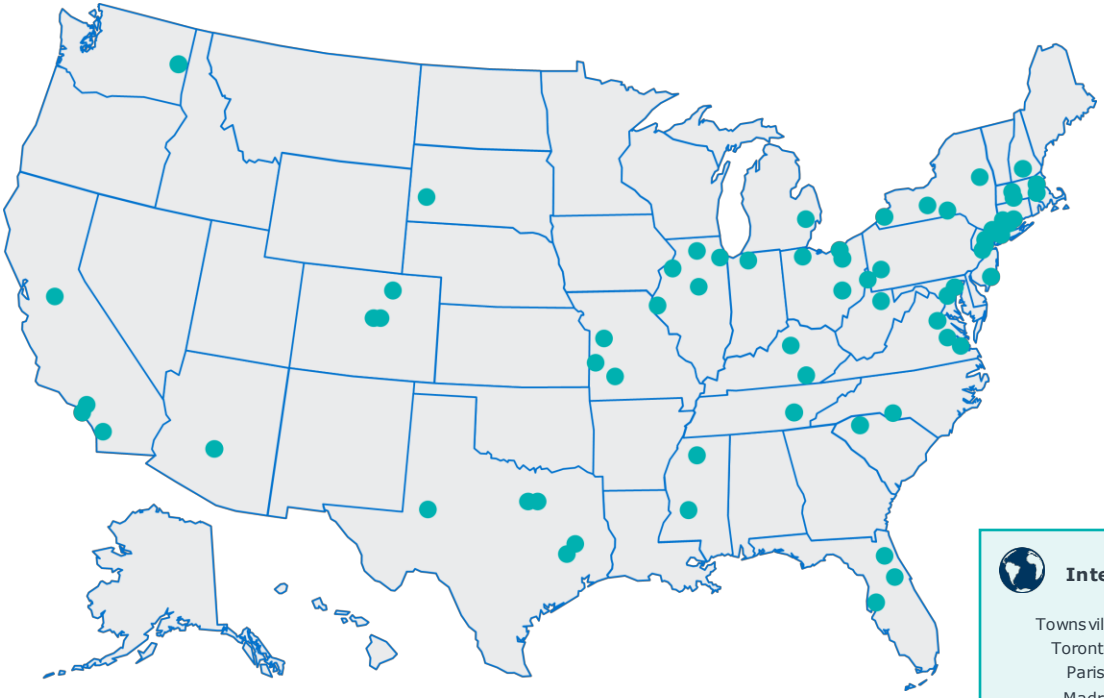
EAB

OpenAI

Presidential Experience Lab

June 3-4, 2025

Where Today's Attendees Are From



International

Townsville, Australia
Toronto, Canada
Paris, France
Madrid, Spain
Sharjah, United Arab Emirates
Keele, United Kingdom

EAB's Presidential Experience Lab

Key Ingredients

Immersion in host space, team culture, and strategy to explore translatable themes

Analysis and facilitated discussion by EAB experts including presidential peers

Zappos.com

*Building a **values-driven culture and brand** through a top-flight **customer experience***

Fall 2018

LinkedIn

*Unpacking the **skills, networks, and experiences** driving alumni success across the globe*

Winter 2020

slack

*Forecasting the Future of Work—**from remote engagement to the impact of AI** on industry*

Spring 2021

Virtual

Google

*Exploring the **growth of micro-credentials** and large-scale / low-cost adult education*

Fall 2021

Virtual

IDEO

*Applying **Design Thinking** to higher ed's thorniest challenge—**student-centricity***

Spring 2022

Virtual

DREAMSCAPE LEARN

*Enabling **immersive learning and classroom collaboration** through **Virtual Reality***

Spring 2023

NVIDIA

*Anticipating the **impact of AI** on the **world of work,** the **future of learning,** and the **creation of knowledge***

Spring 2024

AGENDA | June 3rd

OpenAI

12:50pm	The State of AI Innovation: Taking Stock of a Tumultuous and Breathless Year Sally Amoruso, Chief Partner Officer, EAB
1:30pm	The Role and Impact of AI in the Education Sector Leah Belsky, Vice President and General Manager of Education, OpenAI
2:15pm	Hands-On Application: Exploring OpenAI's Latest Tools in Practice Keelan Schule, Education and Enterprise Solutions Engineer, OpenAI
4:30pm	Future Visioning: How AI Could Transform and Reshape Daily Life David Attis, Managing Director, Research Advisory Services, EAB
6:00pm	Dinner at Lafayette Grand Café & Bakery

AGENDA | June 4th

OpenAI

8:00am Breakfast

8:30am Leveraging AI to Advance Campus Priorities: A Tour of the Latest Strategic Use Cases

David Vuletich, Managing Director, Research Advisory Services, EAB
Siya Raj Purohit, Education GTM Leader, OpenAI

10:15am Practitioner Panel: Lessons from Leading Institutions

Moderator: Colin Koproske, Managing Director, EAB Research

Panelists:

- **Dr. La Jerne Terry Cornish**, President, Ithaca College
- **David Weil**, Vice President and Chief Information and Analytics Officer, Ithaca College
- **Kyle Bowen**, Deputy Chief Information Officer, Arizona State University
- **Marc Watkins**, Assistant Director of Academic Innovation and Director of the AI Institute for Teachers, University of Mississippi

11:30am Closing Remarks and Key Takeaways

EAB

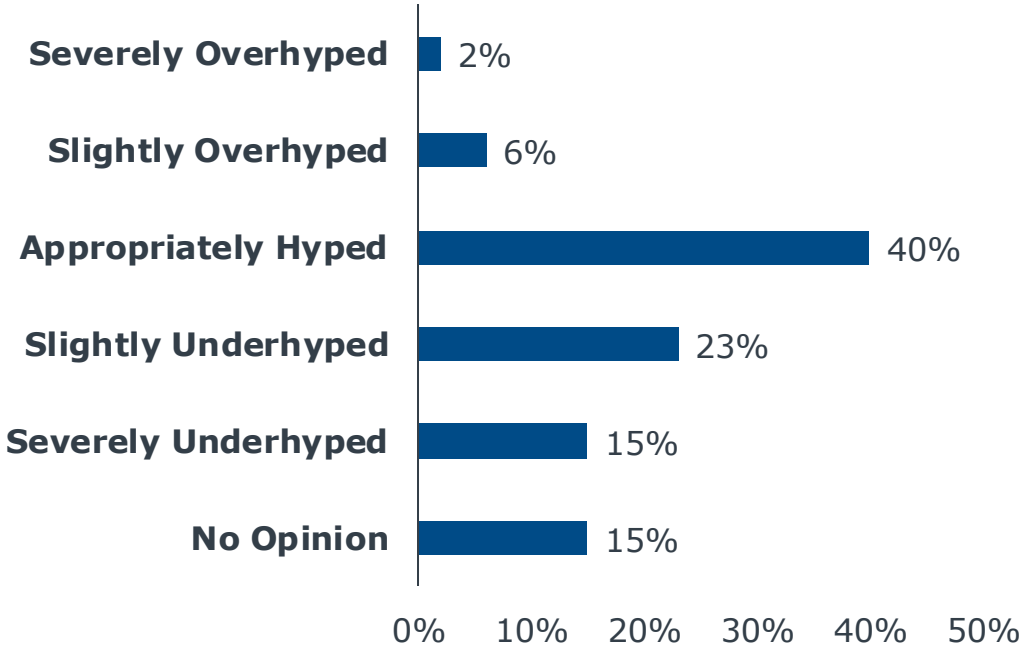
PRESIDENTIAL EXPERIENCE LAB 2025

The State of AI Innovation

Taking Stock of a Tumultuous and Breathless Year

AI Hype: What's the Temperature in This Room?

