



# Transforming Higher Education: Exploring the Potential Impact of Artificial Intelligence

**Wes Butterfield**

*Senior Vice President, Consulting Services, RNL*

**Dr. Reena Lichtenfeld**

*Vice President, Enrollment Consulting Services, RNL*

**Jessica Ickes**

*Vice President, Market and Research Services, RNL*



**SURVEY !**

# In our session today, we'll discuss

1. What is generative AI?
2. Roundtables – How is generative AI impacting higher ed?
3. Emerging “best” practices
4. Questions & discussion



What is  
Generative AI?

# Generative AI

## According to ChatGPT

“Generative AI refers to a branch of artificial intelligence that focuses on creating or generating new content, such as images, text, music, or even videos, using algorithms and models. It involves training models to learn patterns and characteristics from a given dataset and then using that knowledge to generate new and original content that resembles the training data.”

“Generative AI models are typically built using deep learning techniques, such as neural networks, and they are capable of generating realistic and coherent outputs. These models learn from large amounts of data and can capture complex patterns and relationships, allowing them to generate new content that is often indistinguishable from human-created content.”



A person's hands are shown holding a smartphone, with the device positioned over a laptop keyboard. The entire scene is overlaid with a semi-transparent blue filter. The text is centered and written in a clean, white, sans-serif font.

“ Our intelligence is what makes us human, and AI is an extension of that quality.”

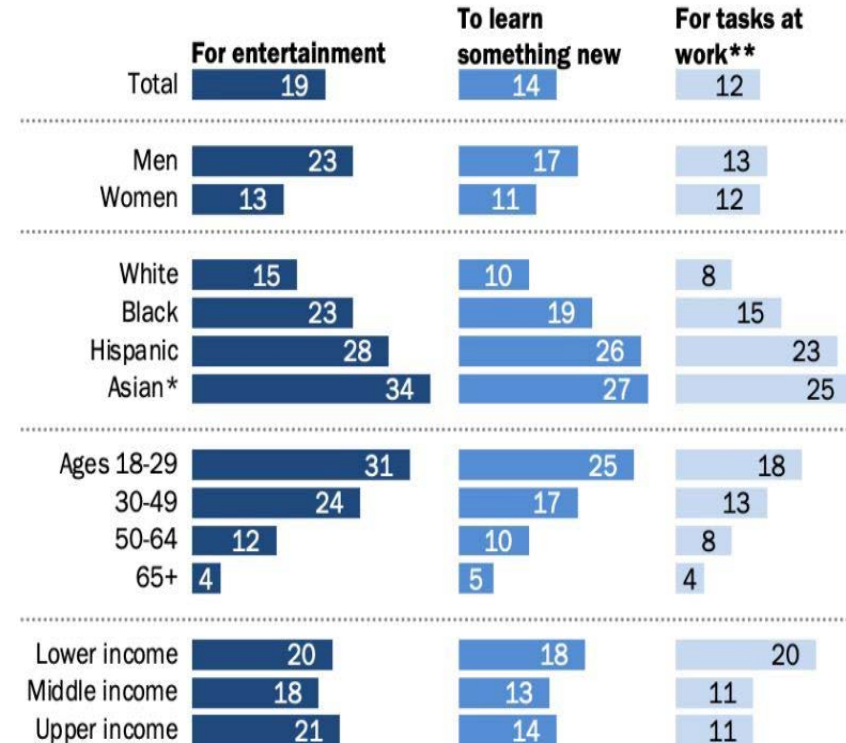
Yann LeCun, 61

# Who's using it?

- 58% of US adults are familiar with ChatGPT
- ChatGPT had more than 100 million monthly users within 2 month of launch
- “Roughly 4 in 10 Americans who have tried ChatGPT) say it has been somewhat useful”

## Young adults who have heard of ChatGPT are more likely than their older counterparts to have used it

*Among the 58% of U.S. adults who have heard of ChatGPT, % who say they have ever used it ...*



# DALL-E

*Higher Education Admissions Administrator*



*Higher Education Consultant*





# What is (or could) generative AI impact at institutions?

*...Nearly everything*

Admissions and  
recruitment

Marketing

Communications

Retention

Student support


Academics,  
teaching, and  
research

Data analysis and  
analytics

Technology &  
software partners

Operations

Faculty, Staff, and  
HR



“In 12 months, I really think for every company, every marketing team, every sales team, generative and predictive AI is going to be a core part of every tool that they use. I just cannot see technology in the next year not incorporating this capability. To me, the bigger question is, how is it all going to work together?”

