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 mix of blue and orange, and the building is illuminated by the warm light of the setting sun. In the foreground, there are some dark, leafless tree branches on the left side.

**UNIVERSITY OF ROCHESTER**

# **Exploring the Impact of Generative AI on Society and Employment**

**DECEMBER 3, 2024**



*getmyslides.info*

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, presented 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 classic

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.

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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

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.

Get citation



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!



Fitness Coach
Live · Only me
Share
Update

Create
Configure

**Name**

**Description**

**Instructions**

You are the "Fitness Coach," a personal trainer known for your humorous and direct guidance. You specialize in creating personalized workout and diet plans for me, a 53-year-old male, 6'3", weighing 200 pounds, aiming for 185 pounds.

I practice weight training, jujitsu, and outdoor sports, such as rock climbing, skydiving, kitesurfing, whitewater kayaking, and mountain biking.

**Conversation starters**

Can you suggest a workout plan for me?
×

I need a diet plan for weight loss.
×

What's a good fitness schedule for beginners?
×

How can I improve my cardio fitness?
×

×

**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

**Preview**

**Fitness Coach**

I'm a personal trainer GPT here to create your personalized workout and diet plan!

Can you suggest a workout plan for me?

I need a diet plan for weight loss.

What's a good fitness schedule for beginners?

How can I improve my cardio fitness?

Get citation

Fitness Coach
create an exercise plan for the week

Searched 4 sites

Here's your customized workout plan for the week of **September 30th** in **Fairport, NY**, based on the weather forecast and your goals.

**Weather-Based Cardio Recommendations:**

- **Monday:** Sunny, 70°F – Go for **outdoor biking**.
- **Tuesday:** Mostly sunny, 79°F – Another **outdoor biking** day.
- **Wednesday:** Chance of thunderstorms, 40% (85°F) – Opt for **indoor rowing**.
- **Thursday:** Partly sunny, 81°F – **Sprints or jogging** in the morning.
- **Friday:** 40% chance of rain (81°F) – Stick with **indoor rowing** to stay dry.

**Weekly Workout Plan**

**Monday (Arms & Chest)**

- **Morning:** 20-30 min **outdoor biking**.
- **Weight Training (30-45 mins):**
  - **Triceps Giant Set:**
    1. **Overhead Triceps Extension** (15 lbs dumbbells): 2 sets x 20 reps.
    2. **Triceps Pushdown** (cable, 50 lbs): 2 sets x 20 reps.
    3. **Close-Grip Push-Ups:** 2 sets x 20 reps.
  - **Biceps Giant Set:**

Message Fitness Coach
⋮
🗉

ChatGPT can make mistakes. Check important info.

Travel planner - family Live · Only me Updates pending Share Update

Create Configure



Name  
Travel planner - family

Description  
Help plan an itinerary for a family vacation

Instructions  
You're an expert travel planner. I'm going to give you a destination and timeline, and I want you to help plan the ideal experience for my wife and me based on our travel preferences.

We both enjoy hiking, walking through cities, and cultural experiences like theater, museums, and live music. We are huge foodies and love unique local foods. We also enjoy gourmet meals if there are Michelin-starred restaurants in the area, but we will generally

Conversation starters

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 & Data Analysis

Preview



Travel planner - family  
Help plan an itinerary for a family

Message Travel planner - family

- Yesterday
- Previous 7 Days
  - Innovative AI for Social Media
  - Local Dining in Pacific Beach
  - AI Content Marketing Course
  - Cover Letter Guidance Request
- Previous 30 Days
  - San Diego Itinerary Planning
  - Self-Discovery and Strengths Analysis
  - AI Guidelines and Governance
  - Las Vegas Itinerary Plan
  - CSV URL Analysis Request
  - Questions for Reddit Advertising
  - AI Journey Summary
  - AI Impact on Content Strategy
  - SEMrush API Keyword Research
  - Measuring Communication Impact
  - SEO Title and Keywords
  - Marks Music Emporium
  - Gourmet Dinner Recipes
  - Creamy Macaroni and Cheese
- Add Team workspace  
Collaborate on a Team plan

Travel planner - family Share

my wife and i are flying to san diego this Saturday on American airlines and will arrive around 10 am. we are staying at an airbnb in the gaslamp district until Wednesday when we switch to another airbnb near pacific beach. We fly back out next Saturday afternoon. create an itinerary for us.

