

AI and edu

**Implementing Responsible AI
to Support Your Mission and
Sustain Your Growth**

April 3, 2024



Presenters



Greta Daniels—Senior Vice President

Greta is a higher education and nonprofit professional with almost 20 of experience in the field. She leads a team of higher education revenue experts with extensive experience in a wide variety of topics ranging from traditional undergraduate enrollment, graduate and online enrollment, academic program development, marketing and digital strategies, alumni engagement, annual giving, and major fundraising.



Roger Lee—Senior Vice President of AI Success and Sustainability

Roger oversees the experience RNL campus partners and employees have with RNL's AI solution portfolio. Roger offers more than 20 years of experience spanning finance, operations, service management, and quality assurance, holding top-level roles of contact centers and technology solution firms.



Jesse Choi—AI Solutions Consultant

Jesse has five years of experience in AI product management, analytics, and conversation design at Disney and Hulu.

Agenda

1. AI for Higher Education
2. Responsible AI Defined
3. RNL AI & Product Council Mission
4. F. E. A. T. Principles
5. Potential Impact of Inadequate AI Governance
6. Enterprise AI Governance
7. Q&A

AI for Higher Education

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AI for Higher Education

Source: [Intelligent magazine survey](#)

50%

of educational admissions departments used AI in 2023.

80%

of educational admissions departments will use AI in 2024.

65%

of admissions professionals are concerned about the ethical implications of AI.

Benefits of AI for Higher Education

- Personalized engagement with students and alumni
- Data analysis
- Strategy optimization
- Effective maximization of time and resources

Before we reap these benefits, it's **critical to implement a strategic framework including **AI governance**.**

Responsible AI Defined



2



What is Responsible AI?

The practice of designing, developing, and deploying AI with built-in **fairness, accountability, privacy, and safety**. These AI systems are ideally built with good intention to empower organizations and fairly impact customers and society, allowing companies to engender trust, effectively manage risk, and scale AI solutions with confidence.

RNL AI & Product Council Mission



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RNL AI & Product Council Mission

We are committed to integrating and advocating **ethical AI**. Beyond just implementation, we champion AI awareness within RNL and the higher education community, ensuring alignment with ethical guidelines and policies. As we continue to transform, our goal is to position RNL as an innovative leader in the AI landscape, always informed and compliant with evolving legislation.

F. E. A. T. Principles



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F. E. A. T. Principles

Fairness

Examine training data to identify and eliminate potential amplification of societal and institutional biases.

Empathy

Address ethical concerns, implications, and practices of AI development, deployment, and workplace policies, that might impact our constituents.

Accountability

Encourage regular auditing practices and assessments on machine learning models and AI-enabled tools.

Transparency

Proactively provide documentation, training data, and root cause analysis (RCA), and clearly communicate overall AI governance policies.

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Potential Impact of Inadequate AI Governance

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Potential Impact of Inadequate AI Governance

Source: [Qantm AI Post](#)

Substantial Fines

Reputational Damage

Suspensions / Restrictions

Lost Business Opportunities

Potential Impact of Inadequate AI Governance

Source: [Qantm AI Post](#)

Substantial Fines

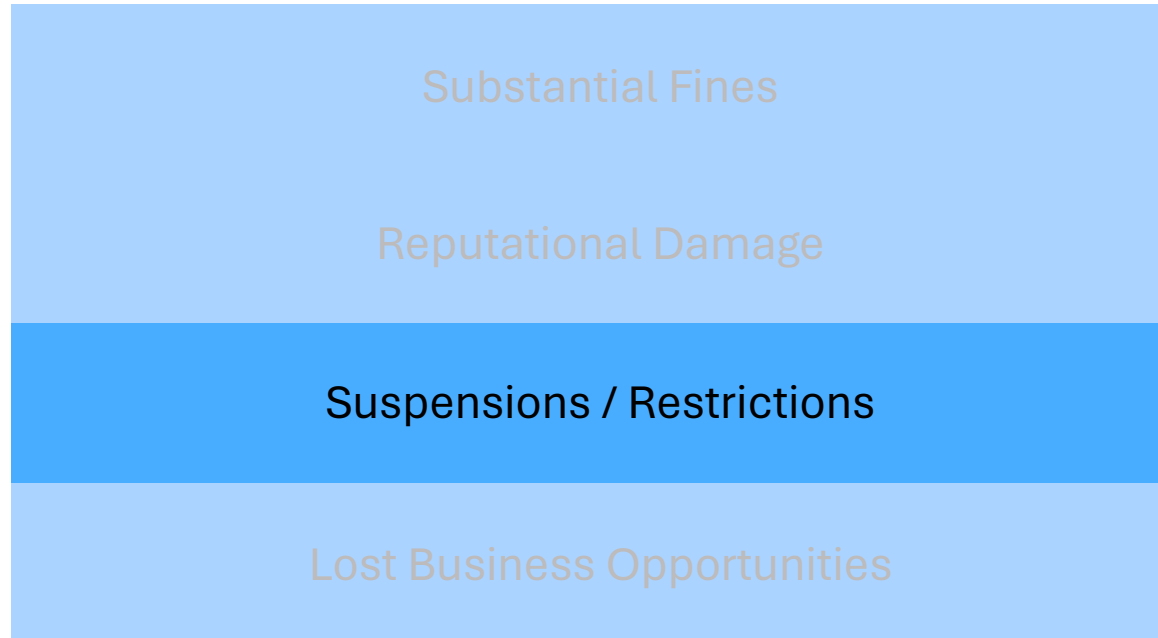
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Potential Impact of Inadequate AI Governance

