



rnl national conference  
**leading ai innovation**  
**empowering higher education**



# **Cutting Through the Noise and the Hype: How to Use AI Effectively and Responsibly at Your Institution**

Andrea Carroll-Glover, Vice President, Sr. Consultant, RNL

Greta Daniels, Sr. Vice President, RNL

Roger Lee, Sr. Vice President AI Success, RNL

# Today's Experts



**Andrea Carroll-Glover, Ed.D.**

Vice President and Sr. Consultant  
RNL



**Greta Daniels**

Sr. Vice President  
RNL



**Roger Lee**

Senior Vice President AI Success and  
Sustainability  
RNL



All material in this presentation, including text and images, is the property of RNL. Permission is required to reproduce information.





## Excitement about AI

- As an educational technology provider, we understand the excitement and potential of AI
- We also recognize the need to cut through the noise and hype
- This presentation will guide you on using AI *effectively* and *responsibly* to enhance the educational experience and drive student success at your institution

# Session Overview

- Why AI?
- What type of uses are we seeing on campus?
  - Using AI to Improve Educational Experience and Impact Student Retention and Success
- Ethical Underpinnings of AI Frameworks, governance, and oversight
  - Ethical principles – F.E.A.T.

The background of the slide is a blurred image of graduates in caps and gowns, overlaid with a semi-transparent blue filter. The text is centered in a bold, dark blue font.

# **Why AI in Higher Education?**

# What is Artificial Intelligence?

- Artificial intelligence (AI) involves systems that can solve problems and achieve goals in ways ***similar to human intelligence***.
- Within higher education, AI allows for ***customized experiences*** to differentiate and provide targeted guidance.
- In addition, AI tools ***can automate many rote tasks and assist or accelerate non-routine tasks*** (e.g., research, brainstorming, diagnosis, design, content creation).

The background is a light blue gradient with a faint, semi-transparent image of a hand holding a pen over a document with musical notes. The text is centered and reads:

# **Temp Check – Current Use of AI**

# The online student study

- 1,500 respondents
- Administered February 2024
- Respondents have/are:
  - Considered enrolling in an online degree program in the last 12 months
  - Currently enrolled in an online program
  - Recently enrolled in an online program
  - Enrolling in next 12 months
- Generations: GenZ (under 25); Millennial (25-45); GenX+ (46+)



## 2024 | Online Student Recruitment Report

Key insights for enrollment leaders based on a survey of 1,500 prospective graduate students





# Fast Fact – Your Students are Using AI

## Online Students Use AI

- **79%** of online students used AI chatbot in their search

## Online Students Choose Local

- **60%** of undergraduates only considered online programs within a 50-mile radius

## Online Students Are Working

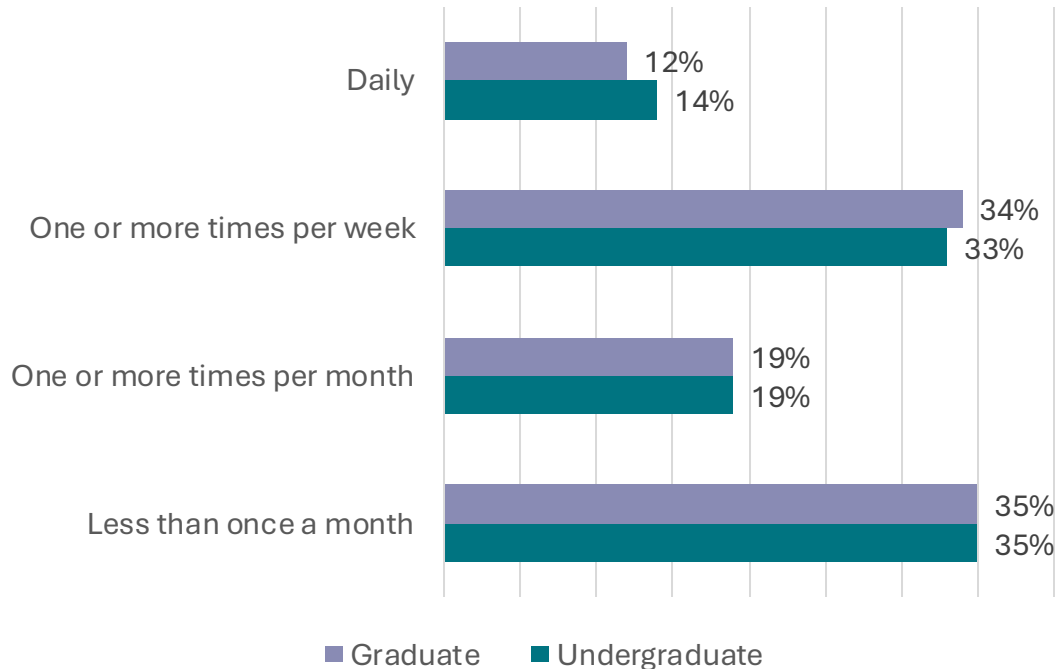
- **80+%** of online students are employed when they begin considering online programs

