# The Ethical Frontier: Navigating Bias and Privacy in AI-Powered Higher Education

Keyana Scales— Senior Vice President
Subreina DeSouza — Senior Vice President, Advanced Solutions & Product

# Presenters

## Keyana Scales— Senior Vice President

Dr. Keyana Scales brings over 20 years of professional experience in the areas of admissions, recruitment, scholarship and financial aid leveraging, and student success program design and implementation to her role as senior vice president. She also brings extensive subject matter expertise related to strategic planning, master planning and overall student success.

## Subreina DeSouza — Senior Vice President, Advanced Solutions & Product

20 years proven experience in sales operations/management, consulting, customer experience design, and customer success. Former head of Customer Success for North America at Uniphore, VP of Deals Desk & Managed Services Sales @ TTEC and VP of Service Delivery @ eLoyalty.

# Session Objectives

- Understand AI Bias and Impact

- Learn how to protect student privacy

- Develop a framework for responsible AI implementation

Promise: Leave with a practical roadmap to use AI responsibly—without risking trust.

# Sessions Topics

1. AI in Everyday Life

2. Higher Education AI Use Cases

3. Making the Business Case for AI Transformation

4. Leaning into Discomfort: Overcoming Fear

5. Practical Ways to Use AI Now

6. Getting Started Checklist

7. Questions (15 Minutes)

# AI in Everyday Life

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# POLL QUESTION

**How often do you use AI in your personal life?**

☐ **Frequently**

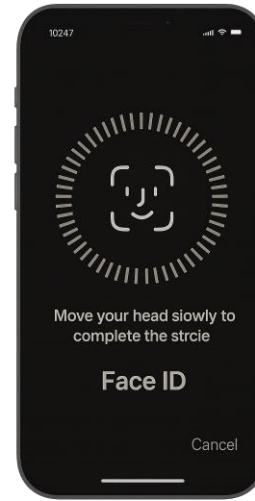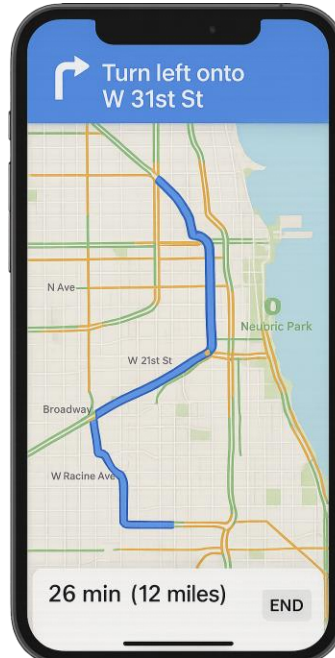☐ **Sometimes**

