

AI WORKSHOP FOR SCHOOLS



MAACS

MID-ATLANTIC ASSOCIATION OF CAREER SCHOOLS

Advancing Career and Technical Education

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MAACS WOULD LIKE TO THANK OUR PARTNERS

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DIFFERENT DAY AI

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AGENDA

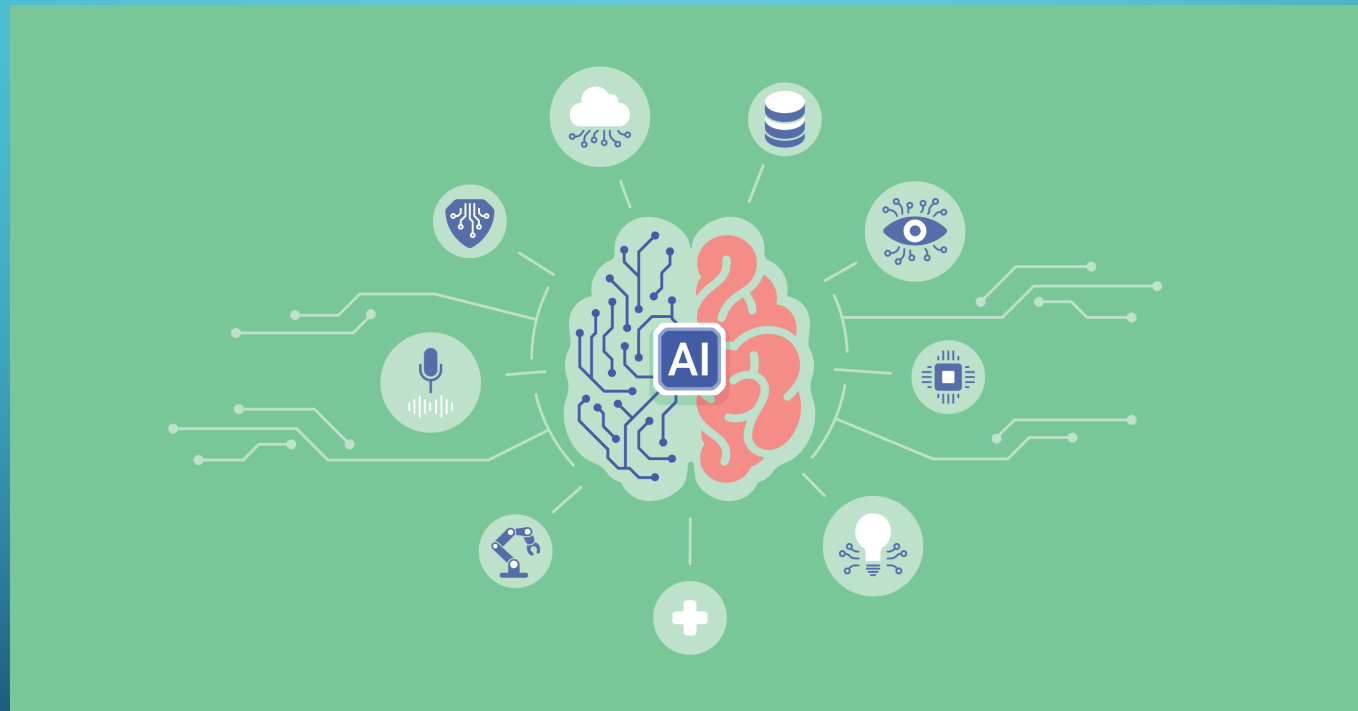
- Part 1: AI In General
 - What is AI?
 - Review of AI Terminology
 - Common AI Tools
 - Prompting
- Part 2: AI & Higher Education
 - AI's Impact On Colleges And The Workforce
 - AI Usage In Campus Verticals
 - Group Discussions
 - Developing Institutional Policies
 - Actionable Items To Take Back To Campus
- Speakers From Drips & Different Day AI

WHAT IS AI?

- AI is software that can perform tasks previously requiring human intelligence.
- Examples include:
 - Writing
 - Research
 - Image creation
 - Voice generation
 - Coding
 - Translation
 - Predictive Analytics



HOW DO AI SYSTEMS WORK?



