

Generative AI at Arizona State University



Presentation to the EAB CBO Retreat: Securing the Future of Leading Research Institutions

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Today's agenda



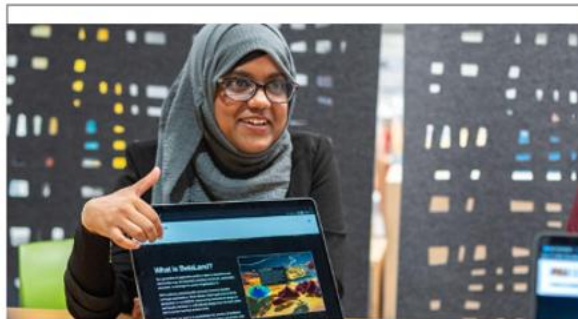
- **Enterprise Technology** | ASU AI Strategy and Infrastructure
- **Office of Business and Finance** | Human Empowerment through AI Technology
- **Discussion** | AI Adoption and Success Stories

Enterprise AI Approach



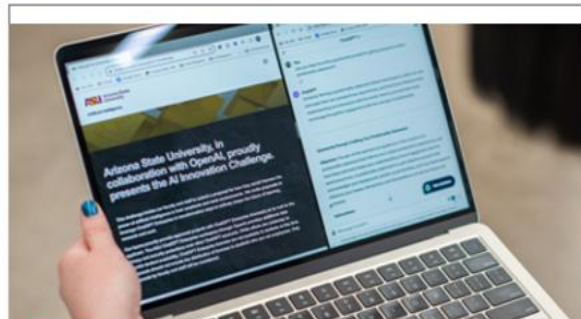
Education and Community

Creating a culture for exploration that delivers on the university charter



Technology for the Future

Building new AI infrastructure that enables innovation at scale



Space for Active Innovation

Collaboration across the institution to actively define the future of AI



AI Tools for Students

Digital Backpack

A suite of tools designed to help students to power their creativity and productivity



Bespoke AI Tools using CreateAI

We partner with faculty and staff to build **custom AI tools for students**, supporting classroom experiences and student services. Using the **CreateAI platform**, these solutions are purpose-built, governed, and aligned with ASU's academic and ethical standards.

Other Essential Tools:



Google Workspace



AI development

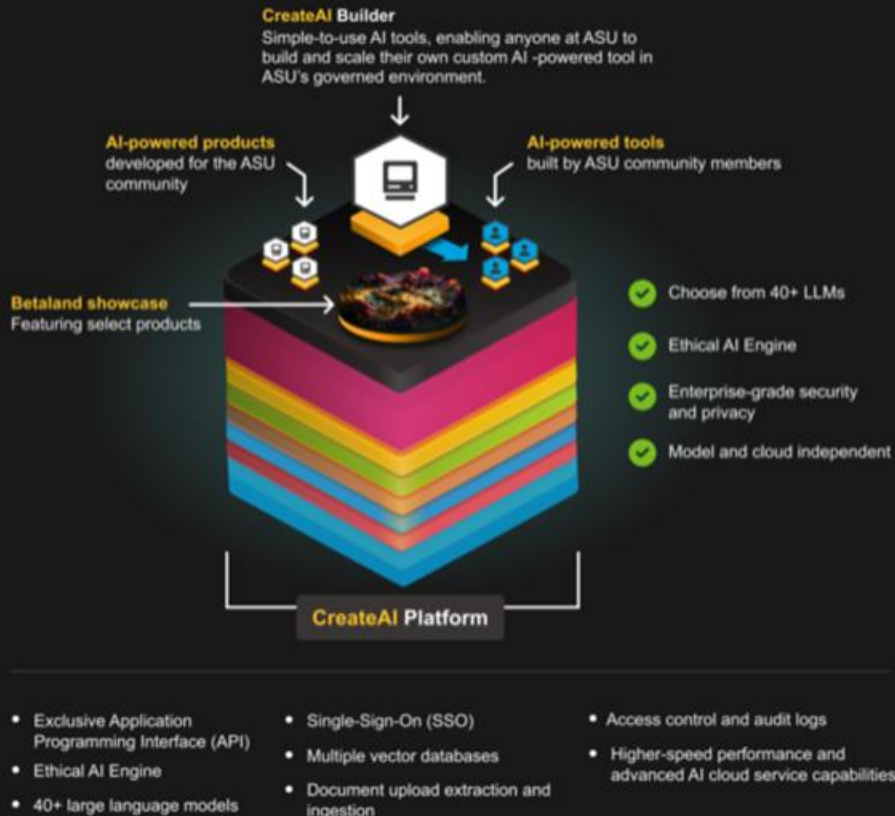
CreateAI Platform

The future of AI in education

With generative AI, the only constant is change and the CreateAI Platform is built for constant change.