☐**Barely**

☐**Not At All**

# AI is Everywhere

**AI, or Artificial Intelligence** is a field of computer science using algorithms to simulate human intelligence or capabilities.
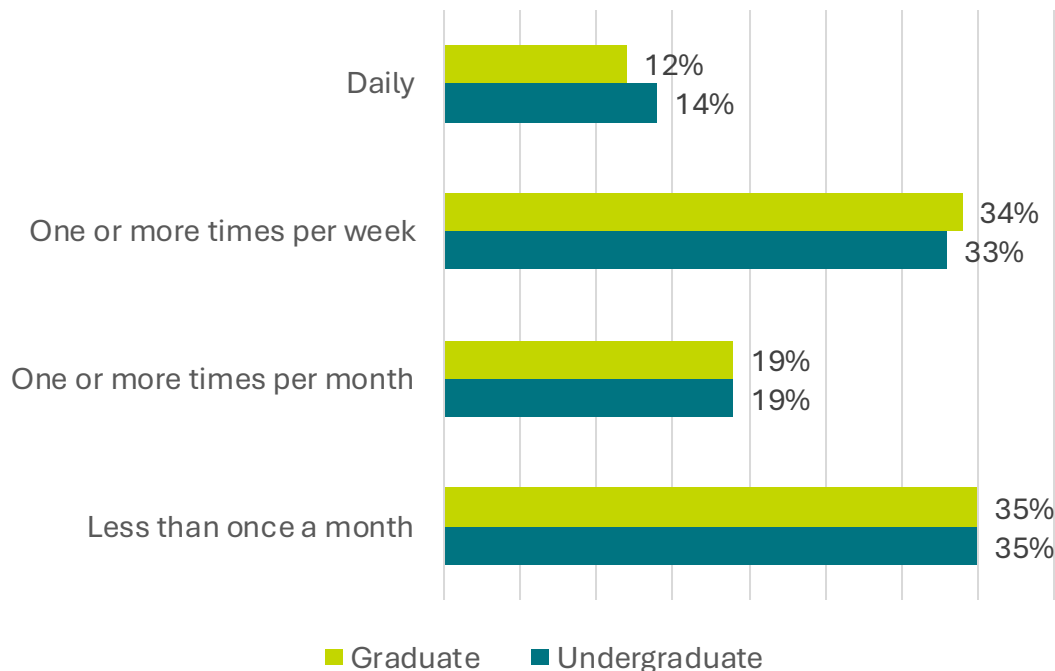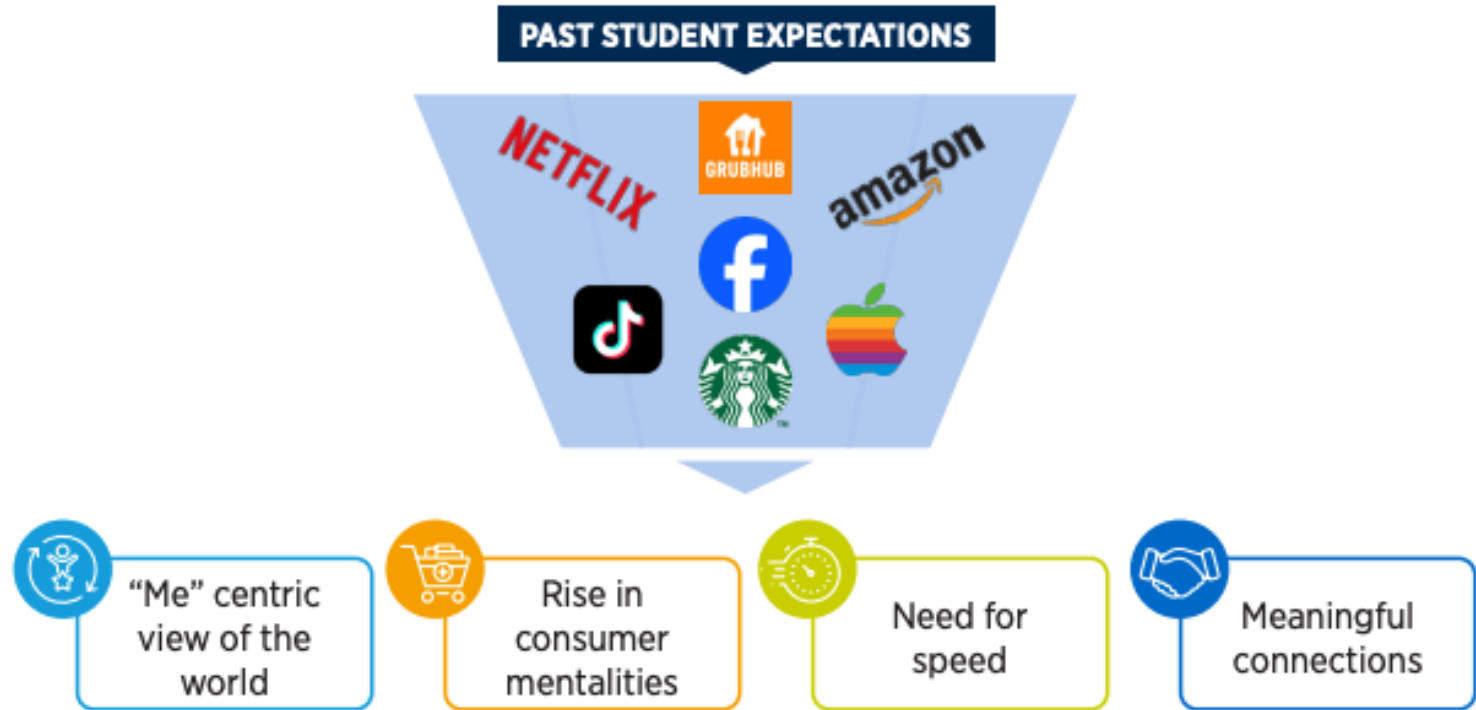
# Understanding Student AI Use