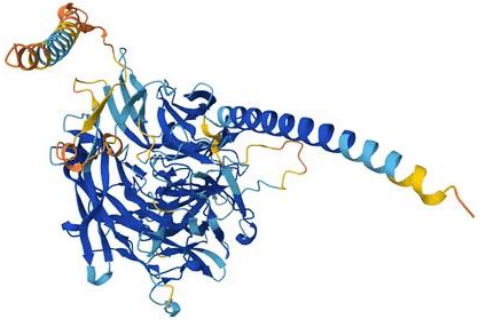
EAB survey of Presidential Experience Lab Attendees - N=62



A brief tour through the last few years of AI progress…

Did AI Solve the Protein-Folding Problem?

Now that AlphaFold has tackled biology's greatest challenge, scientists can turn to even bigger questions



Source: "Did AI Solve the Protein-Folding Problem?" Harvard Medicine, 2024.

Generative AI

What Is Agentic AI, and How Will It Change Work?

by Mark Purdy

December 12, 2024

"The way humans interact and collaborate with AI is taking a dramatic leap forward with agentic AI. Think: AI-powered agents that can **plan your next trip** overseas and make all the travel arrangements; humanlike bots that act as **virtual caregivers for the elderly**; or AI-powered supply-chain specialists that can **optimize inventories on the fly** in response to fluctuations in real-time demand. These are just some of the possibilities opened up by the coming era of agentic AI."

Source: Harvard Business Review, 2024.

Google AI has better bedside manner than human doctors — and makes better diagnoses

Researchers say their artificial-intelligence system could help to democratize medicine.

"…the AMIE chatbot, based on a large language model (LLM) developed by Google — which has been focused on deploying AI solutions within the healthcare sector — **was more accurate than the physicians** in diagnosing, among other ailments, both respiratory and cardiovascular conditions. Compared to the doctors, the **AI system also scored higher on empathy**.

Google's healthcare **AI ranked higher than human physicians across 24 of 26 conversational axes**, according to the patient actors in the study, who reported that AMIE outperformed across areas like politeness, coming across as honest, explaining the condition and treatment, and expressing care and commitment."

Source: Nature, 2024.

AI And Machine Learning

AI Can (Mostly) Outperform Human CEOs

by Hamza Mudassir, Kamal Munir, Shaz Ansari and Amal Zahra

September 26, 2024

Source: Harvard Business Review, 2024.

Hedge Fund Startup That Replaced Analysts With AI Beats the Market

- Armina Rosenberg, Thomas Rice team up for long-short portfolio
- Minotaur Capital's AI model helps duo to keep costs down

By Harry Brumpton and Georgie McKay
February 13, 2025 at 2:00 PM EST

"Unlike traditional hedge funds, Minotaur employs no analysts, relying entirely on AI models to analyze stocks.

"AI is faster, cheaper, and more efficient," said Rosenberg, 37. "We're looking at about half the price compared to a junior analyst's salary."

Minotaur's large language model processes 5,000 news articles daily, generating comprehensive reports of around 2,000 words on global stocks with high growth potential. The fund targets companies it believes can double in three years or achieve tenfold growth over the next decade."

Source: Bloomberg, 2025.

Silicon Valley CEO says ‘vibe coding’ lets 10 engineers do the work of 100—here’s how to use it

BY **PRESTON FORE**
March 26, 2025 at 5:20 AM EDT

Source: Fortune, 2025.

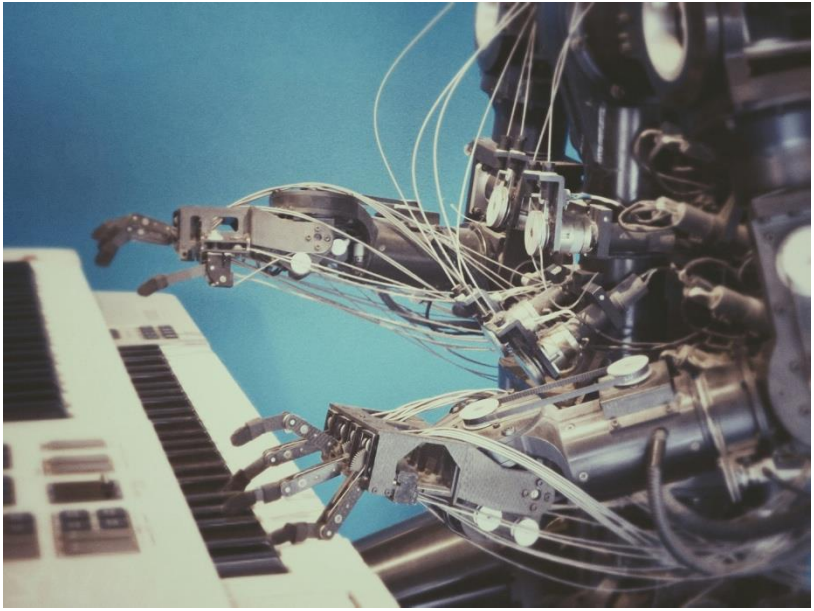
Hail Waymo: Inside the company leading the robotaxi revolution

Waymo is already notching 200,000 rides a week in cities across the U.S. No other self-driving car company comes close.

Source: East Company, 2025.

Spotify is full of AI music, and some say it's ruining the platform

Bands like Jet Fuel & Ginger Ales are raising eyebrows—and racking up streams.



