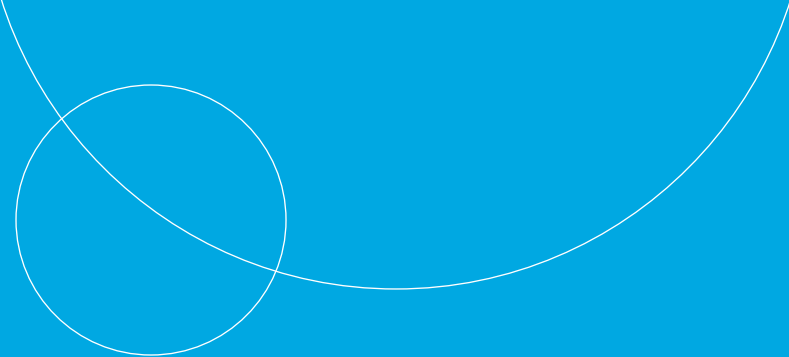




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# **Preparing Your Campus for AI: Building Accessibility and Best Practices for Data Readiness**

**Jaideep J. Shah**

AVP Product Management - Predictive Analytics

**Rebecca K. Jenkins**

Director of Product Marketing AI

# Session Goals



Gain insights into  
foundational elements for  
AI readiness



Learn strategies for data  
preparation



Discover key practices for  
AI effectiveness

# Top Trends in 2024

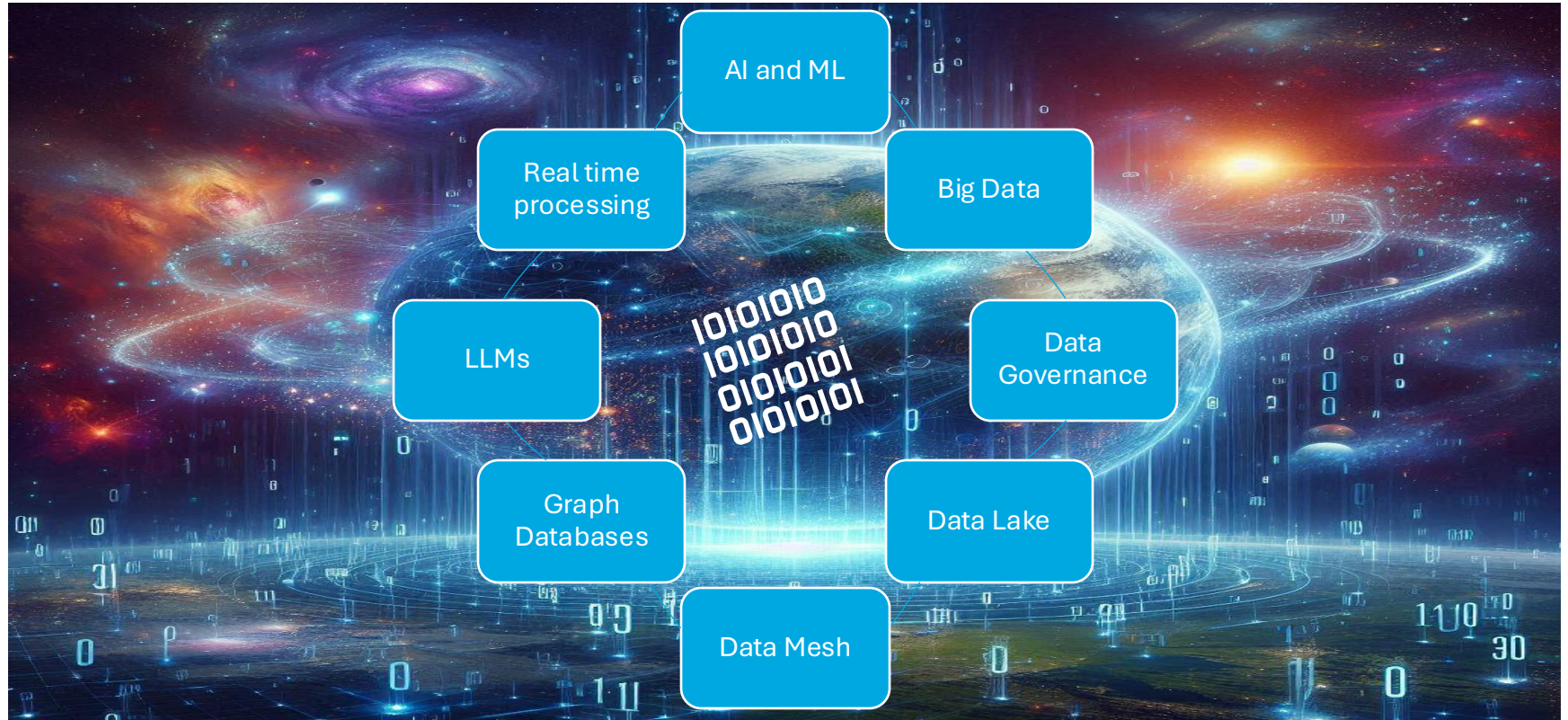
- Growing IoT Networks
- More Approachable Artificial Intelligence
- The Rise of Predictive Analytics
- **Cloud Migration of Dark Data**
- **The Rise of Chief Data Officers**
- Quantum Computing
- Smarter and Tighter Cybersecurity
- Endpoint Security
- Cloud Security
- **Open Source Data**
- **Data Democratization**
- **Data Ethics**