With our modularized approach to development we can switch out and add on components from vector databases to guardrail approaches to generative AI models as new technology becomes available.

The platform is completely within the ASU garden wall, providing a private and secure environment to build upon.



CreateAI Builder

Impact at a glance

21,000+



total users on CreateAI Builder

14,000+



students impacted through AI-powered experiences built from CreateAI Builder

7,000+



AI solutions already created

Faculty and staff have already seen the impact with their AI projects.

60%

reduction in grading time for subjective assignments.

40 - 60%

Reduction in time to answer support questions during peak seasons.

“These AI-powered assistants make learning more **approachable** and **interactive**. They extend **support** beyond the classroom and help students build confidence in complex concepts.”

Patricia Ramirez De La Vina,
Clinical Associate Professor



Human Empowerment through AI Technology (HEAT)

- **Training**

- Level 1 Explorer: AI fundamentals.
- Level 2 Catalyst: Chatbot development and hands-on support workshops.
- Level 3 Champion: Professional certification through W. P. Carey School of Business.

- **AI champion strategy**

- Unit liaison with BF AI Team.
- Provide expertise and support to unit staff.
- Help units identify AI opportunities and potential AI tools and approaches.
- Provide AI technical development on unit projects (with BF AI and ET AI teams).



Human Empowerment through AI Technology (HEAT)

AI Governance

- Formed a BF AI governance committee to provide guidance and oversight on BF AI use.
 - BF Senior Leaders, Enterprise Technology AI Acceleration staff, Office of General Counsel staff.
- Developed the framework of BF AI guidelines and best practices.
- Set clear expectations for when applications need to be evaluated by the AI team or committee.

AI & RPA Project Prioritization

- 11 factor project evaluation, with 4 having a large impact on AI project selection.
- Used weighted scores to set overall priority score.
- Helps identify where processes need to be improved and then incorporate AI/automation
- Allows for moving projects up and down in priority as new projects are added.

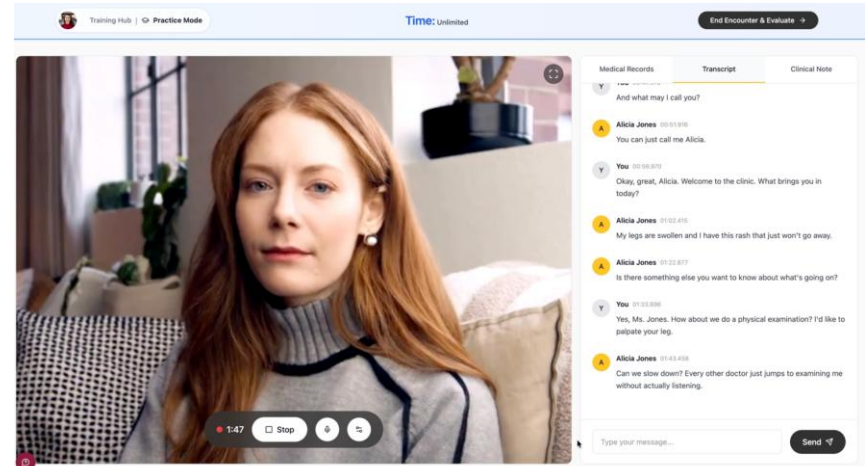
Project Highlights

Business and Finance

- Chatbots:
 - Parky (AgentForce)
 - ASU Policy Bot
 - Sunlite Coaching
 - Green Belt support bot
- EHS: Tracking emergency generator emissions.
- Drone as First Responder.
- HSEEP: Conduct emergency exercises and evaluate response.

Enterprise Technology

- Medical School: AI Virtual Patient Avatar
- Biochemistry Research Acceleration
- Check-In Coach AI Assistant



Screen Image: AI Virtual Patient Avatar

What successes or challenges are you seeing in your institution's AI strategy and adoption?

Roundtable Discussion