## (Most) Online Students Consider Multiple Programs

- **65%** of online students consider multiple programs

# Use of AI in daily life

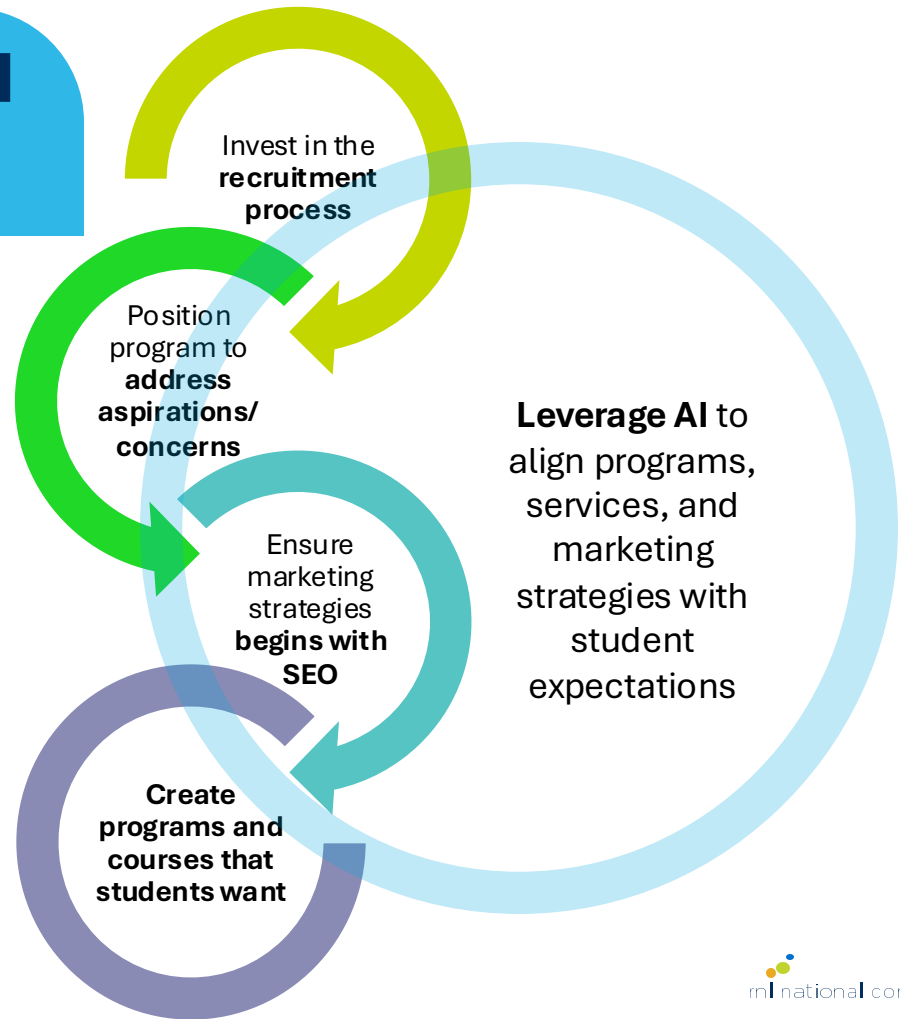
How often do you use an AI platform  
(ChatGPT, Gemini, etc.)?



Frequency of Use of an AI Platform – by Generation	GenZ	Millennial	GenX+
Daily	16%	14%	10%
One or more times per week	39%	34%	25%
One or more times per month	19%	20%	14%
Less than once a month	27%	32%	52%

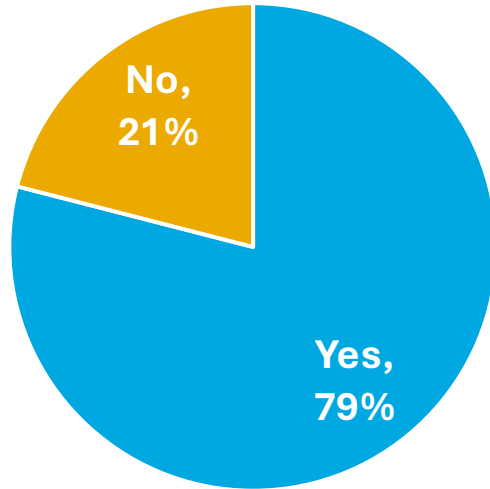
# Five Interconnected Strategies

Program development must begin early, but cannot be a success without the other four.



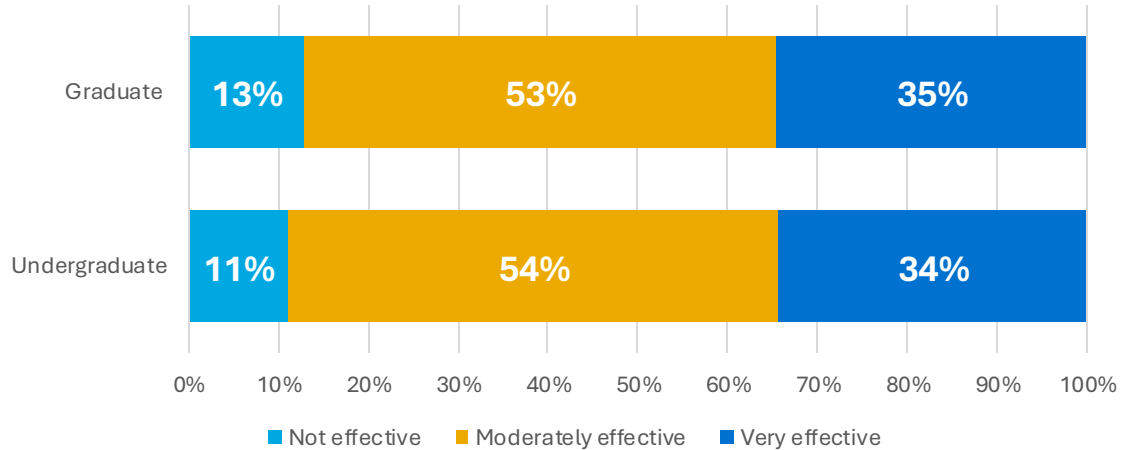
# Online students use – and are satisfied with – AI chat