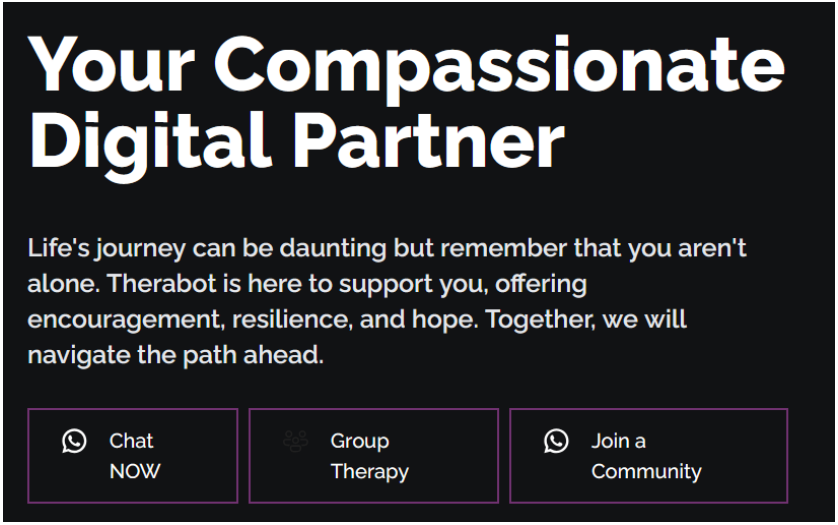
Source: Fast Company, 2024.

The (artificial intelligence) therapist can see you now

APRIL 7, 2025 · 7:00 AM ET

HEARD ON ALL THINGS CONSIDERED

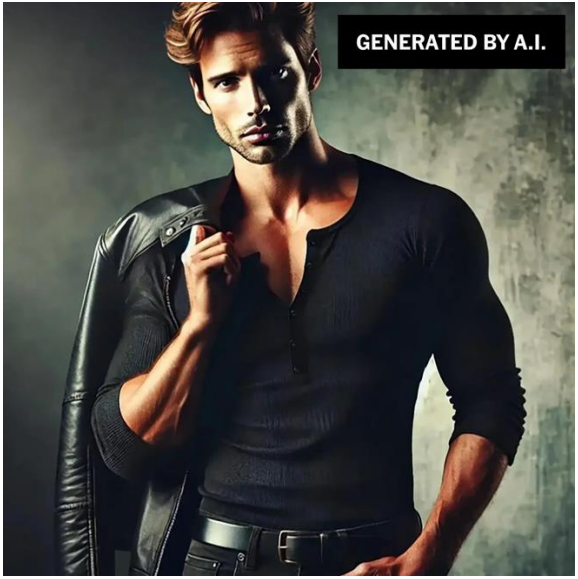
By Katia Riddle



Source: NPR, 2025.

She Is in Love With ChatGPT

A 28-year-old woman with a busy social life spends hours on end talking to her A.I. boyfriend for advice and consolation. And yes, they do have sex.



Source: "She Is in Love With ChatGPT," NYTimes, 2025.

Katy Perry's Met Gala AI-Generated Deep Fake Stumps Fans Again (but Not Her Mom This Time)

This is the second consecutive year that AI-generated images of Perry attending fashion's biggest night have gone viral

Source: People, 2025.

Agatha Christie, Who Died in 1976, Will See You in Class

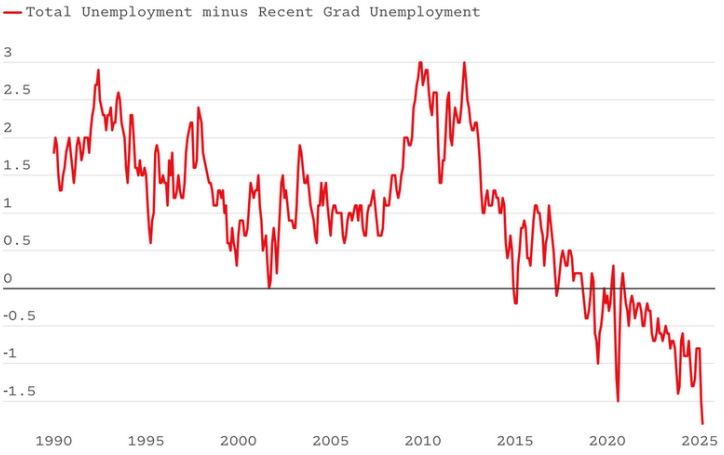
An avatar of the long-dead British novelist is “teaching” an online writing course.

Source: NY Times, 2025.

SOMETHING ALARMING IS HAPPENING TO THE JOB MARKET

A new sign that AI is competing with college grads

The New Grad Gap



Source: U.S. Census Bureau and U.S. Bureau of Labor Statistics, Current Population Survey (IPUMS).

Source: The Atlantic, 2025.

Getting the Most from Your Experience

1. Embrace your imaginative and innovative spirit
2. Focus on out-of-the-box thinking about complex, thorny problems
3. Aim to suspend disbelief to fully engage with the content
4. Let go of bandwidth and resource constraints
5. Have fun!

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The Role and Impact of AI in the Education Sector

The Role and Impact of AI in the Education Sector

OpenAI

Leah Belsky

Vice President and General Manager of Education, OpenAI

EAB

Hands-On Application: Exploring OpenAI's Latest Tools in Practice

The Role and Impact of AI in the Education Sector

OpenAI

Keelan Schule

Education and Enterprise Solutions Engineer, OpenAI

Find Your Group for the Hands-on AI Workshop

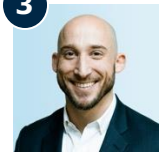
1

David Attis
Managing Director

2

Sally Amoruso
Chief Partner Officer

3



Colin Koproske
Managing Director

4

Chris Marett
President, Enrollment

5

David Vuletich
Managing Director

6

Matt Feger
Managing Director

7

Calvin McConnell
Senior Director

8

Ann Forman Lippens
Managing Director

9

Susan Woda
Managing Principal

10

Savon Sampson
Managing Director

11

Nuruddin Virani
Chief Strategy Officer

12

Hersh Steinberg
Managing Principal

13

Blaise Cannon
Senior Director

14

Eric Yurko
Associate Director

15

Hope Krutz
President, Enroll360

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Future Visioning: How AI Could Transform and Reshape Daily Life

Future Visioning: How AI Could Transform and Reshape Daily Life

EAB

David Attis

Managing Director, Research Advisory Services, EAB

The Power of Possible Futures to Drive Innovation

Design Fiction
A practice that **envisions future innovations** by telling the story of a possible future, filling it in with details from your organizational context, and creating an artifact to help you engage with that future.

Core Design Fiction Elements…

Context

Focus on elements outside of current time and place

Environmental details help participants step away from the here-and-now

Narrative

Focus on real people's experiences

Storytelling elements engage reader: characters, conflict, and resolution

Prototype

Focus on possibilities, not technicalities

A future artifact that narrows the focus to a tangible object, setting, or experience

…Empower Us to Play an Active Role in Building the Future

"This work is not about predictions. **It's about creating tools that connect our present selves to our future selves**…so we become active participants in creating a future we want."

Anab Jain, Futurist & Designer
TED Talks, 2017

Sources: Jain, Anab, Why We Need to Imagine Different Futures, Ted Talks, 2017; Levine, Davis, Design Fiction, Medium, 2016.