That sounds like a fantastic trip! San Diego has a great mix of activities, from outdoor adventures to cultural experiences and fantastic food. Since you'll be splitting time between the Gaslamp District and Pacific Beach, you'll get to experience the vibrant downtown and the laid-back beach scene.

Here's an itinerary tailored for you and your wife that balances both your interests.

**Saturday (Arrival Day) – Gaslamp District Exploration**

- Morning**
  - 10:00 AM:** Land at San Diego International Airport. By the time you clear baggage claim and get to your Airbnb, it'll likely be around 11:00 AM.
  - After settling in, head out for brunch at **Cafe 21 Gaslamp**, known for its farm-to-table menu with a Mediterranean twist.
- Afternoon**
  - 1:00 PM:** Explore the Gaslamp Quarter on foot, known for its historic architecture and vibrant atmosphere. Consider stopping by **The New Children's Museum** (not just for kids!) for interesting contemporary art exhibits or just stroll down Fifth Avenue to absorb the ambiance.
  - 3:00 PM:** Relax with a cocktail or a coffee at **Rei Do Gado**, a Brazilian steakhouse with great music and a fun atmosphere.

Message Travel planner - family Share

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

Travel planner - Brian  
 Live · Only me

Updates pending ... Share Update

Create Configure



Name  
 Travel planner - Brian

Description  
 Help Brian plan travel itineraries based on his interests

Instructions  
 You're an expert travel planner. I'm going to give you a destination and timeline, and I want you to help plan the ideal experience for me based on my travel preferences. I like to stay active and don't spend much time relaxing when I travel. I have numerous hobbies that I enjoy and in order of preference they are: skydiving, rock climbing (bouldering is the easiest hobby for travel), jujitsu (I can train for free at any Gracie Jui-Jitsu certified training center, <https://www.gracieuniversity.com/Pages/Public/Affiliates>), hiking.

Conversation starters

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 & Data Analysis

Preview

Travel planner - Brian

Yesterday

Previous 7 Days

- Innovative AI for Social Media
- Local Dining in Pacific Beach
- AI Content Marketing Course
- Cover Letter Guidance Request

Previous 30 Days

- San Diego Itinerary Planning
- Self-Discovery and Strengths Analysis
- AI Guidelines and Governance
- Las Vegas Itinerary Plan
- CSV URL Analysis Request
- Questions for Reddit Advertising
- AI Journey Summary
- AI Impact on Content Strategy
- SEMrush API Keyword Research
- Measuring Communication Impact
- SEO Title and Keywords
- Marks Music Emporium
- Gourmet Dinner Recipes
- Creamy Macaroni and Cheese

Add Team workspace  
 Collaborate on a Team plan

Message Travel planner - Brian

Travel planner - Brian

Share

I'm flying to las vegas on november 9 on united, arriving at 5 pm, staying at ceasar's palace and flying back at 1 pm on November 13. provide an itinerary for me.

Great! You've got a fantastic trip planned to Las Vegas, and with four full days available, we can fill your itinerary with exciting adventure activities, local experiences, and some amazing dining. Here's a day-by-day breakdown that balances your hobbies, sightseeing, and food exploration:

**Day 1: Arrival and Evening in Vegas (Nov 9)**

- 5:00 PM: Arrival
  - After landing, head over to **Caesar's Palace** (it's only about 15-20 minutes from the airport).
  - Check in and settle in, but keep the evening open for some exploration.
- 7:00 PM: Stroll the Las Vegas Strip
  - Start with a walk down the **Las Vegas Strip** to soak in the atmosphere. Iconic spots like the **Bellagio Fountains** (light show every 30 minutes) and **The Venetian's canals** are must-sees.
- 8:30 PM: Dinner at Hell's Kitchen
  - Right at Caesar's Palace, enjoy dinner at **Hell's Kitchen**, Gordon Ramsay's restaurant. It's a great way to start your trip with an indulgent meal.
- 10:00 PM: Free Time
  - If you're up for more, consider catching a late show. There's always something going on, or you can head to **Omnia Nightclub** for some lively Vegas nightlife.