---

50%

Data makes up half of the top 10 trends in 2024

# Data at the Center of the Universe



# Growing Role of AI

AI is more within reach than ever before

AI is starting to look and sound less and less artificial

Predictive Analytics is being used more widely

Use cases for AI are prevalent across every vertical



# 89%

of surveyed admin  
at 2 year colleges  
said their institution  
is not prepared for  
AL-related changes

# 77%

of surveyed admin  
at 4 year colleges  
said their institution  
is not prepared for  
AL-related changes

# AI in Higher Education

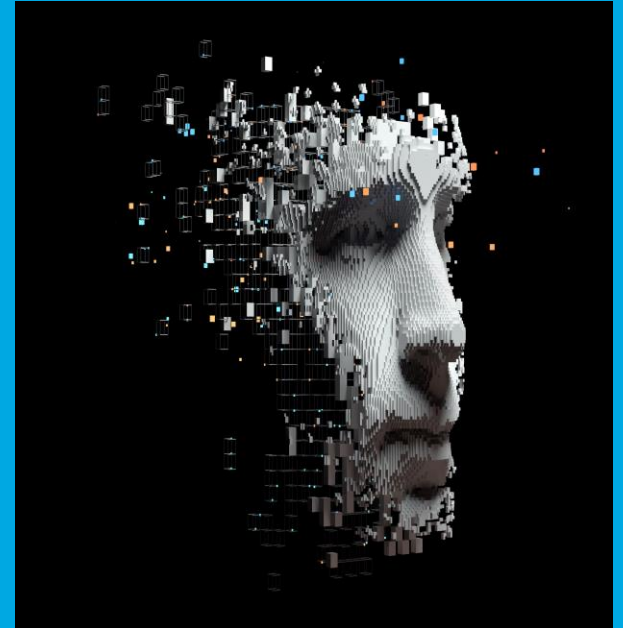
Personalized journeys from admission to giving

Predictive analytics for student success

Administrative and operational efficiency

Enhancing experiences across education, admissions and donation

Improving operational processes and outcomes



# Challenges with Data in Higher Education

## Issues

- Access
- Availability
- Decentralized
- Disorganized
- Fragmented
- Multi-Format
- Multi-Source
- Low Quality
- Siloed
- Underutilized

## Format

- Audio
- Documents (PDFs)
- Emails
- GPS
- Image
- Log Files
- Notes/Transcripts
- Open-Ended Survey Responses
- Social Media Posts
- SMS conversations
- Video