The Skills of "Strategic Foresight"

"The future is already here, it's just not very evenly distributed." W. Gibson

Identify and Interpret Signals of the Future

A signal is a **specific example of future happening in the present**—a clue of what the future might look like.

Gather Signals Together into Forecasts about the Future

Forecasts are quick statements of what you might observe if you suddenly woke up in the future, based on signals you see in the present. They are provocatively stated like certainties—but they are not.

Develop Provocative Scenarios of Plausible Futures

Scenarios combine forecasts into full explorations of a future environment, using storytelling to help immerse us in potential futures.

Prototype Artifacts from the Future to Provoke Discussion

Futurists make their forecasts and scenarios concrete by creating "artifacts" from the future—advertisements, comic strips, tech prototypes, etc. The purpose of the artifact is to help someone else engage with your story of the future through discussion and further enquiry.

How to Identify a "Signal"

A Trend That Could Have a Much Larger Impact in the Future

Step 1: Identify

A **Signal of the Future** is a specific example of the future happening in the present

- **A New Technology**
  AI agents in a security operations center can now proactively scan for new and emerging threats, investigate anomalies and automatically take corrective action without human intervention
- **A Scientific Discovery or Breakthrough**
  New weight loss drugs are surprisingly effective at helping people reduce calorie consumption
- **Emerging Behaviors and Trends**
  Millennials are less likely to live with a family of their own than previous generations at same life stage
- **New Business Model or Venture**
  Manufacturers offer AI-driven maintenance predictions to clients to forecast machinery failures, reducing operational risks
- **New Policy**
  Some states have enacted laws to regulate the use of deepfakes in political campaigns, addressing the potential for disinformation and manipulation.

Step 2: Analyze

1. Envision different versions of the future suggested by this signal by asking: **What would the world be like in 10 years if this signal gets "amplified" or more widespread**?
2. After trying on a few different futures, ask yourself: **Is this a signal I want to help amplify**?

Rules for Thinking with Scenarios

Accept the Premise

- We've created the scenarios to be realistic and plausible, but like all fiction, these stories require a "willing suspension of disbelief"

Embrace the Discomfort

- Use your emotional reaction to more clearly define the disconnect between what you hope will happen and what you fear will happen

Imagine, Don't Predict

- These scenarios are not predictions or recommendations. They are designed to provoke conversation

Question Your Assumptions

- Use the story to reflect on your basic assumptions about how the world works or how people act

How We Created the Scenarios

Gen AI Supports Writing, But It Does Not Replace Thinking

Step 1
Brainstorm and Outline

- Leverage background knowledge and experience
- Create characters
- Specify tone
- Highlight key plot points
- Describe goals

ChatGPT

Step 2
Prompt and Iterate

- Try multiple models
- Revise prompts
- Re-generate the stories
- Pick the best parts from many attempts

Step 3
Test and Refine

- Test with panel of readers
- Make final revisions by hand

The Tea Party

Playing with imaginary friends

Johannes Factotum

First day at a new gig

Work Friends

Accommodating different work styles

The Habermas Machine

Rational debate and democracy

Theseus' Ship

Aging, memory, and purpose

Discussion Prompts

1. What aspects of the story made you feel hopeful about AI?
2. What aspects of the story made you worry about the impact of AI?
3. If you think about life in the future, how do you believe people's experiences, relationships, perspectives, and expectations will be different because of AI?
4. What connections or implications for higher ed do you see?

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Leveraging AI to Advance Campus Priorities: A Tour of the Latest Strategic Use Cases

Leveraging AI to Advance Campus Priorities: A Tour of the Latest Strategic Use Cases

EAB

David Vuletich

Managing Director, Research Advisory Services, EAB

OpenAI

Siya Raj Purohit

Education Go-To-Market (GTM) Leader, OpenAI

A Tale of 6 Years…

SPRINGER NATURE Link

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Home > Journal of Molecular Evolution > Article

A Phylogenetic and Structural Analysis of Truncated Hemoglobins

Published: 10 February 2006

Volume 62, pages 196–210, (2006) Cite this article

Journal of Molecular Evolution

Aims and scope →

Submit manuscript →

David A. Vuletich & Juliette T.J. Lecomte

699 Accesses 111 Citations 3 Altmetric Explore all metrics →

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The AI Research Gold Rush Begins

MIT Technology Review

DeepMind Has Predicted the Structure of Almost Every Protein Known to Science

Source: M Heikkilä, "DeepMind has predicted the structure of almost every protein known to science", *MIT Technology Review*, July 28, 2022; A Blackwell,

AI's Potential to Inflect Key Goals in HE Sector

Increase Competitiveness

i.e., Grow Revenue

Long-Term Vision: Building AI-Ready Graduates

Faculty incorporate AI into curriculum and research; prospective students seek out the institution as desired destination to prepare for an AI future.

More Immediate Vision: Enhancing Faculty (and Student) AI Literacy

Enable small-scale experimentation with AI as pedagogical tool as well as force transforming curriculum.

Preparing Students for the New Era of Work

Increase Financial Sustainability

i.e., Reduce Costs

Long-Term Vision: Scaled Productivity Gains

Deploy AI enterprise-wide, eliminating low-value activities, enabling a greater output of work, and ultimately reducing operating costs.

More Immediate Vision: Individual or Team-Based Productivity Gains

Pinpoint areas where AI enables greater individual or team efficiency, laying groundwork for wider adoption.

Boosting Administrative Efficiency with AI

1) National Institute of Standards and Technology

Source: EAB interviews and analysis.

Functional Maturity in Artificial Intelligence

Tier 1: Ad-hoc use of public AI tools

- Faculty, staff, and students make use of **public tools**.
- Incorporation of basic **critical thinking** about AI outputs
- AI incorporated in **basic research support** (literature reviews, grant writing, etc.)

Tier 2: AI integration starts at basic levels

- Staff access to **structured assistance**
- Faculty assign **AI-centric assignments**
- Researchers have access to **secure AI tools**
- There are **Standard protocols** for AI outreach

Tier 3: Custom and more advanced AI solutions emerge

- AI is used to meet the unique needs of **specific units**
- All students take at least one **AI-specific course**
- **AI tutors** and **custom AI assistants** are available
- Some researchers have **access to HPC** infrastructure

Tier 4: The true AI university

- AI systems are part of **all unit workstreams**
- Every student builds the **requisite expertise to apply AI in their fields**
- AI components to **most or all research**

Source: EAB interviews and analysis.

