



# Integrating AI into Your Team and Institution

*Brian Piper*

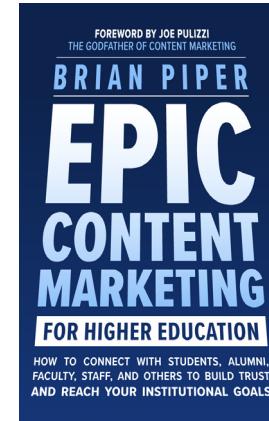
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# Where is your institution in its AI integration?

- ⓘ The Slido app must be installed on every computer you're presenting from



**What is the biggest obstacle to AI integration for your team or institution?**

- ⓘ The Slido app must be installed on every computer you're presenting from

9%

**CTOs believe higher  
education is prepared for AI**

20%

**Have published policies  
governing AI**

90%

**Introduced AI initiative**

34%

**Institution's stance on AI  
would impact their  
likelihood to remain in  
their job.**

1%

2024

# Institutions hurdles:

- 76% - Budget constraints
- 64% - Limitations of existing technical infrastructure
- 52% - Data privacy and security concerns
- 50% - Staff readiness
- 47% - Resistance to change

# University of West Florida

**Graduate school experienced a 32% increase in the admission rate of applying students while using their AI Student Recruiter.**

**“When the AI pilot was introduced, it was an easy decision to move forward. AI is the future.”**



**Melissa Webb, assistant dean at the University of West Florida.**

**AI integration is...**  
**not a technology project**

**AI integration is...**  
**a change management project**



# Adoption Paradox

Image by Midjourney



Image by Midjourney

[brianwpiper.com](http://brianwpiper.com)



**Devin Purgason**

Executive Director of  
Marketing and Student Care

Forsyth Technical Community  
College

# Forsyth Technical Community College

- 30% drop in incoming calls.
- 79% of student inquiries were resolved with AI Agents.
- Staff saved over 183,060 minutes in responding to redundant inquiries.
- Enrollment rose by 6% in fall 2022, 12% in spring 2023, and 10% in spring 2024

# Steps for AI Integration

- Awareness/Alignment
- Governance
- Piloting
- Scaling
- Culture Shift



Image by Gemini; Video by Veo



# Awareness/Alignment

- Identify AI enthusiasts
- Individual exploration and pilots
- Present to leadership (get buy in)

Image by Midjourney/Gemini

# Governance

- Create a council or committee
- Anonymous survey
- Create guidelines, road map, use cases, community, hangouts, identify pilot projects



Image by Gemini; Video by Veo



# Piloting

- Pilot to get results
- Get additional buy in (legal, IT, leadership)
- Explore internal solutions

Image by Midjourney

# Scaling

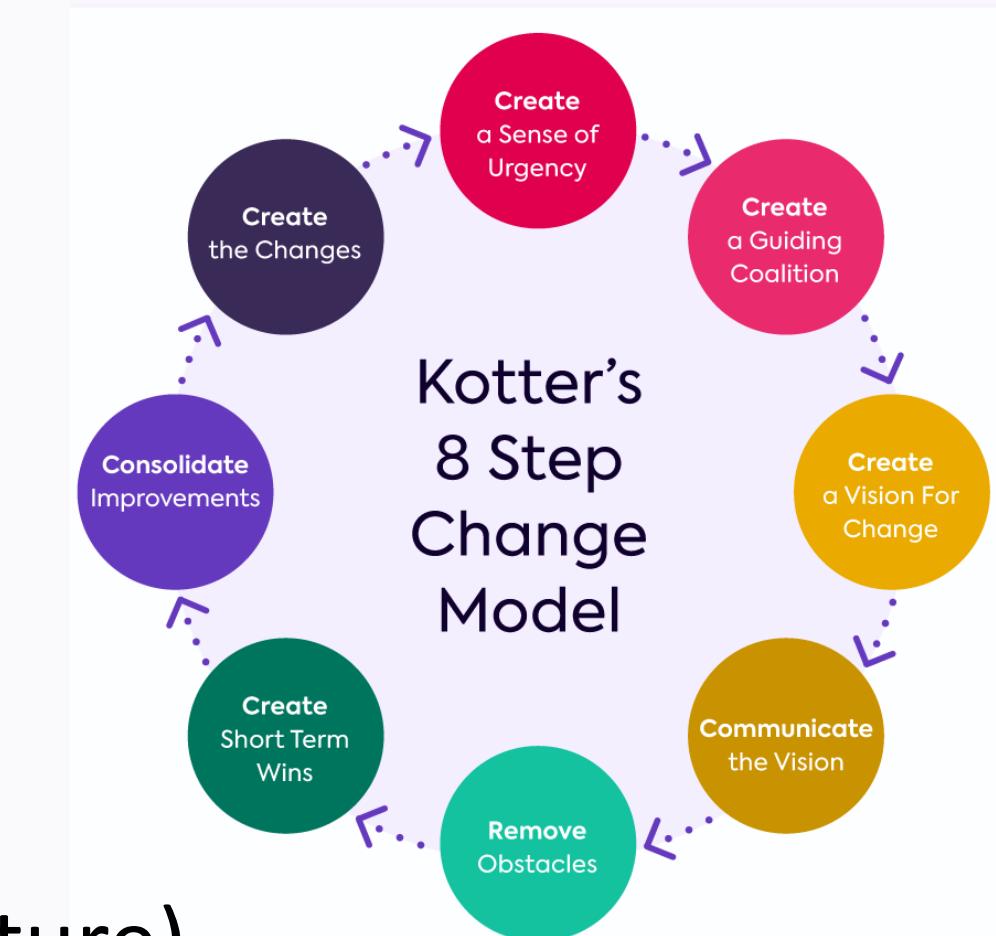
- Identify opportunities
- Prioritize
- Provide tools and resources



