EAB

WORKBOOK

AI Maturity Model for Higher Education Institutions

The Five Opportunities of AI in Higher Education

Incorporate AI into the Curriculum to Prepare Students For the Future of Work

Key Themes: Are students and faculty AI-literate? Do they have opportunities to experiment with AI, innovate, and solve problems in their own fields?

Tier 1: Basic awareness about public AI tools

Students and faculty have participated in at least one institutionally-hosted workshop on how to use **public AI tools (e.g., ChatGPT) without compromising sensitive data** (e.g., PII, confidential information). The workshop includes training on critically evaluating AI outputs and effectively identifying inaccuracies and bias.

Tier 2: AI integrated into coursework

Students are **regularly using AI tools in coursework** within the bounds of instructor guidelines (e.g., brainstorming aid, drafting papers).

Faculty design **AI-centric assignments** where students have opportunities to work with AI tools in a structured way (e.g., brainstorming, generating first drafts, evaluating AI outputs).

Tier 3: AI curriculum in major disciplines

Students in **major disciplines outside of** computer science takes **at least one AI-related course in their discipline** (e.g., AI in Agriculture and Life Sciences, Business Applications of AI, AI in Public Health).

Faculty in major disciplines are trained on how to create AI-centric courses.

Tier 4: Required AI expertise for students in every discipline

Every student builds the **requisite expertise to apply AI in their fields**, including participation in required co-curricular applications of AI.

All students have access to the infrastructure and guidance needed to **experiment, prototype, and showcase their AI-driven innovations at scale**.

Students and faculty collaborate to **create products** and **launch start-ups,** solving problems and **innovating in their disciplines**, leading to new discoveries and advancements across various fields.

Provide 24/7, Personalized Support Throughout the Student Lifecyle

Key Themes: What type of support does AI provide? What data sources does it have access to? Is it unified across the student lifecycle?

Tier 1: AI-driven FAQs for one or two key domains

AI assistants provide answers to **frequently asked questions** in one or two **key domains** (e.g., inquiries about career services location/hours/events etc.).

Tier 2: Basic support for broader academic and administrative queries

AI assistant responds to a wider range of questions using **institutions' entire corpus of public data** (e.g., website content for all areas of campus).

However, AI limits answers to context provided by students. It **does not have prior knowledge of student circumstances** since it's not connected to internal data sources (e.g., SIS, ERP).

Tier 3: In-depth, specialized support in select areas

AI assistants provide **specialized support tailored to specific needs of individual students.**

Example: AI tutors provide on-demand tutoring tailored to each student's real-time needs, individual learning preferences, and knowledge levels.

AI tools are **connected to institutional data sources** (e.g., SIS, ERP) and authentication systems, enabling personalized responses.

Tier 4: Unified AI for comprehensive lifecycle support

A **unified** AI assistant anticipates needs of every student and provides **proactive, personalized support** throughout the **entire student lifecycle** from enrollment to alumni engagement (akin to a chief of staff for every student).

Example: AI assistant proactively reminds student to revise a concept before their exam, recommends joining a new club when they are spending too much time on their own, and suggests career opportunities based on evolving student interests.

Supercharge Faculty and Staff Productivity

Key Themes: What roles can AI support? What tasks can it speed up and automate? What types of AI tools are available? Do faculty and staff know how to maximize productivity gains from AI tools?

Tier 1: Ad-hoc use of public AI tools

Interested faculty and staff **use public AI tools** for general information-gathering and basic writing support (e.g., drafting a formal communication update for campus constituents) on an **ad-hoc basis.**

Tier 2: Structured assistance for common tasks

Faculty and staff have access to **structured AI assistance for common tasks** like drafting emails, analyzing budgets, drawing slides, etc.

Example: A data analyst uses AI feature in Microsoft Excel to create data visualizations or uses Zoom AI to take meeting notes.

Tier 3: Department or Role-Specific AI tools

Specialized AI solutions are developed or purchased to meet the unique needs of specific departments or roles.

Example: Faculty uses AI tool for grading papers or registrar's office automates transcript review.

Tier 4: AI integration across all workstreams

AI systems are integrated into workstreams in **every department and business unit** across the institution.

Solutions not only automate processes and streamline access to information but **provide proactive assistance.**

Example: AI grader provides feedback while students are writing, not after they submit an assignment.

Maximize Enrollment/Advancement Yield With Hyper-Personalized Content Generation

Key Themes: How is AI being used to generate, deploy, and optimize content at scale? What data sources feed into AI tools to personalize and improve quality of content?

