 and 2029 at a 19.5% annual rate, with AI-driven personalisation named as a key driver — a market-research forecast, so treat it as direction, not fact.⁴ EdTech capital is scarce: global venture funding reached \$2.4 billion in 2025, and Europe captured roughly half of it, outpacing North America for the first time.⁵ The money goes to businesses that can show results.

Where your peers are

Adoption is no longer the question. A Gallup survey of 2,232 US public-school teachers in spring 2025 found that 60% use AI for their work and 30% use it weekly; weekly users save an estimated 5.9 hours a week, about six weeks per school year.⁶ Between 57% and 74% say AI improves the quality of their work, and 16% or fewer say it lowers it.⁶ The top uses are ordinary: preparing to teach (37% monthly or more), creating worksheets (33%) and modifying materials for student needs (28%).⁶

How US K-12 teachers use AI – and how few are guided (Gallup, 2025–2026)



Source: Gallup / Walton Family Foundation, 2025 and 2026

Notice the last bar. A second Gallup survey of 2,069 teachers in early 2026 found that only 18% receive formal guidance on AI use from administrators; 48% get informal guidance and 34% get none at all.⁷ Almost everyone is using AI. Almost nobody has been told how. That is the gap this book is built around, and for a small school it is an opportunity: you can write the rules in an afternoon.

Key number: 66% of parents rated the speed of communication from the school they enrolled in as high or very high, versus 37% for the schools they rejected.⁸ In a flat market, the fastest reply is the biggest lever you own, and it is the one lever AI moves with almost no effort.

The gap between use and policy

RAND's spring 2025 data shows the same shape from the other side. 53% of English, math and science teachers and 54% of students used AI for school, each up more than 15 points in a year; yet only 45% of principals report an AI policy, only 34% of teachers report a policy on AI and academic integrity, and over 80% of students say teachers did not explicitly teach AI use.⁹ 61% of parents believe greater AI use harms critical thinking.

Use is racing ahead of guidance (US K-12, spring 2025)



Source: RAND, 2025 — teachers: 34% report an AI academic-integrity policy; students: 35% of district leaders provide student AI training

Districts are catching up: nearly 80% of district technology leaders now report established AI guidelines, and 55% require vendors to provide product-safety information.¹⁰ Higher education shows the same ordering: 42% of students and 30% of instructors use generative AI daily or weekly; among faculty who use it daily, 36% report reduced workloads, while less frequent users report more work from policing improper use.¹¹

Corporate training shows the purest version of the gap. Organisations using AI in training rose from 25% to 37% in a year, yet AI delivered only 2% of total training hours (0.8% the year before).³ Adoption is a solved problem. Turning it into hours, enrollments and measured learning is not, and that is what the rest of this book is about.

Where the evidence on learning stands

Be careful here, because this is where vendors overclaim. In a Harvard randomised controlled trial with 194 physics students, the AI-tutored group's learning gains were over double those of the active-learning classroom group, in a median 49 minutes versus about 60 minutes of class; 83% rated the AI explanations as good as or better than a human instructor.¹² In a study by Eedi and Google DeepMind with 165 students in five UK schools, human tutors using AI-generated guidance corrected errors 93.0% of the time versus 91.2% for tutors alone, with only 5 factual errors in 3,617 AI responses.¹³

Both are single studies in specific settings: one physics course, one math tutoring program. They do not show that any chatbot improves any subject. Measure your own cohorts (Chapter 7) before you tell a parent anything about outcomes.