**Day 2: Skydiving, Bouldering, and Fine Dining (Nov 10)**

- 8:00 AM: Breakfast at Eggslut (The Cosmopolitan)

Message Travel planner - Brian

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



# 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
- Create training programs



# Using AI to Power a Marketing Team of One(ish)

**Austin Boyer**

Assoc. Director of Marketing & Communications  
Innovate@BU, Boston University



## The Problem

The profiles on our brand new website have cool, advanced features.

...

We have to create 575+ profiles from scratch.

How long will that take??



# 13 x 575 = 124 hours

Writing bio from application materials: **2 minutes**

Preparing headshot: **3 minutes**

Manual entry into Wordpress: **8 minutes**



TeamID	Team Name	Briefly describe the...	Status	Profit venture or no...	Industry tag	Members
11	Astra Wellbeing - 214	Astra Wellbeing	The American Healthcare...	Fly	For-profit venture	Healthcare Technology   Johar Singh
12	Baro - 579	Baro	The fashion industry has ...	Run	For-profit venture	Fashion Tech   Emily Mooney
13	Beyond Juice - 639	Beyond Juice	Bars and restaurants typi...	Walk	For-profit venture	Jiayou Lin
14	Blitz - 700	Blitz	The goal of blitz is to con...	Walk	For-profit venture	Oluwaseun Soyannwo
15	Bloom - 621	Bloom	Bloom revolutionizes net...	Walk	For-profit venture	Social Networking   Brandon Kristiyanto   Hening
16	BMHS - 195	BMHS	The erratic snow storms i...	Walk	Not sure yet	Building and Roof Mana...   Christian So
17	Boston Art Week - 253	Boston Art Week	Boston Art Week is a thrill...	Walk	For-profit venture	Arts and Culture   Raza Shah
18	Briefcase - 594	Briefcase	The problem at hand is a l...	Walk	For-profit venture	Hilario Gonzalez
19	BrightBook - 641	BrightBook	Prompt engineering can b...	Walk	For-profit venture	Education Technology   Alex Wilczewski
20	BU Meetup - 565	BU Meetup	University students aroun...	Walk	For-profit venture	Health and Wellness   Soft   Eric Wellers   Will Saunders
21	BU PlannerX - 271	BU PlannerX	The process of planning a...	Run	For-profit venture	Education Technology   Peng Qiu
22	Café Enchanté - 580	Café Enchanté	Problem: The traditional c...	Walk	For-profit venture	Hospitality   Sonam Kumari   Sonam Kum
23	Campus To-VR - 226	Campus To-VR	Every college has a uniqu...	Walk	For-profit venture	Education Technology   Evani Gangar
24	CancerCatch - 546	CancerCatch	Currently, cancer screeni...	Walk		Tanusha Tholla
25	Carelink Medical Transpo...	Carelink Medical ...	Each year, missed appoin...	Walk	Non-profit venture	Zan Said
26	Cause Connect - 672	Cause Connect	The problem we're adre...	Walk	For-profit venture	Education Technology   Daniel Wijaya
27	Cense - 626	Cense	Young adults find themse...	Walk	For-profit venture	Benjamin Brosnahan



## Writing Profiles at Scale

As everyone on this call is probably already thinking: “Take the information from their profiles and use an LLM to write the content!”

In this case, Airtable has recently released their own AI feature that can handle this, saving us some time and hassle.



llston Community Event ...

Organic chemistry is a hu...

0% of youth in foster ca...

he goal of the project is ...

ince last April, we have ...

ow-income communities...

he problem: Civil discou...

Music listeners have diffi...

am addressing the probl...

ew musical artists lack r...

he future of hospitality i...

he American Healthcare...

