

Transformative Opportunities for Artificial Intelligence in the Academy

How Senior Leaders Can Benefit from Institution-Wide AI
Impact and Practical Navigate Integrations

Strategic Advisory Services
Academic Affairs Forum
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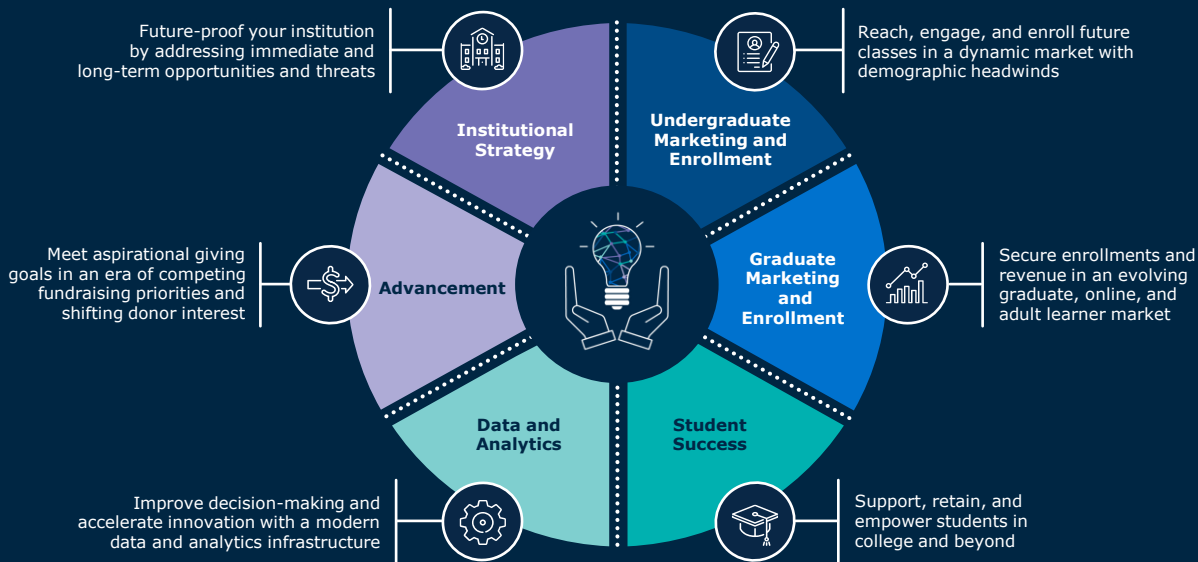
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We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

How Much Are You Using Generative AI?



What Changed in November 2022?

ChatGPT Put AI in the Hands of Every Individual with Internet Access

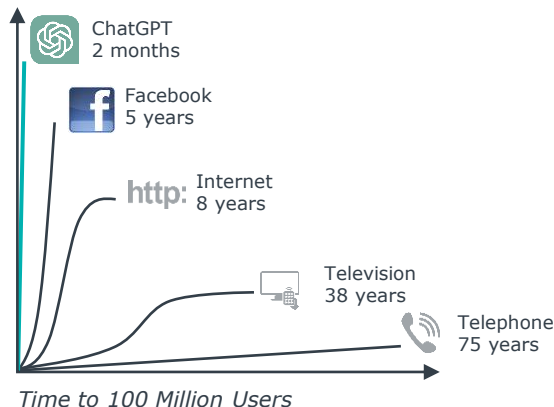
What is Generative AI?

Latest development in AI that refers to deep-learning models that can **generate high-quality text, images, and other content** based on the data they were trained on.¹



ChatGPT's Meteoric Adoption Rate Sets Historical Precedent

Time to 100M Users By Technology



Generative AI Reaches Inflection Point Due to Unique Developments

▶ Accessible and User-Friendly

Web-based access allows anyone to use AI via everyday devices like PCs and phones. Users can use simple text prompts to deliver commands and process outputs.

▶ Trained on Vast Knowledge Base

Models are trained on large sets of data (e.g., books, web texts, and articles from billions of Internet webpages).

▶ Generates New, Human-like Content

Tools can generate new, creative content across domains (e.g., text, images, software, music, video) that is often indistinguishable from human outputs.



Source: D Gerwitz, "How does ChatGPT actually work", ZDNET, July 13, 2023; K Hu, "ChatGPT sets record for fastest-growing user base – analyst note", Reuters, February 2, 2023; EAB interviews and analysis.

1) IBM Research definition.



Generative AI Already A Staple for Higher Ed

And We Are Only Getting Started...

While Students and Staff Embrace AI Tools...

