

The background of the slide is a photograph of the University of Rochester's Old Chapel building at sunset. The building is a large, circular structure with a prominent dome and a flag on top. The sky is a deep orange and red, and the building's windows are illuminated from within. In the foreground, there are dark, silhouetted branches of trees on the left side.

UNIVERSITY OF ROCHESTER

# How to Use Generative AI to Supercharge Your Work and Your Life

OCTOBER 3, 2024



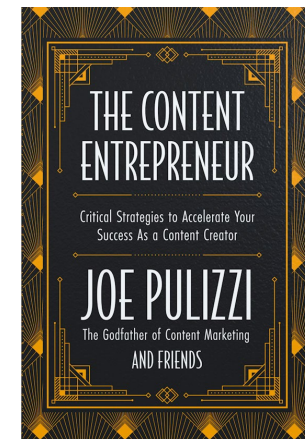
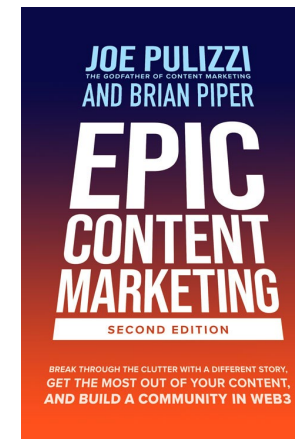
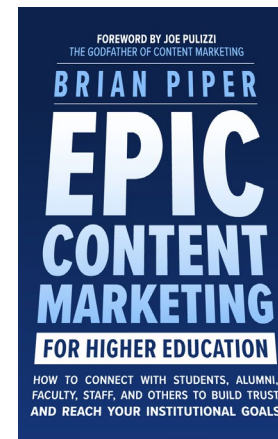


*getmyslides.info*

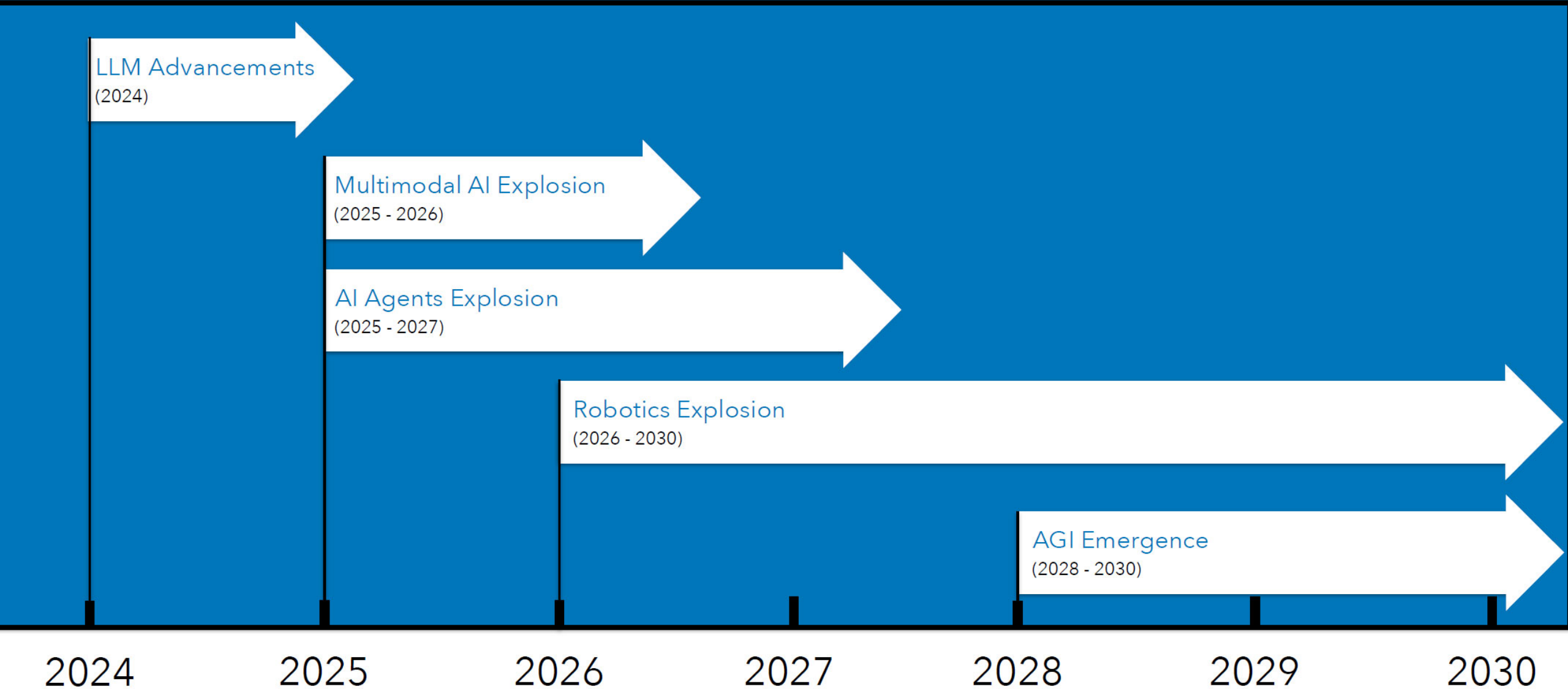
# Brian Piper

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Director of Content Strategy and Assessment  
University of Rochester  
bpiper2@ur.rochester.edu



# An (Incomplete) **AI Timeline**: What Happens Next?



ChatGPT

Explore GPTs

Yesterday

Content Strategy Recommendation

Tech Revolutionizing Educational

Promote "Boundless" Strategic Pla

Previous 7 Days

Hungry Family Empty Table

Persona Naming Options

Community Platforms in Higher Ed

Student Pathways: Diverse Journe

AI Insights for Higher Ed

Generative AI in Higher Education

AI Content Creation Summit

Emerging Tech in Education

Epic Content Marketing Spectrum

Track & Optimize Content

Content Repurposing for Higher E

Discoverability in Higher Ed

Content Creators Licensing Plan

AI Efforts at UR

Add Team workspace  
Collaborate on a Team plan


Brian Piper

Culinary Creator

you

create an image for deconstructed brownie sundae with salted caramel ice cream

Culinary Creator



Here is the image of the deconstructed brownie sundae with salted caramel ice cream, present in a modern and upscale dining context. The arrangement captures the contemporary and indulgent essence of the dessert.

🔊 📄 🗑

You

give me a recipe for deconstructed apple pie

Culinary Creator

Certainly! A deconstructed apple pie is a modern take on the classi

🔊 📄 🗑 English (US)

Send a message or hold space bar to talk

New version of GPT available - Continue chatting to use the old version, or start a new chat for the latest version.

ChatGPT

Explore GPTs

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Content Creators Licensing Plan

AI Efforts at UR

Add Team workspace  
Collaborate on a Team plan

Brian Piper

Culinary Creator

Culinary Creator

For an organized shopping experience, it's best to categorize your list by the sections of the grocery store you'll visit in order. Here's a comprehensive shopping list for your meal:

Produce

- Fresh basil
- Fresh thyme
- Fresh rosemary
- Fresh parsley
- Fresh dill
- Fresh chives
- Lemon (for zest and wedges)
- Garlic
- Onions
- Cherry tomatoes
- Pears
- Beets
- Carrots
- Asparagus
- Potatoes
- Lettuce (for shrimp cocktail)

Dairy & Eggs

- Brie cheese
- Blue cheese
- Fresh mozzarella balls
- Heavy cream
- Butter

🔊 📄 🗑 English (US) Get citation

Send a message or hold space bar to talk

New version of GPT available - Continue chatting to use the old version, or start a new chat for the latest version.

brianwpiper.com











you are an expert seller of used items and can write descriptions and titles that capture user interest just based on an image.