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



| Daily | 12% |
| | 14% |

| One or more times per week | 34% |
| | 33% |

| One or more times per month | 19% |
| | 19% |

| Less than once a month | 35% |
| | 35% |

Graduate   Undergraduate

| Frequency of Use of an AI Platform – by Generation | GenZ | Mill-ennial | 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% |

# Student expectations have shifted. Are you ready?

## PAST STUDENT EXPECTATIONS



- "Me" centric view of the world
- Rise in consumer mentalities
- Need for speed
- Meaningful connections

**Overall, 98% of those between the ages of 18 and 29—have either a broadband connection or a smartphone.**

(Source: Pew Research)

# Higher Education AI Use Cases

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# POLL QUESTION

**Is your institution using any Copilot, ChatGPT or other similar tools for student and or administrative use?**

❑ Yes

❑ No

❑ Not sure

# Real examples of schools using AI

1.  **Centers for Teaching and Learning (Curriculum Application)**

https://www.ohio.edu/news/2024/09/teaching-ai-how-college-professors-are-redefining-classroom

**2. 3-D Avatars for Teaching Assistants**

https://news.morehouse.edu/ai-teaching-assistants

**3. Workforce Development Programming**

https://ai-academy.ncsu.edu/

**4. After-hours customer service**

https://www.xula.edu/

**5. Law School Personal Statement Evaluator-** USC Gould School of Law

# Effective AI Use in Higher Education

Tips for Making AI Use Positive and Equitable

## Enhance Teaching/Learning & Mentor/Support Students

**1**

- Integrate AI in Curriculum
- Utilize AI Tools
- Encourage AI Exploration
- Create AI Learning Communities
- Stay Informed

## Advance Research & Community Engagement

**2**

- Conduct AI Research
- Collaborate Across Disciplines
- Host Workshops and Seminars
- Build Partnerships
- Share Success Stories

## Promote Inclusive and Ethical AI Practices

**3**

- Advocate and Support for Ethical AI Practices
- Develop Policies
- Participate in Policy Discussions

## Support Administrative Functions

**4**

- 24/7/365 Engagement
- Streamline Operations & Improve Efficiency
- Analyze Data with Focus on Insights

# AI for Admissions and Enrollment

**82%**

of educational admissions departments will use AI in 2024.

**50%**

of educational admissions departments used AI in 2023.

**65%**

of admissions professionals are concerned about the ethical implications of AI.

# RNL Insights and Enrollment Analytics

Where AI and Expertise Power Success
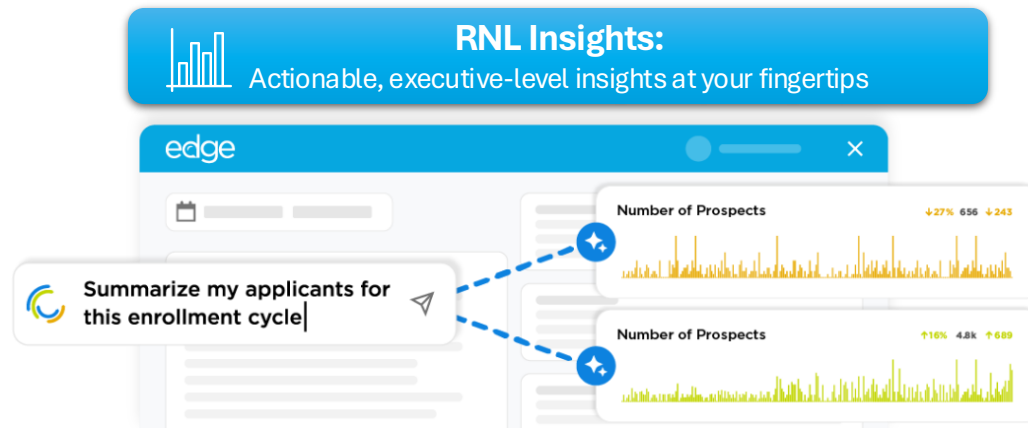


| Prospect Metrics | Inquiry Metrics | Applicant Metrics & Completion Rates | Admit Metrics & Admit Rate | Enrollment & Graduation Metrics | Withdrawal Metric and Rates | Conversion Rates |
|---|---|---|---|---|---|---|
| Yield Rates | Capture Rates | Activities and Interaction Metrics & Rates | Filter by School/Term | Filter by Person Data (Student Type, Location, etc.) | Include Other Optional Metrics | Instant Insights & Dashboards |

