AI LITERACY FRAMEWORK MATRIX / 01

Conceptual

Understanding AI at a high level.

How AI works, why outputs vary, and the limitations and societal implications of its use.

THREE DIMENSIONS · FIVE PROFICIENCY LEVELS · TWO APPLICATION TRACKS

Proficiency	Nontechnical application	Technical application
LEVEL 0 **No Exposure**	Has never heard of generative AI.	Has no awareness of AI/ML technologies.
LEVEL 1 **Pre-Beginner**	Has heard the term “AI,” maybe ChatGPT, but cannot explain it.	Knows AI exists but confuses it with automation; no exposure to models.
LEVEL 2 **Beginner**	Can describe AI as “a tool that generates text/images.”	Knows AI involves training data and models; aware of major model providers.
LEVEL 3 **Intermediate**	Understands basics: training data, bias, why outputs vary.	Understands concepts like parameters, embeddings, fine-tuning; can explain architectures in plain language.
LEVEL 4 **Advanced**	Can critically discuss AI’s role in society, ethics, and limitations.	Can explain trade-offs in model design, architectures, and evaluation metrics.

Read each dimension separately. Someone may be experienced in one lane and new to another. Use the descriptors to identify the next learning objective; the full matrix contains 30 competency descriptors.

AI LITERACY FRAMEWORK MATRIX / 02

Operational

Using AI tools in practice.

The work a person can complete with AI, from a first prompt to a repeatable workflow.

THREE DIMENSIONS · FIVE PROFICIENCY LEVELS · TWO APPLICATION TRACKS

Proficiency	Nontechnical application	Technical application
LEVEL 0 **No Exposure**	Has never opened an AI tool.	Has never run an AI model, API, or notebook.
LEVEL 1 **Pre-Beginner**	Can open ChatGPT/DALL·E but doesn't know what to type.	Has installed Python/JS but hasn't touched AI libraries.
LEVEL 2 **Beginner**	Can try basic prompts ("Write an email..."), recognizes when output is off.	Can run a pre-built model or call a basic API.
LEVEL 3 **Intermediate**	Uses AI for work tasks: lesson plans, emails, reports; knows how to cross-check.	Builds small automations (APIs, n8n/Zapier), fine-tunes models with guidance.
LEVEL 4 **Advanced**	Designs AI-enhanced workflows, mentors peers in safe usage.	Builds custom pipelines, deploys apps, integrates multiple models, and optimizes performance.

Read each dimension separately. Someone may be experienced in one lane and new to another. Use the descriptors to identify the next learning objective; the full matrix contains 30 competency descriptors.

AI LITERACY FRAMEWORK MATRIX / 03

Governance

Oversight, ethics and responsible use.

How a person recognizes risks, applies policy and supports safe AI adoption.

THREE DIMENSIONS · FIVE PROFICIENCY LEVELS · TWO APPLICATION TRACKS

Proficiency	Nontechnical application	Technical application
LEVEL 0 **No Exposure**	Has no awareness of AI risks.	Has no awareness of AI ethics or regulation.
LEVEL 1 **Pre-Beginner**	Knows AI may be biased, but no idea how.	Has heard of bias, fairness, or GDPR but never engaged.
LEVEL 2 **Beginner**	Can name risks: privacy, misinformation, bias.	Knows about data handling, PII, responsible disclosure.
LEVEL 3 **Intermediate**	Knows organizational policies, applies them (e.g., not inputting student data).	Implements policies: data filters, logging, audits.
LEVEL 4 **Advanced**	Leads conversations on AI policy, ethics, and adoption.	Designs governance frameworks, bias testing, compliance systems, transparency reports.

Read each dimension separately. Someone may be experienced in one lane and new to another. Use the descriptors to identify the next learning objective; the full matrix contains 30 competency descriptors.