Harnessing the Transformative Power of AI Ethically & Effectively

The Council of Independent Colleges

Academic Leadership NOW&NEXT

2024 Institute for Chief Academic Officers and Their Teams // November 1–4, 2024
Hilton Portland Downtown // Portland, Oregon

Thank you to our sponsor

Presenters

Roger Lee, Senior Vice President, Product Strategy & Execution and AI Success, RNL

Joel Munza, Vice President for Enrollment Management,
Xavier University of Louisiana

Chair

Kristin Flora, Vice President for Academic Affairs and Dean of the College, Franklin College

Agenda

1. RNL's Commitment to AI Governance
2. What is AI?
3. Examples of AI
4. Limits and Risks of AI
5. AI in Higher Education
6. AI Governance
7. Practical Strategies including Xavier University's AI journey
8. Q&A

RNL's Commitment to AI

1

RNL AI & Product Council Mission

We are committed to integrating and advocating **ethical AI**. Beyond just implementation, we champion AI awareness within RNL and the higher education community, ensuring alignment with ethical guidelines and policies. As we continue to transform, our goal is to position RNL as an innovative leader in the AI landscape, always informed and compliant with evolving legislation.

The Right Side of Generative AI

1. Acknowledge and discuss the **LIMITATIONS** of generative AI-based solutions with our partners
2. Ensure that proper **GUARDRAILS** are in place to mitigate organizational risk
3. Prioritize **TRANSPARENCY** and **EXPLAINABILITY** over black box solutions whenever possible
4. Scrutinize every use case for **ETHICAL PITFALLS** and pivot without mercy when identified

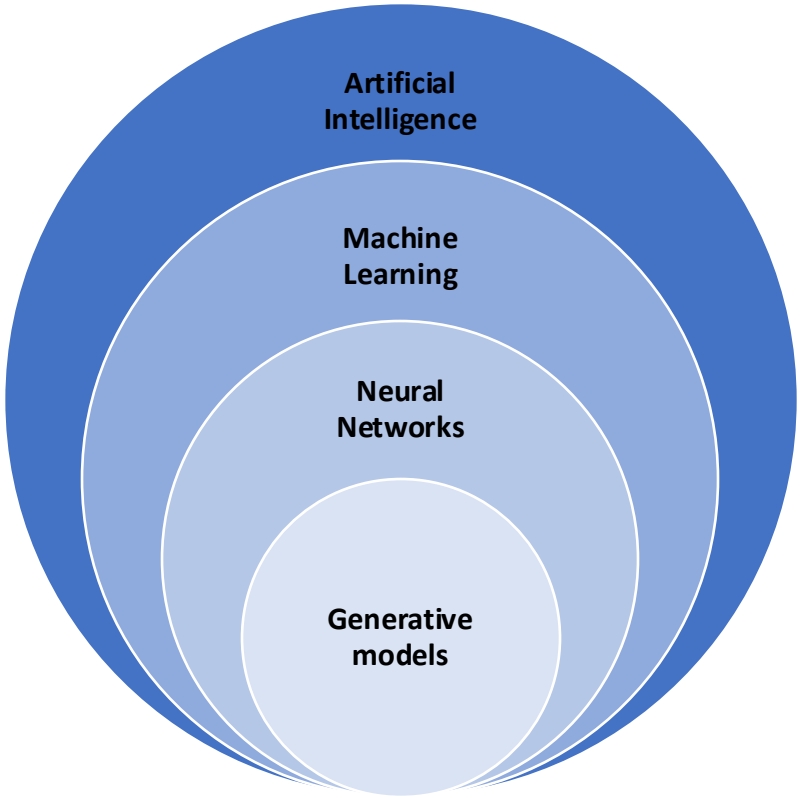
What is AI

2

What is AI?

Artificial Intelligence (AI) is the development of computer systems capable of performing tasks that typically require human intelligence.

What is AI?


Artificial Intelligence
Machine Learning
Neural Networks
Generative models

Examples of AI

3

Examples of AI

2 types of LLMs: Open AI or Closed AI

Open AI systems are open to the public

- Prioritize transparency, collaboration, and accessibility.
- Continuously updated and trained, allowing users to access and contribute to the information within them.

Closed AI technologies are more protected and restrictive

- Keep their technology, data, and research private and proprietary.
- Protect data and intellectual property.
- Control access to technology and resources.

