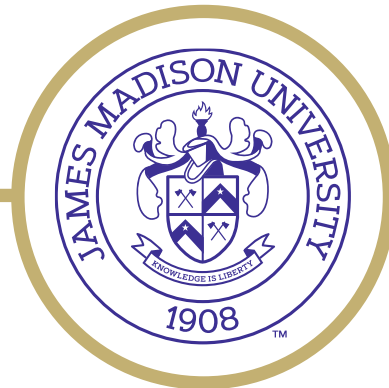


JMU Task Force on Artificial Intelligence

Robin Bryan, David Kirkpatrick, Bob Kolvoord, Bethany Nowviskie

19 April 2024





Task Force Development and Areas of Focus

- Academic Affairs conversations, Spring/Summer 2023
- 2023/24 Open Call with Areas of Focus:
 - Authorship and the production of new knowledge
 - Artificial Intelligence (AI) and the student experience
 - New contexts and meanings for higher education
 - Administrative applications of AI
- Inclusive, iterative, and a “year of conscious experimentation”

Campus-wide Involvement



The Student Experience

Dirron Allen – Student Affairs and Group 2 lead

John Huffman – Student Affairs and Group 2 lead

Anthony Miles – JMU Libraries and Group 2 lead

Andrea Adams – JMU Libraries

Sarah Brooks – College of Visual and Performing Arts

Jim Bywater – College of Education

Jack Garner – College of Science and Mathematics

Kevin Hardwick – College of Arts and Letters

Yang Liu – The Learning Center and College of Health and Behavior Sciences

Marquis McGee – Academic Advising

Shaun Mooney – First Gen Student Success

Ren Oliver – Talent Development and Human Resources

Carolyn Schubert – JMU Libraries

Sam Squyers – University Career Center

JT Todd – Sexual Orientation, Gender Identity, and Expression

Taeho (Nathaniel) Yu – JMU Libraries (joining soon)