**Analyze: Enable the Success Metrics supported by your current data**

# Key Benefits for AI Use for Enrollment & Student Success

Driving Innovation and Retention Success

## Personalized Admissions Process

**1**

- Analyze applicant data to identify best-fit candidates
- Streamline the admissions process
- Improve enrollment rates

## Enhanced Student Support

**2**

- Provide 24/7 support, answering queries about courses, deadlines, campus resources, registration and financial aid questions
- Directing students, parents and givers to the resources they need on demand
- Maintaining contact to reduce dropouts and summer melt

## Predictive Analytics

**3**

- Predict student performance
- Identify at-risk students, enabling early interventions to improve retention and success rates

## Automated Administrative Tasks

**4**

- Handle routine administrative tasks
- Free up staff to focus on more complex student support activities

# Making the Business Case: Embracing Your AI Transformation

**3**

# A Growing Divide for Students

**50%**
of all students use Gen AI Platform 1x per week.

**40%**
or more of students desire access to a virtual research assistant, virtual writing assistant or study coach.

**51%**
of students say AI helped them get better grades and be more efficient

**20%**
of Gen Z use a Gen AI daily

**14%**
of college staff are comfortable using AI

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# The Student Perspective

**80%** think that college graduates should be prepared to use AI when they start their first job

**48%** worry that without AI skills they will be "left behind

**50%** indicated that the growth of AI has made them question their preparedness for the workforce

**45%** believe that their job will be replaced by AI

**33%** said that AI is affecting what they choose to study

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# The Employer Perspective

**73%**
of employers indicate that hiring new employees with AI skills has become a number one priority

**43%**
of employers are raising starting salaries (for sales and marketing positions)

**65%**
of employers are struggling to find qualified candidates

# Benefits of AI for Higher Education

- Personalized Learning

- Operational Efficiency

- Enhanced Student Support

- Data-Driven Decision Making

**Before you reap these benefits, it's critical to have an AI Governance Strategy!**

# Practical AI Uses

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# Practical AI Use Cases

*Your Pathway to Embracing AI Today and Everyday*

| Use Case | How AI Helps | Impact |
| --- | --- | --- |
| Grant Writing and Reporting | AI tools can draft grant proposals by synthesizing prior submissions, aligning language to funder priorities, and generating persuasive narratives. It can also streamline post-award reporting by organizing impact data and creating summaries. | Saves significant time on writing and editing while increasing the quality and alignment of submissions. |
| Personalizing Outreach to Prospective Students | AI can analyze demographics, behavior, and interests to tailor email, SMS, and website content for prospective students at scale. Chatbots can offer 24/7 support based on user intent. | Boosts engagement and conversion by delivering the right message to the right student at the right time. |
| Automating Transcript and Credit Evaluations | AI can extract, translate, and map course data from transcripts (including international ones) to internal equivalency tables, significantly reducing manual workload. | Accelerates admissions decisions and reduces barriers for transfer and international students. |

# Practical AI Use Cases

*Your Pathway to Embracing AI Today and Everyday*

| Tip | Summary | Expected Benefit |
|---|---|---|
| Predicting Enrollment Yields and Risk | Machine learning models analyze applicant behavior, academic history, and engagement signals to predict who is likely to enroll—or melt. | Enables proactive outreach and strategic resource allocation to boost yield and minimize summer melt. |
| Writing Job Descriptions, Policies, and Comms | AI can generate first drafts of internal documents—job postings, email templates, FAQs, or policy language—based on your prompts and tone. | Frees up time and ensures consistency across teams while speeding up delivery. |
| Enhancing CRM Data Quality | AI can clean up duplicate records, infer missing data, and flag anomalies in enrollment systems and CRM platforms. | Improves the accuracy and efficiency of recruitment strategies and reporting. |

# Leaning into Discomfort

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# Guiding Responsible and Ethical AI in Higher Education

## What Should AI Governance DO?

AI is a powerful tool that can do amazing things. But like any powerful tool, it needs rules to make sure it's used safely and correctly.

