

AI in Higher Ed

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A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

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How did we get here?

A chatbot is a software application or web interface that is designed to mimic human conversation. It is often used to generate written content or automate human conversation.

1966	ELIZA A computer scientist at MIT develops ELIZA, a natural language processing system.	Basic Chatbots First Generation chatbots used decision trees and simple keyword recognition capabilities to generate scripted responses. Were frequently used in call centers and other settings to answer frequently asked questions.
1995	A.L.I.C.E Artificial Linguistic Internet Computer Entity, is created by Richard Wallace who drew inspiration from ELIZA. A program designed to engage in conversations with a human by applying heuristic patterns.	
2001	SmarterChild ActiveBuddy develops a chatbot to interact with AOL Instant Messenger users.	
2010	IBM Watson – A question answering computer system, competes on the TV show Jeopardy.	Conversational Agents Uses advanced natural language and machine language to understand complex human language. Used to provide reminders of upcoming appointments and answering complex questions.
2011	Siri – Apple incorporates this voice assistant into the iPhone 4S.	
2014	Alexa – Amazon releases its virtual assistant into the companies Echo speaker.	
2021	Jasper AI -A generative copywriting platform for business users.	Generative AI Chatbots & Generative AI Assistants Generative AI refers to deep-learning models that use massive data sets to generate high-quality text, images, and other content based on massive data sets (large language models) they were trained on. A generative AI assistant is trained on an individual's data.
2022	ChatGPT 3.5 released	
2023	ChatGPT 4 – March 14, 2023 Google Bard (Gemini) – March 21, 2023 Anthropic Claude 2 – July 2023 Zoom AI Companion – September 5, 2023 Microsoft Copilot – November 1, 2023	