Tier 1: Individual use of public AI tools to draft and edit content

Individuals employ free or low-cost AI tools (e.g., ChatGPT, DALL-E) to write customer-facing content on an **ad-hoc basis.**

Example: A staff member uses ChatGPT to draft outreach emails or social media posts.

Tier 2: Standard protocols for content creation with AI

Teams have **standard protocols** for using AI tools to generate **personalized content consistently and efficiently.**

Example: Advancement office feeds AI tool donor history and fund descriptions to generate personalized outreach emails.

Tier 3: Automated content generation and deployment

Departments **automate the generation and deployment** of individual-level personalized content at scale by integrating AI with institutional data systems. Specialized AI solutions are connected to internal systems (e.g., CRM) and privy to past content creation.

Tier 4: Real-time AI-driven content optimization

AI continuously monitors engagement metrics and user feedback, **dynamically adjusting content in real-time to maximize relevance.**

Example: AI systems analyze live data from email campaigns, social media interactions, and website traffic, instantly modifying content to enhance engagement, such as altering messaging or targeting based on immediate user behavior.

Transcend Historical Bounds of Innovation in Research

Key Themes: What support (e.g., training, institutional partnership, tech infrastructure) do faculty have to pursue AI research? What AI tools are available for researchers both to streamline research processes and to conduct research with AI?

Tier 1: Ad-hoc use of public AI tools to streamline workflows

Faculty use free or low-cost AI tools (e.g., ChatGPT, Consensus AI) to improve research workflows and processes, such as literature review and brainstorming new ideas for research, on an **ad-hoc basis.**

Tier 2: Specialized AI tools democratize ability to pursue AI research

Faculty has access to **secure AI tools to work with protected data**.

Example: A HIPAA-compliant AI tool enables researchers in the school of medicine to experiment with pre-loaded synthetic data sets.

Task-specific AI assistants help faculty spend **less time on administrative tasks** and more time conducting research.

Example: Faculty can ask an AI assistant questions about allowable expenses or to access proprietary research insights.

Tier 3: Dedicated, AI-specific institutional resourcing

University can support **multiple workstreams of AI projects running simultaneously in various disciplines.**

Example: Any faculty member with a compelling proposal can access necessary infrastructure (e.g., high performance computing, GPUs), institutional expertise (e.g., dedicated IT support for research), and secure data management for their research.

Tier 4: AI potential evaluated and leveraged in all research

AI is deeply **ingrained into the research fabric**, driving significant breakthroughs and pushing the boundaries of what is possible across disciplines.

Every researcher actively **considers whether and how to incorporate AI into their research**, ensuring that AI potential is evaluated and leveraged wherever applicable.

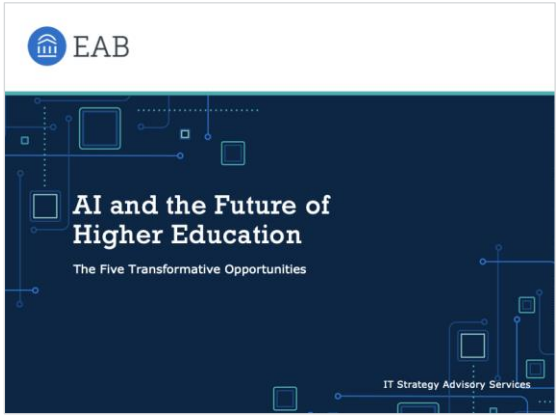
AI research positions the university as a **global leader**, influencing research agendas and policy-making on a national and international level.

Unlock the Power of AI On Your Campus

Bring EAB's Research Back to Your Campus

Board and Cabinet Presentations on AI in Higher Education

Equip your cabinet, board, or other stakeholders with a deeper understanding of the AI trends shaping higher ed with concrete case studies from early movers.



AI Strategy Workshop

Develop a cohesive AI strategy for your institution in this expert-led workshop series.

Part One:

Prioritize top areas for AI implementation and unify stakeholders around central AI investment priorities.

Part Two:

Create a clear executive plan for AI integration, considering the key drivers and obstacles that can impact the progress of AI initiatives on your campus.

Compendium of AI Applications in Higher Education

- Explore case studies of AI experimentation across higher ed—from low-lift applications to large-scale investments.
- Examine implementation details and early outcomes to inform your institution's AI investment prioritization.

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