**Create an AI Governance Policy:**

❑ Includes an established rulebook for how to use AI at your institution.
❑ Sets guidelines and standards for using, managing and developing AI tools

**An AI Governance Policy:**

❑ Educates at all levels: Ensure alignment on AI policies
❑ Protects people: Ensure AI is used fairly and without bias.
❑ Keep things safe: Prevent AI from causing harm or damage.
❑ Make sure it works right: Check that AI is doing what it's supposed to do.
❑ Is transparent: Explain how AI decisions are made.

# Overcoming the Fear of Embracing AI

*From Uncertainty to Opportunity: 6 Practical Ways to Embrace AI on Campus*

| Tip | Summary | Expected Benefit |
|---|---|---|
| Establish AI Goals and Governance | Consider overarching goals of AI utilization and establish time-bound guardrails and milestones | Supports consideration of multiple stakeholder viewpoints and builds consensus |
| Start Small with Low-Risk Pilots | Begin with a limited, well-defined AI use case—such as automating FAQs through a digital assistant or using AI to streamline transcript essays. | Builds early confidence with minimal disruption and provides measurable success to showcase internally. |
| Focus on Augmentation, Not Replacement | Frame AI as a tool that *augments* staff and faculty capabilities—not one that replaces jobs. For example, AI can assist advisors by summarizing student profiles rather than replacing advising sessions. | Reduces resistance by showing AI as a support mechanism that empowers professionals to do higher-value work. |
| Provide Hands-On Training and Demos | Offer interactive workshops or sandbox environments where staff and faculty can explore AI tools in a safe, guided setting | Demystifies the technology, increases digital literacy, and reduces anxiety rooted in the |

# Overcoming the Fear of Embracing AI

*From Uncertainty to Opportunity: 6 Practical Ways to Embrace AI on Campus*

| Tip | Summary | Expected Benefit |
| --- | --- | --- |
| Celebrate Early Adopters and Share Success Stories | Highlight departments or individuals who have successfully implemented AI and share their impact stories campus-wide. | Inspires confidence through peer validation and creates momentum across the institution. |
| Partner with Trusted Vendors | Work with partners who specialize in higher ed AI or form an internal cross-functional task force to guide implementation with faculty, IT, and administration at the table. | Provides credibility, reduces technical overwhelm, and ensures alignment with campus culture and goals. |
| Address Ethical and Privacy Concerns Transparently | Acknowledge fears around bias, data privacy, and decision-making authority. Include governance and ethical review processes in your AI rollout plans. | Builds trust and ensures adoption efforts are values-driven and aligned with institutional integrity. |

# Your AI Getting Started Check List

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# Be On Right Side of AI

☐ Acknowledge and discuss AI's **LIMITATIONS:** Be straight-forward about what it can and cannot do.

☐ Ensure that proper **GUARDRAILS** are in place to mitigate your institution's risk

☐ Prioritize being **OPEN and CLEAR** about how your AI solutions work and where the information comes from.  Avoid black box solutions.

☐ Check for **problems: Carefully look at how** you plan to use AI and make sure it's **ETHICAL and RIGHT. And when it's not act quickly!**

# AI Getting Started Check list
*Take this Back to Your Campus and Lead the Way*

| Item | Summary |
|---|---|
| ✓ Identify a Simple, High-Impact Use Case | Choose one area to start: e.g., chatbot for admissions FAQs, personalized outreach, or transcript evaluation. |
| ✓ Form a Small Cross-Functional Team | Include admissions, IT, marketing, and a faculty/staff advocate to ensure collaboration and alignment. |
| ✓ Choose a Trusted Tool or Partner | Use tools your institution already has (like Microsoft Copilot or Google Workspace AI) or pilot a higher ed-focused vendor. |
| ✓ Set Measurable Goals | Define what success looks like—e.g., reduce response time, increase yield, or shorten transcript processing time. |
| ✓ Pilot, Document, and Learn | Run a small pilot, capture lessons learned and adjust as needed. Don't wait for perfect—start with *possible*. |
| ✓ Share the Story & Build Momentum | Celebrate early wins, show the impact with data, and invite others to try it in their areas. |

Start small. Stay focused. Scale smart. You don't need to be an expert—just willing to lead the first step.

# Questions

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# Navigating Bias and Privacy in AI-Powered Higher Education

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# Thank You!

STRATEGY

IMPACT

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INNOVATION

# RNL NC
## ALTERING the
## LANDSCAPE

JULY 22-24, 2025
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The 39th Annual National Higher Education Conference