## Use of AI Chatbot



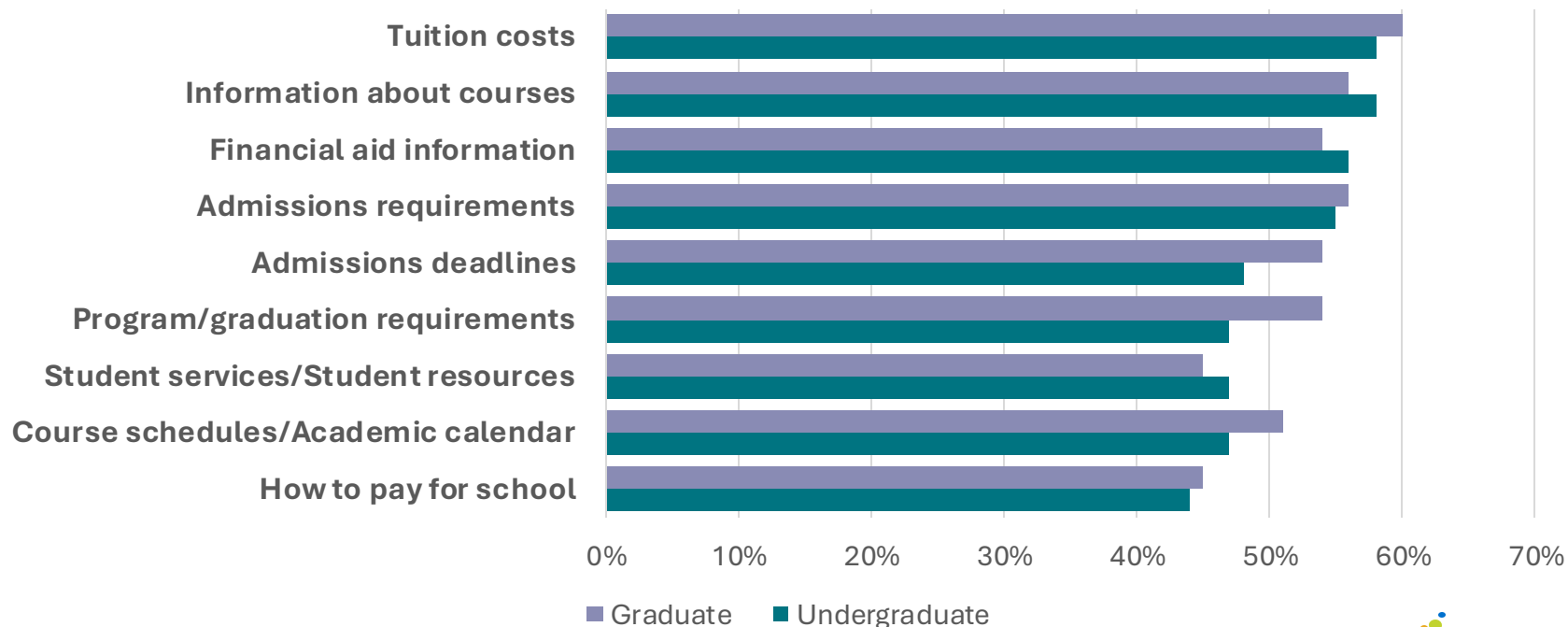
■ Yes ■ No

## How effective did you find the AI chatbot in providing the information you needed?



# Online students use AI chat for most basic questions

Which of the following would you want to be able to find on an AI-driven chatbot?



# Showing up on your Campuses (Example - CASE Insights)

## Artificial Intelligence Use and Adoption in Fundraising



NEARLY 70% OF RESPONDENTS' ADVANCEMENT TEAMS USE AI



PRIMARILY USING AI TO PERSONALIZE OUTREACH TO STAKEHOLDERS, FACILITATE WRITING TASKS (PROPOSALS, MARKETING COPY AND EMAILS)



AI HAS HAD AN *EXTENSIVE TO MODERATE* IMPACT ON EFFICIENCY (39.5%) AND PRODUCTIVITY (35.4%)