Limits and Risks of AI

4

What to be aware of

Unwanted Behavior

Bias

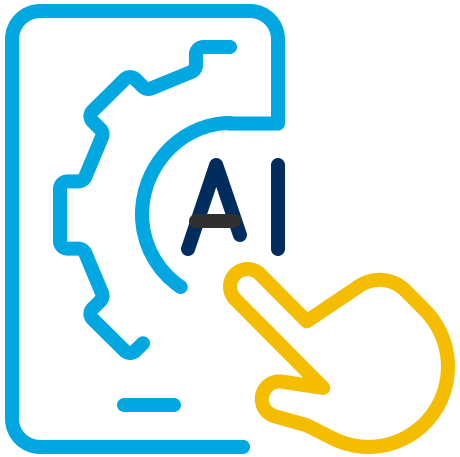
Accuracy

Security

Regulation

Unwanted behavior

- AI tools should limit unwanted behavior.
- Applies to any AI tool.
- Ask about guardrails and how they're tested.



Examples of unwanted behavior

- Inappropriate/irrelevant prompts from users.
  Help me with this homework problem.
- Inappropriate responses by the AI.
  Unethical or dangerous advice.
- Violations of privacy.
  Accepting or offering sensitive information.

Online chat experience can be disastrous without the *right tool*

A car dealership added an AI chatbot to its site. Then all hell broke loose.

Katie Notopoulos Dec 18, 2023, 4:56 PM EST Share Save

A car dealership that just wants to sell you a car, not have its artificial intelligence write you a Python script.
Mario Tama / Getty

- Pranksters discovered that a local car dealer's AI chatbot could be used as a way to access ChatGPT.

DPD AI chatbot swears, calls itself 'useless' and criticises delivery firm

Company updates system after customer decided to 'find out' what bot could do after failing to find parcel

FORBES > BUSINESS > AEROSPACE & DEFENSE

What Air Canada Lost In 'Remarkable' Lying AI Chatbot Case

Marisa Garcia Senior Contributor ⓘ
I offer an insider's view of the business of flight.

