



Penny

Hi! I'm Penny MacCormack, ACUE's Chief Academic Officer. I recently led a presentation for college presidents where I created a checklist to guide higher education leaders as they develop an AI policy for their campus. To help me with this exercise, I leveraged AI and wanted to share my process with you! Now, as opposed to simply prompting AI and using what it gave me, I took it a step further.

The next few pages will not only provide support as you develop a plan for your campus but they will also offer you tips on using AI in your own work.

To start, I asked AI ... **What advice should I offer to college presidents about developing an AI policy?**



Understand the Implications of AI

It is important to have a comprehensive understanding of AI technology as well as its potential impact on the institution, students, and staff.



Involve Stakeholders

Consult with faculty members, students, administrative staff, and IT professionals. Their input can provide valuable insights and help in creating an inclusive policy that addresses the concerns of all parties involved.



Emphasize Responsible, Secure, and Transparent Use

Ensure the policy emphasizes the importance of ethical and responsible AI use, addresses data privacy and security to protect the privacy of students and staff, and promotes transparency in AI use.



Monitor and Evaluate

Establish processes for monitoring and evaluating the use of AI technologies within the institution to ensure compliance with the AI policy and address any issues that may arise.



Stay Updated

Given the rapidly evolving nature of AI technology, it is important to stay updated on the latest developments and trends in the field to make necessary adjustments to the AI policy as needed.



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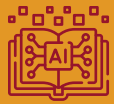
While this list made sense to me, there were a few areas where I wanted a bit more detail. The beauty of AI is that I can ask for additional information.

So, I asked AI to tell me...

1. How can a college president better understand the implications of AI for their institution?
2. What are the ethical and responsible AI uses that should be included in an AI policy?
3. How can a college president best monitor and evaluate the use of AI?

1

How can a college president better understand the implications of AI for their institution?



Educate yourself through workshops, conferences, webinars, etc.



Talk with AI experts.



Form an AI Task Force.



Review how AI is being used in other educational institutions as well as other industries. For example, Georgia State implemented an **AI-driven chatbot called “Pounce”** ↴ to provide personalized support to students helping with registration, scheduling, financial aid questions, and academic support. Another example is Amazon’s recommendation system, which uses AI to suggest products based on customer browsing history and purchase behavior.



Ensure **training is available** ↴ to instructors so they are able to use AI to increase efficiencies and help students learn how to use AI responsibly.

2

What are the ethical and responsible AI uses that should be included in an AI policy?

The ethical and responsible use of AI involves a set of principles and practices that aim to ensure that AI systems are developed and deployed in a way that is beneficial to society while minimizing potential harms. Here are some key aspects of ethical and responsible AI use:



Transparency

AI systems should be transparent in their operations. Users should understand how and why decisions are made by an AI system, especially when these decisions impact people's lives.



Fairness

AI should be designed to avoid biases and should not discriminate on the basis of race, gender, ethnicity, sexual orientation, or other personal characteristics. Fairness in AI involves ensuring that algorithms do not perpetuate or exacerbate social inequalities.



Accountability

There should be clear accountability for AI decisions. This means that if something goes wrong, it should be possible to determine why it happened and who is responsible.



Privacy

AI systems should be designed to protect individual privacy. Personal data should be handled with care, and individuals should have control over their own data.



Safety and Security

AI systems should be safe and secure from external threats. They should be robust against manipulation and cyber-attacks and should not pose any unintended harm to users.



Human-Centered Values

AI should align with human values and ethics, and its deployment should enhance human dignity, rights, and cultural diversity.



Beneficence

AI should be used to do good and contribute to the well-being of individuals and society as a whole.



Sustainability

The development and use of AI should consider long-term impacts on the environment and society, promoting sustainable practices.