86%

Of students use AI to augment learning and studying

69%

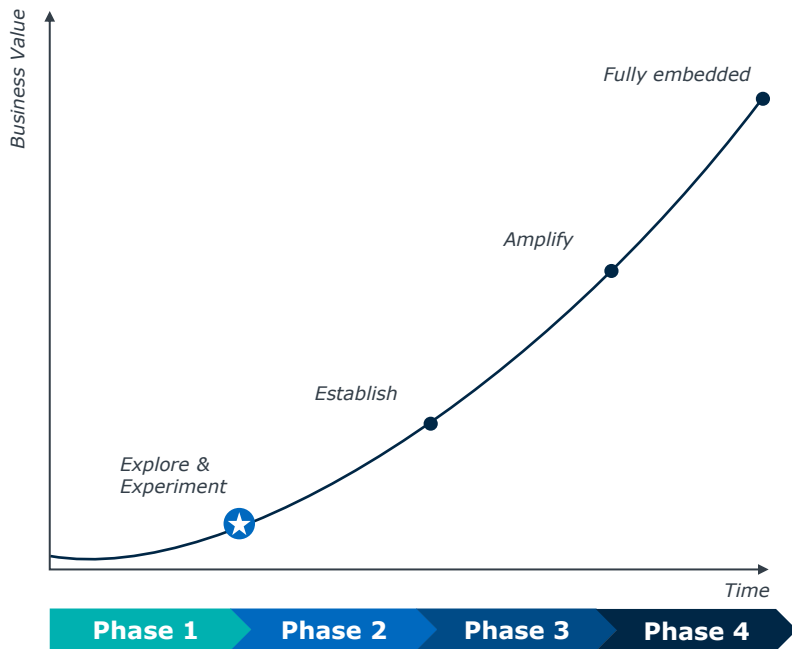
Of higher ed staff reported using generative AI at least once in the past year

80%

Of institutions are not fully meeting students' AI integration expectations¹

...Higher Ed is Still in Phase 1 of AI Adoption

Arizona State University, AI Maturity Model, April 2024



1) Includes integrating AI tools into teaching and learning, student and faculty training, course topics, or other areas.

AI and the Future of Higher Education: Three Transformative Opportunities



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



• Supercharge Faculty and Staff Productivity
• to Pursue More Strategic Tasks



• Provide 24/7, Personalized, and Scaled
• Student Support

AI Reconstructs Nature of Work Across Industries



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AI Disruptions Across Industries

Before Generative AI



TV & Movie Writing:

Studios rely on writers for source material and actors for performances



After Generative AI

Writers & Actors on Strike

"Generative AI writes scripts and creates backdrops, replacing writers and background actors"



Legal Services:

Only basic document review can be automated or outsourced



Rise of Robot Lawyers

"Research finds nearly half of legal work could be automated"



Graphic Design:

Designers create projects based on preset visuals, fonts, and layouts



Designs on Steroids

"Microsoft Designer tool generates complex designs in an instant based on text descriptions"



Software Engineering:

Engineers write code to implement software functionality using various programming languages



2X Faster with AI

"McKinsey study show software developers complete coding tasks up to twice as fast with generative AI"

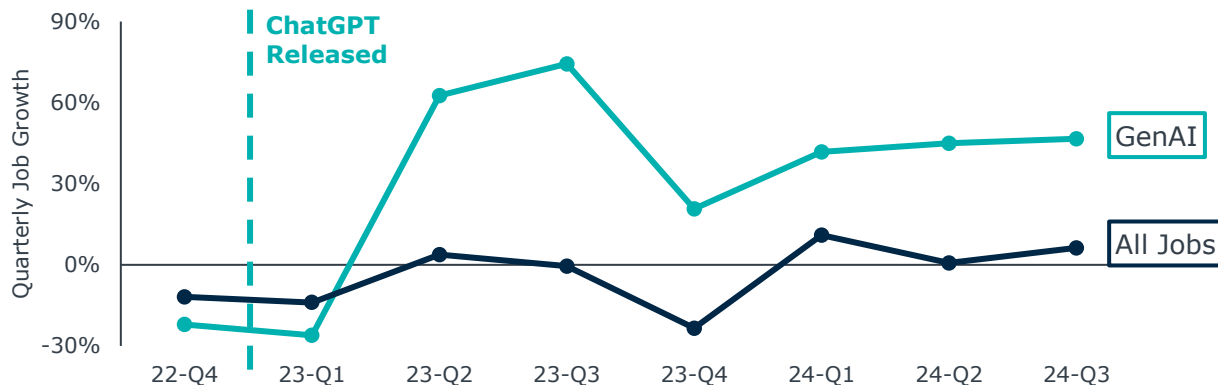
Sources: A Dalton, "[Writers strike: Why A.I. is such a hot-button issue in Hollywood's labor battle with SAG-AFTRA](#)", *Fortune*, July 24, 2023; M Diaz, "[Microsoft Designer brings AI-powered graphic design to the masses](#)", ZDNet, April 27, 2023; S Lohr, "[AI Is Coming for Lawyers, Again](#)", McKinsey & Company, "[Unleashing developer productivity with generative AI](#)", *McKinsey Digital*, June 27, 2023; EAB interviews and analysis.



Undeniable Job Growth

Skyrocketing Demand for Generative AI Skills

Quarterly Growth of Job Postings Containing Generative AI Terms, October 2022 – September 2024