REVIEW OF KEY TERMINOLOGY

- “GENERATIVE AI” – AI that creates new content such as text, images, videos, music, or code
- “LARGE LANGUAGE MODELS” – An AI model trained on massive amounts of text to understand and generate language
- “MACHINE LEARNING” – AI systems that learn patterns from data rather than being explicitly programmed
- “PROMPT” – The instruction or question given to an AI system
- “PROMPT ENGINEERING” – The practice of writing effective prompts to get high-quality responses
- “TRAINING DATA” – The information used to teach an AI model
- “MODEL” – The trained AI system itself

REVIEW OF TERMINOLOGY (CONT'D)

- “MULTIMODAL” – AI that can work with text, images, video, and documents
- “AI AGENT” – An AI system that can complete multi-step tasks with limited supervision
- “AUTOMATION” – Using technology to complete repetitive tasks automatically
- “CO-PILOT” – An AI assistant that helps users perform tasks rather than replacing them
- “RETRIEVAL-AUGMENTED GENERATION” – AI that combines a language model with trusted external documents or databases to produce more accurate answers
- “FINE-TUNING” – Further training an AI model on specialized data to improve performance for a specific purpose

SOME COMMON TOOLS



- ChatGPT
- Gemini
- Claude
- Perplexity
- Grok
- Microsoft Co-Pilot

EFFECTIVE PROMPTING

- Elements of effective prompting:
 - Assign a role
 - Clearly define the task you want it to do
 - Provide context
 - Specify the output desired
 - Add constraints
 - Request examples
 - Refine through conversation

CONCERNS

- Bias
- Hallucinations
- Skill Degradation
- Perception
- Attribution & Disclosures
- Copyright & IP

AI & HIGHER EDUCATION



WHAT SHOULD HIGHER EDUCATION LEADERS DO (VS. WHAT ARE WE ACTUALLY DOING)

- Develop an institutional AI strategy
- Establish clear AI policies for students and employees
- Train faculty and staff of effective AI use
- Embed AI competencies across academic programs
- Partner with employers to understand evolving workforce needs
- Update career services to include AI skills and AI-assisted job search strategies
- Evaluate programs regularly to ensure graduates have relevant AI competencies

MARKETING & ADMISSIONS

- Marketing

- Personalized communications
- Content creation
- Website chatbots
- Search engine optimization
- Social media management
- Lead scoring
- Reputation management

- Admissions

- Answering questions through 24/7 chatbots
- Application review and support
- Predicting enrollment yield
- Virtual admissions assistant

SMALL GROUP DISCUSSION #1

- How have your schools already used or have considered using AI in the beginning of the student journey through marketing, admissions, enrollment, and onboarding at your campuses?

FINANCIAL AID

- 24/7 support with chatbots
- Personalized financial aid guidance
- FAFSA completion assistance
- Document collection & verification
- Scholarship matching
- Communication and award letter explanation

GROUP DISCUSSION #2

- How can AI improve the student financial aid experience without reducing the human connection?

CLASSROOM

- Pros

- Personalized learning
- Faculty productivity
- Enhanced student engagement
- Changes to presentations, simulations, assessment, etc...
- 24/7 support chatbots
- Quicker feedback

- Cons

- Academic integrity
- Reduced critical thinking
- Inaccurate information and bias
- Loss of human interaction
- Privacy and data security

GROUP DISCUSSION #3

- How can colleges encourage students to use AI ethically in the classroom while still ensuring they develop critical thinking and problem-solving skills?
- How should assessment change in this new era where AI is at students' fingertips all the time?

STUDENT & CAREER SERVICES



- Resume and cover letter support
- Interview preparation
- Career exploration
- Job search Assistance
- Optimization of LinkedIn and other employee profiles sites
- Career services staff efficiency
- 24/7 student support with chatbots

GROUP DISCUSSION QUESTION #4

- Which Career Services functions can be enhanced with AI in your campus?
- Which functions should remain human-centered?

CAMPUS LEADERSHIP AND ADMINISTRATION

- Administrative efficiency and automation
- Finance and budget operations
- Human resources
- Institutional research and data analytics
- Accreditation, compliance and risk management
- Procurement and contracting
- IT and helpdesk operations



GROUP DISCUSSION #5

- Identify one significant issue impacting your campus(es) and discuss how AI can potentially be used to help solve or alleviate that issue
- What do you see are the main roadblocks to implementing AI in this area?



INSTITUTIONAL AI POLICIES

STRICT PROHIBITION

Zero tolerance policy. Use of AI tools is strictly prohibited

RESTRICTED

Allowing the use of AI under certain conditions and for certain defined purposes.

UNRESTRICTED

You can use AI for any purpose. However, all use of it should be checked for inaccuracies, bias, and hallucinations.



INDIVIDUAL EXERCISE

- Make a short list of actionable takeaways from today's workshop that you can bring back to your campus and implement?
 - Short-term action item (within 30 days)?
 - Mid-range action item (within 90 days)?
 - Long-term action item (within calendar year)?