

# AI Governance: Building Trust and Responsible AI Use on Campus

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# Presenter



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Subreina is a seasoned professional renowned for her expertise in Customer Success, Account Management, and Sales. With a proven track record in program management and customer relationship management, she excels in driving quality customer success and support while fostering team leadership.



# Roadmap for Establishing AI Usage and Guardrails

1. Be on the Right Side of AI
2. Understanding AI Governance & Why it Matters
3. Develop an AI Governance Framework
4. Be Mindful of Potential Regulation



# The Right Side of Generative AI

1. Acknowledge and discuss AI's **LIMITATIONS**: We are straight-forward about what it can and cannot do.
2. Ensure that proper **GUARDRAILS** are in place to mitigate your institution's risk
3. Prioritize being **OPEN and CLEAR** about how the solutions work and where the information comes from. This is different than black box solutions.
4. Check for problems: Carefully look at how we plan to use AI and make sure it's **ETHICAL and RIGHT**.



# **Understanding Governance & Why it Matters**

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# AI Governance

Guiding Responsible and Ethical AI in Higher Education



## What Does AI Governance Include?

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.

- AI Governance = Creating a rulebook for how to use AI at your university.
  - Set guidelines and standards for using, managing and developing AI tools

# AI Governance

Guiding Responsible and Ethical AI in Higher Education



## Good AI Governance

- 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.
- Be transparent: Explain how AI decisions are made.



**AI Governance  
Assessment**



**AI Policy and  
Roadmap**



**Comprehensive Monitoring**



**AI Education & Employee  
Training**

# AI Governance



## Why It Matters For Higher Education

- Enhanced institutional reputation
- Reduced legal and financial risks
- Increased public trust
- Alignment with ethical principles
- Innovation and competitiveness





# AI Governance



## AI Governance in Higher Education

Only 12% of higher ed institutions have implemented an AI Governance Structure.

Yet 56% of colleges students were using it as of Nov. 2023.\*

# F. E. A. T. Principles

## The Foundation for Effective AI Governance

### F<sub>airness</sub>

Examine training data to identify and eliminate potential amplification of societal and institutional biases.

### E<sub>mpathy</sub>

Address ethical concerns, implications, and practices of AI development, deployment, and workplace policies, that might impact our constituents.

### A<sub>ccountability</sub>

Encourage regular auditing practices and assessments on machine learning models and AI-enabled tools.

### T<sub>ransparency</sub>

Proactively provide documentation, training data, and root cause *analysis* (RCA), and clearly communicate overall AI governance policies.

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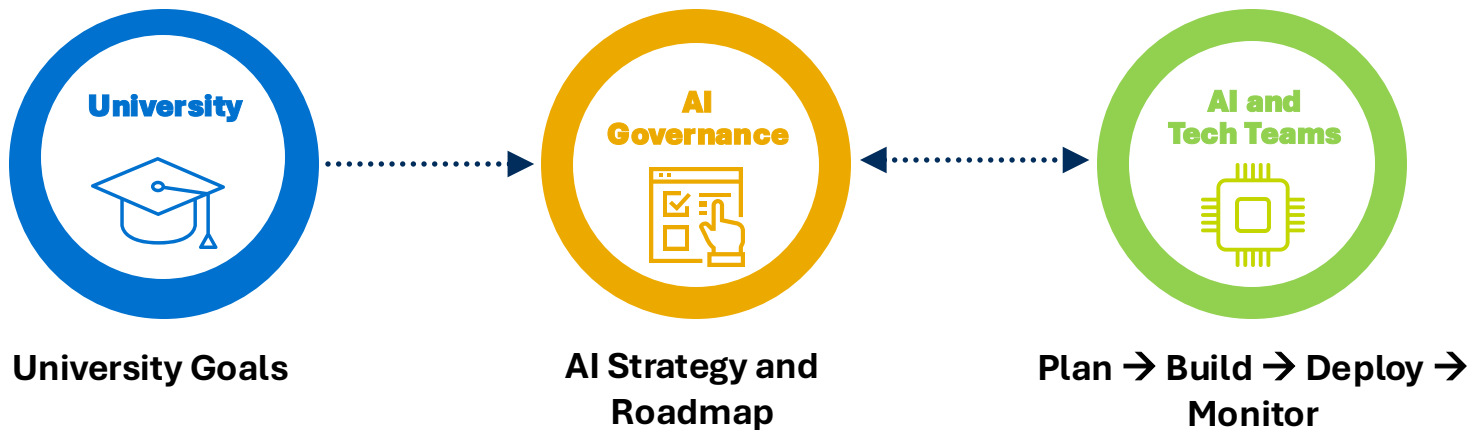


