



## We look forward to having you on The TechEd Podcast!

This document has everything you'll need to prepare for your interview, including:

- Brief overview of the podcast and our host, Matt Kirchner
- What to expect during the interview
- Post-recording process, including what you'll get when your episode is ready, and how you can share your episode with your own network
- An outline of topics and questions we'll use to guide the discussion

### EPISODE DETAILS

Host: Matt Kirchner

Guest: Craig McAtee, Executive Director of the National Coalition of Advanced Technology Centers (NCATC)

Producer: Melissa Martin

## ABOUT THE PODCAST

[The TechEd Podcast](#) is a 5-star rated podcast that aims to bridge the gap between the most cutting-edge advancements in the workforce and how education prepares students for those high-tech, high-demand careers.

Every week we highlight an organization who is innovating in their industry, disrupting traditional models, and paving the way for the future of STEM, Career and Technical Education, and Workforce Development.

Hosted by author, speaker and industry thought-leader Matt Kirchner, The TechEd Podcast is the only show where you get to hear from both sides of the education-workforce continuum. Educators, employers and students alike get key insights, inspiration and strategies they can put to work in their own lives every week.

## ABOUT THE HOST



Matt Kirchner (pronounced “Kirk-ner”) is an international speaker, author and podcast host on topics of interest to educators, public policy makers and private employers.

On a mission to secure the American Dream for the next generation of STEM and Workforce talent, Kirchner hosts The TechEd Podcast™, featuring leaders in industry and education and serves as President of ATS/LAB Midwest, the leading distributor of world-class curriculum, eLearning and training equipment.

Kirchner writes monthly leadership columns appearing in Products Finishing and Production Machining magazines and is the author of “Teaching the Industrial Internet of Things: Preparing Students and Learners for Industry 4.0.”

Previously Kirchner led three world class manufacturing companies during a 20+ career as an industrial CEO. He and his partners sold their last company, American Finishing Resources, to DuBois Chemicals in 2014.

Kirchner serves on the boards of directors of several American companies and among his many volunteer activities is currently the First-Past President of the Education Dealers Association and holds a seat on the board of the Smart Automation Certification Alliance. He is a graduate of the Marquette University School of Business.

### QUICK FACTS ABOUT THE TECHED PODCAST



NOW STREAMING...on every major podcast platform!



## YOUR EPISODE: WHAT'S INCLUDED & HOW TO SHARE

When your episode is ready, you'll get an email with a number of resources and pieces of content, including a dedicated episode page, promotional graphics, and short video clips.

1. **Approval:** Once edited, we will create a landing page on the TechEd Podcast [website](#) dedicated to the episode. It will include...

- Episode audio + direct links to the episode on Apple podcasts, Spotify and Google
- Show notes, including 3 Big Takeaways our audience will learn during the episode
- Links to any resources mentioned in the episode, plus links to your organization's website and social media accounts

We'll then send the link to you and your team for review.

2. **Publishing:** The episode will go live on its publication date to all the major podcast platforms: [iTunes](#), [Spotify](#), [YouTube](#) (audio only), [Amazon/Audible](#), [Pandora](#), [iHeart Radio](#), etc.

3. **Promotion:** We will create graphics and/or videos to promote the episode and share these with your team. We will post these on social media throughout the week and tag you and your organization in these posts. ([Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#)).

### HOW TO SHARE THE EPISODE:

We highly encourage you to share this episode with your own audience, team members and network! It's a great way to get the word out about the work your organization is doing.

1. Share the link internally with your employees, leadership team and/or board of directors
2. Include links in your company newsletters and email blasts, or add the episode to your website
3. Share it over social media, either on your company page or through your personal LinkedIn, Instagram, Twitter, etc. channel. Be sure to tag The TechEd Podcast so we can see and engage in those as well.



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# INTERVIEW OUTLINE

**Guest:** Craig McAtee – Executive Director, NCATC

**Theme:** Human Skills Amplified by Automation and AI: Insights from the NCATC Conference

*The prompts below are meant to guide the conversation; Matt may ask additional follow-up questions to allow the conversation to flow naturally*

## KEY HIGHLIGHTS AND INSIGHTS FROM THE CONFERENCE

1. Today we're talking about all the insights from NCATC's annual conference, but before we do let's learn more about the Executive Director leading the charge. You have a unique background in manufacturing and in education – give us a brief overview of your background and what led you to NCATC.
2. Why did NCATC choose the theme "Human Skills Amplified by Automation and AI" for this year's national conference?
3. Share 2 or 3 "a-ha" or "wow" moments from this conference that captured the essence of this theme and really shed new light around automation and AI?

## AI AND THE FUTURE OF WORK

1. We've been talking about the "skills gap" for a long time. How is AI impacting that gap? Is it helping to solve the problem, or is it exacerbating it?
2. What are 2 or 3 successful case studies from institutions that have effectively integrated AI into their training programs?
3. How can educators best leverage their industry partners as they integrate AI and automation into their programs?

## FUTURE TRENDS

1. Based on the discussions at the conference, what future trends in AI and automation should educators and industry leaders be aware of?
2. Based on discussions at the conference, how will the role of human skills evolve in industries like manufacturing over the next 10 years?
3. Let's imagine we're sitting at this same conference 10 years from now. How will technical education look different than it does today?