Source: [Qantm AI Post](#)



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Pros & Cons of ChatGPT Usage in Universities

Source: [Appmatics blog](#)

PROS

- Efficient responses
- 24/7 support
- Scalability
- Diverse technical application
- Multilingual communication
- Personalized and interactive user experience

CONS

- Limited control over generated content
- Distribution of misinformation
- Lack of emotional intelligence
- Privacy / Security risks
- Black box architecture

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Example AI Use Case Walkthrough in Credo

USE CASE

[EXAMPLE] ChatG...

- Overview
- Questionnaires
- Risk
- Compliance
- Reviews
- Reports
- Settings

[EXAMPLE] ChatGPT Student Resume

Name Use Case

Complete Questionnaire

Open Review

Await Feedback

Complete Review

Begin Governance

Review in Progress Continue Review

There are 0 signoffs out of 1 feedback requests

Description

University is leveraging ChatGPT by uploading student resumes to be compared to internal rubric.

Governance Plan & Alerts

⚠️ Risk Category: High (EU AI Act Risk Framework)

Details

Information

- Candidate Recommendation
- Candidate Scoring
- Resume/CV Scanning
- Text Summarization
- Domains
- United States
- Regions
- Education
- Industries
- gen_ai
- AI Type

Additional Fields

- Consulting
- Functional Area

☰ [EXAMPLE] ChatGPT Student Resume > Risk

Risk Report
Continue Review
+

🔊 Potential irresponsible usage of ChatGPT.

Abuse & Misuse
Medium
0 / 5 Mitigations
⋮

Control	Requirements	Assigned
1 Incidents of abuse and misuse should be documented.	0/1	
2 A policy for human review of AI-generated content is clearly defined.	0/2	
3 Available educational resources should be documented.	0/1	
4 Document any mechanisms in place for users to report incidents of bias or harm.	0/1	
5 Methods for proper user operation of the AI system should be documented and made available to users.	0/2	

ADD MITIGATION CONTROLS

🔊 Potential for confidentiality breach and incorrect decision-making.

Security
High
0 / 1 Mitigations
⋮

Control	Requirements	Assigned
1 Appropriate level of access for all people with access to sensitive data should be reviewed and ensured.	0/2	

ADD MITIGATION CONTROLS



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Version 2 available

Update to new version

Upgrade



EU AI Act for High-Risk AI System Providers

No Due Date 0 / 11 provided



Control

Requirements Assigned

1	A risk management system shall be established, implemented, documented and maintained in relation to high-risk AI systems. (Article 9)	0/10	
2	Training, validation and testing data sets shall be subject to appropriate data governance and management practices. (Article 10)	0/6	
3	The technical documentation of a high-risk AI system shall be drawn up before that system is placed on the market or put into service and shall be kept up-to date. (Article 11)	0/2	
4	High-risk AI systems shall be designed and developed with capabilities enabling the automatic recording of events ('logs') while the high-risk AI systems is operating. (Article 12)	0/8	
5	High-risk AI systems shall be designed and developed in such a way to ensure that their operation is sufficiently transparent to enable users to interpret the system's output and use it appropriately. (Article 13)	0/2	
6	High-risk AI systems shall be designed and developed in such a way, including with appropriate human-machine interface tools, that they can be effectively overseen by natural persons during the period in which the AI system is in use. (Article 14)	0/12	
	High-Risk AI systems shall be designed and developed in such a way that they achieve, in the light of their intended purposes, an appropriate level		



Enterprise AI Governance

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Balancing responsible AI and innovation

Responsible AI

Formalize the AI use case intake process with defined requirements, including managing compliance and risks.

Recognition of the unpredictability and difficulty in explaining outcomes from neural network-based models such as large language models and computer vision systems.

AI governance and risk management framework, tooling, and transparency reporting for RNL and our clients.