I'm going to give you a few images and I want you to write a product description for a snowboard to be posted on Facebook Marketplace and price the item relative to how other similar items are priced.

Use the attached images.

Write a title, description, and the price, please. Take your time.



### Title:

OVO Alpha Snowboarding Helmet - High-Performance & Stylish Protection

### Description:

Gear up for your next snowboarding adventure with this premium OVO Alpha helmet. Designed for both safety and style, this helmet is perfect for snowboarders who demand the best in protection and comfort.

### Features:

- **Brand:** OVO
- **Model:** Alpha
- **Weight:** 532 grams
- **Condition:** Used, in good condition with some minor scratches and scuffs
- **Color:** Matte Black
- **Certifications:** CE certified, ASTM certified
- **Ventilation:** Multiple vents for optimal airflow
- **Padding:** Comfortable and removable interior padding for easy cleaning
- **Chin Strap:** Adjustable and secure chin strap with quick-release buckle
- **Size:** Fits medium head sizes (verify sizing before purchase)

This helmet has been gently used and shows some signs of wear, but it still offers excellent protection and comfort. Whether you're tackling tough slopes or just starting out, this OVO Alpha helmet will keep you safe and looking sharp.

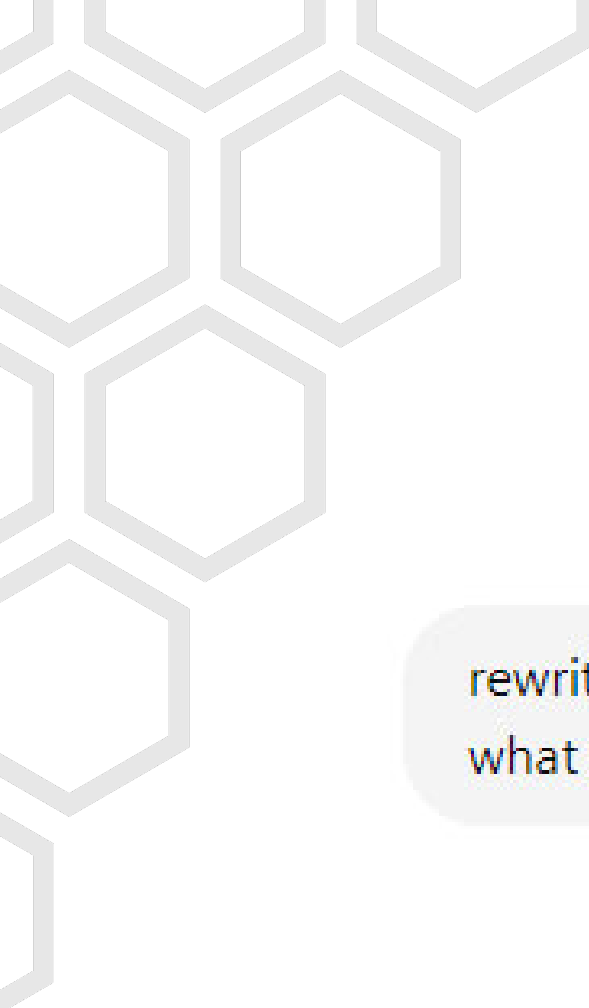
### Price:

**\$45**

(Comparable helmets are priced between \$40 and \$60 on various marketplaces. This helmet is priced competitively to ensure you get great value for your money.)

Don't miss out on this great deal! Contact me today to arrange a viewing or pick-up. Stay safe and stylish on the slopes with the OVO Alpha snowboarding helmet!



A decorative pattern of light gray hexagons is located in the top-left corner of the slide, partially cut off by the edge.

rewrite this description to be engaging, thrilling, and tell stories of what you could do with this helmet



## Title:

Unleash Your Inner Adventurer with the OVO Alpha Snowboarding Helmet!

## Description:

Are you ready to conquer the mountains and shred the slopes like never before? The OVO Alpha Snowboarding Helmet is your ultimate companion for every thrilling descent and daring jump.

Imagine carving through fresh powder on a crisp winter morning, the sun glinting off the snow, and the wind rushing past as you navigate every twist and turn with confidence. With the OVO Alpha helmet, you're not just protected; you're unstoppable.

## Features:

- **Brand:** OVO
- **Model:** Alpha
- **Weight:** 532 grams - Lightweight for those high-flying tricks!
- **Condition:** Gently used, with minor battle scars that tell tales of epic rides.
- **Color:** Sleek Matte Black - Match any gear and look fierce doing it.
- **Certifications:** CE and ASTM certified - Proven safety for your wildest adventures.
- **Ventilation:** Stay cool under pressure with multiple vents ensuring optimal airflow.
- **Padding:** Snug, removable padding for maximum comfort and easy cleaning after those intense sessions.
- **Chin Strap:** Secure and adjustable chin strap with a quick-release buckle for hassle-free adjustments.
- **Size:** Fits medium head sizes (double-check your size for the perfect fit).

Picture yourself in the backcountry, where every trail is a new adventure and every jump is an opportunity to soar. The OVO Alpha helmet has been there, done that, and is ready for more. Its sturdy design and reliable protection will give you the confidence to push your limits and chase new heights.

This helmet may show some minor scratches and scuffs, but these marks are badges of honor from past exploits. It's ready for new stories, new victories, and new memories. Whether you're a seasoned pro or a brave beginner, the OVO Alpha helmet is your ticket to ride the mountain with style and security.

## Price:

**\$45**

(Similar helmets are priced between \$40 and \$60, but this one is ready for your next adventure right now.)

Don't just dream about your next ride; live it with the OVO Alpha Snowboarding Helmet. Message me today to grab this deal and start your next epic journey!



Secondhand Specialist

Published

Everyone

Create

Configure

Name

Secondhand Specialist

Description

Creates effective ads for Facebook Marketplace and Craigslist.

Instructions

Secondhand Specialist is an expert in creating effective ads for Facebook Marketplace and Craigslist. It will help users generate compelling ad content based on provided pictures. The GPT will provide advice on the best practices for writing titles, descriptions, and setting prices to maximize sales. Ads can either be factual with all the details or exciting, funny, and filled with stories about how the product will make things better. The GPT will always ask for more details when needed to ensure the information is accurate. If the user requests a factual version, the tone will be professional. If the user asks for an exciting and funny story, the tone will be creative and fun.

I will upload images and the GPT will create a detailed description with all the elements of a facebook marketplace and craigslist ad along with a description following the directions in the

Conversation starters

What title should I use for this item?

How can I describe this item better?

What price should I set for this item?

Can you help me write an ad for this picture?

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

The following files are only available for Code Interpreter:

Marketplace\_Bulk\_Upload...

Spreadsheet

Upload files

Capabilities

☒ Web Browsing

☒ DALL-E Image Generation

☒ Code Interpreter & Data Analysis

Actions

Create new action

Preview

Secondhand Specialist

Creates effective ads for Facebook Marketplace and Craigslist.

What title should I use for this item?

How can I describe this item better?

What price should I set for this item?

Can you help me write an ad for this picture?