Monumental Growth for GenAI Skills Compared to Past High-Growth Fields

Growth in Monthly Relevant Job Postings as Field Interest Peaked

GenAI, 2024

644%

Oct 2022 – Sept 2024

Fintech, 2022

104%

Jun 2020 – Apr 2022

Smart Manufacturing, 2021

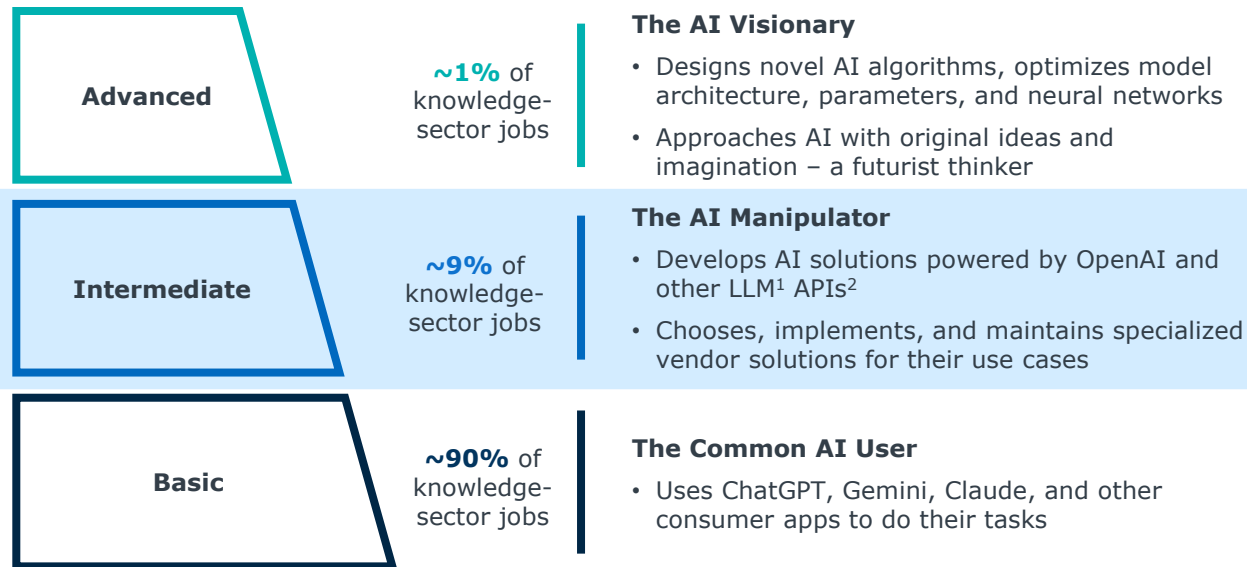
25%

Oct 2019 – Sept 2021

How Advanced Do Students Need to Be?



Levels of AI Knowledge by Future Workforce Demand



1) Large language model.

2) Application programming interface.

Signals from Students and Employers



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Students Want and Need AI Skills for Work

81%

of the Class of 2027 say their institution should be preparing them with AI skills

....and Employers Need AI-Ready Employees

71%

of business leaders say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without them

69%

of 2024 graduates say they need more training on how to work alongside new technologies in their current roles

1,130%

growth in job postings listing GenAI skills, November 2022-June 2024

Source: Colleen Flaherty, "Survey: How AI Is Impacting Students' Career Choices," *Inside Higher Ed*, January 10, 2024; Cengage Group, *2024 Graduate Employability Report*, July 2024; Microsoft and LinkedIn, *2024 Work Trend Index Annual Report*, May 8, 2024; EAB interviews and analysis.

Yet, Students, Employers Unable to Define AI Skills

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Students Looking to Institutions for Guidance on AI Literacy

31% of undergraduates **don't know or are unsure** when or how to use GenAI to help with coursework

72% of students want their institutions to provide more training on **AI literacy**

41% of students are currently just using AI tools **for fun** (vs. learning or skill development)

Language in GenAI Job Postings Remains Vague

71% of relevant job postings in the past year did not include any other AI keywords beyond **"generative AI"** or **"ChatGPT"**

We're seeking a visionary AI Product Marketing Leader to disrupt marketing and transform customer experiences **through cutting-edge AI**

As a Senior UX/UI designer you will be responsible for designing solutions that responsibly **incorporate generative AI into user experiences** and address the goals of our business

Ability to leverage **ChatGPT and other AI tools.**

Technology enthusiast who is proficient in Microsoft Office Suite and has working knowledge of **generative AI tools such as ChatGPT**

Source: Ashley Mowreader, "[Survey: When Should College Students Use AI? They're Not Sure](#)," *Inside Higher Ed*, September 16, 2024; Rhea Kelly, "[Survey: 86% of Students Already Use AI in Their Studies](#)," *Campus Technology*, August 28, 2024; Lauren Coffey, "[College-Bound Students Concerned About AI Skills](#)," *Inside Higher Ed*, May 6, 2024; EAB interviews and analysis.

AI Literacy, As Defined by EAB

Six Questions All Faculty and Students Should Be Able to Answer



What is AI?

- What is generative AI? What is an LLM?
- How do these tools “learn” and produce outputs?
- Do these programs have human-like intelligence?



What can AI do?

- What types of tasks can AI do or make easier, as a student or in my career?
- How do I choose the right tool for a task?
- What tasks is AI bad at?



How do I prompt AI?

While prompt engineering is progressively less important as AI tools improve, students and faculty should still know how to change their prompts to get the outputs they want from AI tools.



When is AI incorrect?

- Why does AI “hallucinate”? When and how should I fact-check AI outputs?
- Why is AI said to be biased? Why can’t these biases be eliminated?



How do I use AI safely?

- How do the developers of AI tools use my prompts and other information?
- What types of information or data should I avoid sharing with AI tools?



Can I detect AI work?

Students and faculty both need to understand that AI detection tools are unreliable and often claim genuine student work is AI-generated.

Prepare Students For the New Era 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 attended institutionally-hosted workshop(s) on using **public AI tools safely**, including training on critically evaluating AI outputs.

Tier 2: AI integrated into coursework

Students are **regularly using AI tools in coursework** (e.g., as a brainstorming aid).