Follow

0

Feb 19, 2024, 06:03am EST

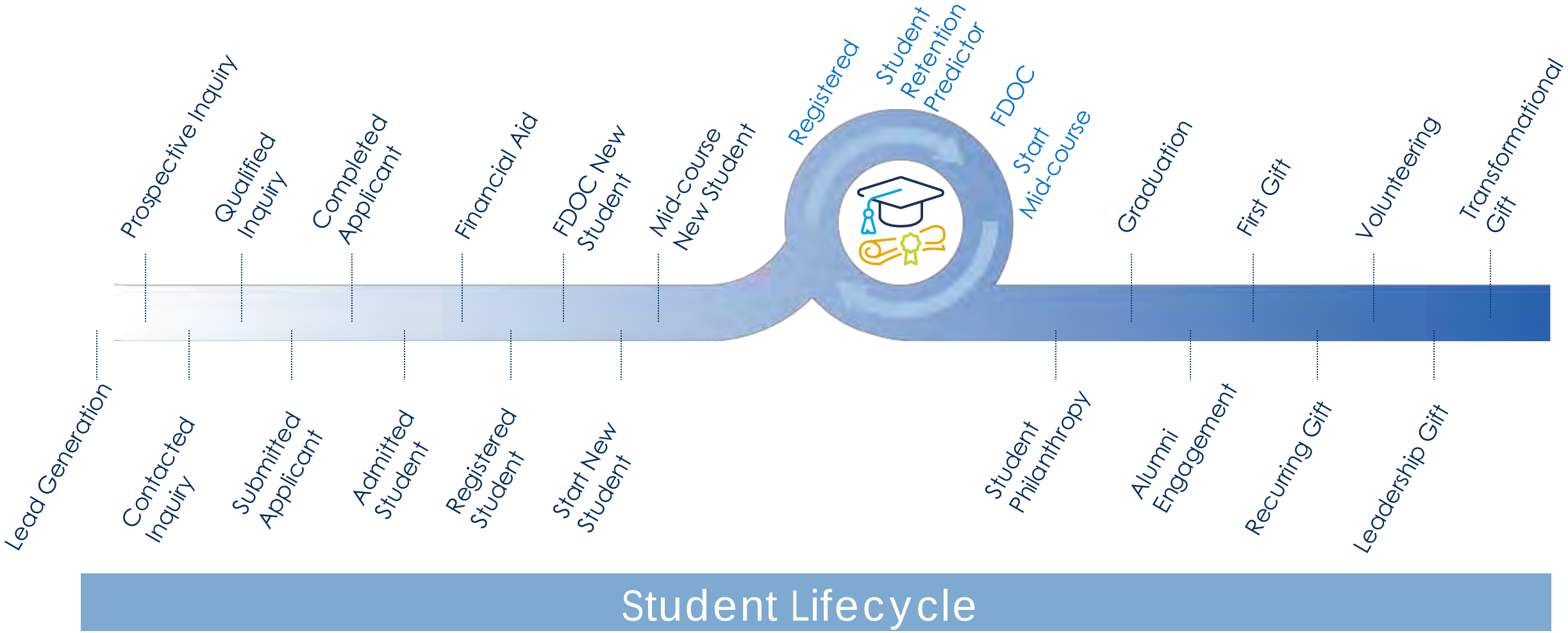
AI in Higher Education

5

The Importance of AI in Higher Education

- **Overview of AI Applications**:
  - Personalized journeys from admission to giving
  - Predictive analytics for student success
  - Administrative efficiency
- **Transformative Potential**:
  - Enhancing experiences across education and admissions
  - Improving operational processes and outcomes

Consider AI Potential to Impact Across Lifecycle



Leveraging Big Data to Impact Student Success

Analyze, Predict, Inform, and Guide Campus Responses

Early Intervention

AI can analyze student data to **identify at-risk** students early, allowing you to provide **personalized support** before they fall behind.

Intelligent Advising

AI chatbots and virtual assistants can guide guide students through course selection, degree degree planning, and career exploration.

1

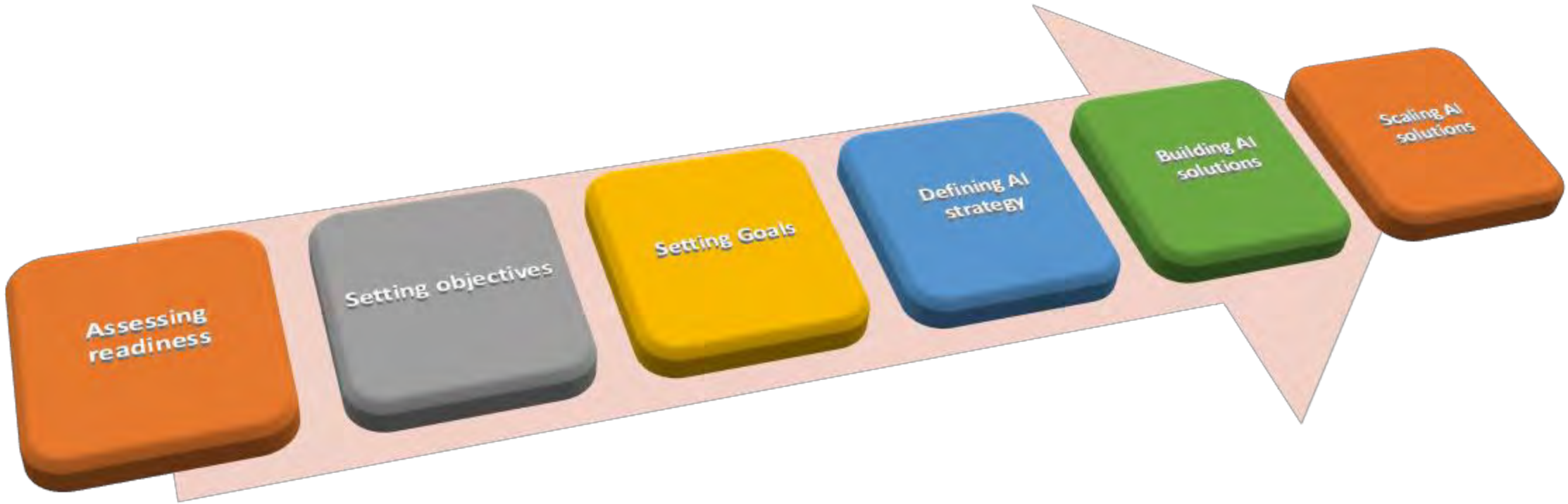
2

3

Predictive Analytics

AI-powered predictive models can **forecast student student outcomes and inform targeted retention retention** strategies.