UNCERTAINTY OF INSTITUTIONAL GUIDELINES TO HELP MAKE SOUND ETHICAL DECISIONS ABOUT THE USE OF AI



70%

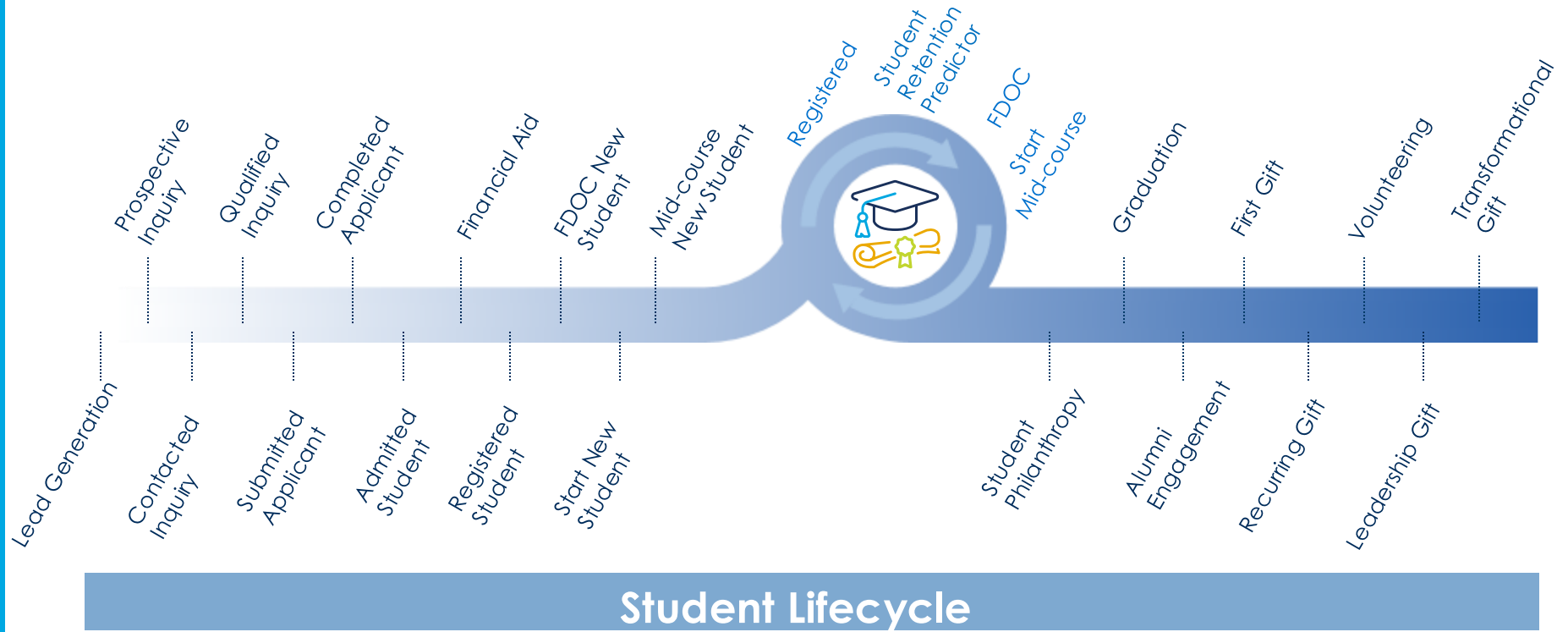
Advancement  
Teams Using AI

Nearly 40%  
Report Extensive-  
Moderate Impact  
on Efficiency

The background of the slide is a blue-tinted photograph of graduates in caps and gowns. The graduates are out of focus, and the overall color scheme is a uniform light blue. The text is centered in a bold, dark blue font.

# **AI Campus Use Cases**

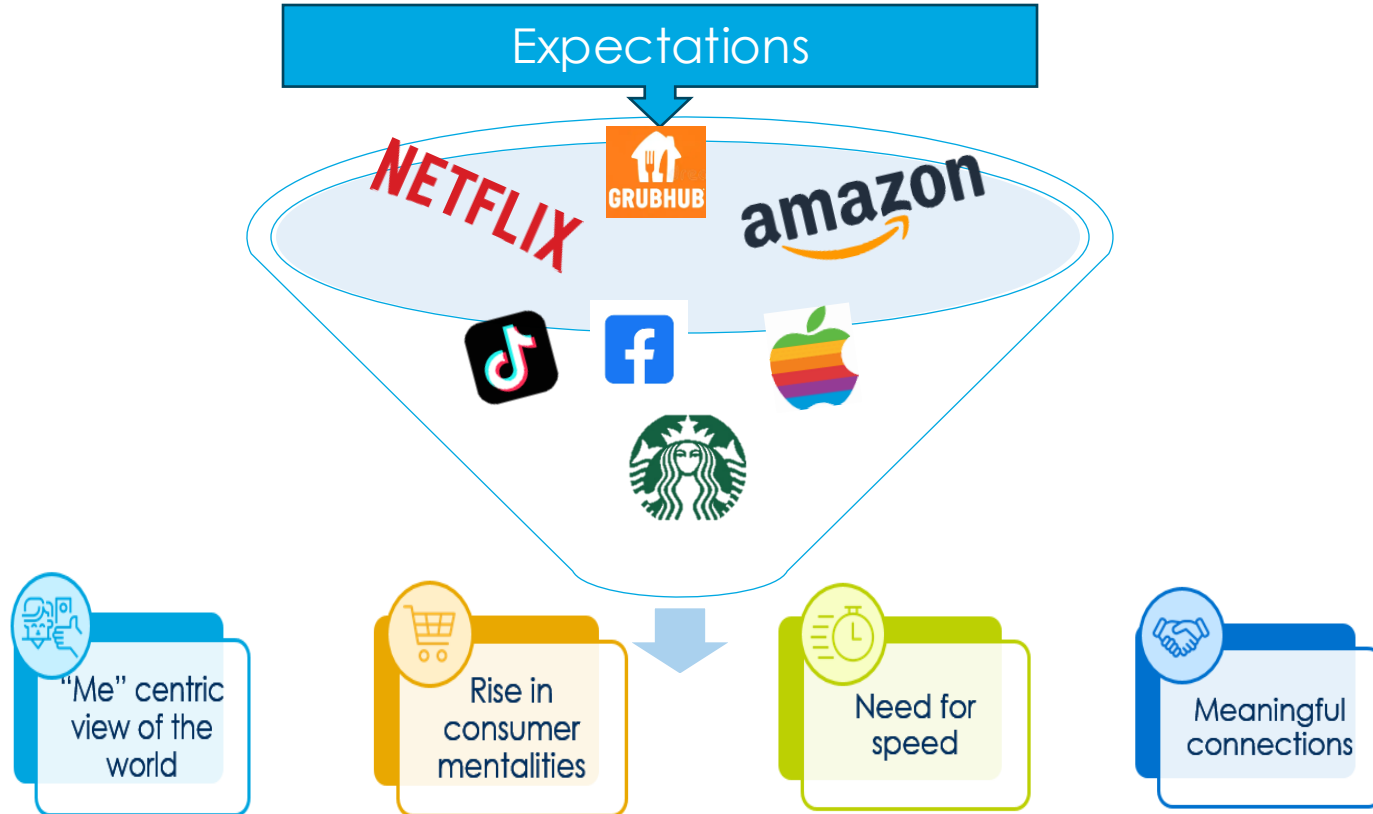
# Consider AI Potential to Impact Across Lifecycle