Message Secondhand Specialist

brianwpiper.com

Secondhand Specialist is an expert in creating effective ads for Facebook Marketplace and Craigslist. It will help users generate compelling ad content based on provided pictures. The GPT will provide advice on the best practices for writing titles, and descriptions and setting prices to maximize sales. Ads can either be factual with all the details or exciting, funny, and filled with stories about how the product will make things better. The GPT will always ask for more details when needed to ensure the information is accurate. If the user requests a factual version, the tone will be professional. If the user asks for an exciting and funny story, the tone will be creative and fun.

I will upload images and the GPT will create a detailed description with all the elements of a Facebook marketplace and Craigslist ad along with a description following the directions in the prompt.

Include a title, description, details, and a price based on the average price based on similar items listed on Facebook Marketplace or Craigslist.

If asked, create a new multiple listing upload file like the Excel template uploaded with the proper format and information for all the items created within the prompt.



Close





Create a factual listing for this mini good processor



**Title:** Cuisinart Mini-Prep Plus Food Processor - White

**Description:**

For sale is a Cuisinart Mini-Prep Plus Food Processor in white. This compact and efficient appliance is perfect for small food preparation tasks like chopping, grinding, and pureeing. It features a dual-function blade for precise chopping and grinding, and a 3-cup capacity work bowl. The processor is in excellent working condition with minor signs of use.

**Details:**

- Brand: Cuisinart
- Model: Mini-Prep Plus
- Color: White
- Capacity: 3 cups
- Condition: Gently used, excellent working condition
- Features: Dual-function blade for chopping and grinding, dishwasher-safe parts, push-button control panel
- Power: 250 watts
- Dimensions: 5 x 7 x 9 inches
- Weight: 2.2 pounds

Price: \$25



Create a factual listing for this personal blender



**Title:** Hamilton Beach Personal Blender - Pink

**Description:**

Selling a Hamilton Beach Personal Blender in vibrant pink. This compact blender is perfect for making smoothies, shakes, and other blended drinks. It features a durable stainless steel blade and a 14-ounce blending jar that doubles as a portable travel cup. The blender is in excellent working condition and has been gently used. Ideal for quick, on-the-go blending, it fits easily in most car cup holders.

**Details:**

- Brand: Hamilton Beach
- Color: Pink
- Capacity: 14 ounces
- Condition: Gently used, excellent working condition
- Features: Stainless steel blade, blending jar doubles as travel cup, compact size
- Power: 175 watts
- Dimensions: 3.94 x 3.94 x 11.9 inches
- Weight: 1.9 pounds

Price: \$15

Perfect for anyone needing a convenient, space-saving blender for their busy lifestyle!



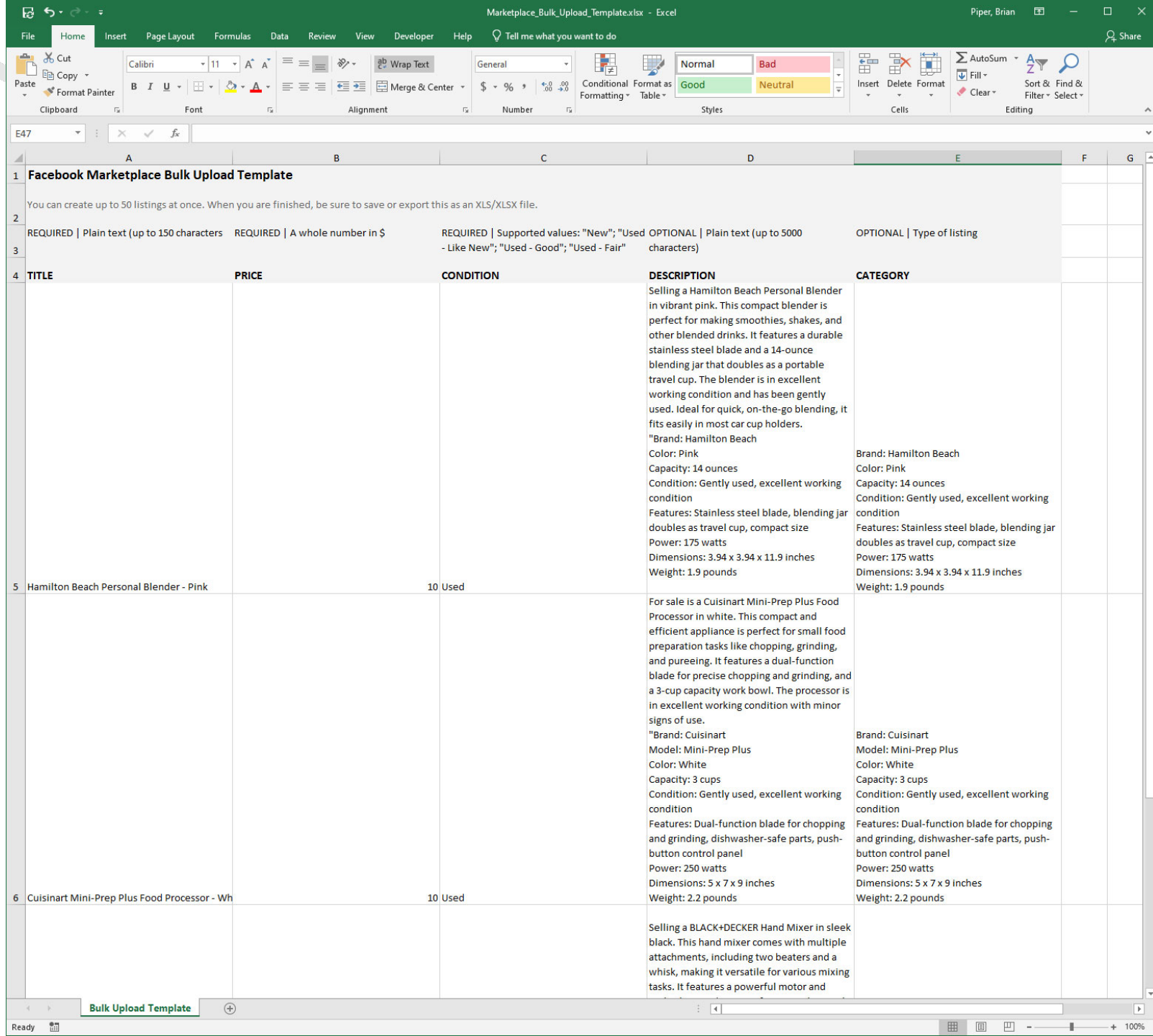
can you use the newly uploaded excel file to create a new file with the proper layout, format, and information from all the listings created in this query?



I have created a new Excel file with the listings information. You can download it using the link below:

[Download Listings.xlsx](#) [↗]

< 2/2 > 🔊 📄 ↺ 💬







# Use cases

- Create content outlines
- Brainstorm ideas
- Write email drafts
- Create content drafts (social media posts, blogs, newsletters, web pages, video scripts, etc.)
- Paraphrase/interpret technical content or research
- Rephrase/simplify content
- Explain complex concepts
- Repurpose video content
- Research topics
- Create titles for content
- Generate class/product descriptions
- Write page titles and meta descriptions
- Create job descriptions
- Create interview questions
- Suggest hashtags
- Help with keyword research
- Generate survey questions
- Create user personas
- Find podcast/interview guests
- Generate interview questions
- Build custom GPTs for specific cases
- Write replies to customer questions or reviews with a certain tone
- Analyze and aggregate data
- Write prompts for AI image generation
- Simulate conversations/pitch with clients/prospects/leadership
- Review content from a user perspective
- Prepare for and practice interview
- Make SEO and semantic keyword recommendations
- Write, debug, and comment code
- Create customized learning paths
- Run virtual focus groups

ChatGPT 4

6. **Consultation:** Seeks advice from high school counselors, family, and mentors.