# **Developing a Governance Framework**

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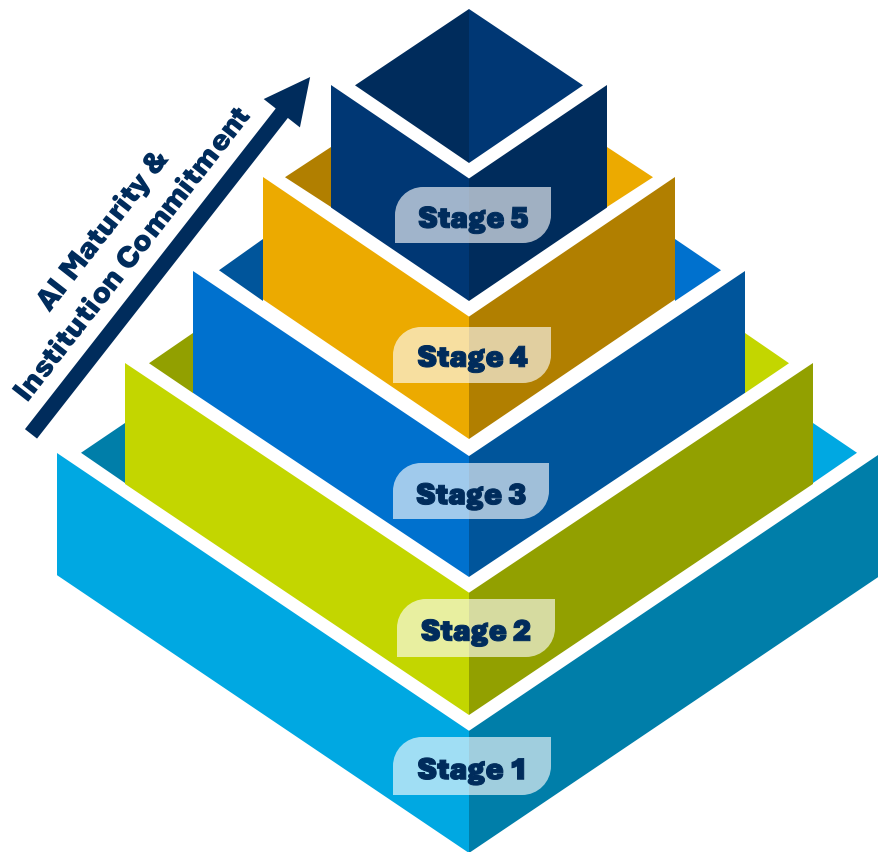
**AI governance aligns the organizational goals of an institution with the AI and technology teams implementing AI strategy and systems. At RNL, we implement the following:**

### **Enterprise AI Governance Framework**





# AI Governance Maturity Model



## **Stage 5: Transformational**

Governance at Scale

## **Stage 4: Systemic**

Integrated into All Key Business Processes

## **Stage 3: Operational**

Building Infrastructure

## **Stage 2: Active**

Building Practice



## **Stage 1: Exploring**

Building Awareness



# Stage 1: Exploring Building Awareness

- Started exploring the potential use of AI
- Not actively using AI to drive outcomes

## Recommendations

- Continue to focus on building awareness and understanding of AI technologies
- Explore potential applications for AI
- Identify areas where AI can add value to the institution and to its students



# **Regulation is Coming**

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# The Evolving Landscape of AI Regulation in Higher Education

## Varying Regulations:

1. Regulations around AI use in universities vary by university and are constantly evolving.
2. Increasing Regulations: More regulations and guidelines are expected at the state, federal, and university levels in the coming year.
3. Your university has to decide what is the right way to oversee AI usage for them.

# University Policies and AI

1. Duke University: Updated its Duke Community Standard to include unauthorized use of generative AI as cheating
  - Instructor Discretion: Instructors have the discretion to define AI use in their courses and are encouraged to update their syllabi.
2. Harvard's Perspective: Regulations can come from non-AI-specific laws or AI-specific laws, including regulations by administrative bodies, legislative acts, and judicial decisions.

# Regulatory Approaches

1. US: Principles-based and sector-specific regulations, with existing enforcement authorities like the FTC regulating AI under broad frameworks.
2. UK: Pro-innovation approach, focusing on principles like safety, transparency, accountability, fairness, and redress.
3. EU: EU AI Act with a tiered risk-based framework, categorizing AI systems from minimal to unacceptable risk. Fines for severe infringements can be up to 4% of a company's annual revenue.
4. University Implications: Universities must navigate these regulations while considering their own policies and the ethical implications of AI use in education.

# Operationalizing Your AI Strategy

***Do you have the resources to put your AI strategy into practice?***

***Does your institution have...***



A mandate on AI implementation but no structure in place?



An interest in using AI solutions but unsure how to do so?



An AI strategy that you have started but is not meeting your expectations?



**Questions?**





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