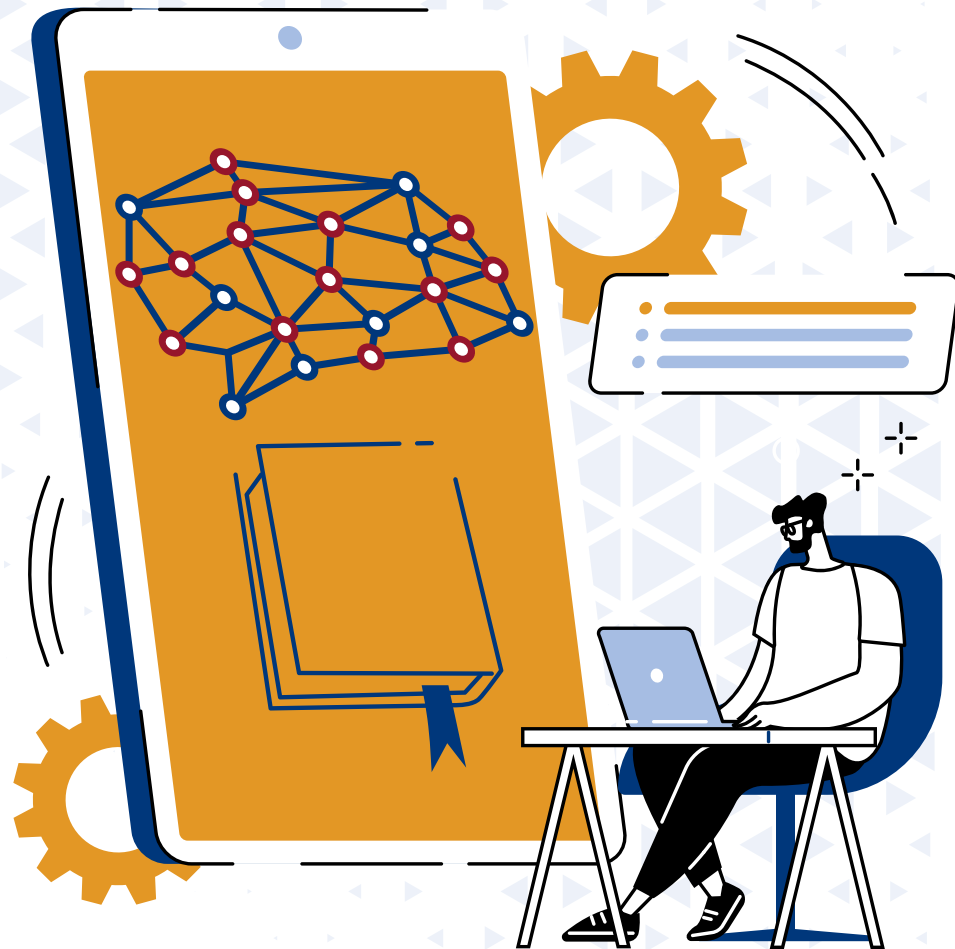
Collaboration

There should be collaboration between various stakeholders, including policymakers, technologists, and the public, to shape the governance of AI.



Legal Compliance

AI should be used in accordance with all applicable laws, regulations, and international norms.



3

How can a college president best monitor and evaluate the use of AI?

Monitoring and evaluating the use of AI technologies is crucial for ensuring that they are effective, fair, and aligned with ethical guidelines. Here is a structured approach to effectively monitor and evaluate AI systems,

