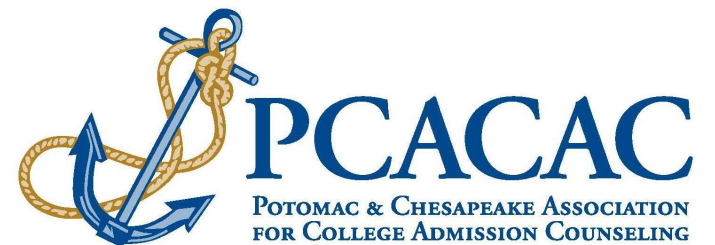


Welcome to the 21<sup>st</sup> Annual Summer Institute!

# Using AI in Communications

## Session A2

July 22, 2024



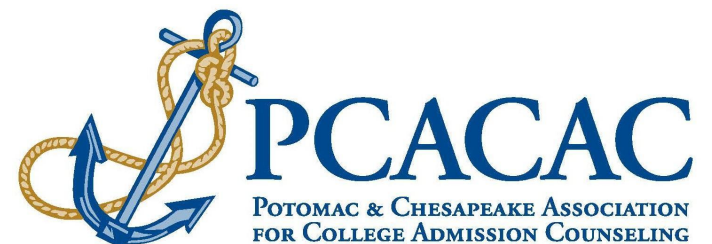
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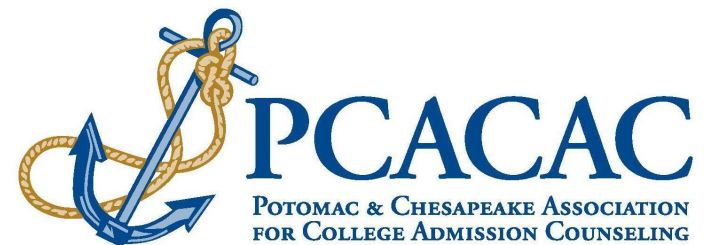


# Learning Objectives

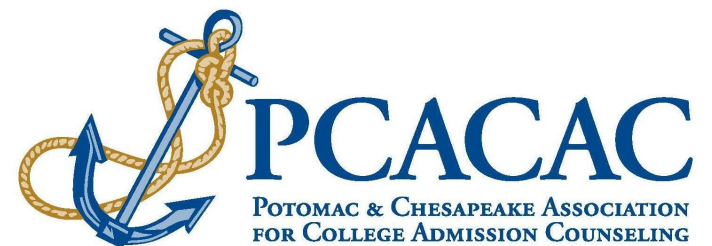
**Objective 1:** Discuss how AI can (and should) be used by admissions staff