Faculty assign **AI-integrated assignments** where students can learn to collaborate with AI.

Tier 3: AI curriculum in major disciplines

Students in **major disciplines outside of** computer science courses takes **at least one AI-related course in their discipline**.

Faculty **redesign learning outcomes** to focus on work AI cannot perform.

Tier 4: Required AI expertise for students in every discipline

Every student has the requisite expertise **to apply AI and innovate in their fields**; they have access to the **infrastructure and guidance to build AI solutions** at scale to solve complex problems in their disciplines.

Train Faculty, Staff, Students to Use AI Effectively



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Encourage Faculty Use of AI in Pedagogy



Statement Embracing AI

The University of Southern California's provost and academic senate published [guidelines](#) clearly embracing AI



Faculty AI Teaching and Learning Workshops

The University of Mississippi launched a paid (\$1,000 stipend) two-day [AI Summer Institute for Teachers of Writing](#)



Seed Funding for AI Experimentation

Georgetown University [funded about 40 faculty project proposals](#) that sought to develop and test innovative uses of AI in the classroom

Create AI Learning Opportunities for Students



UNIVERSITY OF
SAN FRANCISCO

Student Orientation Session on ChatGPT

USF developed a Zoom orientation session on ChatGPT for incoming students, focused on pros, cons, and ethics of using AI for schoolwork



On-Demand Student Trainings

Vanderbilt offers free, extensive AI training (including workshops and online courses) for students, faculty, and staff



Subsidized Tokens and Microcredentials

HKU pays half of the course fees for students taking Coursera modules on AI and provides them with 500K AI access tokens (costing ~\$1-2 per student per month)

Source: J Alonso, "Now on the Orientation Schedule: Free Speech and ChatGPT", Inside Higher Ed, August 25, 2023; R Groves, "Georgetown IPAI", Georgetown University, April 20, 2023; Vanderbilt, "Vanderbilt launches free online ChatGPT course, shaping the future of AI education", Vanderbilt University Research News, May 24, 2023; Hong Kong University, Hong Kong, China; EAB interviews and analysis.

Integrating AI Into Pedagogy

How Faculty Can Redesign Assignments For a World With AI

"AI-Proof" Assignments Using Best Practice Teaching Principles

- ▶ **Scaffold assignments** by breaking them into smaller tasks
- ▶ Design **authentic** assignments with **real-world value** (e.g., using case studies, simulating industry projects)
- ▶ Incorporate space for **student reflection** and metacognition
- ▶ Create **connections** in content to **experiences that AI lacks** (e.g., recent events, classroom discussions)

AI-First Assignments That Incorporate Structured Interaction with AI Tools

- ▶ Generate sample texts or code to fact-check, critique, and improve
- ▶ Experiment with how prompt design affects outputs
- ▶ Compose prompts that produce accurate and cogent outputs
- ▶ Design an AI-driven solution to address a local issue

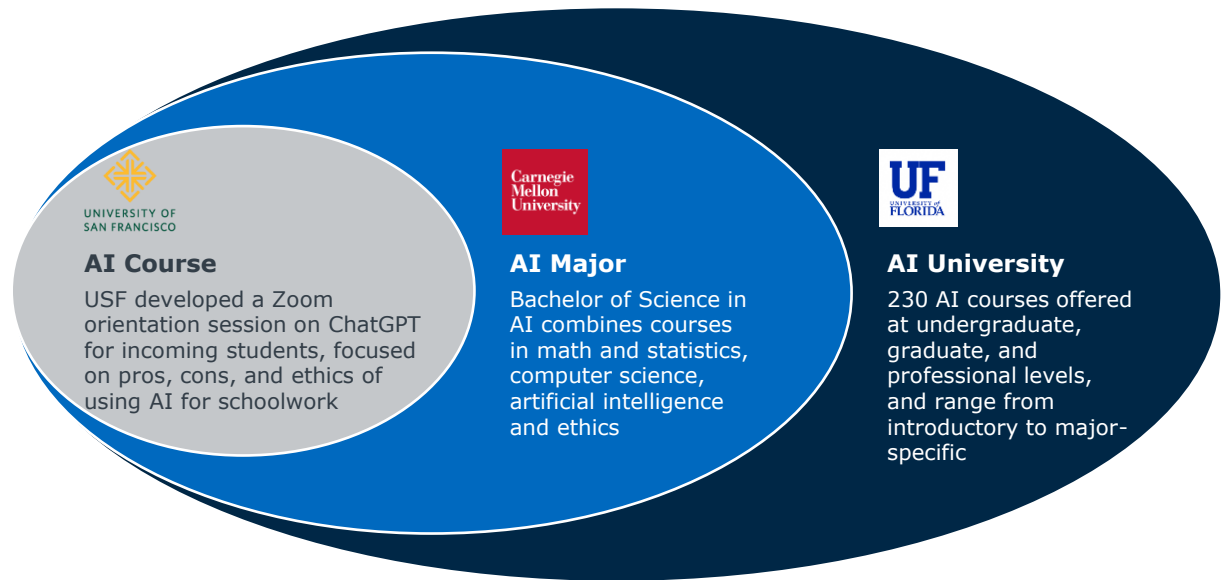
Benefits of "AI-First" Assignments

- Prepares students for workforce where they will be expected to be fluent with AI tools
- Challenges students to provide insights AI cannot, a critical skill in an AI-driven world.