Student Lifecycle



# Consumer Expectations Have Shifted and are Impacting Our Delivery and Returns



# Changing Expectations and Impact on Higher Education

1. Need to accelerate response time and speed of engagement
2. Personalization is a given, not an exception
3. All information and engagement has to have a digital element or presence
4. Being able to identify, authenticate, and communicate impact via transparent and accessible sources

# Using AI in Market Research

## Three Proof points

### Predictive Insights

AI-powered market research can identify emerging trends, predict consumer behavior, and **uncover hidden insights to inform strategic decision-making.**

### Personalized Experiences

AI can **tailor** product recommendations, content, and student experiences based on individual preferences and behaviors, leading to increased engagement and loyalty.

### Automated Analysis

AI can rapidly process and analyze vast amounts of data, from social media to customer surveys, to generate **actionable insights in real-time.**



# Leveraging Big Data to Impact Student Success

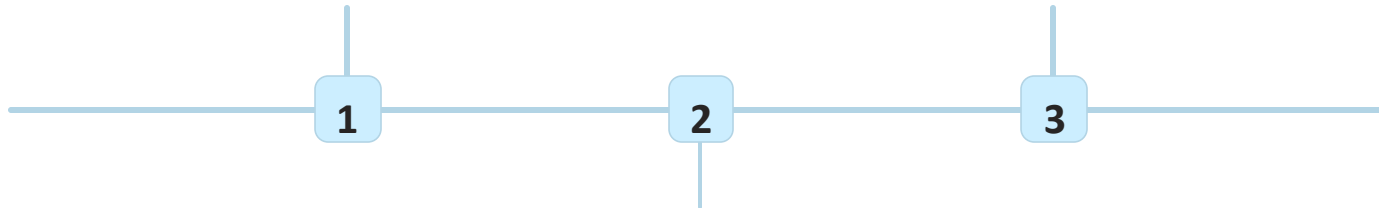
## Analyze, Predict, Inform, and Guide Campus Responses

### Early Intervention

AI can analyze student data to **identify at-risk** students early, allowing you to provide **personalized support** before they fall behind.

### Intelligent Advising

AI chatbots and virtual assistants can **guide** students through course selection, degree planning, and career exploration.



### Predictive Analytics

AI-powered predictive models can **forecast student student outcomes and inform targeted retention retention** strategies.

# Meeting Demand for Speed and Personalization

## Tactical Uses of AI to Improve the Educational Experience

### Personalized Learning

AI-powered adaptive learning platforms **can tailor content** and pacing to each student's unique needs, **boosting engagement** and outcomes.

### Smart Grading

AI **can automate** the grading of grading of routine assignments, assignments, allowing instructors to focus on higher-higher-level feedback and support.

### Virtual Tutors

Conversational AI tutors can provide **24/7 support**, answering questions and guiding students through challenging concepts.

# AI in Teaching and Learning

## Already Being Used

- **Faculty members are falling into two camps in the face of AI**
  - **Aspiration:** Yes, AI can be abused. But it can also enhance learning, and instructors can modify assignments to protect their integrity.
  - **Anguish:** AI is interfering with authentic learning, destroying the value of assignments that have long been useful but suddenly invite cheating.
- **Yet many faculty members aren't well-positioned** to explore changes.
  - **Instructors are less likely than administrators and students to have tried generative AI** or regularly use it
  - **Students continue to lead instructors and administrators in their use of generative AI tools:**
    - **59%** are regular (monthly or more) users compared to **~40%** of instructors and administrators.