# Data Readiness

## Collection

Collecting the data needed for driving business outcomes

## Cleansing

Clean up the data to remove unwanted data and reduce anomalies

## Transformation

Make the data ready for use in machine learning algorithm development

## Reduction

Simplify the data to make the datasets more manageable and learning much faster

## Splitting

Split the data between training and testing data

# Ensuring Data Accessibility

## Define Data Accessibility

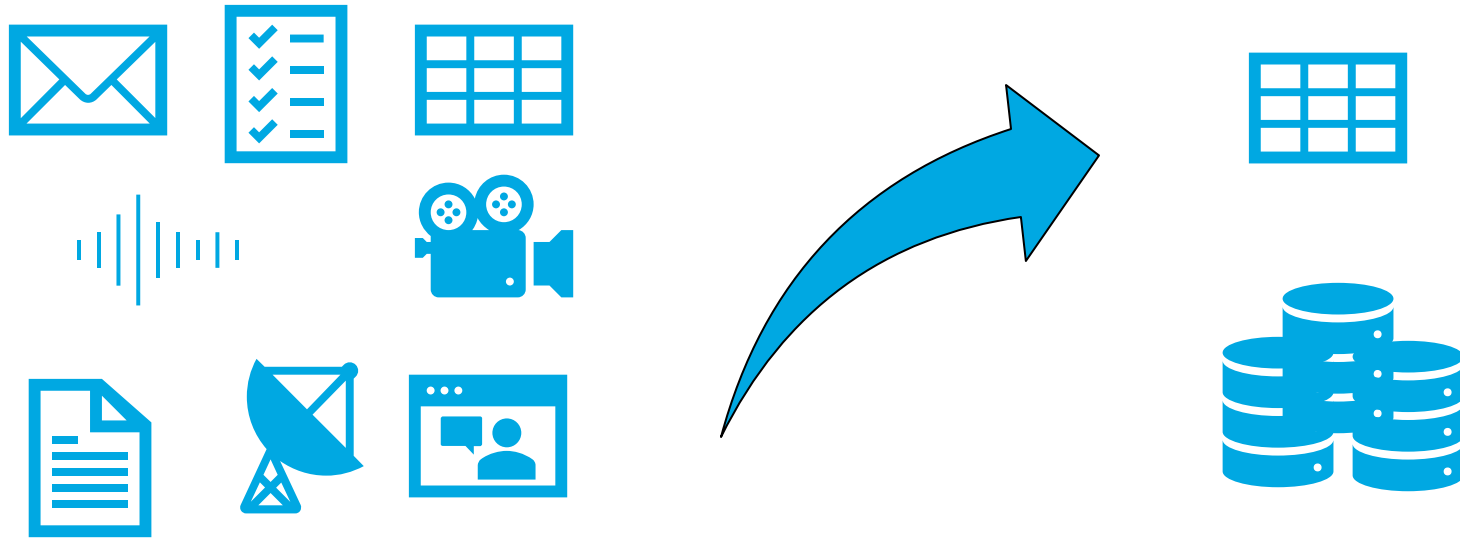
- Easy access to data for authorized users
- Secure and compliant access methods

## Strategies

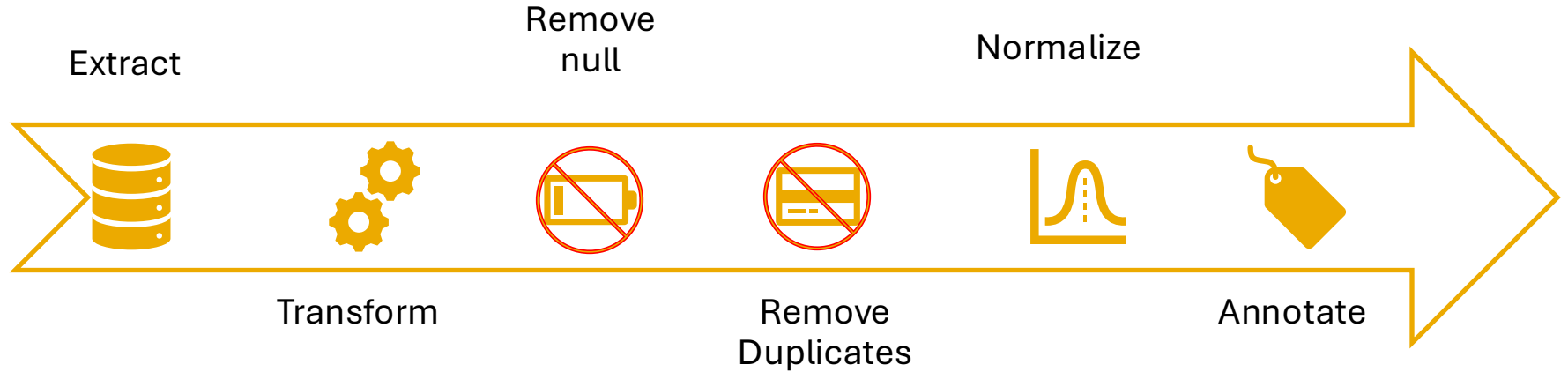
- Centralized data repositories
- Cloud-based solutions
- User-friendly interfaces