We are working on design...

he fashion industry has ...

ars and restaurants typi...

Formatting options include checklists, hyperlinks, headers, code blocks, and more.

**Generate text** ◆ New ⚙️

Use AI to generate content, summarize key points, categorize information, and more—all based on your own data.

💡 To insert a field from this table into your prompt, click ⊕ or type "{". ✕

+

You are a professional journalist writing for website profiles.

Your job is to write a 1-2 sentence biography that succinctly summarizes the information about the teams.

Do NOT use the word "summary" "summarizes" or "summarized", just summarize the text for clarity. Also do not use the words "dedicated to" or "revolutionizing", simply say what they do.

The ≡ **Name** ∨ field contains the name of the team. The background information needed to write the summary can be found in ≡ **Background Info** ∨ .

Each summary must begin with the team name such that it is part of the first sentence, like "[team name] is...]

Below are examples of bios. Copy their length and tone.

ofit

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e yet

fit

e yet

fit

fit

fit

fit

fit

Healthc

Techno

Fashion



# 11.25 x 575 = 107 hours

Writing bio from application materials: **.25 minutes**

Preparing headshot: **3 minutes**

Manual entry into Wordpress: **8 minutes**



# ☀ Good morning, Austin

I want to create an app that can crop a photo of a person into a square headshot with the person's face in the middle



Claude 3.5 Sonnet ▾ 🗨 1

Use `shift + return` for new line

Add content

Use a project ▾

**NEW**

**Introducing Projects**

Bring your docs, code, and files to collaborate with Claude and your team. [Try it out](#)





g: Perform the actual cropping operation.  
 display the resulting cropped image.  
 ou'll need:  
 language (e.g., Python, JavaScript)  
 ising library (e.g., Pillow for Python, Sharp for  
 library (e.g., OpenCV, face-api.js)  
 n script that demonstrates the core  
 Pillow and OpenCV:

Headshot Cropper Script  
 code

```

← Headshot Cropper Script ×

import cv2
from PIL import Image

def crop_headshot(image_path, output_path):
    # Load the image
    img = cv2.imread(image_path)
    gray = cv2.cvtColor(img, cv2.COLOR_BGR2GRAY)

    # Load the face detection cascade
    face_cascade = cv2.CascadeClassifier(cv2.data.harcascades + 'haarcascade

    # Detect faces
    faces = face_cascade.detectMultiScale(gray, 1.3, 5)

    if len(faces) > 0:
        # Get the first face
  