# AI to Enhance Student Success and Retention

## AI as a Partner

- AI has the potential to be an active partner in student success and retention
- AI adoptions bridge the physical gap and increase the feeling of belonging
- Immersion removes barriers to learning. When accessibility increases, so does the learning experience for all students.
- AI provides customized learning experiences tailored to your program outcomes and unique institutional brand.
- Assess your organizational culture around innovation and who needs to be “at the table.”
  - Funding
  - Faculty professional development
  - IT infrastructure

# Call for Administration to Do More

- **Both faculty camps agree: Administrators must do more.**
  - Generic guidance isn't helping time-pressed professors try the technology in their teaching, prevent students from cheating, or even know what counts as cheating.
- **“Experiment with AI” isn't enough guidance.** What should faculty members do when AI-written answers show up on discussion boards?
- **Shaping governance and clear policies** helps create a framework, address ethical considerations, and mitigate potential risks

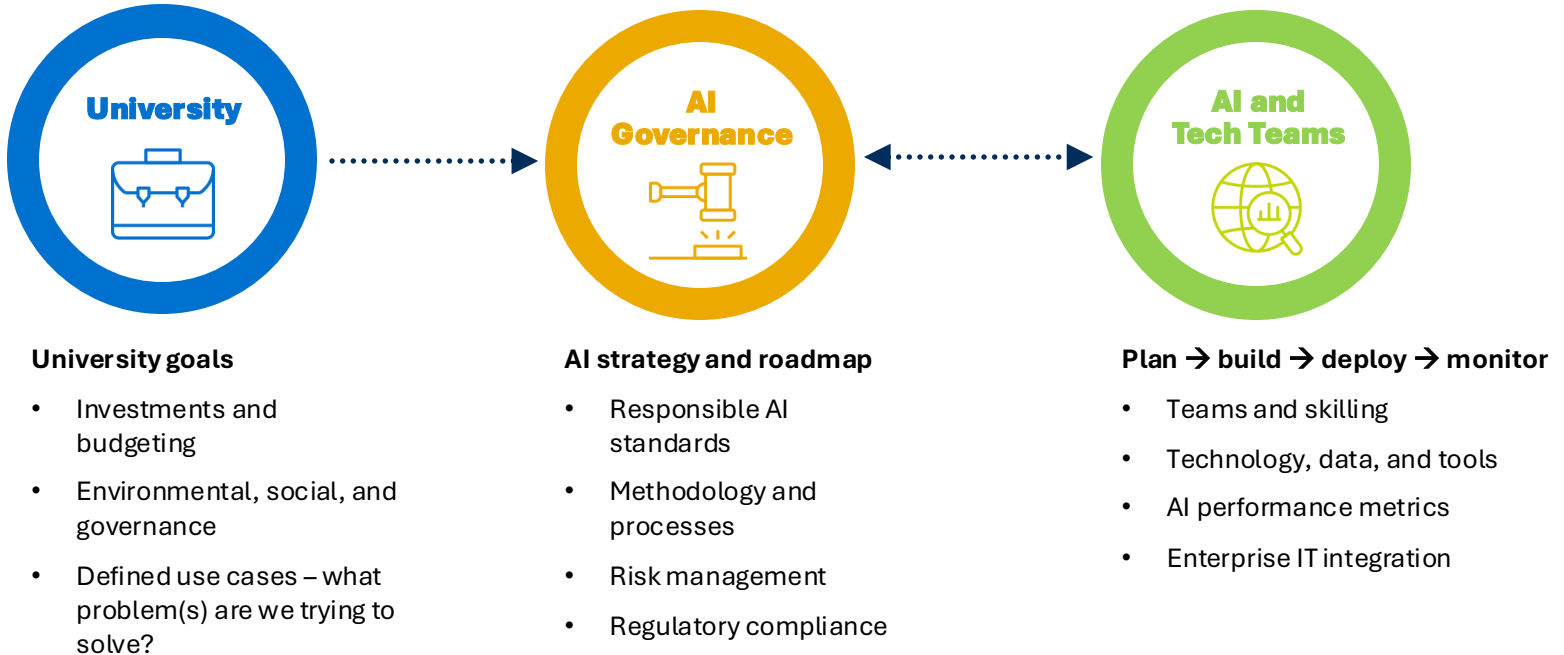


The background of the slide features a blurred image of a graduation ceremony. A person in a white academic gown and a black mortarboard cap is visible, holding a diploma. The entire scene is overlaid with a semi-transparent blue filter. The text is centered and rendered in a bold, dark blue font.

# **Ethics, Governance, and Implementation Planning**

# Enterprise AI Governance Framework

Enterprise AI governance sits between business goals and the enterprise teams implementing them



Balancing  
**responsible AI**

with  
**innovation**



# Ethics of AI: Frameworks and Governance

## F.E.A.T.



### Fairness

Ensuring AI systems do not perpetuate bias or discrimination.



### Empathy

Designing AI to be sensitive to diverse student needs.



### Accountability

Establishing clear lines of responsibility for AI decisions.