Raafat Zaini – College of Integrated Science and Engineering

JY Zhou – Center for Global Engagement

New Contexts and Meaning

Sarah Cheverton – University Studies and Group 3 lead

Daniel George – JMU Counseling Center and Group 3 lead

Bethany Nowwiskie – JMU Libraries and Group 3 lead

Afzal Upal – College of Integrated Science and Engineering and Group 3 lead

Laura Atkins – College of Business

Randal Budnikas – University Marketing

Marijn de Waal – College of Visual and Performing Arts

Michele Estes – College of Education

Thomas Finnegan – College of Science and Math

Philip Frana – University Studies

Angela Hayslett – College of Business

Michael Klein – University Studies

Sarah MacDonald – School of Continuing and Professional Studies

Sombo Muzata – College of Arts and Letters

Maryam Sharifian – College of Education

Rhonda Syler – College of Business

Catherine Zeman – College of Health and Behavioral Studies

Anthony Teate – College of Integrated Science and Engineering

Authorship and New Knowledge

Stephen Aderton – University Marketing and Group 1 lead

Rodolfo Barrett – Learning Resource Centers and Group 1 lead

Andreas Broscheid – Center for Faculty Innovation and Group 1 lead

Kevin Hegg – JMU Libraries and Group 1 lead

Bob Kolvoord – College of Integrated Science and Engineering and Group 1 lead

Juhong Christie Liu – JMU Libraries and Group 1 lead

Mohammad Ala Uddin – College of Arts and Letters

Chelsey Bahlmann Bollinger – College of Education

Samantha Holly Becerra Reed – Audit and Management Services

Scott E Beckler – College of Health and Behavioral Studies

Howard Carrier – JMU Libraries

Kevin Hardwick – College of Arts and Letters

Weiming Hu – College of Integrated Science and Engineering

Manal Ahmad Jamal – College of Arts and Letters

Masoud Kaveh Baghbadorani – College of Science and Mathematics

Raihan Khan – College of Health and Behavioral Studies

Robyn Kondrad – College of Health and Behavioral Studies

Valerie Linsinbigler – JMU Libraries

Brennan Maupin – Office of Disability Services

Kevin Molloy – College of Integrated Sciences

Gracie Michelle Wingfield – Student Affairs

Administrative Applications

Robin Bryan – Information Technology and Group 4 lead

Debbie Jordan – Advancement and Group 4 lead

Hala Nelson – College of Science and Mathematics and Group 4 lead

Jennifer Campfield – Provost's Office

Jojo Griffith – Talent Development

Lindsey Harvell-Bowman – College of Arts and Letters

Becky Holmes – Audit and Management Review

Teddy Levin – Engagement Fellow

Kathy Lubkowski – College of Integrated Science and Engineering

Paul Mabrey – Student Access and Enrollment Management

Christina Myers – Academic Resources

Layne Rexrode – University Events

Claire Rooney – Advancement

Matt Underwood – JMU Libraries

Luther Vucic – Advancement

Greg Hackbarth – Information Technology

AI Task Force Leadership

Dirron Allen (Student Affairs)

Robin Bryan (Administration and Finance)

John Huffman (Student Affairs)

Debbie Jordan (Advancement)

David Kirkpatrick (President's Office)

Bob Kolvoord (Academic Affairs)

Peter Montwill (President's Office)

Hala Nelson (Academic Affairs)

Bethany Nowwiskie (Academic Affairs)

Expected Outcomes



Develop guidance for JMU on the use of AI by faculty and students for teaching, learning and research



Explore opportunities to integrate AI in core administrative functions



Prepare students to use AI as they enter the workforce



Ensure that JMU develops AI-related policies that are just and equitable for all stakeholders



Key Guiding, Contextual Questions

- How can AI help to foster innovation and improve quality of life at JMU?
- How can we best adapt our skills and learning strategies in a society with intelligent machines?
- What threats does AI pose to interpersonal relationships and human judgment?
- What are we trying to regulate and optimize with AI? Who decides?
- What are AI's biases and unintended consequences?
- What does responsible, responsive, and ethically aligned AI policy, legislation, and daily practice look like?

Critical New Knowledge Questions

- How do we define authorship in a world with AI?
- What is responsible use in teaching and learning? What about the workplace?
- How can we use AI tools in ways that are accessible and inclusively beneficial to all students?

How do we develop a common, campus set of expectations related to AI use in teaching, learning, and research across JMU?





Potential Impact on the Student Experience

- AI has the potential to enhance the student experience in advising, counseling, assessment, engagement, student support and learning environments
- AI tools could shift the journeys of students but might also diminish valuable human interaction between students and the university
- The vast amounts of data involved in generative AI and large language models make human oversight difficult
- Understanding what data is being used, collected and how that data is protected is of the utmost importance to ensure the safety and privacy of students
- Information literacy and the importance of fact checking, detecting bias and, most importantly, recognizing when and where to seek help are paramount
- Simply condemning the use of generative AI will not be effective as this technology is quickly becoming integrated into everything we use



Administrative Applications

- AI exists now as part of many applications such as Microsoft, more will come quickly
- Secure, JMU-only AI is required to protect university data
- Data Analytics potential might dramatically enhance our desire for data-driven outcomes
- Content will be needed to drive usage for technologies like Chatbots
- Privacy, trustworthiness, and security are paramount especially when applied to administrative uses
- JMU is a campus rich with high-level expertise
- We must identify competencies, knowledge and ensure appropriate support for employees as their approach to work changes
- Aligning JMU's emerging AI strategy with the efforts of Reengineering Madison and the Data Governance Council is a natural step toward an AI-powered and -informed campus



Executive Order on Artificial Intelligence

- Executive Order 30 – Artificial Intelligence
- Applies to Higher Education despite management agreements
- VITA oversight for review and approval of AI applications
- Exemptions for instruction and research are not clear
- Council of Presidents provided input to SCHEV and Secretary of Education
- Higher Education is waiting on clarification before taking next steps in technology adoption

Next Steps



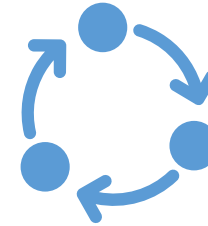
New
faculty/staff
experts
joining



Teams
pursuing
directions
from
preliminary
report



Focus
groups
w/alumni &
community
partners



Student
focus
groups and
surveys



JMU as a
learning
organization

