AI in Higher Education: Challenges and Opportunities

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Presenters:

Dr. Barbara Jones, CATYC Executive Director

Dr. Doug Ross, Professor/BSAD Program Chair, Franklin University

Greg Colegrove, Chief Information Officer, Kellogg Community College

Council on Accreditation for Two Year Colleges

- To work with accrediting agencies to promote accreditation standards, practices, and policies for two-year colleges.

- To promote effective communication and articulation of the membership represented by this Council with the American Association of Community Colleges and other educational agencies.

- To support appropriate legislation to improve programs and services in two-year colleges.

- To sponsor workshops, seminars, and academies on appropriate topics of interest where differing views, methodologies, and interests that support the goals of accrediting agencies may be shared.

- To promote research and assist the member institutions in meeting change in two-year college education.

- To provide information and encourage community services among member institutions and communities interested in two-year college education.

Upcoming Events

SAVE THE DATE!

CATYC ANNUAL CONFERENCE
https://www.catyc.com/index.html#events

DATE: September 22-24, 2024
LOCATION: Schoolcraft College, Livonia, Michigan (Detroit area)
- **Hotel:** Hyatt Place
  19300 Haggerty Rd
  Livonia, MI 48152
  Phone: 1-734-953-9224
  Conference location: Schoolcraft College-VistaTech Center
  18600 Haggerty Road, Livonia, MI

DEADLINES:
- **Conference Program Proposals and Research Grant: MARCH 15th**

- **Legacy Award and Innovation Award nominations: APRIL 15th**

    Submit each to: HeidiF@labette.edu

- **Conference Registration: SEPTEMBER 2, 2024**
https://www.catyc.com/index.html#events

- **Hotel Reservation: Due SEPTEMBER 6, 2024 by 4P**
https://www.hyatt.com/en-US/groupbooking/DETZL/G-CATC

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TOPICS

- **AI Overview**: Dr. Barbara Jones, CATYC Executive Director

- **AI Use in Institutional Operations:** Greg Colegrove, Chief Information Officer, Kellogg Community College

- **AI Policies and Procedures:** Dr. Doug Ross, Professor/BSAD Program Chair, Franklin University

- Q & A

AI Overview

- The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.
  - Oxford Languages (2024), Oxford University Press.

- AI programming focuses 3 cognitive areas:
  - Learning – data gathering, rules/algorithms to accomplish task
  - Reasoning – choose best algorithm to achieve outcome
  - Self-correction – identify most reliable results
    - https://www.javatpoint.com/examples-of-ai

Examples

- Digital assistants (Apple's Siri, Amazon's Alexa, Google Now, etc.)
- Navigation/GPS such as Google Maps – recognizes buildings, traffic, construction
- Face detection/recognition – used on phones, banks, government, security
- Text editing - Microsoft, Grammarly, Turnitin, etc.
- Chatbots – train computers to meet customer needs – serve as a customer service agent
- Banking/Finance - Online payments/deposits, emails, customer service
- Social media – identifies content preferences, content posted, and facial recognition

Examples (continued)

- Healthcare – review of scans, review of symptoms, identify treatment options, research, etc.
- Gaming
- Smart Home devices - thermostats, lights, alarms
- Security
- Smart keyboards – anticipate words or emojis
- E-commerce (Amazon, retail stores, etc.) – generate emails or send ads
- Music – Spotify, Netflix, YouTube – make suggestions based on preferences
- Self-driving vehicles
  - https://www.javatpoint.com/examples-of-ai

AI used in Higher Education

"Integrating AI into higher education is not a futuristic vision but an inevitability. Colleges and universities must adapt and prepare students, faculty, and staff for their AI-infused futures."

- Administrative/Operational Support – maintenance, scheduling, budgeting, IT, student records, recruitment/enrollment, transportation, chatbots

- Teaching and Learning – research for course content, code writing, detect grammar/plagiarism, adaptive uses, data analysis, assessment, ChapGPT

- Research – research review, data analysis

- Workforce preparation – prepare students for future in business and industry
  https://er.educause.edu/articles/2023/8/integrating-generative-ai-into-higher-education-considerations

AI Article links

- https://www.javatpoint.com/examples-of-ai
- https://er.educause.edu/articles/2023/8/integrating-generative-ai-into-higher-education-considerations
- https://www.ccdaily.com/2024/02/how-ai-and-chatgpt-can-help-in-college-marketing/
- https://www.insidehighered.com/sites/default/files/2023-10/Benefits%2C%20Challenges%2C%20and%20Sample%20Use%20Cases%20of%20AI%20in%20Higher%20Education.pdf
- https://www.arkansasonline.com/news/2024/jan/15/ua-symposium-spotlights-ai/
- https://www.hlcommission.org/News-Reports/Leaflet/January-2024/trend-update-generative-ai-use-at-member-colleges-and-universities.html