Roadmap for AI Integration



AI Governance

6

Ethics, Governance, and Implementation Planning

Cautionary Tale - Cut Through The Hype

Balancing
responsible AI

with
innovation

Balancing innovation and responsibility

Responsible AI

Formalize the AI use case intake process with defined requirements, including managing compliance and risks.

Recognition of the unpredictability and difficulty in explaining outcomes from neural network-based models such as large language models and computer vision systems.

AI governance and risk management framework, tooling, and transparency reporting for RNL and our clients.

Innovation

Exploration of generative AI models' integration with existing structured and unstructured data sources.

Leveraging modern AI models and knowledge systems to drive intelligent conversations, distill information quickly, and uncover valuable insights from data.

Controlled releases of innovative new products and services that build on the consulting expertise and predictive analytics capabilities of RNL.

Responsible AI

The practice of designing, developing, and deploying AI with built-in fairness, accountability, empathy and transparency (F.E.A.T). We guide institutions in strategically implementing AI while prioritizing ethical considerations.

F. E. A. T. Principles

Fairness

Examine training data to identify and eliminate potential amplification of societal and institutional biases.

Empathy

Address ethical concerns, implications, and practices of AI development, deployment, and workplace policies, that might impact our constituents.

Accountability

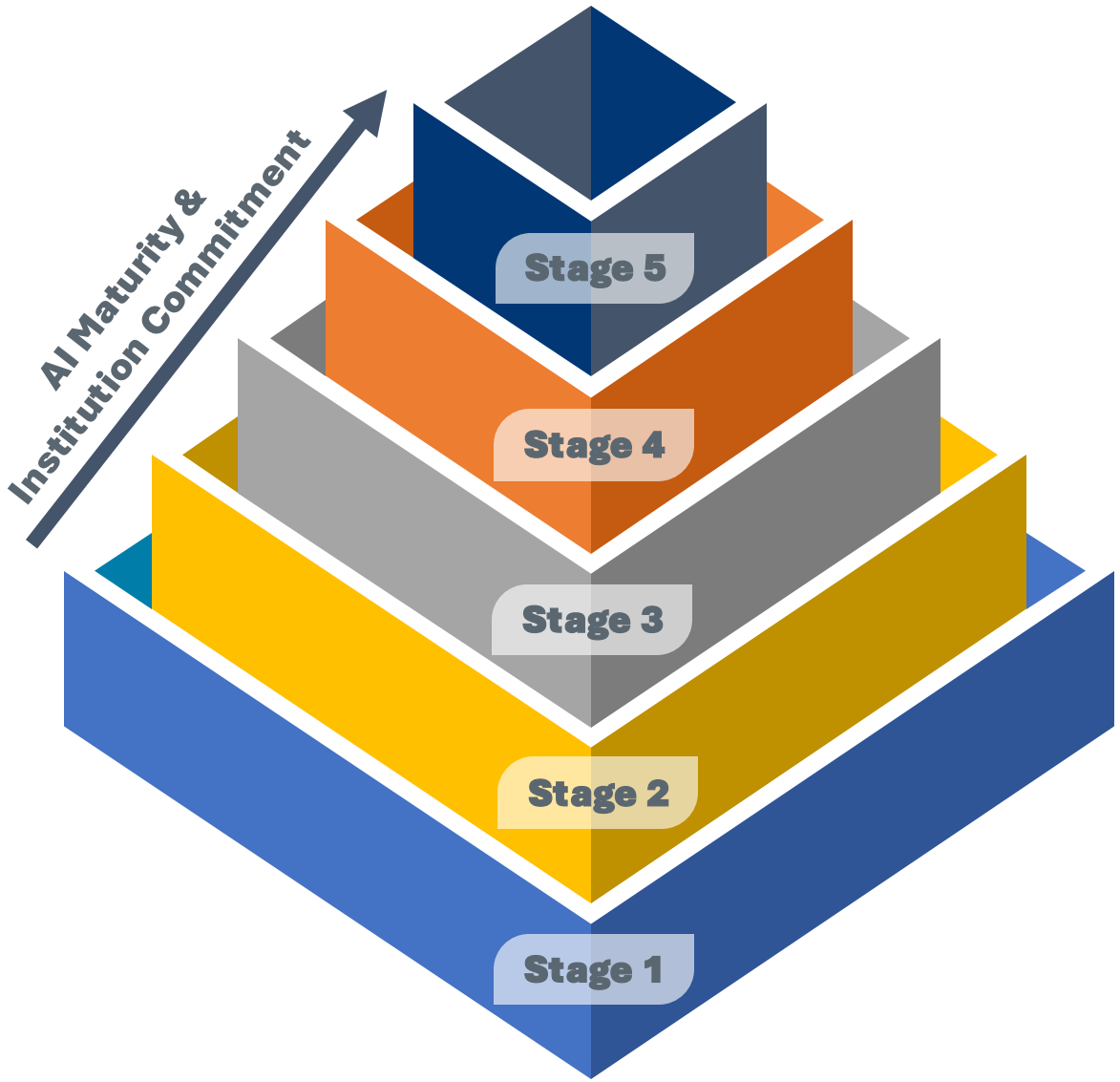
Encourage regular auditing practices and assessments on machine learning models and AI-enabled tools.