1. **Recruitment**
2. Teaching and Learning
3. Student Success
4. Advancement
5. Operations

Create a Comprehensive View for Each Student

Representative Student Data Profile (Alex)

Campaign Marketing Data

Engaged with inquiry gen email (financial aid focus)

Downloaded guide via SMS

Didn't engage with Nurture

Hasn't engaged with Apply

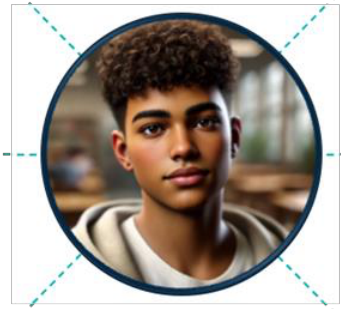
Prefers email, SMS, web (stealth)

List-Source Data

Name: Alex Smith

Location: Los Angeles, CA

GPA: 3.87



Appily/Virtual Tours

Searched for schools in California on Appily

Financial aid is top factor

Explored engineering & dorms on the virtual tour

Financial Aid Data

Has filed the FAFSA

Estimated financial need: Pell Grant Eligible

Web Traffic Data

Has visited financial aid page

Has not visited engineering or residence life pages

Has visited admissions page but has not clicked to apply or connect with a counselor

Institutional Data

Scholarships Alex is eligible for

Visit status = not visited

Engineering program details and outcomes

Types of dorms, student testimonials

Creating Highly Customized Communications

Representative Hyper-Personalized Marketing Journey

Your future in engineering at [School] email (doesn't click)

Scholarships for engineers guide responsive SMS (doesn't click)

AI-enabled search on .edu previews dorm tour stop (searches, clicks)

Personal outreach from student about residential life (clicks to chat)

Voice chat answers questions about dorms and cost (chats for 3 minutes)

Suggested URL to apply for financial aid (visits, doesn't finish)

SMS nudge to complete process (asks questions, finishes)

Financial aid estimates and personalized next steps to apply checklist (opens, clicks, applies)

Continues with **responsive topics** on *preferred channels* until Alex shows up on campus.

Ongoing Hyper-Personalization Message Testing

1. **Super-Granular Segmentation** *(e.g., location, interests)*
2. **Advanced Messaging Triggers** *(e.g., after visiting specific part of site)*
3. **Individualized Offers** *(e.g., custom calls to action based on student data)*
4. **Individualized Subject Lines** (e.g., unique subject lines for each student)

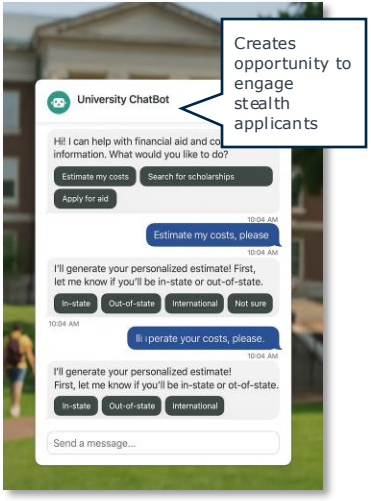
Deepen Engagement Across the Student Journey

AI Chatbot in Development for Hyper-Personalization

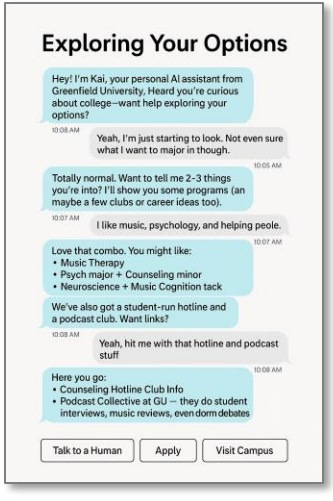
Marketing and Enrollment Services Chatbot in Brief

- Currently in development with goal of piloting in Q1-2 FY26
- Focus on both delivering personalized marketing to known audiences as well as cultivating stealth prospects
- Chatbot will be available across multiple channels, including university website, EAB marketing landing pages, relevant virtual tour pages, and outbound SMS/email (see below for examples)

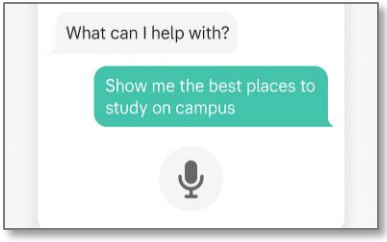
University Website



SMS



Voice



Key Benefits

- Increased student engagement
- Increased data collection for personalization, etc.
- Greater continuity across interactions
- Stealth candidate lead generation

1 Recruitment

2 **Teaching and Learning**

3 Student Success

4 Advancement

5 Operations

Breakout Learning

"Classrooms don't need better lectures, they need better discussion"

Unlock Student Potential With Social Learning

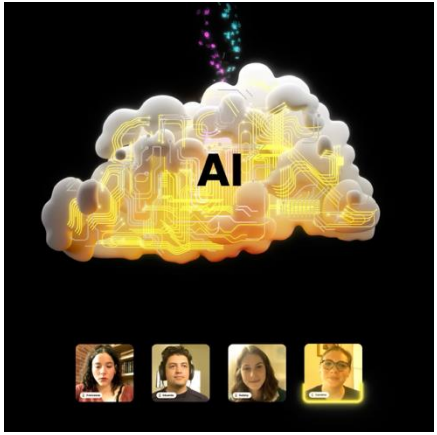
Students prefer small-group discussions as the most engaging learning format. With Breakout, students come to class prepared and empowered to articulate their point of view.

Ensure Balanced Participation in Classroom Discussions

In unmoderated discussions, one student dominates, while another doesn't say a word. We've designed an experience that promotes equal participation and fosters high-quality conversations

Leverage AI to Get Insights That Matter

Easily evaluate comprehension with data that shows your students' level of understanding. We're providing scalable visibility into group work, so you can gain the same insights without hours of discussions.



Breakout is used by 290+ professors at 200+ global institutions

"Students arrived to class better prepared and more eager to discuss the case than I had ever seen before."

Noah Askin UCI Merage School of Business

"Breakout Dialog sessions boosted confidence through peer discussions, leading to more engaging full-group meetings"

Christy Mesaros-Winckles Adrian College

83% of Students give Breakout a 4 or 5 star rating

Breakout Learning in Action

Problems and Solutions at Scale

Problems and Solutions

Foundational Problems	Breakout's Solution
Financial Pressures	Eliminates the cost of TA's and is cheaper than a textbook
Students Questioning Value	High value, future-based solution. Forms a community among students and enhances workforce skills
Assessments losing Meaning	Measures critical thinking, students practice developing, rationalizing, and defending decisions

Case Study

MSU Used Breakout Learning's AI to Make a 1,200-Student Course Feel Small

Michigan State University (MSU) created BUS200 to provide a business foundation to students. But scaling that to 1,250 students proved to be a challenge.

NextBook met the needs of administrators, faculty, and students.