Define Objectives and Metrics

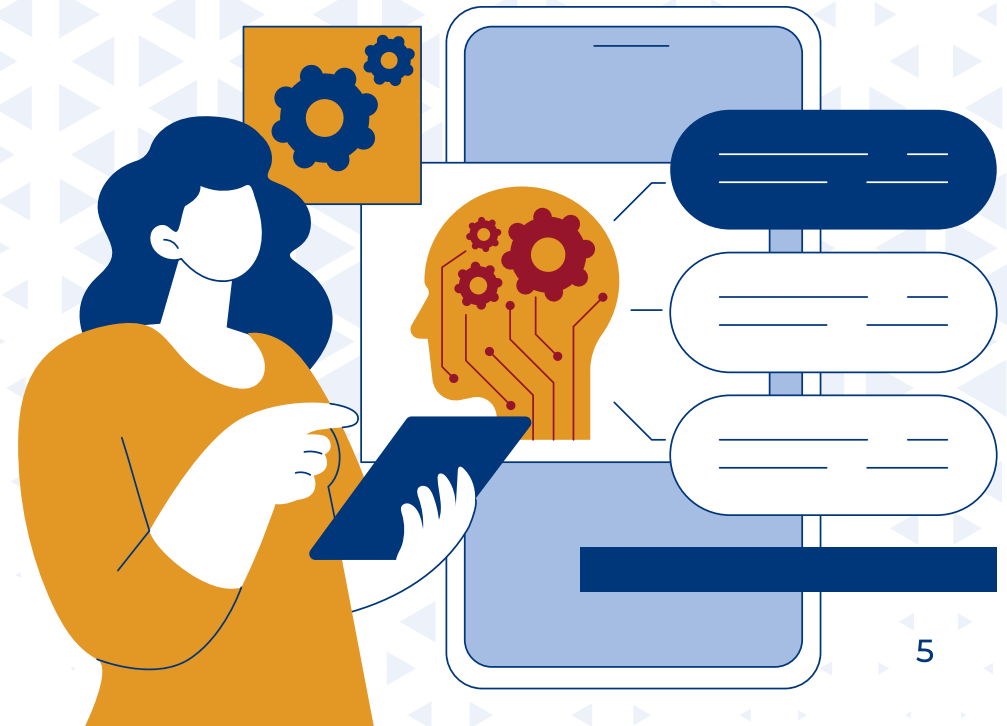
- Establish clear objectives for what the AI system is intended to achieve.
- Identify key performance indicators (KPIs) and metrics that reflect the system's success against these objectives.

Data Quality Assurance

- Regularly check the quality of the data used to train and run the AI model to ensure it is accurate, representative, and free from biases.
- Implement processes for data cleaning, validation, and augmentation to maintain high data-quality standards.

Model Performance Monitoring

- Continuously track the AI system's performance using the defined metrics, such as accuracy, precision-recall, F1 score, or mean absolute error, depending on the type of AI application.
- Assess the model's performance over time to ensure it does not degrade (model drift) and stays relevant as the environment changes (concept drift).





Fairness and Bias Evaluation

- Monitor for biases in model predictions and take steps to mitigate any unfair treatment of individuals or groups.
- Use fairness metrics and conduct disparity analyses to evaluate and ensure equal performance across different demographics.



Explainability and Transparency

- Implement tools and methods that can explain the AI system's decision-making process, making it understandable to stakeholders.
- Maintain transparency regarding AI system capabilities and limitations to foster trust and acceptance.



Compliance and Ethical Considerations

- Regularly review AI practices for compliance with legal regulations such as GDPR for data privacy and industry-specific guidelines.
- Ensure adherence to ethical principles, such as accountability, responsibility, and respect for human rights.



Robustness and Security

- Test the AI system against various scenarios to ensure it is robust and can handle edge cases or adversarial attacks.
- Implement security measures to protect AI systems from tampering and unauthorized access.





User Feedback and Engagement

- Collect feedback from end-users and stakeholders to understand the impact of the AI system on their tasks and decision-making processes.
- Engage with users to understand their needs and experiences with the AI system, which can guide further improvements.



Continuous Improvement

- Use insights from performance monitoring, user feedback, and other evaluations to continuously update and improve the AI system.
- Encourage a culture of iterative development and learning to adapt to changes in technology and application contexts.



Documentation and Reporting

- Keep detailed records of the AI system's development, deployment, and ongoing performance.
- Report periodically to relevant stakeholders, including details on performance, issues encountered, and steps taken to resolve them.



Exit Strategy

- Have a contingency plan for instances where the AI system may need to be decommissioned or replaced, including considerations for data migration and service continuity.