Image by Midjourney

# Kotter's 8-Step Model – Top-Down

- Create a Sense of Urgency
- Build a Guiding Coalition
- Form a Strategic Vision
- Enlist a Volunteer Army
- Enable Action/Remove Barriers
- Generate Short-Term Wins
- Sustain Acceleration
- Institute Change (Anchor in Culture)



# Prosci ADKAR Model – Bottom Up

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement



## ADKAR Elements Progression

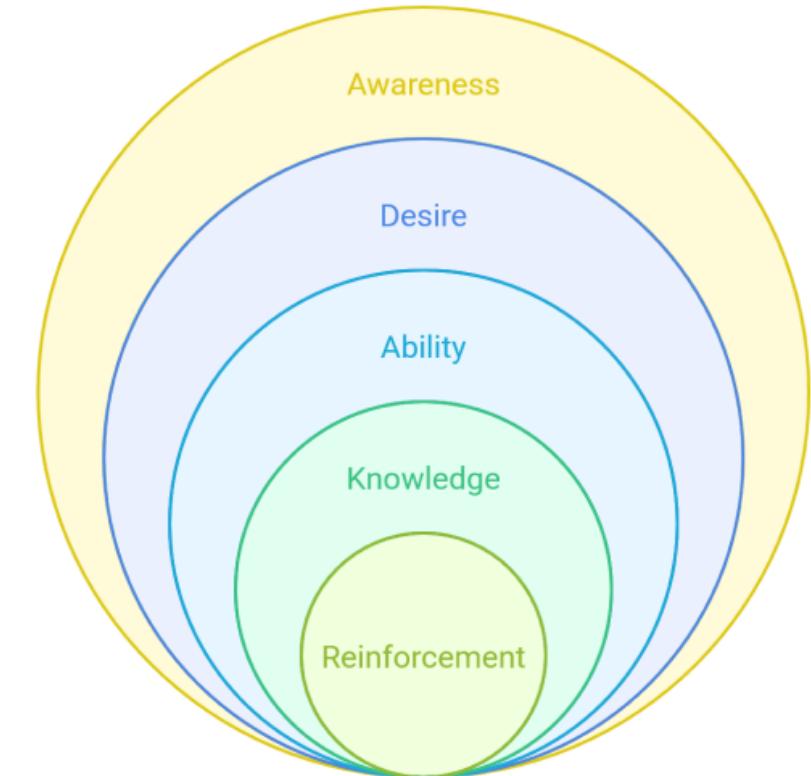
Understanding the  
need for change

Motivation to support  
change

Skills to implement  
change

Understanding of  
change

Ensures sustained  
change



<https://www.6sigma.us>

# UC Davis

- **Administrative Artificial Intelligence (AI) Community of Practice (CoP) Summit**
- **AI as a Tool for Inclusivity**
- **Responsible AI Governance**
- **AI in Education and Operations**

# ASU

- AI Innovation Challenge
- 550+ initiatives launched in first year
- Launched communities of practice
- Created custom workshops, trainings, and tools

# Implementation Roadmap

- Foundation and Exploration
- Capacity Building and Policy Development
- Transformation and Integration
- Continuous Improvement and Future-Proofing



Image by Midjourney/Gemini



# Measure What Matters

- KPIs/OKRs
- ROI

Image by Midjourney

# AI Literacy

- Awareness
- Training
- Sharing



Image by Midjourney; Video by Veo

# South Carolina State University

- 32% increase in new enrollment (largest incoming class in five years)
- Significant improvement in application completion rates
- 24/7 availability for student questions during peak application periods
- Reduced burden on admissions counseling staff for routine inquiries



Image by Midjourney

# The Future of AI

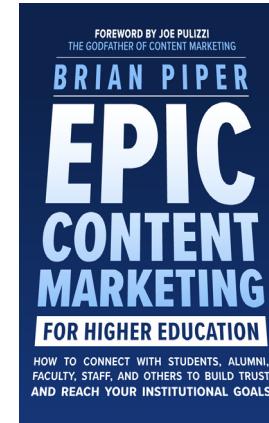
- Agents
- Discoverability
- Human skills
- Org Chart - JobsGPT

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