```



Last edited just now

📄 📄 Publish



```
# Get the first detected face
(x, y, w, h) = faces[0]

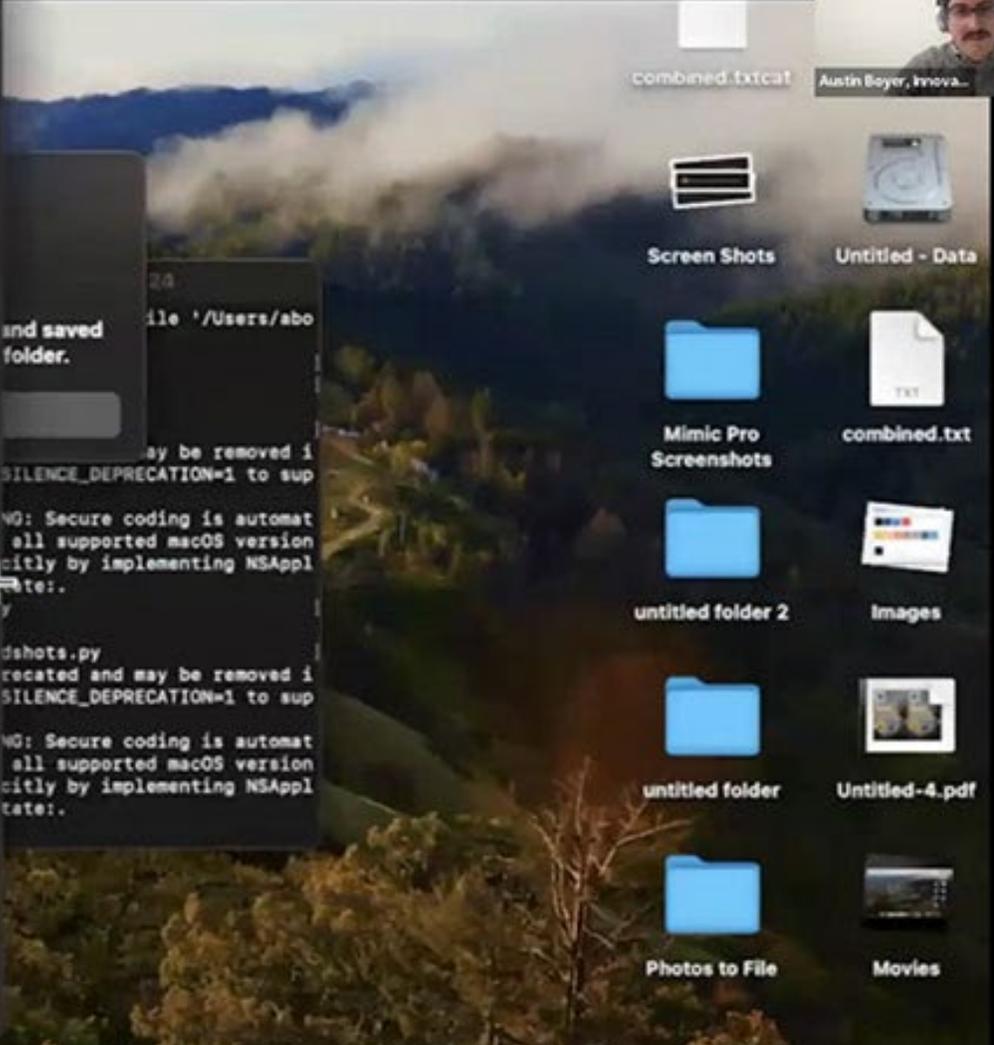
# Calculate the center of the face
center_x = x + w // 2
```

**AB** I want the ability to crop multiple photos at once. The cropped photos should be saved automatically to my downloads.

```
crop_size = 600
left = max(0, center_x - crop_size // 2)
top = max(0, center_y - crop_size // 2)
right = left + crop_size
bottom = top + crop_size
```



```
# Crop the image
```



```

and saved file '/Users/abo
folder.

may be removed i
SILENCE_DEPRECATION=1 to sup

NG: Secure coding is automat
all supported macOS version
ctly by implementing NSAppl
ate:..

dshots.py
recated and may be removed i
SILENCE_DEPRECATION=1 to sup

NG: Secure coding is automat
all supported macOS version
ctly by implementing NSAppl
ate:..

```





$$8.35 \times 575 = 80 \text{ hours}$$

Writing bio from application materials: **.25 minutes**

Preparing headshot: **.10 minutes**

Manual entry into Wordpress: **8 minutes**

NEW EPISODE

EPISODE 8

# Automating Processes with Alexandria Duffney



enrollify  
by element451



NEW EPISODE

EPISODE 9

# Researching the Landscape with Dr. Claire Brady



enrollify  
by element451



# The Transformative Potential of Artificial Intelligence

## Recommendations for Student Affairs Leaders

Claire Brady

### OVERVIEW

This report examines the transformative role of artificial intelligence (AI) in student affairs, demonstrating its potential to personalize student interactions, automate routine processes, and leverage data insights for informed decision-making. AI presents unprecedented opportunities to enhance the student experience. The report emphasizes essential ethical principles, such as transparency, equity, and data stewardship, guiding leaders toward responsible AI adoption. With real-world examples and a phased implementation framework, it provides actionable strategies for integrating AI as a strategic partner in promoting student success while honoring the human connections central to meaningful educational experiences.