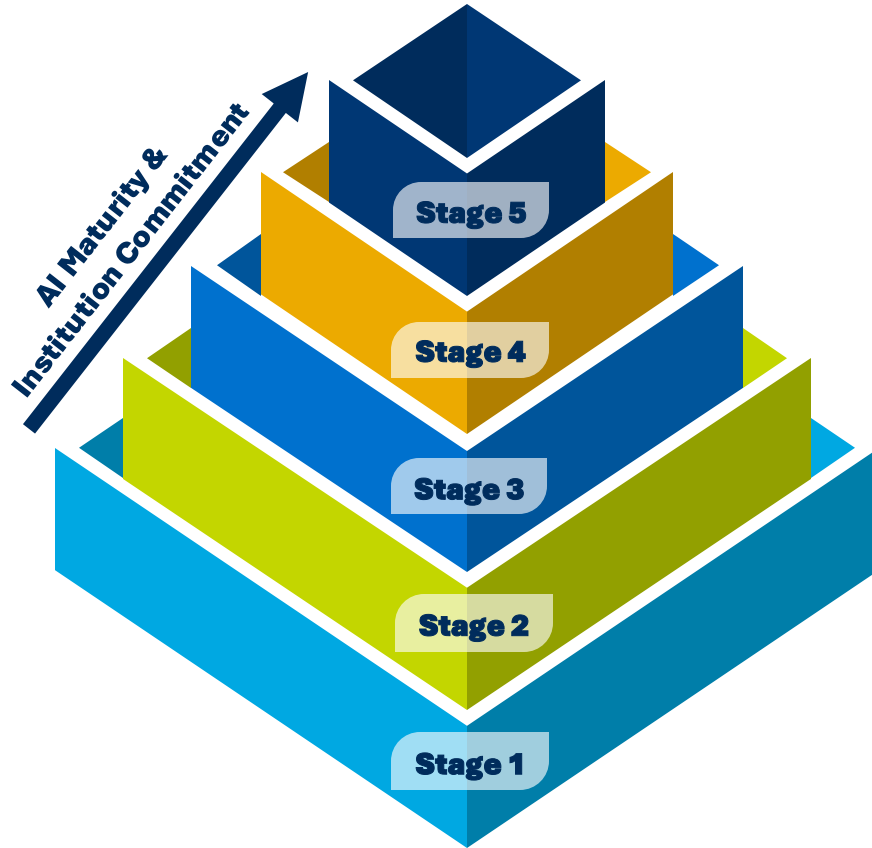
### Transparency

Providing visibility into how AI systems operate and inform decisions.

# Cautionary Tale - Cut Through The Hype



# AI Governance Maturity Model



## Stage 5: Transformational

Governance at Scale

## Stage 4: Systemic

Integrated into All Key Business Processes

## Stage 3: Operational

Building Infrastructure

## Stage 2: Active

Building Practice



## Stage 1: Exploring

Building Awareness

# Practical Strategies

## Implementing AI at Your Institution



### **Define Your Needs**

Clearly identify the specific challenges you aim to address with AI.

### **Evaluate Solutions**

Assess AI tools and vendors based on functionality, ethics, ethics, and scalability.

### **Pilot and Scale**

Start with a focused pilot, then then incrementally expand AI initiatives.

### **Measure Impact**

Continuously monitor and optimize AI-powered programs to ensure desired outcomes.

The background of the slide is a blue-tinted photograph of a graduate wearing a black mortarboard cap and a white gown. The graduate is positioned on the right side of the frame, looking slightly to the left. The text "RNL AI Response" is centered over the image in a bold, dark blue font.

# **RNL AI Response**



# RNL Learning into AI and Helping our Partners

RNL AI offers a diverse and **personalized suite of AI solutions.**

Leverages a **conversational interface** underpinned by **robust data privacy** and security.

Supports clients in strategic decision-making and approaches to leverage AI technology to **enhance engagement** and **optimize resources.**



# How RNL AI helps our Partners



## Tailored AI Expertise

Personalized AI solutions for partners' unique needs.

1



## Diverse AI Product Suite

Addresses key needs for students, parents, alumni and donors as well as knowledge and insights for campus partners.

2



## Strategic Decision-Making Support

Provide faster, more accurate information to optimize resource allocation.

3

4

## Innovative Conversational Interfaces

Transform the way you interact with CRM and SIS data, allowing a more insightful exploration of information.



5

## Enhanced Engagement

Provides students, parents, and alumni with quicker access to relevant information for their educational and career goals.