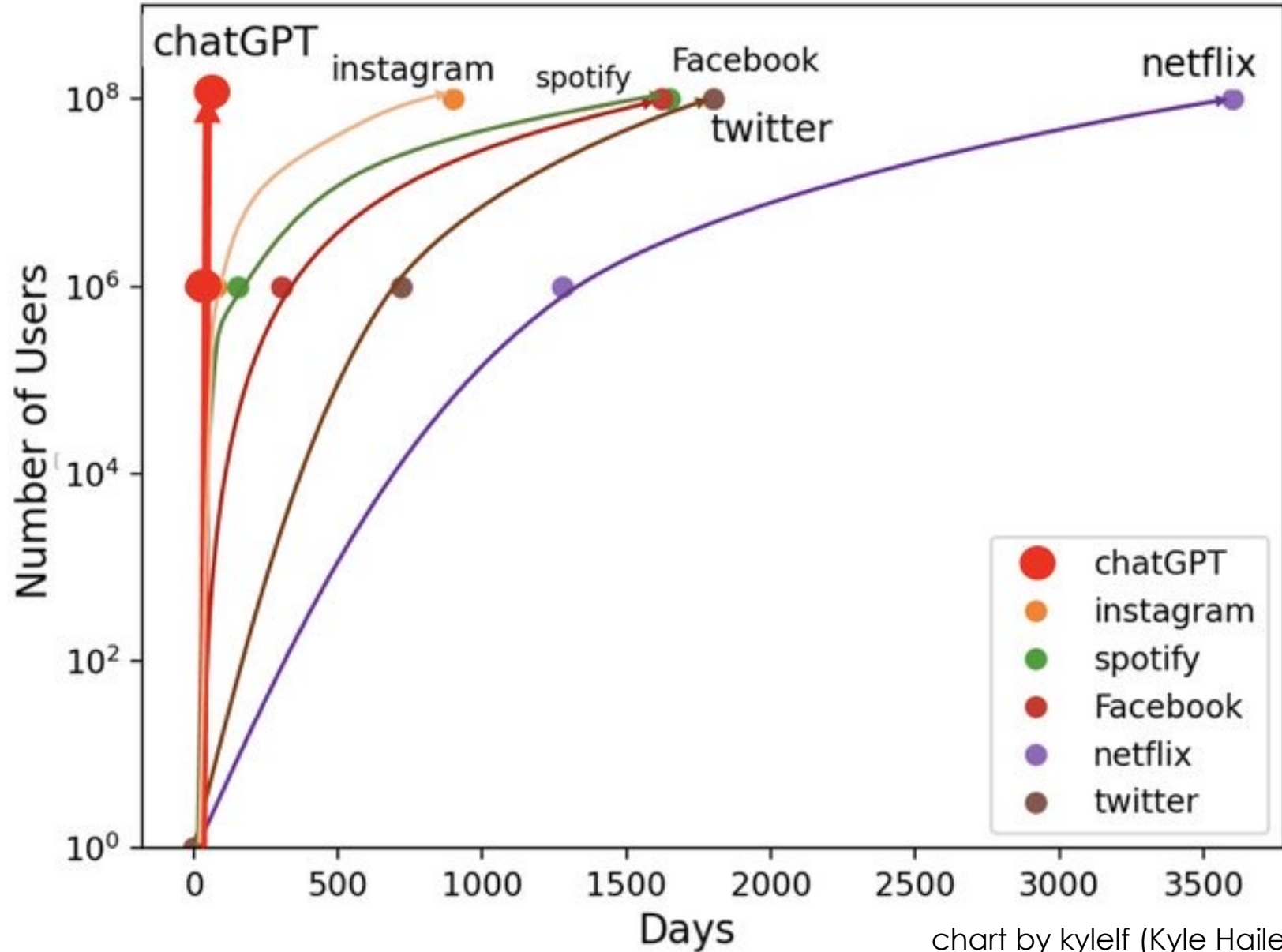


chart by kylelf (Kyle Hailey)