# Standardizing Data



# Preparing Data for AI



# Challenges with Unstructured Data

Difficulty in storing, processing, and analyzing due to its complexity

Requires advanced tools and techniques for effective utilization

Normalization of the extracted data is not straightforward and easy

# Implementing Best Practices for AI Readiness

## Start Small

Pilot projects to demonstrate value and gain insights

## Define Balance

Match tools and techniques best suited to achieve business goals

Guidance first, then Policy creation

## Governance and Compliance

Mitigate risks associated with biases and errors

## Ethical Considerations

Ensure transparency & accountability

Thumb rule – Review, Fact Check and Iterate

# Cultivating a Data-Driven Culture

Data Literacy

Enable training and development programs

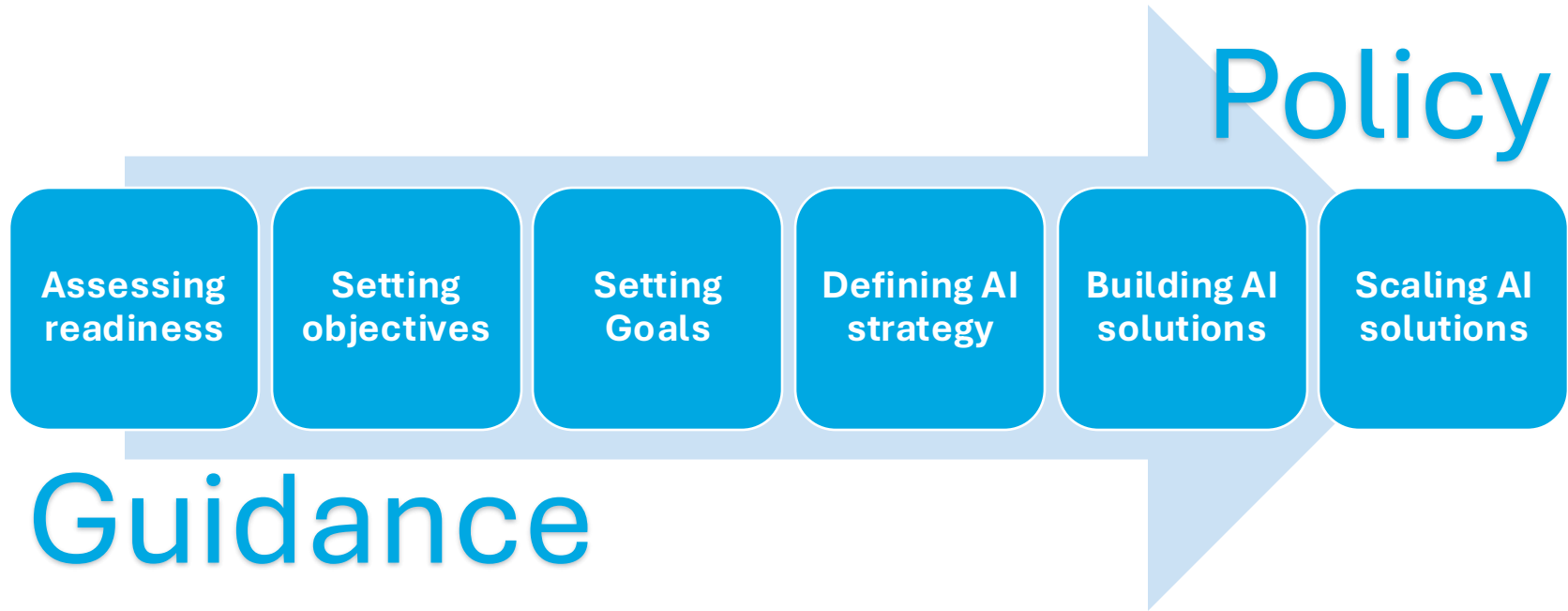
Promote data-informed decision-making

Collaboration

Involve leadership in driving change

Foster cross-departmental collaboration

# Roadmap for AI Integration







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consultation**



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