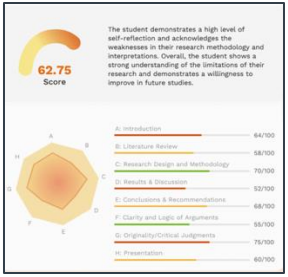
Metric	Pre-Survey	Post-Survey	% Change
Students are comfortable sharing ideas in group	71% (12/17)	100% (8/8)	+19 % points
Students are confident collaborating with peers	76% (12/17)	100% (8/8)	+24 % points
Students believed they could learn from peers	94% (12/17)	100% (8/8)	+6 % points

The Holy Grail of AI Academic Applications?

Sector-Developed Solutions Emerge to Reduce Grading Workloads

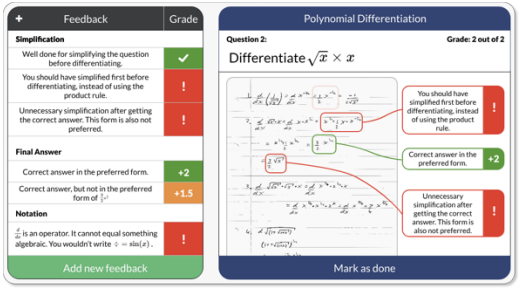
KEATH.AI

- Developed and spun out by Surry researchers
- Applications for primary, secondary, vocational, and higher education across many fields and languages
- Claims an 80% reduction in grading times
- Emphasizes proactive student engagement with feedback



GRAIDE

- Developed from Birmingham PhD student's thesis; commercialized via 6 Bit Education
- Learns an assessor's grading style to evaluate' final answers and workings
- Accepts written and digital submissions
- Claims to reduce grading times by 87% and that students receive 7x feedback
- STEM fields; developing essay capabilities



Source: KEATH; GRAIDE; Artificial intelligence offers solution to heavy marking loads, 26 April 2022.

Invite Employers to Class

Honors 3035: Large Language Model Development and Deployment for Real-World Applications

LSU

Taught by both practitioners and faculty

Louisiana State University.

20-30 students from a range of disciplines

Course Teaches Students Key Skills for GenAI Future

- **Project-Based**
  Consists of multiple projects, some provided directly from companies
- **Team-Based**
  Students are split into teams, reinforcing the communication skills needed in the GenAI economy
- **Local Economy Focus** Projects tackle problems relevant to local employers
- **Deep GenAI Familiarity**
  With little technical background, students learn how to manipulate LLMs to achieve desired goals
- **Graduates Prepared to Shape GenAI Uptake**
  Course completers have gone on to work at companies such as:

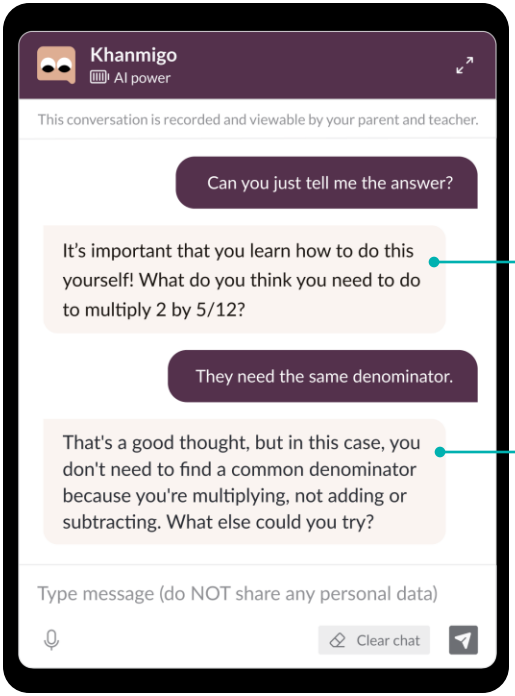
Microsoft SPACEX

Source: Louisiana State University, Baton Rouge, LA; 2024: an AI Odyssey- LSU Integrates Artificial Intelligence Into 40 Spring Courses, Nov 8, 2023; EAB interviews and analysis.

1. Recruitment
2. Teaching and Learning
3. **Student Success**
4. Advancement
5. Operations

The Tutor That Never Sleeps

Khan Academy Launches Conversational AI Tutor Personalized to Students



Case in Brief: Khanmigo, AI Tutor

- Khanmigo supports real-time, one-on-one tutoring personalized to students.
- The conversational AI operates on GPT-4 and is trained on Khan Academy's learning content.

How Students Can Use Khanmigo

- Coach writing
- Serve as a debate partner
- Assist with coding
- Converse with historical figures

Additional guardrails prevent Khanmigo from outright giving students answers when they are struggling and ensure Khanmigo always keeps an encouraging tone.

Source: N Bidarian, "Meet Khan Academy's chatbot tutor", *CNN Business*, August 21, 2023; Khan Labs, "World-class AI for education", *Khan Academy,* 2023; EAB interviews and analysis.

Bringing the Right AI Tool to Production

Nebula: ICare[1] Advising Application for Social Support Staff

Problem: Four ICare support staff spend 30-60 minutes doing background research before meeting with distressed students

- **Creates background summary notes** about students using OpenAI's API[2] and leveraging Ithaca's data Lakehouse
- Trained to **collect student information from systems** like SIS[3], Housing, Learning Management, and Student Success

Results:

+150 Additional students that staff can meet with in an academic year

Why Ithaca College Chose to Scale the Nebula Pilot

Lower Risk

- Not directly student-interfacing
- Staff maintain all decision-making regarding students

Solves Scoped Problem

- ICare staff overwhelmed with existing workload
- Rated pilot highly

Cost Effective

- Significantly cheaper than comparable vendor solutions
- Processing costs ~$17 for 5,000 student records

1) Ithaca College Awareness, Response, and Education (ICare) team.
2) Application programming interface.
3) Student information system.

Source: Ithaca College, Ithaca, NY; EAB interviews and analysis.

The Power of Student-Centric AI

How Navigate360 AI Supports Your Staff and Students

AI assistant

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

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

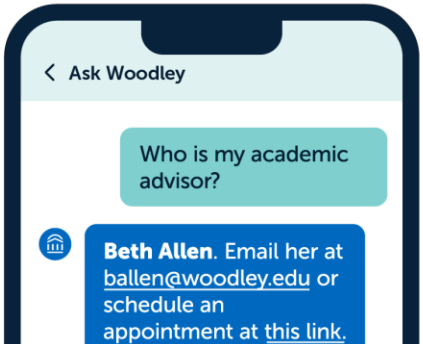
Campaign Agent
Launch smart campaigns in a fraction of the time

AI navigator

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

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



1 Recruitment

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5 Operations

Streamline "Busy Work" For Major Gift Officers

William & Mary Partners with GiveCampus to Save MGO Time

MGO Busy Work	GiveCampus AI Solution
Drafting Emails Fundraisers spend time writing outreach and follow-up emails	Generates personalized emails for outreach and meeting follow-up, leveraging data from prospect's meeting history and contact reports
Creating Contact Reports Fundraisers spend time writing well-formatted contact reports	Converts unorganized notes from donor visits into a polished contact report and recommends next steps
Collecting Donor Bios Fundraisers spend time reading through donor information in CRM	Quickly compiles a bio of a prospective donor based on data culled from previous contact reports and third-party data

Source: "Four Ways Gift Officers Are Leveraging AI", *GiveCampus*, 2024; EAB interviews and analysis.

