



Integrating AI into Your Team and Institution

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Where is your institution in its AI integration?



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



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



Image by Midjourney

Adoption Paradox



Image by Midjourney



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



Image by Midjourney

Piloting

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

Scaling

- Identify opportunities
- Prioritize
- Provide tools and resources

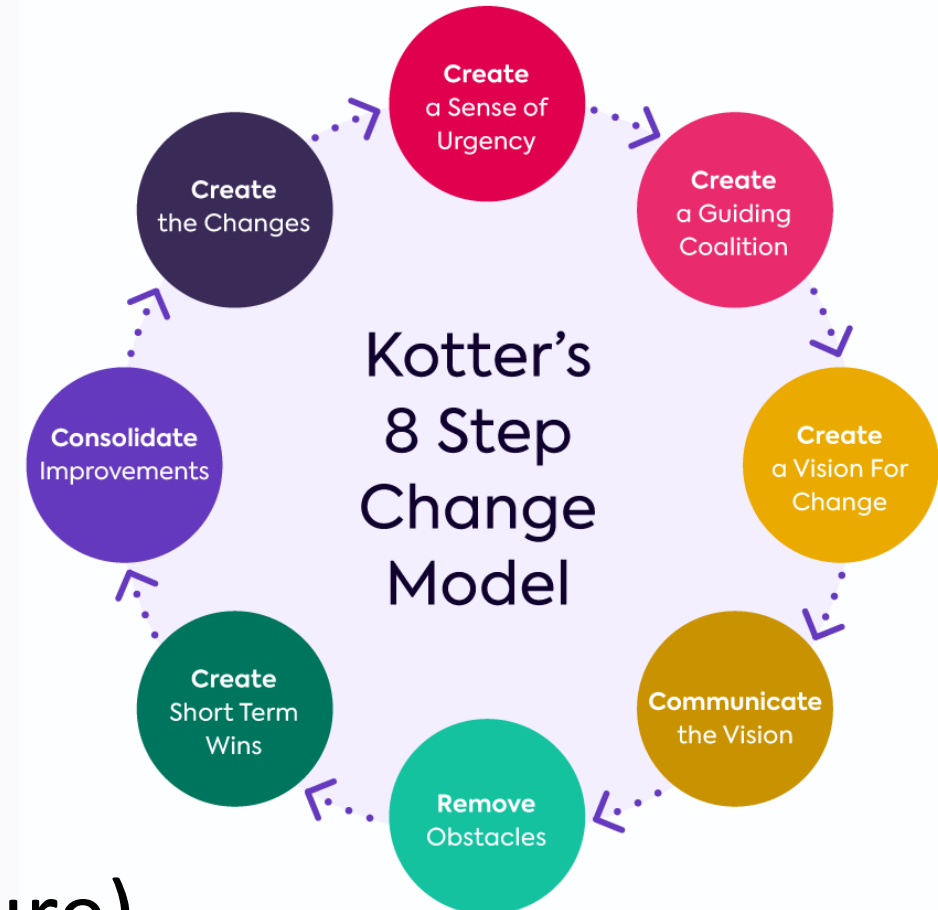


Image by Midjourney

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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)

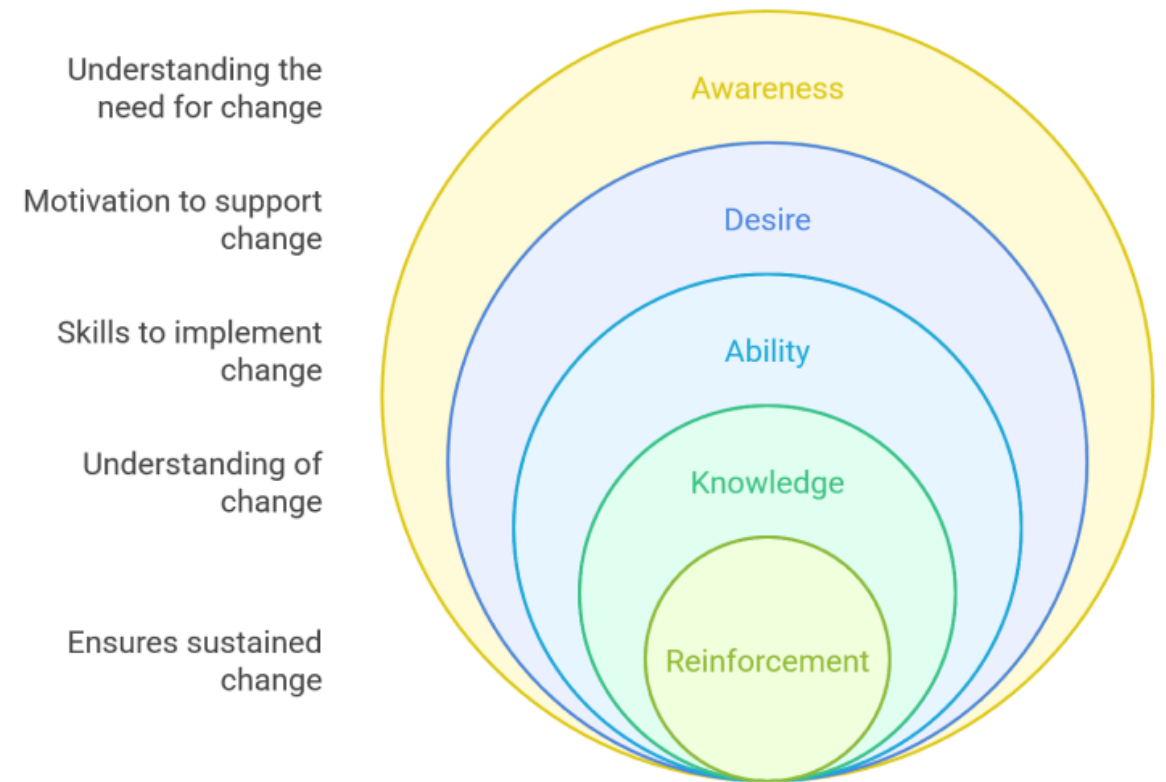


Prosci ADKAR Model – Bottom Up

- Awareness
- Desire
- Knowledge
- Ability
- Reinforcement



ADKAR Elements Progression



<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**



- **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



Image by Midjourney

Measure What Matters

- KPIs/OKRs
- ROI

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

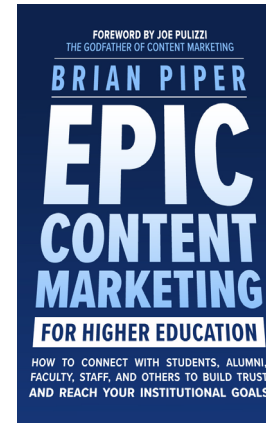
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