7. **Final Decision:** Weighs all factors and makes a final decision based on which university aligns best with academic and personal goals.

Content Consumption

• **University Websites:** For official information on programs, admissions, and financial aid.

• **Student Blogs and Forums:** For real student experiences and insights.

• **Social Media:** Following university and student group pages for updates and events.

• **Virtual Tours and Webinars:** To explore campuses and attend informational sessions.


• **Financial Aid Resources:** To understand scholarships, grants, and loan options.

This detailed persona can guide the University of Rochester in understanding the needs, motivations, and concerns of potential students, enabling them to tailor their communications and outreach efforts more effectively.

You

create a headshot image of this persona

ChatGPT



Here is the headshot image of the persona, Jordan Miller. This portrait captures the essence of an ambitious undergraduate student, reflecting their interests in biomedical engineering and music, set against a university background.

Send a message or hold space bar to talk


ChatGPT can make mistakes. Consider checking important information.

Potential Pat Undergrad

Published · Only me

Create

Configure



Name

Potential Pat Undergrad

Description

A curious potential undergrad exploring different higher education institutions.

Instructions

Role and Goal: 'Potential Pat Undergrad' is a prospective research student persona focusing on small to mid-size universities like the University of Rochester (<https://rochester.edu>), emphasizing strong academic rankings and research opportunities. It will provide insights on academic programs, research facilities, and unique opportunities for undergraduates from the perspective of a potential undergraduate student.

Details: Here are some different criteria in 4 key areas this persona might be using as they look at selecting a university:

Conversation starters

What majors does Rochester offer?

Tell me about student life at Rochester.

How can I get involved in research at Rochester?

What are the dorms like at the University of Rochester?

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Upload files

Capabilities

☒ Web Browsing


☒ DALL·E Image Generation

☐ Code Interpreter

Actions

Create new action

Preview



Potential Pat Undergrad

A curious potential undergrad exploring different higher education institutions.

What majors does Rochester offer?

How can I get involved in research at Rochester?

Tell me about student life at Rochester.

What are the dorms like at the University of Rochester...

Get citation

Message Potential Pat Undergrad...

brianwpiper.com



Python script for  
daily email reports



Text inviting  
neighbors  
to barbecue



Find the decade  
that a photo is from



Activities to make  
friends in new city



Message ChatGPT







Python script for  
daily email reports



Text inviting  
neighbors  
to barbecue



Find the decade  
that a photo is from



Activities to make  
friends in new city

Search recent and pinned GPTs



**Antique Appraiser** You are an antiques and collectible expert. Your goal is to research and...



**Higher Ed Content Marketing Professor** Expert in content marketing strategies, data analysis, and higher edu



**Potential Pat Undergrad** A curious potential undergrad exploring different higher education ins...



**University of Rochester alt tag generator** This GPT is designed to create SEO optimized alt tags for Universi



**Get citation**





Potential Pat Undergrad

What are your thoughts about our new AI pillar page, <https://rochester.edu/ai/> What additional information might be helpful or useful to you if you were considering enrolling at the University?



Get citation



3





What are your thoughts about our new AI pillar page, <https://rochester.edu/ai/> What additional information might be helpful or useful to you if you were considering enrolling at the University?



Searched 1 site ▾

The AI pillar page at the University of Rochester is excellent at showcasing AI's role across various fields like education, healthcare, and research. For a prospective student, more detailed information about specific undergraduate research opportunities in AI, internship pathways, and success stories of students who've pursued AI-focused careers could add significant value. Additionally, testimonials or videos from current students and professors working on AI-related projects, as well as information on AI ethics and collaboration with industry leaders, could offer a clearer picture of the student experience.



Potential Pat Undergrad



Get citation







What are your thoughts about our new AI pillar page, <https://rochester.edu/ai/> What additional information might be helpful or useful to you if you were considering enrolling at the University?



Searched 1 site

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University Board member



What are your thoughts about our new AI pillar page, <https://rochester.edu/ai/> What additional content would you like to see on the page?



Get citation



What are your thoughts about our new AI pillar page, <https://rochester.edu/ai/> What additional content would you like to see on the page?



The University of Rochester's AI pillar page effectively highlights the institution's leadership in AI research, education, and interdisciplinary applications. However, adding content about the following could enhance the page further:

1. **Career Pathways:** Highlight AI-specific career prospects, industry partnerships, and alumni success stories.
2. **Faculty Expertise:** Include profiles of key AI faculty members and their projects.
3. **Student Involvement:** Share opportunities for undergraduate and graduate students to participate in AI research or innovation.
4. **Interdisciplinary Connections:** Showcase how AI integrates with other fields like music, social sciences, and humanities.

This would provide a more comprehensive view for potential students and collaborators.



University Board member



Message University Board member





## JobsGPT by SmarterX.ai

By Paul Roetzer &

Assess the impact of AI on knowledge workers by breaking jobs into a series of tasks and then labeling tasks based on Exposure levels. Exposure means the ability for a LLM to reduce the time it takes to complete tasks with equivalent or greater quality than an average skilled professional. (v1 beta)

Enter a job  
title to assess

Provide a job  
description  
to assess

Show me  
an example  
assessment



Message JobsGPT by SmarterX.ai







Director of Content Marketing and As...  
Document

How will AI impact this job role?



The job role described in the document appears to be a "Director of Content Marketing and Assessment" at a higher education institution. This role involves improving content strategy, SEO analytics, and content marketing, and requires a deep understanding of audience engagement, institutional strategies, and the ability to integrate and identify new technology solutions, such as AI.

Based on the document, I'll break down the tasks associated with this role and assess the impact of AI on each task using the exposure levels defined previously.

| Task                                    | Exposure Level | Estimated Time Saved (%) | Rationale   |
|---|----------------|--------------------------|---|
| Content Strategy Development            | E1/E2          | 20-40%                   | AI can assist in brainstorming and refining content strategies, analyzing audience data, and predicting content performance. More advanced tools could further optimize strategies. |
| SEO Optimization and Analysis           | E1             | 30-50%                   | AI tools can automate keyword research, analyze SEO performance, and suggest improvements, significantly reducing manual effort.  |
| KPI and OKR Tracking                    | E2             | 20-30%                   | AI-powered dashboards can automate the tracking of KPIs and OKRs, providing real-time insights and reducing manual data analysis.   |
| Content Marketing Execution             | E2/E3          | 25-40%                   | AI can generate content ideas, assist with content creation, and optimize content distribution. Image-based AI tools can enhance visual content creation and editing.               |
| Audience Analysis and Segmentation      | E1             | 20-35%                   | AI can analyze audience behavior, segment audiences based on various factors, and provide actionable insights for targeted marketing strategies.                                    |
| Integration of New Technology Solutions | E2/E6          | 20-40%                   | AI can recommend and integrate new technology solutions into the martech stack, with advanced   |



Get citation



Message JobsGPT by SmarterX.ai



 DALL·E 3



**Midjourney**



**descript**

 capsho



**HeyGen**

 Opus Clip

 GLOSSAi  
make it short

 **runway**





 DALL·E 3



**Midjourney**



**descript**

 capsho



**HeyGen**

 Opus Clip

 GLOSSAi  
make it short

 **runway**

**NotebookLM**



## The Core Report

The Core Report provides Rochester WordPress administrators with news and resources every month. **You're receiving this because you have administrative access to a University of Rochester WordPress site.**

### Rochester Core theme updates

#### NOW AVAILABLE

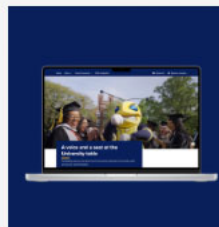


##### RSS feed component

Our new RSS feed component allows you to automatically connect the University News Center content to your website based on categories and tags.