**Objective 2:** Discuss how AI can (and should) be used by school counselors

**Objective 3:** Discuss the ethical uses of AI in our daily work

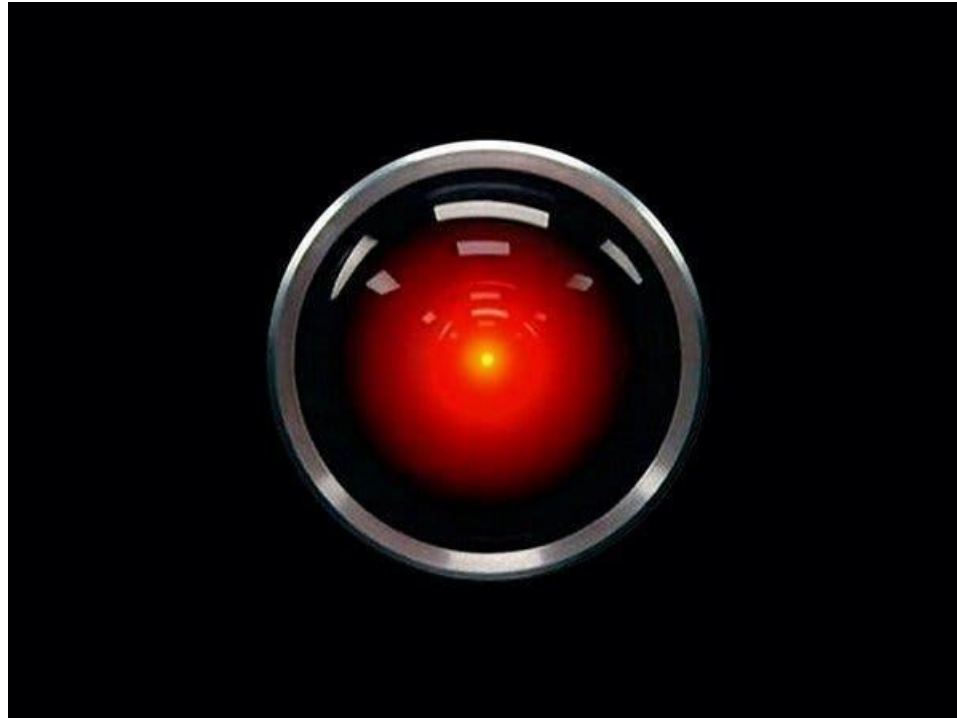


# For Later: ChatGPT



# AI in Admissions - College Side

**ALL ADMISSIONS DECISIONS MUST BE MADE BY AI**



# AI in Admissions - College Side

## Communications

- Emails, websites, publications, images, video

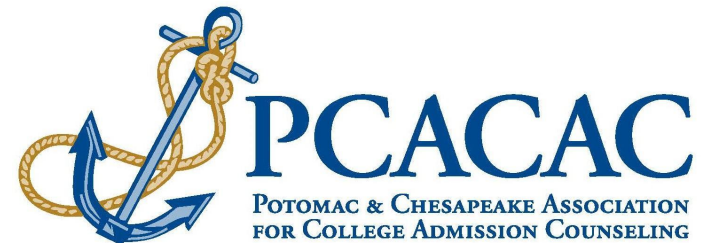
## Grants, waivers, policy docs

## Data analysis

- Class-shaping, scholarship allocation

## Customer Service

- Chatbots, embedded search tools



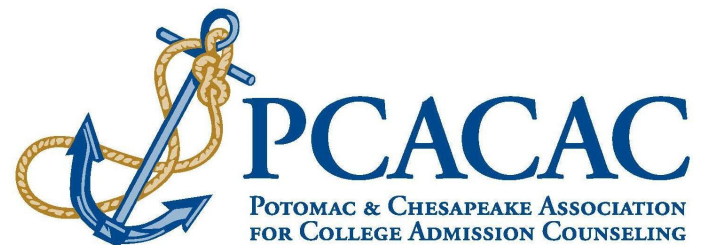
# AI in Admissions - High School Side

Students using AI for college essays

- Okay for brainstorming, but... negatives:
  - Language
  - Specificity

Counselors/teachers using AI to write letters of recommendation

- Convenient, especially for large case-loads, but...negatives:
  - Language
  - Specificity

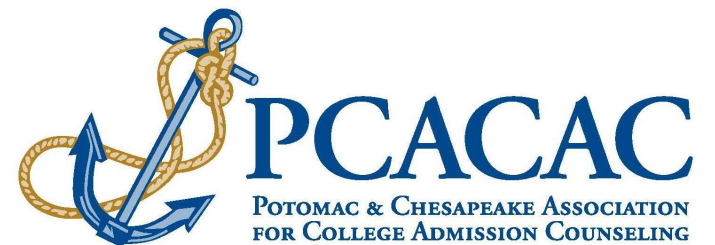




# AI in Admissions - High School Side

## Other uses

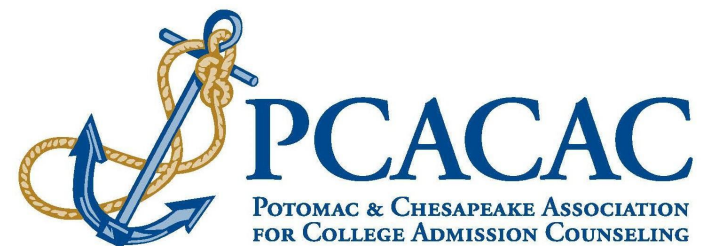
- Parent meetings (student and parent)
- Teaching students better study habits
- Demonstrating difference between HS and college
- Developing college lists for students
- Fun stuff:
  - Create dorm room packing list
  - Suggestions on how to get along with roommate
  - Creating quizzes for training, studying





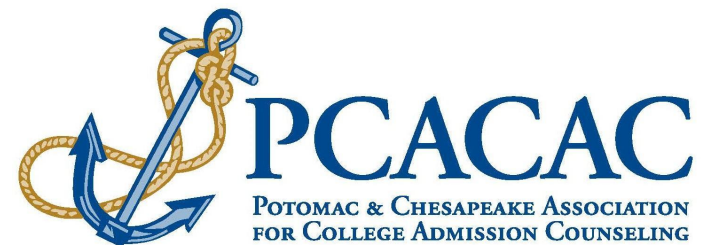
# Let's Try It Out!

1. Letter to a parent about their student who's at risk of failing a class
  - Use ChatGPT to make letter shorter; tone softer or sterner; more factual or less emotional
2. Letter of rec for a student with a 2.5 GPA and frequent unexcused absences
3. Email to a student denying them additional merit scholarship, but encouraging them to enroll



# AI in Admissions – General Use

- Interoffice communication
  - Emails to colleagues/campus partners
  - Adjust tone, include all relevant info
- Notetaking and Trainings
  - Meeting minutes and summaries, recordings and click-by-click guides
- What else??

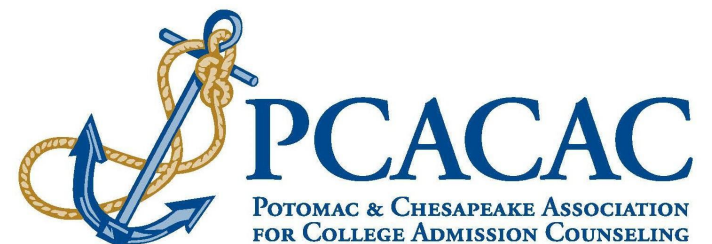


# AI in Admissions - Overall Guidelines

“Trying to ban generative AI altogether, educators interviewed for this report agreed, is simply unrealistic....The report urges the establishment of guidelines, pointing toward a University of Michigan AI committee report and tool kit, which included the university’s own version of ChatGPT.” (Inside Higher Ed, June 2024).

"A large criticism of generative AI technology is its tendency to make up or give wrong answers. The report—and most experts—advise involving a human in reviewing AI-produced work." (Inside Higher Ed, June 2024)

[MIT SMR Connections Report](#)



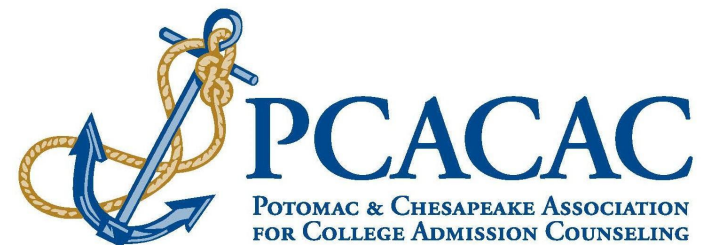
# Audience feedback time (aka QUESTIONS)

Comments?

Insights?

Input?

Information gaps?



# Please. . .

Complete the session evaluation on the Webex Summer Institute app before leaving the room today.

Thank you!

