



DAY AI_{2.0} CHALLENGE

Presented by NTCA—The Rural
Broadband Association and the
National Rural Economic
Developers Association (NREDA)




Are you ready to innovate with technology?

Step into the spotlight and spend 30 days with AI in a fun and friendly competition encouraging NTCA and NREDA members to explore and implement AI applications that support rural economic development.



Program Objectives

This challenge highlights how AI can help you and your team work smarter, not harder:

-  **Experiment with AI**
Encourage NTCA and NREDA members to explore AI tools and discover practical applications for their organizations.
-  **Create Opportunities**
Explore AI tools and gain practical experience in a fun, supportive setting.
-  **Build a Knowledge Network**
Connect with peers for ongoing AI learning and support.
-  **Document Best Practices**
Create case studies to share across the industry.

How it works:

- 1** > **Dive In:** Use AI tools to tackle rural economic development opportunities.
- 2** > **Create and Apply:** Test ideas, refine them and document your results, focusing on how these tools help your work.
- 3** > **Share Your Story:** Submit your project to compete for the title of “AI Challenge Champion.”

Key Dates:

- JULY > 2026**
Learn about AI and AI opportunities.
- AUGUST > 2026**
Spend 30 days with AI and compile your results before the deadline.
- SEPTEMBER 18 > 2026**
Final submissions due
- OCTOBER > 2026**
Winners announced
- NOVEMBER > 2026**
Winners recognized at NREDA annual meeting.
- FEBRUARY > 2027**
Winners celebrated at NTCA RTIME

For more information and AI best practices, visit www.ntca.org/member-services/ai-opportunity-hub.