Chat GPT

Released Nov. 30, 2022

1M users 5 days

100M users 40 days

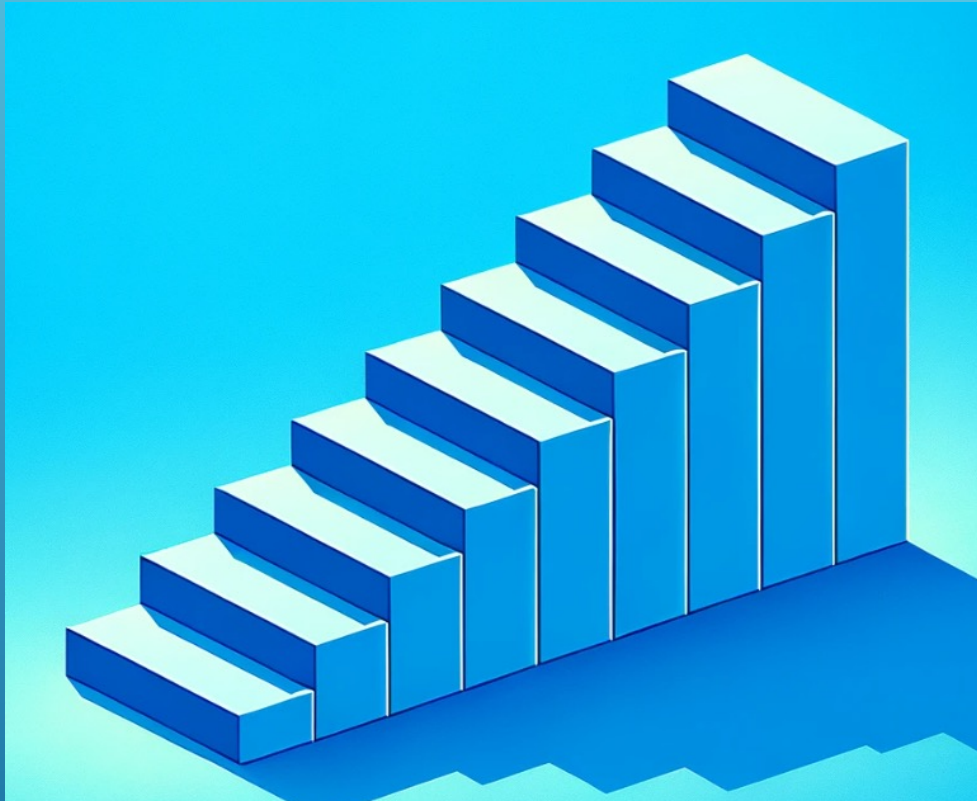
Others to reach 100M

Instagram 2.5 years

Facebook 4.5 years

Twitter 5 years

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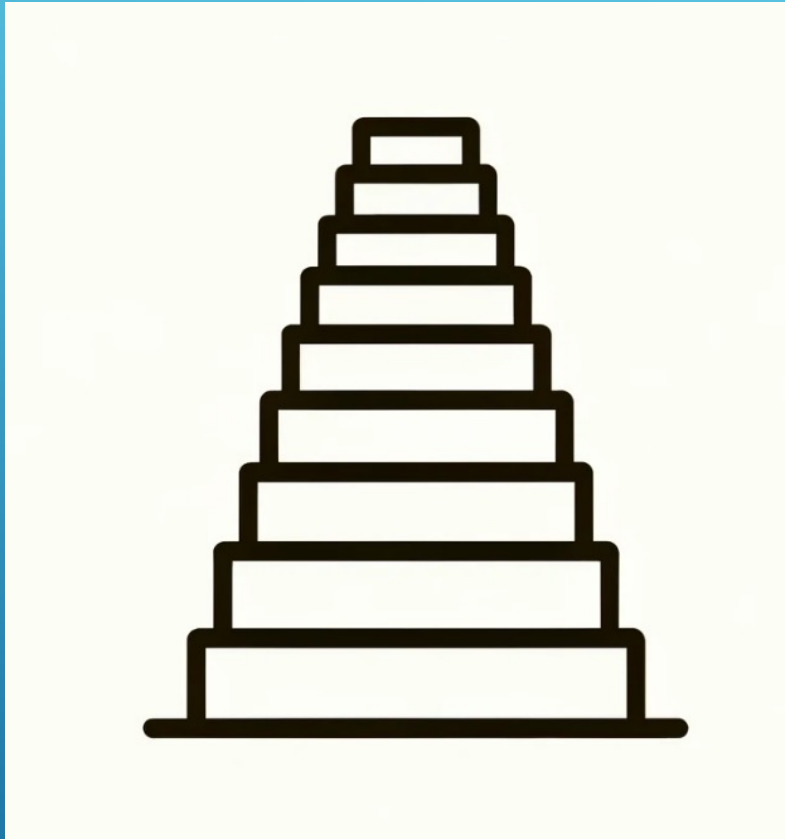


An example of an illustration created by Chat GPT

Position the organization for opportunities and challenges.

- Increase AI literacy
- Find ways to address challenges associated with AI while identifying opportunities that can be built upon
- Pilot on a small scale