Designed to support student affairs leaders, this report serves as a guide for implementing AI in ways that advance institutional effectiveness without compromising core educational values. Beginning with an exploration of ethical considerations and the alignment of AI initiatives with strategic goals, it underscores a human-centered approach and the importance of professional development. The report then offers a structured framework for AI integration, highlighting current use cases that demonstrate early success and forecasting applications set to impact the future of student affairs. This practical, phased approach balances innovation with ethical stewardship, fostering a sustainable path for impactful AI adoption in higher education.

## SPOTLIGHT AI USE CASES

### Nashville State Community College (Tennessee)

- ◇ Secured state grant funding to provide a year-long, in-depth AI training program for faculty and staff.
- ◇ The training series combines interactive learning, critical analysis, and creative exploration, focusing on AI's practical applications and its societal and educational impacts.

### St. Louis University (Missouri)

- ◇ The university was the first to install Alexa-enabled devices, managed by Alexa for Business, in every student residence hall room and student apartment. The program is now in its sixth year.
- ◇ The *Ask SLU* feature provides instant answers to over 800 university-specific questions, from dining options to bus schedules, and offers support for admissions, housing, tech services, parking, and financial services.

### University of Colorado, Boulder Career Services (Colorado)

- ◇ Created an AI Working Group to address AI-related questions and applications in career services.
- ◇ Integrates large language models (LLMs) like ChatGPT across various aspects of career search preparation, processes, and resources.
- ◇ Utilizes *Quinnia*, an AI-powered resumé review tool that provides students with personalized feedback.

### University of Florida (Florida)

- ◇ Offers a first-year course, Fundamentals of AI, which requires no prior knowledge and provides pathways to advanced AI courses or a nine-credit certificate program.
- ◇ Prioritizes AI education across disciplines as the foundation for Building an AI University, which aims to develop a more diverse group of AI-knowledgeable graduates.
- ◇ Partners with Florida A&M University and Miami Dade College to create courses that integrate AI into their curricula.

## SPOTLIGHT AI USE CASES

### Ivy Tech Community College (Indiana)

- ◇ Developed an AI algorithm with 60% to 70% accuracy by week two to identify students unlikely to pass.
- ◇ Saved 3,000 students from failing through a human-centered calling campaign based on these predictions.
- ◇ Achieved a 98% success rate, with contacted students earning a C grade or better, marking the largest drop in D and F grades in 50 years.
- ◇ Currently generates daily predictions with 80% accuracy.

### Maryville University (Missouri)

- ◇ Collaborated with a vendor to implement AI-powered transcript evaluation, automating data entry, classification, mapping, and extraction.
- ◇ Real-time transcript review reduces wait times from weeks to moments, with staff overseeing outliers for quality control.
- ◇ Uses advanced algorithms to minimize errors and ensure accurate academic evaluations.

### New York University (New York)

- ◇ The Tandon School of Engineering utilizes virtual reality apps to increase enrollment among women.
- ◇ Admitted students receive a branded Google Cardboard and tailored virtual reality apps to boost engagement and interest.
- ◇ Since launching these efforts in 2017, the percentage of applications from women increased by 14%, with women comprising 49% of admitted students, compared to 21% nationally in 2016.

### Penn State World Campus (Pennsylvania)

- ◇ Uses AI tools, including IBM Watson, to streamline transfer credit approval.
- ◇ Involves admissions, financial aid, transfer credit specialists, web strategists, and doctoral candidates in engineering and computer science.
- ◇ Aims to reduce the time needed for transfer credit decisions and improve transition services for students.
- ◇ Employs technologies such as natural language understanding, tone analysis, tradeoff analytics, speech-to-text, text-to-speech, conversational agent, and document conversion.

# Web Communications

People Recommendations ▼ Components Service Request

## Recommendations

### SECTION NAVIGATION

[Overview](#)

[Website Elements](#)

[Content Strategies](#)

[Web Accessibility](#)

[Best Practices](#)

[Web Style Guide](#)

[How to Submit Edits](#)

[Article Series](#)

[Home](#) / [Web Style Guide](#)

## Web Style Guide

This guide provides style rules for the School of Arts and Sciences and the Hajim School of Engineering web communications to help foster consistency across our web presence.