Transparency

Proactively provide documentation, training data, and root cause analysis (RCA), and clearly communicate overall AI governance policies.

Source: "MAS introduces new FEAT Principles to promote responsible use of AI and data analytics"

AI Governance Maturity Model



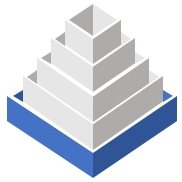
Stage 5: Transformational
Governance at Scale

Stage 4: Systemic
Integrated into All Key Business Processes

Stage 3: Operational
Building Infrastructure

Stage 2: Active
Building Practice

Stage 1: Exploring
Building Awareness



Stage 1: Exploring

Building Awareness

- Started exploring the potential use of AI
- Not actively using AI to drive outcomes

Recommendations

- Continue to focus on building awareness and understanding of AI technologies
- Explore potential applications for AI
- Identify areas where AI can add value to the institution and to its students

Practical Strategies including Xavier University's AI journey

7

XULA FACTS

FALL 2023 ENROLLMENT

UNDERGRADUATE	2,591
GRADUATE	590
TOTAL:	**3,181**

#1 IN THE NATION

African American graduates who go on to complete medical school

FINANCIAL ASSISTANCE FOR ALL INCOMING STUDENTS

100% of new students receive some financial assistance upon acceptance

NAIA DIVISION I

14 NAIA DIVISION I ATHLETIC TEAMS:

Baseball | Basketball | Competitive Cheer | Cross Country | Soccer | Softball | Tennis | Track and Field | Volleyball | Intramural Sports

Saint Katharine Drexel

In 1925 Saint Katharine Drexel and The Sisters of The Blessed Sacrament founded Xavier to create equitable opportunities for African Americans and Native Americans to receive education.

Dr. Norman C. Francis

served as Xavier's President for 47 years. He is among one of the longest-sitting Presidents of any college or university in American History. Recipient of the Presidential Medal of Freedom from George W. Bush in 2006.

Dr. Reynold Verett

is the 6th and current president. His current vision for the future of Xavier is to be a globally recognized university that celebrates diversity and fosters an intellectual environment of academic excellence.

ONLY CATHOLIC **HBCU** IN THE NATION

STUDENT TO **11:1** FACULTY RATIO

TOP HBCU **#6** IN THE NATION

STUDENT POPULATION **63%** REPRESENTS 40 STATES AND 16 COUNTRIES

Practical Strategies

Implementing AI at Your Institution

Define Your Needs

Clearly identify the specific challenges you aim to address with AI.

Evaluate Solutions

Assess AI tools and and vendors based on functionality, ethics, and scalability. scalability.

Pilot and Scale

Start with a focused focused pilot, then incrementally expand expand AI initiatives. initiatives.

Measure Impact

Continuously monitor monitor and optimize optimize AI-powered powered programs to programs to ensure ensure desired outcomes.

Embracing Opportunity Through Change

Embracing AI Means Facilitating Campus Change

"What if we don't change at all ...
and something magical just happens?"

Questions, Discussion

The Council of Independent Colleges

Thank you for attending this session!

The Council of Independent Colleges

Angeles