The First Autonomous Fundraiser

Version2 Brings AI to the Frontlines

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.

Source: Kevin Leahy, "Version2 Launches with AI Lab Focused on Building World's First Fully Autonomous Nonprofit Fundraiser", *EIN Presswire,* June 20, 2024; *Version2.ai*, 2024; EAB interviews and analysis.

AI Investment Proves a Potent Magnet for Donors

Universities Are Leveraging AI To Secure Transformational Gifts

The University of Texas at Austin received $5 million to launch a new Machine Learning Laboratory. This lab will serve as a collaborative hub for AI research.

Oregon State University received a $100 million gift, with $50 million dedicated to their Collaborative Innovation Complex. This facility will house a powerful supercomputer and support research in AI.

The University of Virginia Darden School of Business received its largest gift in history, over $100 million to fund research and instruction in AI and enhance Darden's leadership in business and technology education.

NYU Abu Dhabi secured a significant donation to create the Alan Howard Distinguished Professorship and the Global PhD Fellowship in AI. This funding supports the development of local AI talent and positions NYUAD.

The **University of Florida** College of Medicine received a transformative gift establishing the Oberndorf College of Medicine AI Prize, supporting medical students working on AI-focused research projects.

Tulane University received a $2 million gift to establish the Mark D. Wheeler Chair in Artificial Intelligence. This endowment will support faculty research and teaching in AI.

Source: The University of Texas at Austin, Austin, TX; Oregon State University, Corvallis, OR; University of Virginia Darden School of Business, Charlottesville, VA; NYU Abu Dhabi, Abu Dhabi, UAE; University of Florida Health, Gainesville, FL; Tulane University, New Orleans, LA.

1 Recruitment

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Edify Is Your Path to a Data-Informed Campus

Make Better Decisions with Data Management Designed for Higher Ed

Vendor-Agnostic, Pre-Built Integrations

Secure integrations to all common SIS, LMS, CRMs, ERPs in higher ed; under 10hrs of IT time

Automated Validations & Data Modeling

Higher ed best-practice rules and validations to ensure a single source of truth

AI-Powered Reporting & Analytics

Self-service, custom, and pre-built analytics to drive efficiency and support decision-making

Extend Your Team's Capacity

***NEW:* AI**

Interact with Edify in plain language to find, access, and report on trusted data in minutes

Professional Services

Work with experienced higher education data experts who understand your environment and goals

ASU Democratizes Development of AI Products

Mandate of Inclusion and Access Cascades from University Mission to AI Strategy

University Mission

"ASU is…measured not by whom it excludes, but by whom **it includes and how they succeed.**"

Arizona State University

AI Guiding Tenets

"Harnessing the power of AI brings the responsibility to innovate in a principled way, **centering our charter and values of inclusion and access.**"

And Operationalized Through the CreateAI Platform

What is the CreateAI Platform?

Platform enables the ASU community to build and engage with AI-powered products in a secure, no/low-code environment

With CreateAI, anyone can:

- Access 40+ LLMs
- Develop and deploy their own AI agents and AI–powered products (with no code)
- Try existing AI products built on the CreateAI platform

Key Technical Features

User Accessibility

- Customizable user interface
- Provides access to multiple vector databases
- Supports document upload and extraction

Architecture and Security

- Model and cloud-independent
- Hosted within ASU's garden wall
- EthicalAI Engine automatically evaluates AI tools on accuracy, bias, etc.

Source: Arizona State University, "Evaluation framework sets a new benchmark for ethical AI," "MyAI Builder empowers the ASU community to create custom AI experiences," "Shaping the future, today: Embracing AI," "Shaping tomorrow: ASU launches a comprehensive review of our AI journey (thus far)," "Technical Foundation"; EAB interviews and analysis.

IT Team Support Turns Community Ideas Into Reality

It Takes a Village to Support the CreateAI Platform

AI Acceleration Team Facilitates Community Adoption and Development

- Maintains platform and develops products for community
- Evaluates and scales promising community products
- Comprised of 30 FTEs (40 total staff, 6 students), including ten program and design, seven data science, twenty AI development, and five data architecture staff

Betaland Community Showcase Advertises and Encourages Experimentation

Hosted event where campus members could experiment with beta and trialed applications developed on CreateAI

CreateAI's Reach and Impact

206K

Faculty, staff, and students have access to CreateAI platform

250+

Active projects approved

12

AI-enabled products scaled

- Tutorbot
- ASU GPT
- Health Research Plan Bot
- Dreamscape VR x AI

Source: Arizona State University, "Technical Foundation," "Shaping the future, today: Embracing AI," "Meet the AI Acceleration Team"; EAB interviews and analysis.

A Holistic Approach to the Smart Campus

Birmingham's Widescale Investment Allows Flexible, Predictive Modifications

Machine learning processes facilities data, initiates improvements

Building **performance data** (e.g., emissions) informs future space designs

IoT sensors capture real-time space utilization data

3D "Digital Twin" of campus enables scenario planning

Progress to Date

$1M+
Initial investment in sensor technology

23K
IoT sensors installed in 25 energy inefficient buildings

5%
Immediate reduction in carbon emissions

Source: "Delivering the world's smartest campus," University of Birmingham, Birmingham, UK; M Butcher, Dubai smart campus taps IoT integration for efficiency, sustainability," *CIO,* March 2, 2022; EAB interviews and analysis.

What's the Future of Higher Education?

"AI will be an integral part of solving the world's biggest problems, but it must be developed in a way that reflects human values."

– Satya Nadella, CEO of Microsoft

"AI will require the collaboration of human creativity and machine learning to solve some of the world's most pressing challenges."

– Sheryl Sandberg, Former COO of Facebook

"AI is going to reshape every industry and every job."

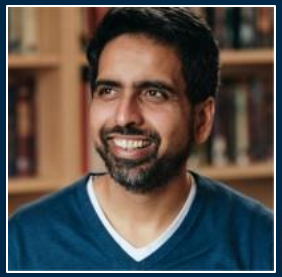
– Reid Hoffman, Co-founder of LinkedIn

"We are entering a world where we will learn to coexist with AI, not as its masters, but as its collaborators."

– Mark Zuckerberg, CEO of Facebook

Teaching, Learning, and Student Experience

Sal Khan's Vision of the Future: Personalized Tutors for All



"If you could give every student a 1:1 tutor […] that could take your average student and turn them into an excellent student. You could take your below-average student and turn them into an above-average student. […] We can use [AI] to give every student **[not only a tutor but] a guidance counselor, academic coach, career coach, and life coach**."