Human-in-the-Loop

- Incorporate human oversight in the decision-making process to catch any errors or unforeseen outcomes the AI might produce.
- Use human judgment to make final decisions in critical areas where AI recommendations have significant consequences.



»» What's Next »»



That was a good start. I felt like I had a well-defined set of actions to develop an AI policy. However, I know that AI outputs can sometimes be made up or false, which are called hallucinations. So, to be sure the outputs were free of hallucinations, I did a bit of my own research to determine if there were any questionable outputs from the AI I used. Here are the resources I found!



Resources on AI Policy Development

[Developing Institutional Level AI Policies and Practices: A Framework](#)

[Leading in the age of AI: A comprehensive guide for higher education](#)

[EDUCAUSE QuickPoll Results: Adopting and Adapting to Generative AI in Higher Ed Tech](#)

[Six principles to shape AI policies and practices in higher education](#)

[7 Questions College Leaders Should Ask About AI](#)

[How Community Colleges are Adapting to Generative AI](#)



Examples of AI Policies

[Austin Community College District Artificial Intelligence Draft Policy](#)

[Harvard University AI Policy](#)

[Lamar State College Orange AI Policy](#)



As you can tell from this exercise, AI can be an incredibly powerful tool for higher education leaders and faculty!

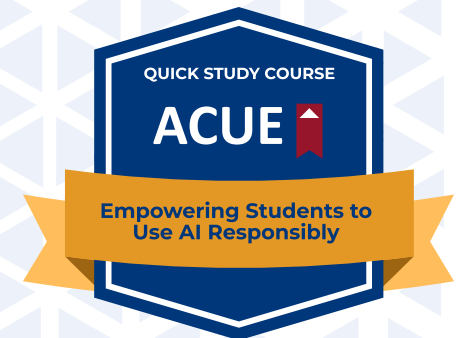
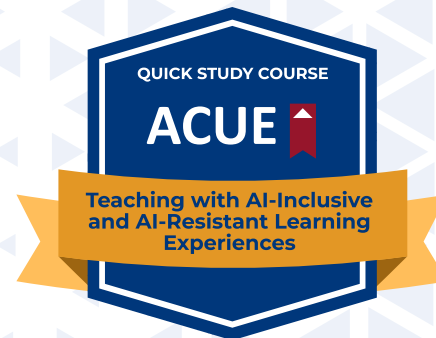
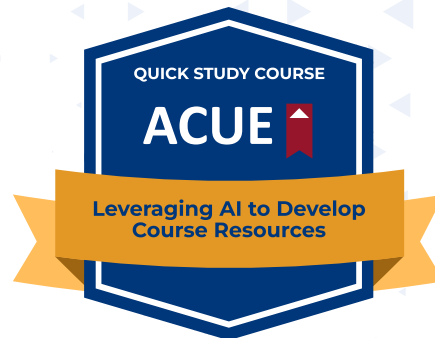
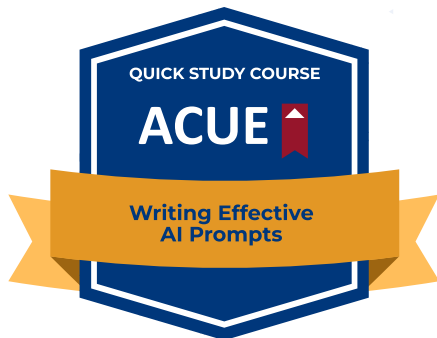
ACUE's AI Quick Study series is designed to ensure course-takers not only learn about AI but also gain practical skills in leveraging AI, which are necessary to ensure faculty across your institution are able to use AI to do their work more efficiently and effectively. You can also be confident that your faculty can empower students to leverage AI responsibly in the classroom and in preparation for their future.



Learn more about Penny and her work at ACUE!
acue.org/team/penny-maccormack-edd.

For more information on how to bring ACUE's AI series to all faculty at your institution, visit our webpage!

acue.org/ai-series





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