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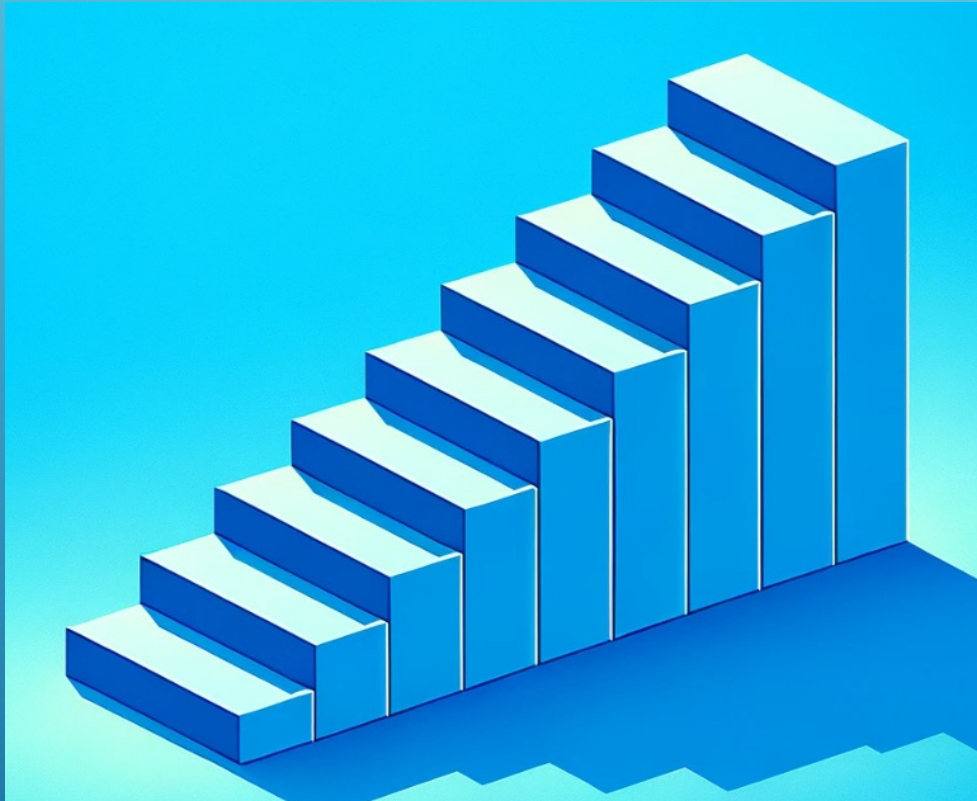


Chat GPT prompt:
Draw me a picture of stair steps

Position the organization for opportunities and challenges.

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Chat GPT prompt:

Draw me a simple picture of rectangular shaped stair steps incrementing vertically from left to right on a vivid light blue background and include a shadow

Position the organization for opportunities and challenges.

- Increase AI literacy
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Find ways that AI can address challenges and opportunities that can be made part of an overall strategy.

Productivity

Content Creation and Translation
Knowledge Discovery
Summarization
Actionable Insights

Experience

24/7 Chatbots
Hyper Personalized Marketing
Proactive Outreach

Teaching + Learning

Content Generation
Personalized Learning
AI Tutors

Understand how your current systems / platforms are leveraging AI.
Zoom AI Companion, Microsoft Co-pilot, Canva

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Leverage Emerging Capabilities of Existing Platforms

Kellogg Community College
Element451 CRM

BoltBot AI driven Chatbot

- Live chat -->24x7 responses
- Individualized
- Warm / personalized
- Leverage vast amounts of information
- Provide use statistics to support improvement

Targeted Communication

- Web chat
 - Email
 - SMS
 - Other
- 
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What Is Generative AI Chatbot? Everything You Need To Know In 2023. (n.d.). [Www.linkedin.com](https://www.linkedin.com/pulse/what-generative-ai-chatbot-everything-you-need-know-2023/). <https://www.linkedin.com/pulse/what-generative-ai-chatbot-everything-you-need-know-2023/>

Ortiz, S. (2023, July 27). *The best AI chatbots of 2023: ChatGPT and alternatives.* ZDNET. <https://www.zdnet.com/article/best-ai-chatbot/>

Helpful Resources:

[The Definitive Guide to AI in Higher Education \(Element451\)](#)

[5-part webinar series on Actionable AI \(Element451\)](#)

[What are the most promising opportunities for AI? | One Hundred Year Study on Artificial Intelligence \(AI100\) \(stanford.edu\)](#)

[The AI Advantage: Boosting Student Engagement in Self-paced Learning through AI \(facultyfocus.com\)](#)

[The Rise Of AI-Enhanced Learning: Education For The Digital Age \(forbes.com\)](#)

[Zoom introduces Zoom AI Companion — available at no additional cost with paid Zoom user accounts \(zoom.us\)](#)