-Joyce Kim (2023)



# Roundtables

What AI tools  
are you  
currently  
using?

What are you  
considering  
using AI for?





Has AI made your work easier, harder,  
or neither?



What excites you  
about using AI in your  
work?

A blue-tinted photograph of a university courtyard. In the foreground, there are several large, ornate stone arches supported by columns. In the background, a large, multi-story building with a central dome and a spire is visible. The scene is set outdoors with trees and a paved walkway. The overall atmosphere is academic and serene.

What concerns do  
you have about using  
AI in your work?

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a tablet held by a man in the center. A woman with curly hair on the right is looking at the tablet. They are standing around a table with papers and a laptop. The background shows a window with a view of a building.

What new ways  
would you like to use  
AI this year?





# Best Practices

# RNL Best Practices

- Use AI strategically and intentionally with specific goals
- Understand it's risks, limitations, and ethical considerations
- Develop AI Literacy
- Use to create efficiencies
- Be mindful of your mission and culture of your institution
- Stay current
- Engage those who know on campus
- Consider pilots before using for full or critical functions
- Be transparent when possible
- Maintain oversight and assess effectiveness



# RNL NC



# 2023

# What are best practices in using generative AI in college admissions and marketing?

## *ChatGPT – June 2023*

“It's important to strike a balance between leveraging the capabilities of generative AI and maintaining human-centric approaches in college admissions and marketing. The goal should be to enhance efficiency, improve outcomes, and provide a positive experience for prospective students while upholding ethical standards and promoting diversity and inclusion.”



# What are best practices in using generative AI in college admissions and marketing?

## *ChatGPT – June 2023*

- Personalized marketing campaigns
- Application processing and review
- Predictive analytics
- Virtual assistants and chatbots
- Enhancing diversity and inclusion
- Ethical considerations and transparency
- A/B testing and experimentation
- Continuous learning and adaptation
- Human oversight and decision-making
- Compliance and regulations

# What can go wrong when using generative AI in college admissions and marketing?

## *ChatGPT – June 2023*

- Bias and discrimination
- Lack of transparency
- Unintended consequences
- Data privacy and security
- Ethical dilemmas
- Overreliance
- Technical limitations
- Unintentional profiling
- Resistance and distrust
- Lack of human touch

“To mitigate these challenges, it is crucial to adopt responsible AI practices, conduct rigorous testing and validation, promote diversity and inclusion in training datasets, establish clear guidelines and ethical frameworks, and maintain human oversight throughout the process. Regular monitoring, evaluation, and continuous learning can help identify and address any issues that arise.”

A group of students is sitting on a wooden bench in a classroom or lecture hall. They are looking at their laptops and smartphones. The image is overlaid with a semi-transparent blue filter. The word "Discussion?" is written in white, sans-serif font across the center of the image.

Discussion?

Wes Butterfield  
Senior Vice President, Consulting Services, RNL  
[Wes.Butterfield@ruffalonl.com](mailto:Wes.Butterfield@ruffalonl.com)

Reena Lichtenfeld  
Vice President, Enrollment Consulting Services, RNL  
[Reena.Lichtenfeld@ruffalonl.com](mailto:Reena.Lichtenfeld@ruffalonl.com)

Jessica Ickes  
Vice President, Market and Research Services, RNL  
[Jessica.ickes@ruffalonl.com](mailto:Jessica.ickes@ruffalonl.com)