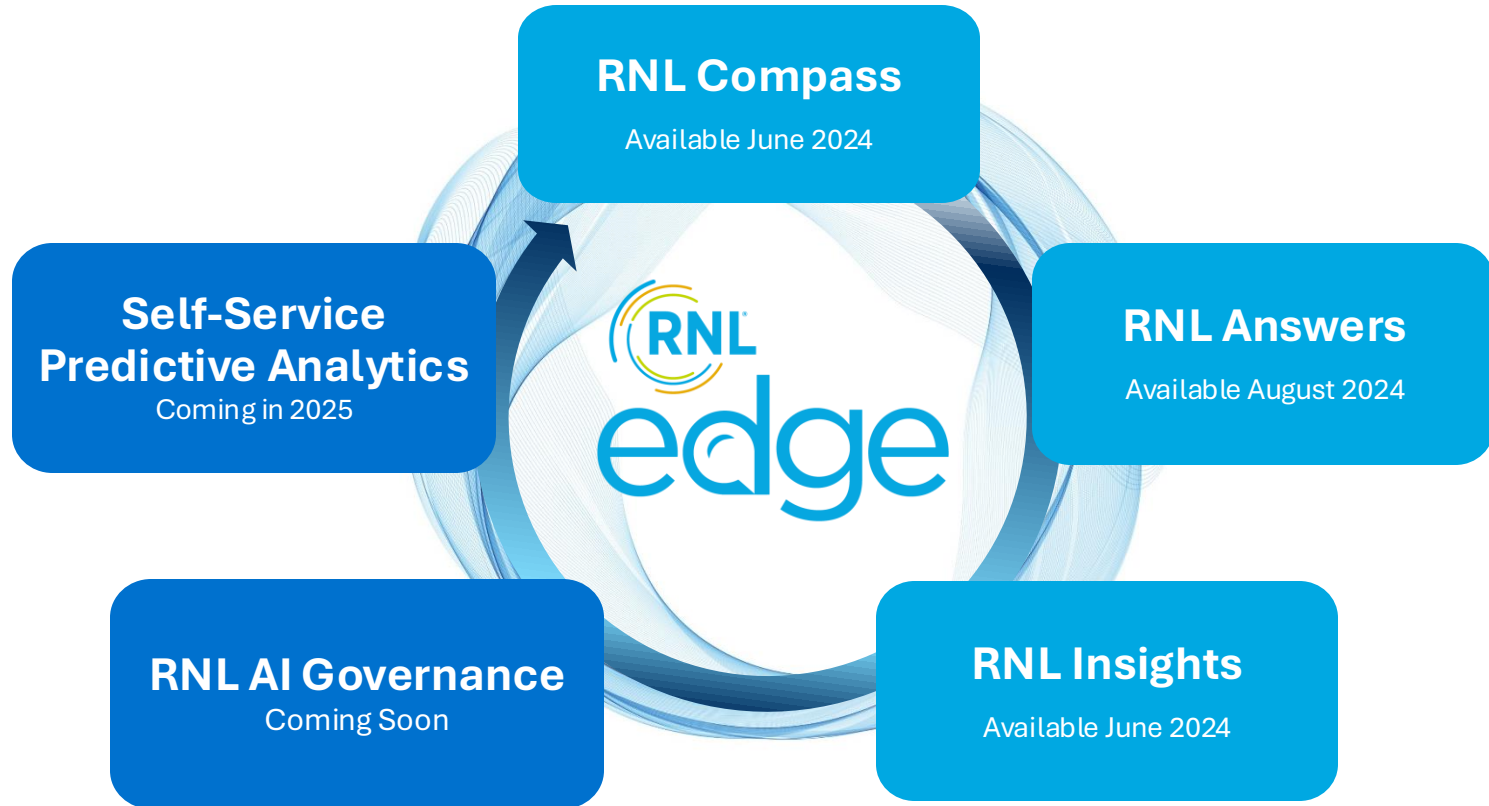
6

## Data Privacy & Security

Multi-tenant architecture ensures institutional data is kept private and secure.



# RNL Edge (AI) Portfolio



# Use cases for RNL Edge

Talk/Chat with your  
Students, Givers and  
Parents

Talk/Chat with your  
Knowledge

Talk/Chat with your Data

## RNL Compass

- Program Q&A
- Application assistance
- FAFSA guidance
- Financial guidance (student loans, making informed decisions)
- Alumni support
- Personalized outbound contacts for recruiting, follow-ups, and fundraising via calls/SMS *(Future State)*

## RNL Answers

- Academic support & advising
- Test preparation
- Writing assistants
- Essay evaluation
- Content creation
- Brainstorming
- Email responses
- Transcript Evaluation *(Future State)*

## RNL Insights

- Uncover insights from your CRM data faster using natural language
- Provide senior leaders with access to intuitive views and summaries of key activities
- Benchmark against similar universities *(Future State)*
- Generate insights from RNL GPT

# AI @ RNL for 2024

RNL AI Solutions leverage both private local language models augmented with contextually relevant data along with selective use of commercial language models. **We guarantee complete privacy and security of client-provided data.**



## RNL Compass (June 2024)

Multi-modal Conversational Assistants for enrollment, student success, and fundraising.



## RNL Insights (June 2024)

A conversational interface (digital analyst) using client data (CRM, SIS, etc.) and RNL-generated data to produce strategic insights.



## RNL Answers (August 2024)

A private and secure ChatGPT-like experience for RNL clients and generative AI features for RNL SaaS platforms.

# Embracing Opportunity Through Change

## Embracing AI Means Facilitating Campus Change



“What if we don’t change at all ...  
and something magical just happens?”



# Questions, Discussion

# Keep the Conversation Going



**Andrea Carroll-Glover, Ed.D.**

Vice President and Sr. Consultant  
[Andrea-Carroll-Glover@RuffaloNL.com](mailto:Andrea-Carroll-Glover@RuffaloNL.com)  
[linkedin.com/in/andrea-carroll-glover](https://www.linkedin.com/in/andrea-carroll-glover)



**Greta Daniels**

Sr. Vice President  
[Greta.Daniels@RuffaloNL.com](mailto:Greta.Daniels@RuffaloNL.com)  
[linkedin.com/in/gretadaniels](https://www.linkedin.com/in/gretadaniels)



**Roger Lee**

Senior Vice President AI Success and  
Sustainability  
[Roger.Lee@RuffaloNL.com](mailto:Roger.Lee@RuffaloNL.com)  
[linkedin.com/in/leeroger2](https://www.linkedin.com/in/leeroger2)







**Thank You**



rnl national conference  
**leading ai innovation**  
**empowering higher education**

ready to lead the way with RNL?

**schedule a quick  
consultation**



scan here