Innovation

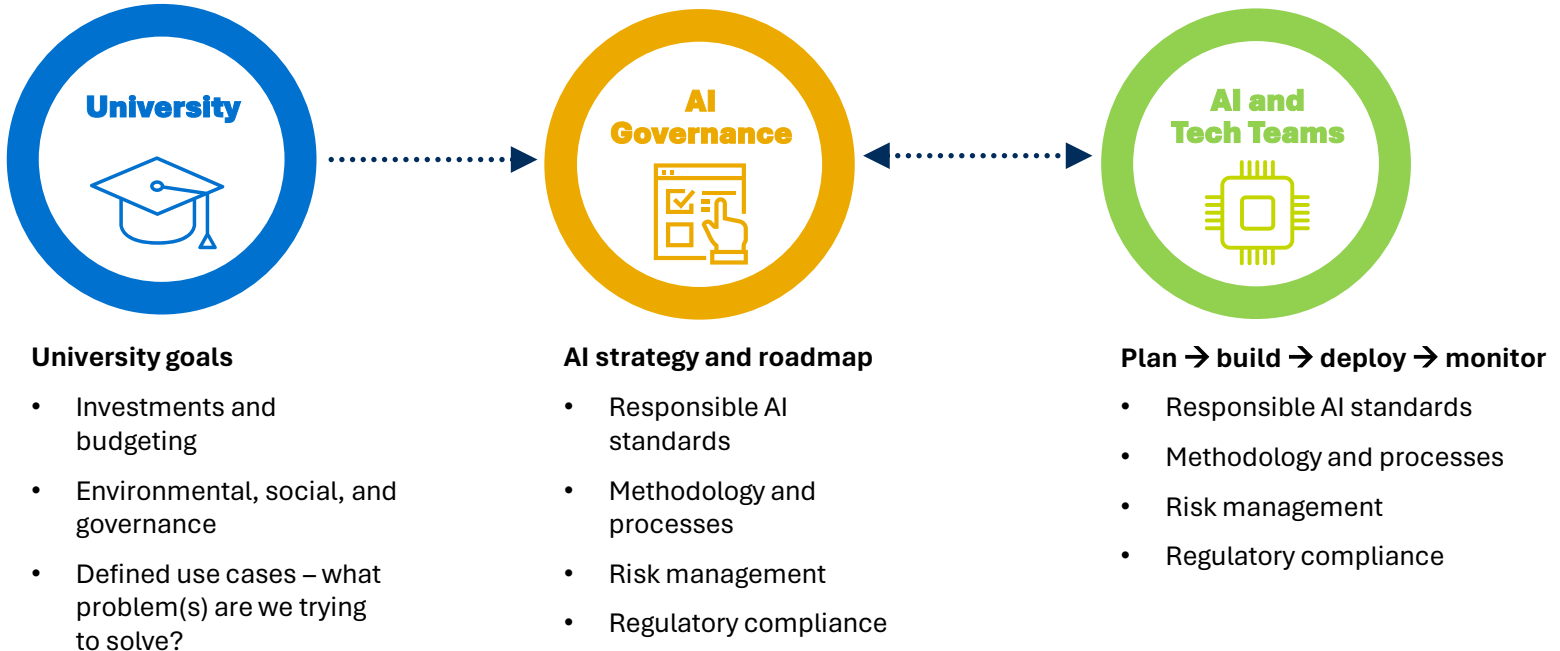
Exploration of generative AI models' integration with existing structured and unstructured data sources.

Leveraging modern AI models and knowledge systems to drive intelligent conversations, distill information quickly, and uncover valuable insights from data.

Controlled releases of innovative new products and services that build on the consulting expertise and predictive analytics capabilities of RNL.

AI governance aligns the organizational goals of an institution with the AI and technology teams implementing AI strategy and systems. At RNL, we implement the following AI Governance Framework:

Enterprise AI Governance Framework



Operationalizing your AI strategy

Do you have the resources to put your AI strategy into practice?

Does your institution have...

- a mandate on AI implementation but no structure in place?
- an interest in using AI solutions but unsure how to do so?
- an AI strategy that you have started but is not meeting your expectations?

Lead the way in your NEW NIKE SHOES!

You are invited to personalize your own pair of Nike Shoes

How to participate:

1. Schedule an AI discovery meeting with your leadership in the month of April.
2. To schedule your meeting, Linda.Hoopes@RuffaloNL.com.
3. During your discovery session, our AI Expert will direct you to a landing page to customize your very own pair of new Nike kicks!
4. Depending on the level of personalization, your shoes will arrive 3-5 weeks later.



KICK it up a notch!

Planning to attend our National Conference in Dallas, July 23-25?
BE SEEN wearing your newly designed Nike shoes. The most creative pair spotted will win a prize.





Questions & Answers

Thank you



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Senior Vice President
RNL



Roger Lee

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