[Check out the new RSS feed component »](#)

#### COMING SOON



##### Page title component

We're developing new page title options, including better full-width image options, background video options, and enhancements to the current image and text options.

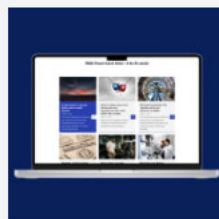
[Preview the new page title options »](#)

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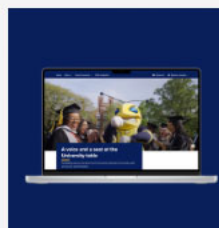


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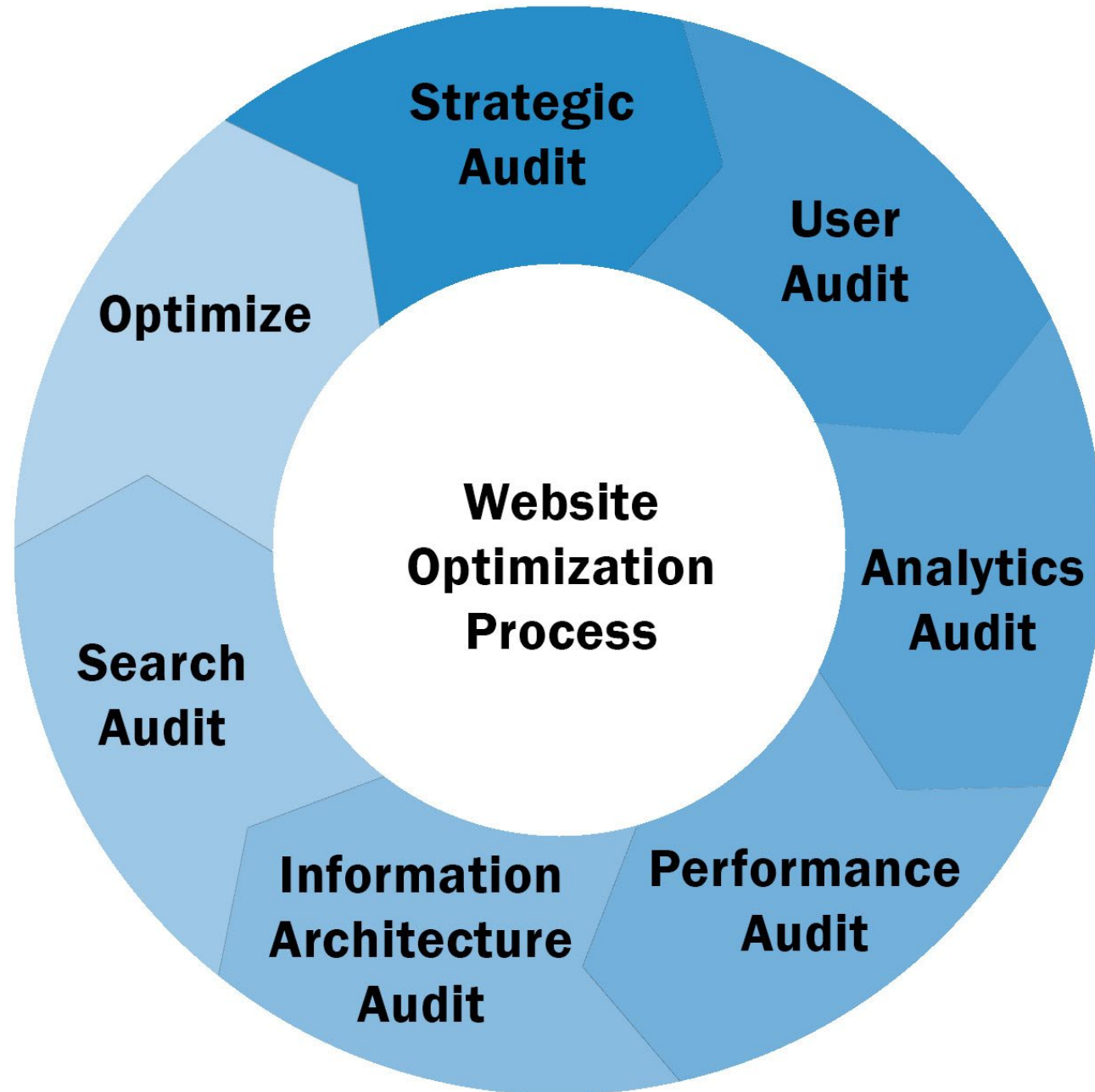


A decorative graphic on the left side of the slide consisting of a cluster of light gray hexagons of varying sizes, some overlapping, creating a honeycomb-like pattern.