Sal Khan
Founder and CEO, Khan Academy

Where we could be in 5-10 years:

- **AI tutors** engage in Socratic dialogue with students to foster skill building
- **No majors**, but personalized, self-paced learning and career pathways
- **AI notices** before students do when they are off track, and recommends interventions

What we'd need to do now to get there:

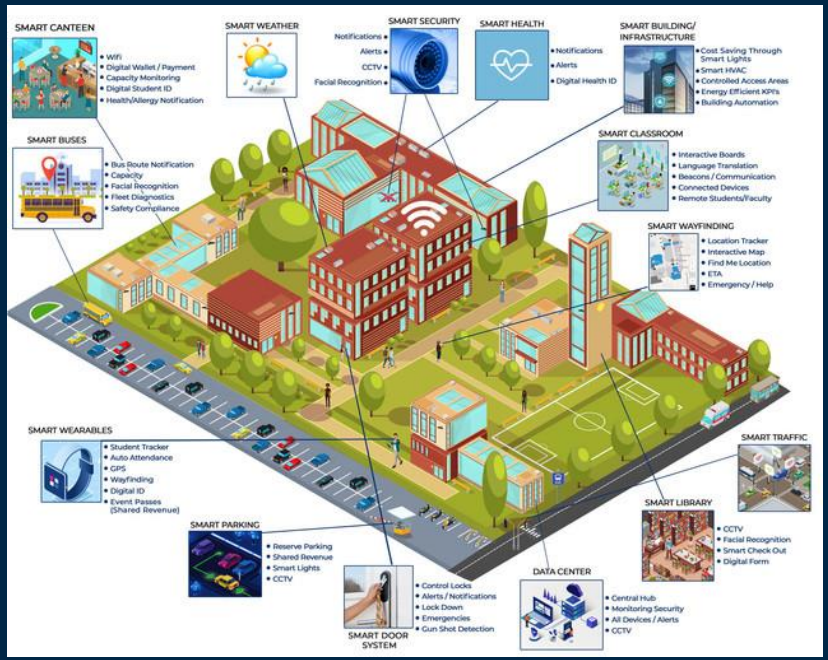
- **Faculty collaborate with AI** to design assignments where students roleplay with AI or treat AI as a teammate
- Students learn how to **use AI like a tutor** rather than asking it for the answers
- Integrate **campus systems** and data
- Map curricula to **skills**

Source: Sal Khan, "How AI Could Save—Not Destroy—Education", *YouTube: TED*, May 1, 2023; EAB interviews and analysis.

People, Process, and Physical Plant

- AI agents form the core workforce for all administrative functional areas. No human employees exist below the AVP level in procurement, finance, IT, and HR.
- Outreach for recruitment, advancement, and community engagement is all handled by autonomous AI bots
- Admissions pools are narrowed by AI, and financial aid packages are determined by AI
- Registration, course scheduling, and classroom assignment are all automated

The smart campus is replaced by the genius campus…



https://www.clovity.com/smart-campus-proposition

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Practitioner Panel: Lessons from Leading Institutions

Practitioner Panel: Lessons from Leading Institutions

Dave Weil

VP and Chief Information and Analytics Officer, Ithaca College

Dr. La Jerne Cornish

President, Ithaca College

Kyle Bowen

Deputy Chief Information Officer, Arizona State University

Marc Watkins

Assistant Director of Academic Innovation, University of Mississippi

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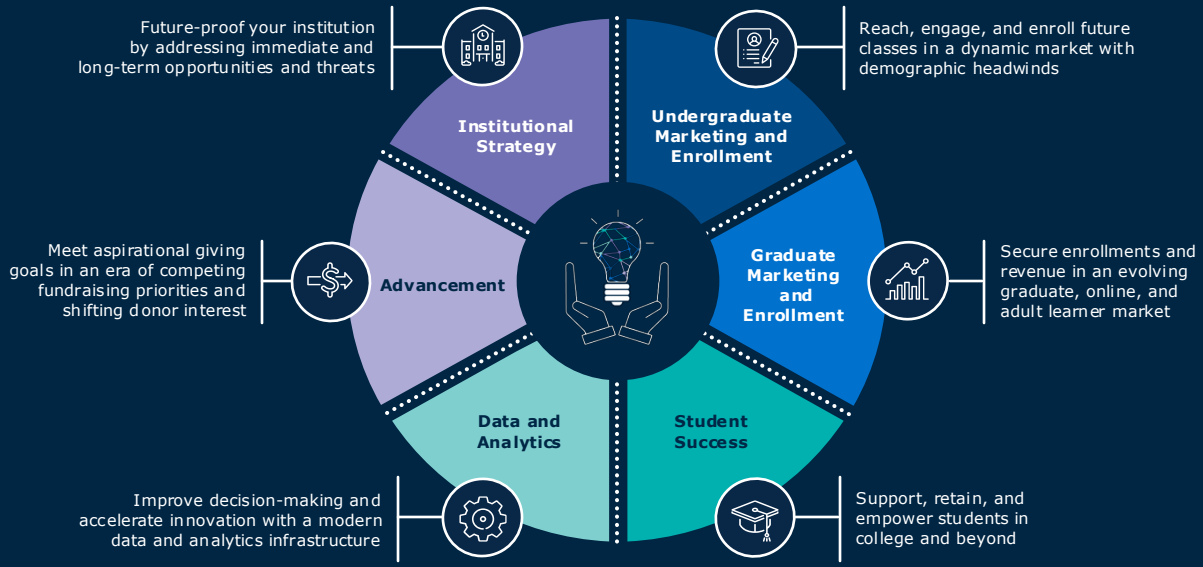
Closing Remarks

EAB

Education's Trusted Partner to Help Schools and Students Thrive

Insight-Powered Solutions for Your Top Priorities and Toughest Challenges



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.

Next Up at EAB

Upcoming Events and Engagement Opportunities for 2025-26

IGNITED

EAB's signature event for Presidents, Chief Strategy Officers, Provosts, and CBOs

Dates	Locations
September 29-30, 2025	Washington, DC
October 29-30, 2025 *For R1 universities*	Washington, DC
November 4-5, 2025	Chicago, IL
March 10-11, 2026 *Recommended for CSOs*	Washington, DC

2026 Presidential Roundtable

Closed-door, presidents-only convening on the latest issues facing the sector

Dates	Locations
January 27-28, 2026 *For public institutions*	Washington, DC
February 4-5, 2026 *For private colleges and universities*	Washington, DC

Remember to **check the box on the evaluation survey** at the end of the event to indicate interest in the above convenings.

Your Feedback is Invaluable

The Role and Impact of AI in the Education Sector

OpenAI

Nicole Carter

Education Go-To-Market (GTM) Leader, OpenAI

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