Change Can Happen at Every Level



Institutional Exemplars Show Range of End-State Visions for AI Curriculum



Scale of AI Integration into Curricula

Source: Johanna Alonso, "Now on the Orientation Schedule: Free Speech and ChatGPT," *Inside Higher Ed*, August 25, 2023; "B.S. in Artificial Intelligence," Carnegie Mellon University; "Building an AI University," University of Florida; EAB interviews and analysis.

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 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 budget analysis, drafting emails, etc.

Tier 3: Department or role-specific AI tools

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

Tier 4: AI integration across all workstreams

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



Also available on eab.com:
[AI Maturity Model](#)

Two Must-Haves to Activate Staff Experimentation



Reasons Why Employees Don't Tout AI Experimentation

From Ethan Mollick's [Blog](#) on 'Secret Cyborgs'



Received a scary talk about how improper AI use might be punished



Treated as heroes for their sensitive emails, rapid coding and don't want to lose that respect



Suspect that they (or colleagues) will be fired if company realizes that AI does some of their job



Suspect that if they reveal AI use, they won't be punished—but they won't be rewarded



Concerned that any productivity gains will become new baseline expectation



Incentivized to share their success but have no way of promoting it

Must-Do Activities to Facilitate Individual Adoption of AI

1

Give end users permission and incentive to experiment. Aim to reduce fears and align incentives to drive innovation.

2

Provide hands-on training on using AI tools. Staff will see more efficiency gains with orientation and training.

Tier 1: Getting Started with Public AI Tools



Strategic Plan

The Provost at the City University of New York used ChatGPT to develop a starting point for their strategic plan.



Content Creation

South Dakota State University marketing team employs ChatGPT for **refining speeches and creating social media content**, drastically cutting content production time.



Enrollment Outreach

Rosemont College **admissions team fine-tunes outreach communications** with ChatGPT-4, eliminating formatting inconsistencies and reducing marketing review cycles.



Advancement Planning

Texas State University's CBO **successfully created ten donor building mock-ups** using DALL-E, surpassing architect renderings in presidential review.

Quick-Start Ideas for Free/Low-Cost Tools



Opportunity	Case Study
1. Outline and draft strategic plan components	The Executive Vice Chancellor & University Provost at the City University of New York System Office uses ChatGPT in her strategic planning process to help craft a compelling narrative and develop clear, consistent themes.
2. Draft policies and policy manuals	The Director of International Services at the University of Idaho uses Google Gemini to create initial drafts of policies and to refine their language and tone in final reviews. For example, her team employed Gemini to draft and review an internal policy manual that was approximately 100 pages long, complete with images, diagrams, and data. The manual had been delayed for years due to limited staff capacity.
3. Produce and iterate on product designs	Babson College's Chief Information Officer and faculty worked together to use DALL-E to develop new product designs for students and to continually test ideas throughout the design process.
4. Design art installations	The IT department at the University of Nevada, Las Vegas used DALL-E 2 to design a winning float for the homecoming parade.
5. Generate project visuals for facilities planning	Texas State University's Chief Business Officer (CBO) leveraged DALL-E to create visual mock-ups of donor names on buildings. The CBO successfully created ten mock-ups based on the needs of the Advancement Office, which were then presented to the university's president along with one from their architect. The president ranked all of the CBO's renderings higher than the architect's.

Quick-Start Ideas for Free/Low-Cost Tools (cont.)



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Opportunity	Case Study
6. Produce personalized advancement outreach at scale	The Annual Giving Team at the University of South Carolina used ChatGPT to generate customized messages for its high-volume annual Giving Day campaign based on past donor behavior and written in the voice and tone of the giving team.
7. Copyedit and fine-tune enrollment outreach	The admissions team at Rosemont College uses ChatGPT-4 to copyedit and fine-tune similar outreach communications. For example, they use ChatGPT-4 to not only catch grammatical errors, but to ensure a uniform "voice" and consistent formatting in outreach.
8. Edit marketing images	The Director of Enrollment Marketing and Communications at Emory University regularly uses Photoshop's AI-powered Generative Fill to edit marketing collateral. For example, she was able to swiftly remove distracting caution tape from a recruiting photo to use for wide-scale marketing.
9. Craft speeches	The president of Wells College used ChatGPT to write parts of his commencement address.
10. Produce social media content	The Marketing and Social Media Coordinator for South Dakota State University uses generative AI tools to tackle the "copy shop" challenge in higher education marketing. For example, he employs ChatGPT as an editorial assistant for idea generation and to overcome writer's block while creating social media captions.

Tier 2: Using AI Features of Established Tools



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Tech Giants like Microsoft Make Broad AI Capabilities Accessible to Campus

Adobe Firefly Boosts Creativity with Generative AI



Level up your social media posts, posters, flyers using text prompts to create images



Transform your images and bring them closer to what you envision by editing image elements



Elevate and refine work output by applying color variations and themes



Augment existing or generate new images through simple text prompts

Copilot Brings AI to Microsoft 365 Office Tools



Enhance your document with additional detail and generate summaries



Build custom images for slides and create summaries of presentations



Analyze data, surface trends, and generate data visualizations



Draft emails, summarize conversations, and organize inbox automatically

Source: "[Adobe Firefly Overview](#)," Adobe, October 10, 2023; Microsoft Adoption, "[Microsoft Copilot](#)," Microsoft, March 2023; EAB interviews and analysis.