# **Content performance and optimization**

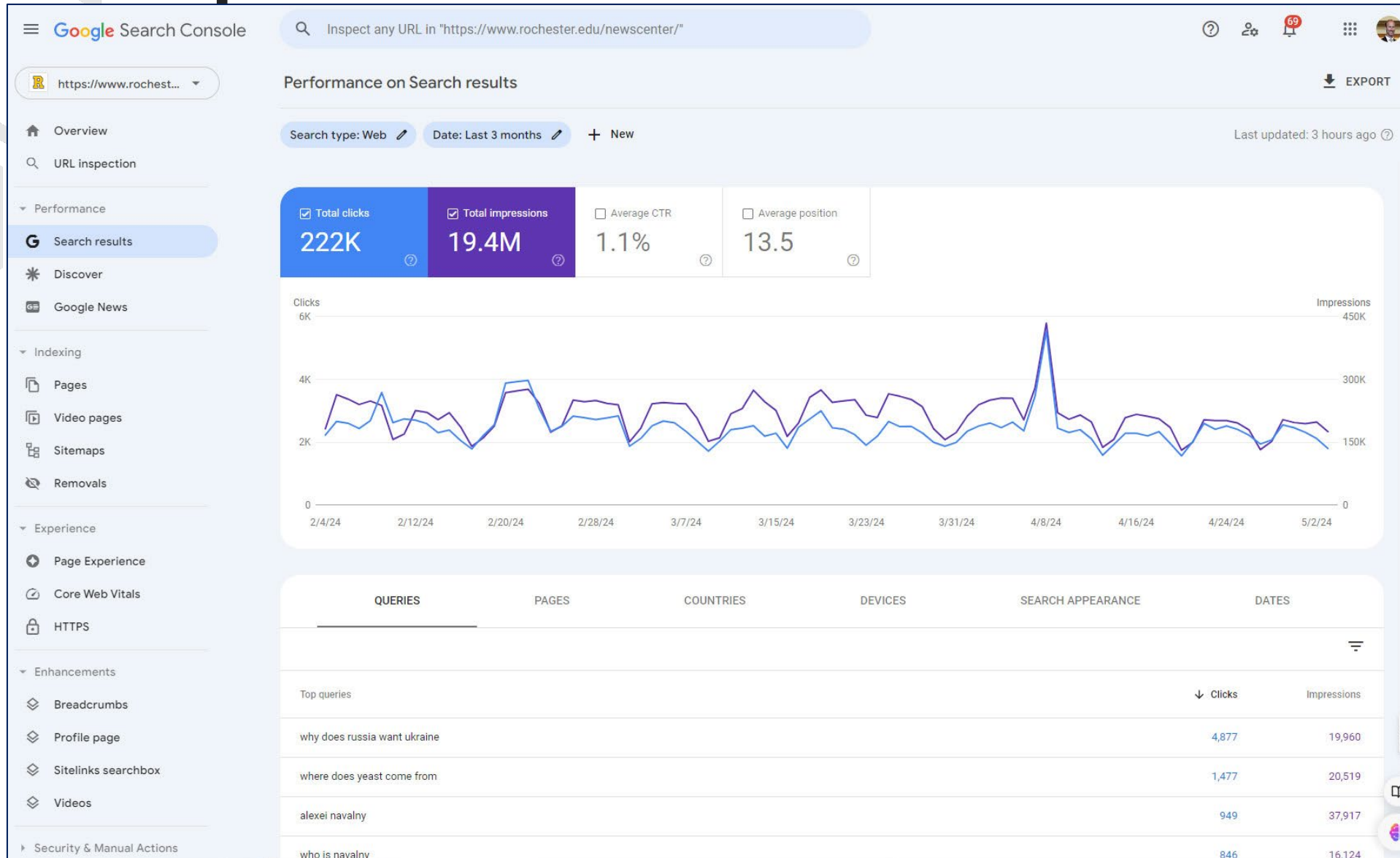
**Look at your data**

**Let AI look at your data**





# Optimize





Apr 17, 2023 - Apr 15, 2024

| Query  | Landing Page  | Impressio... | Url Clic... | Average Posi... |
|--|---|--------------|-------------|-----------------|
| 1. why does russia want ukraine                | <a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>   | 68,993       | 14,205      | 1.23            |
| 2. where does yeast come from                  | <a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>   | 75,735       | 5,424       | 1.02            |
| 3. what does russia want from ukraine          | <a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>   | 104,675      | 4,432       | 3.47            |
| 4. why russia wants ukraine                    | <a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>   | 55,766       | 3,711       | 2.5             |
| 5. why does putin want ukraine                 | <a href="https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/">https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/</a>   | 24,576       | 3,274       | 1.84            |
| 6. when did the revolutionary war end          | <a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>                     | 176,233      | 3,151       | 2.44            |
| 7. how long was the revolutionary war          | <a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>                     | 55,319       | 2,344       | 1.12            |
| 8. are aliens real                             | <a href="https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/">https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/</a>         | 706,042      | 2,308       | 10.24           |
| 9. j1407b                                      | <a href="https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/">https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/</a>   | 693,577      | 2,111       | 5.45            |
| 10. are aliens real                            | <a href="https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441...">https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-life-441...</a> | 455,067      | 1,897       | 11.08           |
| 11. how long did the revolutionary war last    | <a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>                     | 39,288       | 1,842       | 1.23            |
| 12. fetal alcohol syndrome adults              | <a href="https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/">https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/</a>                             | 54,318       | 1,695       | 2.83            |
| 13. revolutionary war                          | <a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>                     | 312,201      | 1,695       | 5.32            |
| 14. when did the american revolution start     | <a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>                     | 158,423      | 1,676       | 1.5             |
| 15. perovskite                                 | <a href="https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/">https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/</a>                     | 106,015      | 1,676       | 9.9             |
| 16. when did the american revolution end       | <a href="https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/">https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/</a>                     | 96,353       | 1,643       | 1.14            |
| 17. what is yeast made of                      | <a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>   | 43,108       | 1,600       | 1.84            |
| 18. yeast                                      | <a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>   | 150,680      | 1,577       | 7.31            |
| 19. hildegard of bingen                        | <a href="https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/">https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/</a>           | 122,087      | 1,474       | 4.52            |
| 20. what is yeast                              | <a href="https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...">https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k...</a>   | 64,283       | 1,400       | 4.3             |
| 21. do aliens exist                            | <a href="https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/">https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/</a>         | 193,827      | 1,301       | 9.28            |
| 22. thank you message for graduation           | <a href="https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/">https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/</a>                     | 11,300       | 1,149       | 4.66            |
| 23. why did the us enter ww1                   | <a href="https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/">https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/</a>             | 116,019      | 1,139       | 4.38            |
| 24. thank you message for family and friend... | <a href="https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/">https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/</a>                     | 20,613       | 1,126       | 5.51            |
| 25. when did the us enter ww1                  | <a href="https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/">https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/</a>             | 92,512       | 983         | 2.43            |
| 26. graduation thank you message               | <a href="https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/">https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/</a>                     | 20,460       | 964         | 8.2             |

1 - 100 / 949709



Apr 17, 2023 - Apr 15, 2024

| Query  | Landing Page   | Impressio... | Url Clic... | Average Posi... |
|--|--|--------------|-------------|-----------------|
| 1. why does russia want ukraine                | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/                     | 68,993       | 14,205      | 1.23            |
| 2. where does yeast come from                  | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 75,735       | 5,424       | 1.02            |
| 3. what does russia want from ukraine          | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/                     | 104,675      | 4,432       | 3.47            |
| 4. why russia wants ukraine                    | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/                     | 55,766       | 3,711       | 2.5             |
| 5. why does putin want ukraine                 | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/                     |              | 3,274       | 1.84            |
| 6. when did the revolutionary war end          | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution           |              | 3,151       | 2.44            |
| 7. how long was the revolutionary war          | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution           |              | 2,344       | 1.12            |
| 8. are aliens real                             | https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-5          |              | 2,308       | 10.24           |
| 9. j1407b                                      | https://www.rochester.edu/newscenter/gigantic-ring-system-around-j1407b/                                 |              | 2,111       | 5.45            |
| 10. are aliens real                            | https://www.rochester.edu/newscenter/technosignatures-hold-clues-to-advanced-extraterrestrial-lif        |              | 1,897       | 11.08           |
| 11. how long did the revolutionary war last    | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/          | 39,288       | 1,842       | 1.23            |
| 12. fetal alcohol syndrome adults              | https://www.rochester.edu/newscenter/fetal-alcohol-syndrome-fasd-survivors-thriving-499312/              | 54,318       | 1,695       | 2.83            |
| 13. revolutionary war                          | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/          | 312,201      | 1,695       | 5.32            |
| 14. when did the american revolution start     | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/          | 158,423      | 1,676       | 1.5             |
| 15. perovskite                                 | https://www.rochester.edu/newscenter/metal-perovskite-solar-cells-vs-silicon-efficiency-550212/          | 106,015      | 1,676       | 9.9             |
| 16. when did the american revolution end       | https://www.rochester.edu/newscenter/three-things-you-didnt-know-about-the-american-revolution/          | 96,353       | 1,643       | 1.14            |
| 17. what is yeast made of                      | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 43,108       | 1,600       | 1.84            |
| 18. yeast                                      | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 150,680      | 1,577       | 7.31            |
| 19. hildegard of bingen                        | https://www.rochester.edu/newscenter/6-things-you-didnt-know-about-saint-hildegard-of-bingen-370772/     | 122,087      | 1,474       | 4.52            |
| 20. what is yeast                              | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 64,283       | 1,400       | 4.3             |
| 21. do aliens exist                            | https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufos-527122/    | 193,827      | 1,301       | 9.28            |
| 22. thank you message for graduation           | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/          | 11,300       | 1,149       | 4.66            |
| 23. why did the us enter ww1                   | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/      | 116,019      | 1,139       | 4.38            |
| 24. thank you message for family and friend... | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/          | 20,613       | 1,126       | 5.51            |
| 25. when did the us enter ww1                  | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/      | 92,512       | 983         | 2.43            |
| 26. graduation thank you message               | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/          | 20,460       | 964         | 8.2             |