In general, the University of Rochester recommends that all publications follow the guidelines in the *[Chicago Manual of Style](#)* and *[The Merriam-Webster Dictionary](#)*.

This web style guide is updated regularly to match current University Communications guidelines, web best practices, and users' needs. If you have tips or words that you think should be added here, please contact us at [aseweb@rochester.edu](mailto:aseweb@rochester.edu).

**Formatting**

edit-style-guide-quotes-standardized.csv - Excel

Piper, Brian

File Home Insert Page Layout Formulas Data Review View Developer Help Acrobat Tell me what you want to do

Clipboard Font Alignment Number Styles Cells Editing Adobe Acrobat

A1 id

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	id	Title	Content																	
2	2396	The Unive	Capitaliz																	
3	2416	Academic	The																	
4	2466	Other Uni	Memoria																	
5	2486	Campuses	River																	
6	2506	Nearby	Cc																	
7	2546	Academic	In most																	
8	2566	academic	Names of																	
9	2586	Academic	Academic subjects are not capitalized unless they form part of a department name or an official course name or are themselves proper nouns (for example, English, Latin).																	
10	2606	acronyms	Use full caps and no periods for acronyms and initialisms, with the exceptions noted in this style guide. In general, do not use acronyms on first reference for University units, organizations, c																	
11	2626	Administr	Capitalize when referring to offices in the division of the University overseen by the chief financial officer; lowercase in generic use. Do not abbreviate.																	
12	2686	Administr	Located on the South Campus.																	
13	2706	academic	An																	
14	2726	a cappella																		
15	2746	administr	Use																	
16	2766	admission	Admissions is always plural when referring to the Office of Admissions and Financial Aid. Capitalize as part of the full, official name; lowercase otherwise. (Note: each academic unit of the Un																	
17	2786	African Ar	See also Black.																	
18	2806	Alexander	Located inside Goergen Athletic Center on the River Campus. Home site for University intercollegiate basketball and volleyball, with permanent seating for 2,200. Palestra is acceptable on fir																	
19	2826	alumni, al	Alumni																	
20	2846	Ambulato	Located in the Medical Center.																	
21	2866	ampersan	Do not																	
22	2886	Anderson	Residence hall located in Jackson Court on the River Campus.																	
23	2906	Arthur Koi	Located at the Medical Center. Kornberg Building is acceptable on second reference or in communications where the context is clear.																	
24	2926	Arts, Scier	The																	
25	2946	Bausch & I	Academic building located on the River Campus. Use the ampersand.																	
26	2966	Black	The word Black should be capitalized when used to describe the racial, ethnic, and cultural identity of people of African origin. In describing the experience of people in the United States, the																	
27	2986	Bloch Cen	Acceptable as a reference to the Larry and Cindy Bloch Alumni and Advancement Center when the context and reference are clear.																	
28	3006	Board of T	Capitaliz																	
29	3026	bookstore	The University is served by two bookstores. The Barnes & Noble bookstore located at College Town serves the River Campus and the Medical Center. The Eastman School bookstore is located																	
30	3046	buildings	Capitalize building names. See individual entries for how to refer to them. In most editorial uses, it's acceptable to omit words like "hall," "building," and other descriptions when the context																	
31	3066	Burton Ha	Residence hall located on the River Campus.																	
32	3086	campuses	Capitalize when used in conjunction with a specific campus name; lowercase otherwise. Note: references to campuses are geographic designations rather than descriptions of academic progr																	
33	3106	Carol G. Si	Located on the River Campus; administrative, faculty, and PhD offices of the Simon Business School																	
34	3126	Centenni	The outdoor sculpture park is located at the Memorial Art Gallery.																	
35	3146	Center for	Located on the South Campus.																	
36	3166	Central Ut	Located on the River Campus.																	
37	3186	chair	For internal offices, chair is generally preferred.																	
38	3206	chairman	For external offices, defer to the preference of the office holder and the organization under discussion, otherwise use "chair."																	
39	3226	Chambers	Residence hall located in Hill Court on the River Campus.																	
40	3246	class year	Current																	

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Ready



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