Start with Small Pilots When Costs are High



Northern Arizona University Pilots Microsoft 365 Copilot

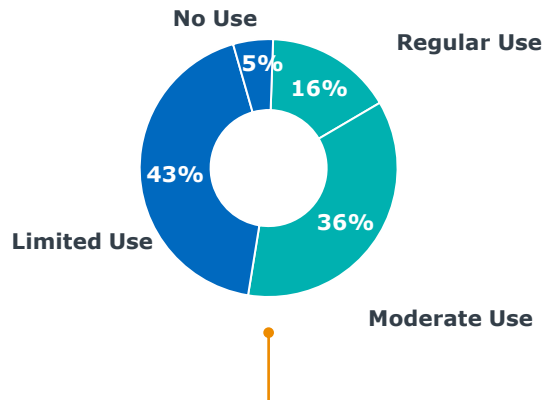
- ▶ CIO funds M365 with **107 participants (AI Pioneers)** for one year
- ▶ At \$40 per user per month, pilot costs NAU approximately **\$42K/year**
- ▶ CIO deployed **survey** at end of one semester to gauge impact

Excerpt of NAU's AI Statement

“NAU’s approach to the use of artificial intelligence is rooted in the understanding that artificial intelligence technologies have the potential to significantly change the ways in which we work, teach, and learn.”

“How would you describe your Copilot use on a day-to-day basis?”

n=56



- **Saved hours of manipulation** by structuring unorganized data into tables
- **Shortened project timelines** by drafting follow-up emails and task lists
- **Sped up presentation production** using loosely organized text to develop first draft slide decks

Tier 3: Next Generation Customer Service With AI

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USF AI IT Service Desk

Problem: USF student workers manually sorted 100K tickets annually for USF's IT Service Desk; high volume demanded extensive student labor and attention.

- ▶ **Tickets are automatically classified** and sorted based on status, service team, issue type, and priority
- ▶ Ticket info updates in Jira and creates a **feedback loop** to improve classification

Results



76%

estimated reduction in service desk operating costs (\$90K to \$21K)



Rice University HR Chatbot

Problem: Low utilization of self-service resources leads to high volume of HR inquiries (~500/month); ~25% abandoned, distracting HR staff from higher skill work.

- ▶ Chatbot **answers staff HR inquiries independently**; routes to HR staff if response is unsatisfactory
- ▶ Chatbot trained and evaluated **on bank of 250 common HR questions**

Results

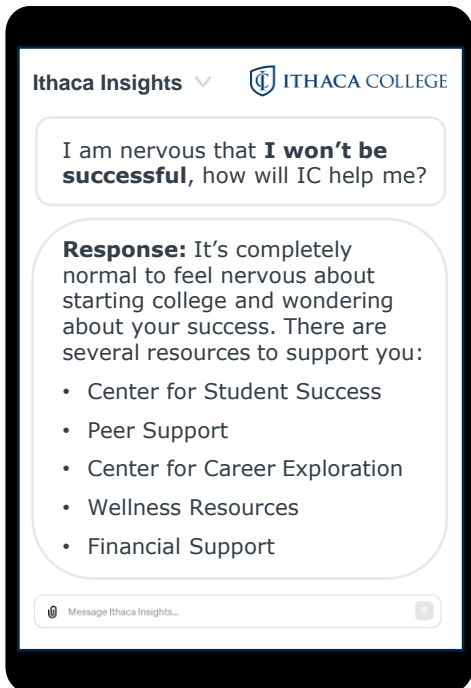


400

conversations fielded by HR chatbot in the first six weeks

Source: Jason Hair, "Revolutionizing the IT Service Desk: GPT-Powered Ticket Classification at USF," *EDUCAUSE*, October 11, 2023; Rice University, Houston, TX; EAB interviews and analysis.

Ithaca Builds AI Helper for Prospective Students



Meet Ithaca Insights, AI Chatbot for Prospective Students

Ithaca Insights provides prospective students tailored information about Ithaca College, courses, and campus

- Ex: Requirements for majors, academic advising, housing, general wellbeing, campus information, town information

Future Roadmap: Ithaca is exploring **adding new areas of support** to Ithaca Insights, like career services and student engagement

Application Development

- Built using OpenAI's API and trained using RAG with Ithaca's Student Data Lake House¹ and public webpages
- Only costs **1K/month** to run on OpenAI via Azure

1) Houses Student Information Systems (SIS), degree audit system, and campus engagement system.

Tier 4: Fully Autonomous AI Agents



Armies of AI Agents Work Alongside Humans in the New Economy

Version2 Launches the “World’s First Fully Autonomous Frontline Fundraiser”



Mission: Create and accelerate the advancement of autonomous fundraising technology and mimic the cognitive functions of a fundraising staff.

Goal: Autonomously manage a portfolio of donors, similar to the way a traditional fundraiser would.

Process: Narrows donor pool, qualifies donors, builds relationships through personalized touchpoints, solicits, closes, and executes stewardship without human interaction.

1) You can access video of the autonomous AI fundraiser here: <https://www.version2.ai/hello>

Provide 24/7, Personalized, and Scaled Support



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 FAQ 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/event).

Tier 2: Basic support for broader academic and admin 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).

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

AI assistants provide specialized support **tailored to specific needs** of individual students. They are connected to **institutional data sources** (e.g., SIS, ERP).