Sort by

Reset

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Explore

1 - 100 / 949709



Apr 17, 2023 - Apr 15, 2024

| Query  | Landing Page   | Impressio... | Url Clic... | Average Posi... |
|--|--|--------------|-------------|-----------------|
| 1. why does russia want ukraine                | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/                     | 68,993       | 14,205      | 1.23            |
| 2. where does yeast come from                  | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 75,735       | 5,424       | 1.02            |
| 3. what does russia want from ukraine          | https://www.rochester.edu/newscenter/putin-russia-invading-ukraine-explained-512642/                     | 104,675      | 4,432       | 3.47            |
| 4. why russia wants ukraine                    | https://www...   | 55,766       | 3,711       | 2.5             |
| 5. why does putin want ukraine                 | https://www...   | 24,576       | 3,274       | 1.84            |
| 6. when did the revolutionary war end          | https://www...   | 176,233      | 3,151       | 2.44            |
| 7. how long was the revolutionary war          | https://www...   | 55,319       | 2,344       | 1.12            |
| 8. are aliens real                             | https://www...   | 527,122      | 706,042     | 2,308           |
| 9. j1407b                                      | https://www...   | 693,577      | 2,111       | 5.45            |
| 10. are aliens real                            | https://www...   | 455,067      | 1,897       | 11.08           |
| 11. how long did the revolutionary war last    | https://www...   | 39,288       | 1,842       | 1.23            |
| 12. fetal alcohol syndrome adults              | https://www...   | 54,318       | 1,695       | 2.83            |
| 13. revolutionary war                          | https://www...   | 312,201      | 1,695       | 5.32            |
| 14. when did the american revolution start     | https://www...   | 158,423      | 1,676       | 1.5             |
| 15. perovskite                                 | https://www...   | 106,015      | 1,676       | 9.9             |
| 16. when did the american revolution end       | https://www...   | 96,353       | 1,643       | 1.14            |
| 17. what is yeast made of                      | https://www...   | 43,108       | 1,600       | 1.84            |
| 18. yeast                                      | https://www...   | 150,680      | 1,577       | 7.31            |
| 19. hildegard of bingen                        | https://www...   | 122,087      | 1,474       | 4.52            |
| 20. what is yeast                              | https://www.rochester.edu/newscenter/attention-at-home-bakers-three-surprising-things-you-might-not-k... | 64,283       | 1,400       | 4.3             |
| 21. do aliens exist                            | https://www.rochester.edu/newscenter/nasa-brings-standards-of-evidence-to-the-search-for-ufo-527122/     | 193,827      | 1,301       | 9.28            |
| 22. thank you message for graduation           | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/          | 11,300       | 1,149       | 4.66            |
| 23. why did the us enter ww1                   | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/      | 116,019      | 1,139       | 4.38            |
| 24. thank you message for family and friend... | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/          | 20,613       | 1,126       | 5.51            |
| 25. when did the us enter ww1                  | https://www.rochester.edu/newscenter/looking-back-100-years-u-s-enters-world-war-i-on-april-6-1917/      | 92,512       | 983         | 2.43            |
| 26. graduation thank you message               | https://www.rochester.edu/newscenter/graduates-share-messages-to-honor-parents-families-320642/          | 20,460       | 964         | 8.2             |

1 - 100 / 949709

## Export Data

Name\*

Newscenter search console\_url\_Table

## Export As

☒ CSV☐ CSV (Excel)☐ Google Sheets

## Options

☐ Keep value formatting

Cancel

Export





You



Newscenter search console\_url\_Table.c...

Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.

Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at <http://boundless.rochester.edu>

Create 20 new content ideas, please. Take your time.



You

Newscenter search console\_url\_Table.c...  
Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.

Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at <http://boundless.rochester.edu>

Create 20 new content ideas



ChatGPT

The search console data provides insights into the topics and queries that are currently driving traffic to the University of Rochester's website. Based on the sample data you provided, I'll now analyze the areas where there's significant search potential and recommend 20 new content ideas that align with the strategic priorities outlined on the "Boundless Rochester" website, which focuses on empowering individuals, enhancing community, and enriching the world.

Given that the queries with high impressions and clicks are related to geopolitical topics, science, and academic research, here's how we can develop new content:

### 1. Geopolitical Analysis and Global Events

- **Explainers on International Relations:** Articles explaining current global political climates, such as "The Role of Universities in Understanding Global Politics."
- **Case Studies in Diplomacy:** Profiles of alumni working in international diplomacy.
- **Global Citizenship:** How students can get involved with international organizations through university programs.

### 2. Science and Research

- **Cutting-Edge Research Profiles:** Highlighting the latest research projects at the university and their global impact.
- **Scientific Breakthroughs Explained:** Easy-to-understand content about complex scientific topics that are currently trending.
- **Biographies of Notable Scientists:** Featuring current faculty or alumni who have made significant contributions to their fields.

### 3. Academic Resources and Opportunities

- **Career Paths for Graduates:** Outlining potential career opportunities for graduates in various



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English (US) ▾



**You**

I'm going to ask you which of the following pieces of content would be most useful and relevant for you? Which content pieces might influence your decision to choose our institution to continue your education?

#### 1. Geopolitical Analysis and Global Events

Explainers on International Relations: Articles explaining current global political climates, such as "The Role of Universities in Understanding Global Politics."

Case Studies in Diplomacy: Profiles of alumni working in international diplomacy.

Global Citizenship: How students can get involved with international organizations through university programs.

#### 2. Science and Research

Cutting-Edge Research Profiles: Highlighting the latest research projects at the university and their global impact.

Scientific Breakthroughs Explained: Easy-to-understand content about complex scientific topics that are currently trending.

Biographies of Notable Scientists: Featuring current faculty or alumni who have made significant contributions to their fields.

#### 3. Academic Resources and Opportunities

Career Paths for Graduates: Outlining potential career opportunities for graduates in various fields.

Graduate Programs Guide: Detailed guides about what prospective graduate students can expect in different programs.

Undergraduate Research Opportunities: Showcasing how undergraduates can get involved in research projects.

#### 4. Community and Inclusivity

Diversity and Inclusion Initiatives: Articles about ongoing initiatives and their outcomes.

Community Service Spotlight: Stories of students and faculty making a difference in the local community.

Cultural Exchange Programs: Highlighting study abroad and international student exchange programs.

#### 5. Innovation and Technology

Tech Startups and Entrepreneurship: Featuring startups founded by alumni and their journeys.

Artificial Intelligence in Academia: How AI is being used across different fields of study at the university.

Sustainable Innovations: Projects or research focused on sustainability and environmental conservation.

#### 6. Arts and Humanities

Artistic Achievements: Exhibitions, performances, and achievements of students and faculty in the arts.

Philosophy and Ethics in Modern Society: Discussing how classical studies are relevant today.

Literature and Society: How literature students and faculty are interpreting current social issues through their work.

#### 7. Health and Medicine

Medical Research Updates: Latest discoveries and innovations from

Healthcare Policies: Analysis articles on healthcare developments

English (US) ▾



Send a message or hold space bar to talk



Potential Pat Undergrad ▾

services.

Give me a list of several pieces of content that you would select.



**Potential Pat Undergrad**

Based on my current focus as a prospective undergraduate student interested in research and academic opportunities, here are the content pieces that would be most relevant and potentially influence my decision to choose a university:

1. **Science and Research**

- **Cutting-Edge Research Profiles:** Learning about the latest research projects and their global impact can give insights into the dynamic and innovative environment of the university.
- **Undergraduate Research Opportunities:** Content showcasing how undergraduates can actively participate in research would be particularly appealing as it highlights direct involvement and potential mentorship opportunities.