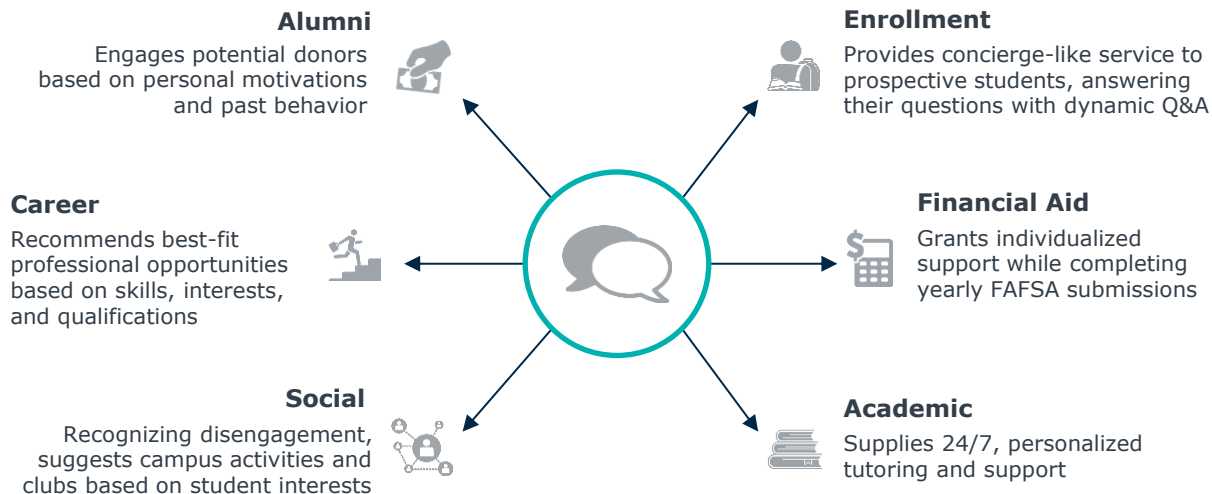
Tier 4: Unified AI for comprehensive lifecycle support

A **unified** AI assistant anticipates needs of every student and provides **proactive, personalized support** throughout the student lifecycle.

No Longer a Pipe Dream—24/7, Personalized Service

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How One-Stop Conversational AI Preempts Common Service Pitfalls





How Can You Be There for Your Students 24/7?

The Need to Supplement Human Care with Powerful AI Tools

Barriers prevent students from getting timely support:

- ✗ Students expect 24/7 support—but **most chatbots follow strict decision trees**, with limited ability to handle nuance or offer personalized care
- ✗ Critical **information is scattered** across websites, portals, and offices, often hard to find and inconsistent/outdated
- ✗ Staff are **stretched thin**, making it difficult to handle the influx of student needs

So you need embedded AI-powered tools that can:

- ✓ Handle **natural language** and conversational flow, leveraging data from students' Navigate360 profile to offer **personalized guidance** and support
- ✓ Pull from multiple data sources to ensure **accurate, up-to-date information**
- ✓ Easily and automatically **create an alert to triage queries** to a human when needed

Student-Centric AI Is Here



Navigate360 Is the Only CRM Powered by Student-Centric AI

Student-Centric AI Is:

Hyper-Personalized ✨

Navigate360 data provides a **complete view** of each student. Our AI leverages **richer insights** and more custom channel options for greater impact.

Designed for People ✨

Navigate360 AI **automates tasks and workflows** to free up staff time for the work they love; empowering your team, rather than replacing them.



Intentional ✨

Every aspect of Navigate360 AI is purpose-built with a singular focus on **improving student outcomes**.

Embedded ✨

Navigate360 AI is embedded in the base platform for **every partner** to enhance a proven **Coordinated Care Network** approach.

The Power of Student-Centric AI

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How Navigate360 AI Supports Your Staff and Students



AI assistant

Accelerate **staff** productivity and free up more time for the work they love



AI navigator

Give **students** the 24/7 personalized support they need and expect

Content Creation Agent

Instantly generate and personalize **student outreach**

Student Insights Agent

Understand holistic student performance with **one click**

Report Agent

Find the **right-fit report** and filters on demand

Course Planning Agent

Generate **best-fit course plans** for students

Task Agent

Conquer your to-do list by **prompting actions** like alerts

Knowledge Agent

Quickly **access your activity history** and resources

Campaign Agent

Launch smart campaigns in a fraction of the time

Knowledge Agent

Provide **instant responses** to student and prospect questions in **90+ languages**, as early as recruitment and orientation

Course Planning Agent

Give students the ability to **generate course plans** and access 24/7 course planning guidance



Partner Success Story: LSU



Reaching More Students Quickly, Efficiently, and Effectively with AI



Content Creator

- Accessible and easy-to-use for staff of all experience levels
- Significant **time savings**—more time to serve more students
- Improves **readability** for students, as well as **efficacy** and conversion for Calls to Action
- Message Assistant allows users to select specific prompts to **achieve a desired outcome**



Student Knowledge Bot

- Provides secure, easy-to-follow, **student-specific information**—including access to support, instructions, and FAQs
- Utilizes institutional content to develop a natural language model
- **Automatically flags** questions with “fee bill,” “major change,” and/or “advisor” directing students to the OneStop office



Report Assist

- Builds reports from natural language prompts
- Makes it easy to parse through the significant amount of data available in Navigate360—and **gain valuable insights quickly**



“The time savings has been incredible. We’re notorious for sending very long emails with a lot of information buried in them that students aren’t reading.

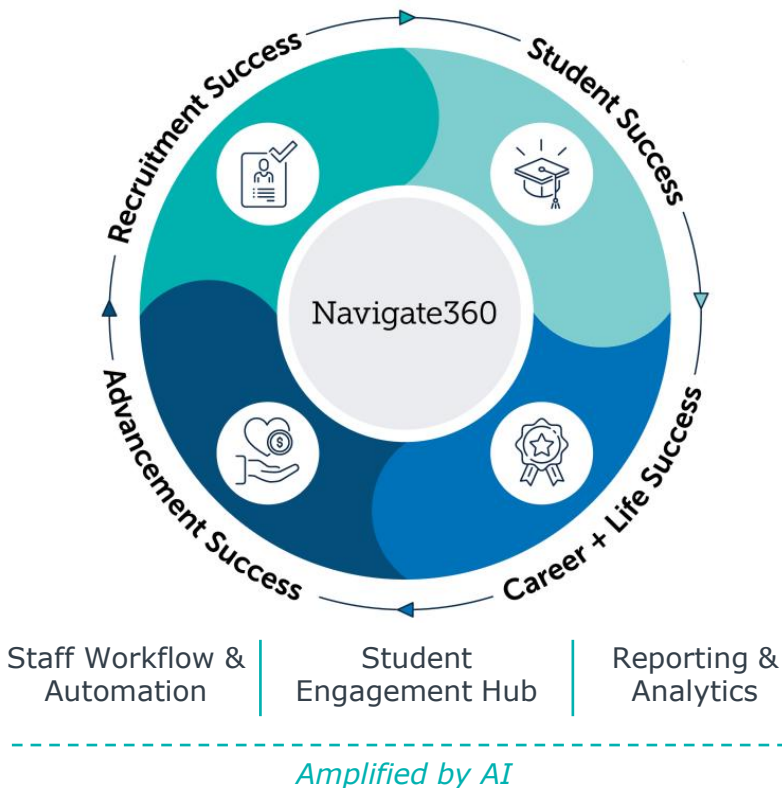
We’re able to take old emails, put them in the Content Creator, and choose an action like making it more direct to **drive students to the info that is critical for them.**”

-Becca Thompson, AVP for Enrollment Management & Student Success, LSU

Watch LSU’s on-demand webinar:



Platform Demo



Charting a Path Forward With AI

Top-Of-Mind Questions for University Leaders Across Strategic Priorities



Enrollment Teams

- How will AI disrupt what students and prospects expect from us? And what's the timeline for these disruptions?
- What is the risk of not embracing AI from a competitive lens?
- What does responsible use of AI in enrollment functions (e.g., marketing, admissions, financial aid) look like?



Student Success Teams

- How will AI impact the classroom experience and student employability?
- Where should we invest/what AI solutions have the most transformative potential to help our students?
- In what ways can AI help us more proactively and effectively intervene to support at-risk students?
- How do we prepare students to employ AI tools while contending with its hallucinations and biases?



Data Management Teams

- Can AI improve the management, integration, and utilization of vast amounts of educational data?
- How will the emergence of AI require us to rethink fundamental data management models (e.g., governance structures, storage)?
- How can AI help us transform raw data into actionable insights to support decision-making at all levels?



Academic Affairs Teams

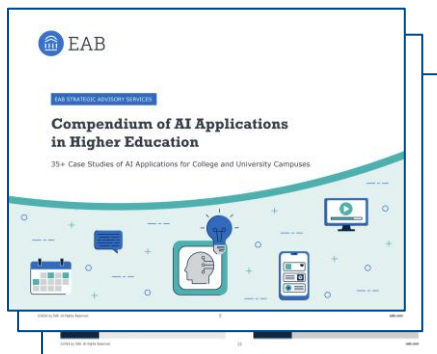
- How can AI help free up faculty and staff time so they can focus more on supporting students, especially considering post-pandemic mental health concerns?
- How do we adapt our curriculum and prepare our faculty across disciplines?
- How can we deploy AI to help us proactively manage our program portfolio and effectively intervene to support at-risk students?

Meeting the AI Moment



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New and Forthcoming Research Initiatives and Working Sessions



Access our [compendium](#) of generative AI applications designed to help higher education leaders begin experimenting with and make informed decisions about AI investments.

- ▶ **Industry Futures: Generative AI**
Presentation and Faculty Working Sessions to Examine How Gen AI is Reshaping Curricula and the Workforce
- ▶ **Higher Ed [AI Maturity Model](#)**
Diagnostic to assess your campus's maturity along five domains including the curriculum, productivity gains, and the research enterprise.
- ▶ **Case Studies of Academic and Operational Adoption**
Guidance for campus investment decisions and advice on AI governance, enablement, and application.
- ▶ **AI in the Curriculum Accelerator**
A workshop for academic leaders and faculty that addresses common misconceptions about AI in academic settings and provides low-stakes opportunities to ideate around how they will change curricula and pedagogy.

How Can We Help?



Bring a version of this presentation to your campus



Watch Louisiana State University's webinar on using AI to support students



Discuss AI and student success strategy with an EAB expert



Bring a demo of Navigate360's latest AI and student engagement tools to campus

A Quick Ask



We value your feedback.

Please take a few minutes to **complete the short survey** via the link in the chat.

Thank you!



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