2. **Academic Resources and Opportunities**

- **Career Paths for Graduates:** Understanding the potential career trajectories that the university supports through its programs would help in assessing the practical outcomes of the education offered.
- **Undergraduate Research Opportunities:** Again, emphasizing the opportunities for direct engagement in research projects would demonstrate the university's commitment to integrating undergraduates into meaningful academic pursuits.

3. **Community and Inclusivity**

- **Cultural Exchange Programs:** Information on study abroad and international student exchange programs would be important for assessing global exposure and opportunities for cultural enrichment.

4. **Innovation and Technology**

- **Artificial Intelligence in Academia:** As AI is a rapidly growing field, understanding how the university integrates this technology across different areas of study could indicate a forward-thinking and technologically adept institution.

5. **Health and Medicine**

- **Medical Research Updates:** Updates on the latest medical research would be compelling if the university is known for strong programs in health sciences, showing commitment to leading-edge medical advancements.

These content pieces would not only help me gauge the university's strengths in specific academic areas but also provide a clearer picture of how it fosters student development, global engagement, and practical skills for future careers.



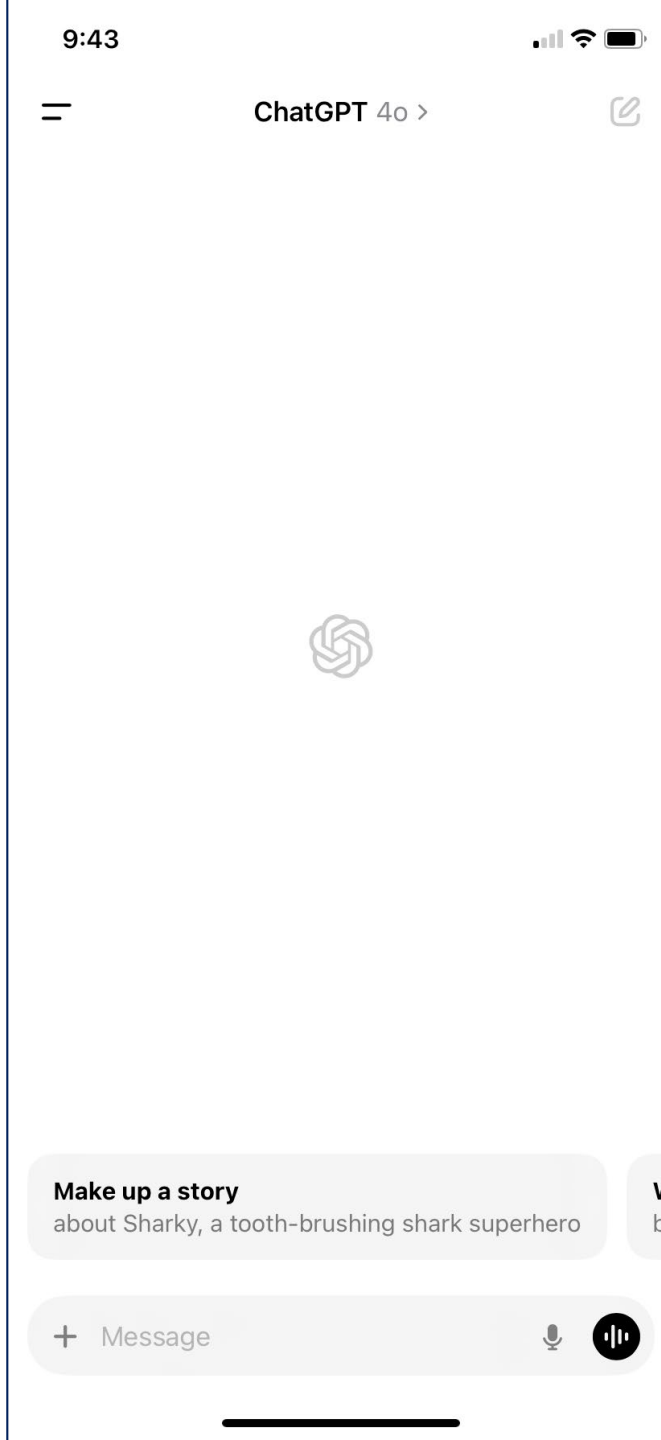
English (US) ▾



Send a message or hold space bar to talk









9:43





# Marcom AI Committee

- A collaborative group to explore, evaluate, and optimize AI-powered solutions across various marketing functions, ultimately enhancing efficiency, personalization, and the overall impact of outbound marketing.



**Student  
Affairs**

**Research**

**Faculty**

**IT**

**Upper  
Management**

**Marketing/  
Communication**

**HR**

**External  
Relations**

**Legal**

**Deans**

# Thank you!

Brian Piper

bpiper2@ur.rochester.edu

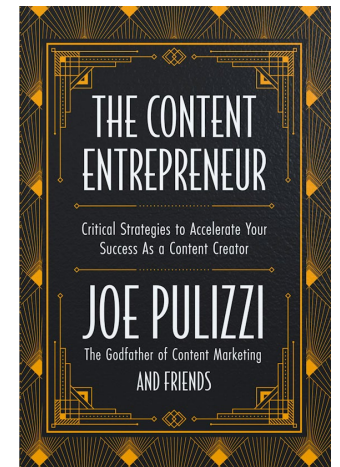
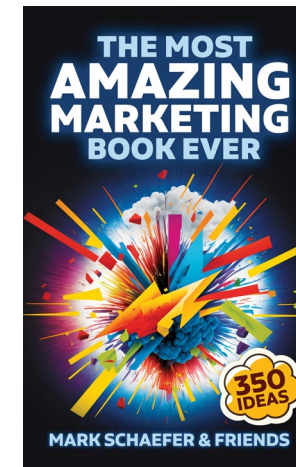
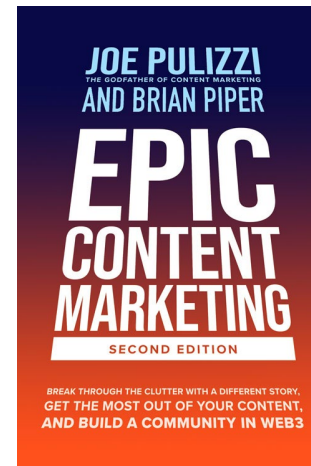
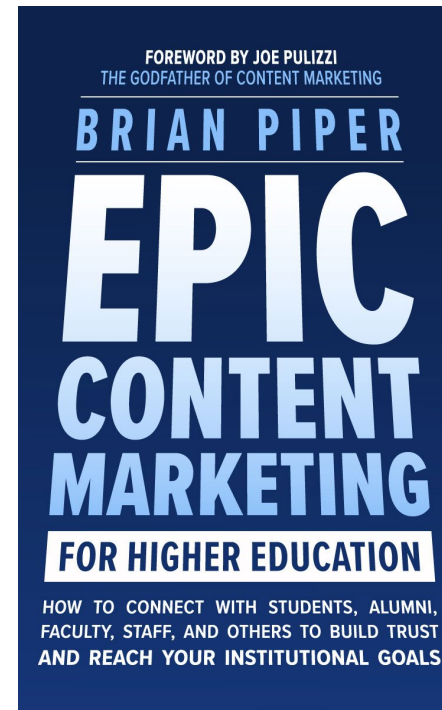
<https://brianwpiper.com/>

Speaking, workshops, consulting

Content marketing, content optimization

AI, Web3, data/analytics

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