

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 is illuminated by the warm light of the setting sun. Bare tree branches are visible in the foreground on the left.

UNIVERSITY OF ROCHESTER

# AI-Augmented Creativity: Enhancing Higher Ed Storytelling

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# AI as Your Creative Partner

## Research Assistant

AI analyzes patterns in data to identify storytelling opportunities.

## Content Developer

Handles initial drafting and routine writing tasks.

## Distribution Strategist

Optimizes channel selection and timing for different audiences.





Image created by Midjourney AI



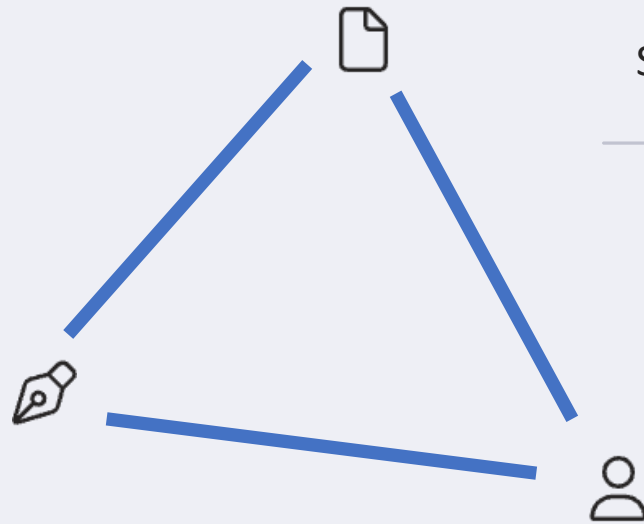






Image created by Midjourney AI

# The "Impossible Triangle" in Higher Ed Marketing



## Personalized Content

Students expect content relevant to their interests immediately

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## Expanding Channels

From TikTok to platforms that didn't exist last year

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## Shrinking Resources

Reduced budgets and smaller teams

This creates the "storytelling paradox": telling more personalized stories with fewer resources.



# The AI Ecosystem for Higher Ed Marketers

## Content Research

Deep research, Claude, ChatGPT, and NotebookLM analyze data patterns and identify storytelling opportunities.

## Content Enhancement

Grammarly, custom GPTs, and similar tools improve writing without changing your authentic voice.

## Distribution Optimization

AI tools identify the best channels and timing for different audience segments.





# Hybrid Workflows: The Winning Approach

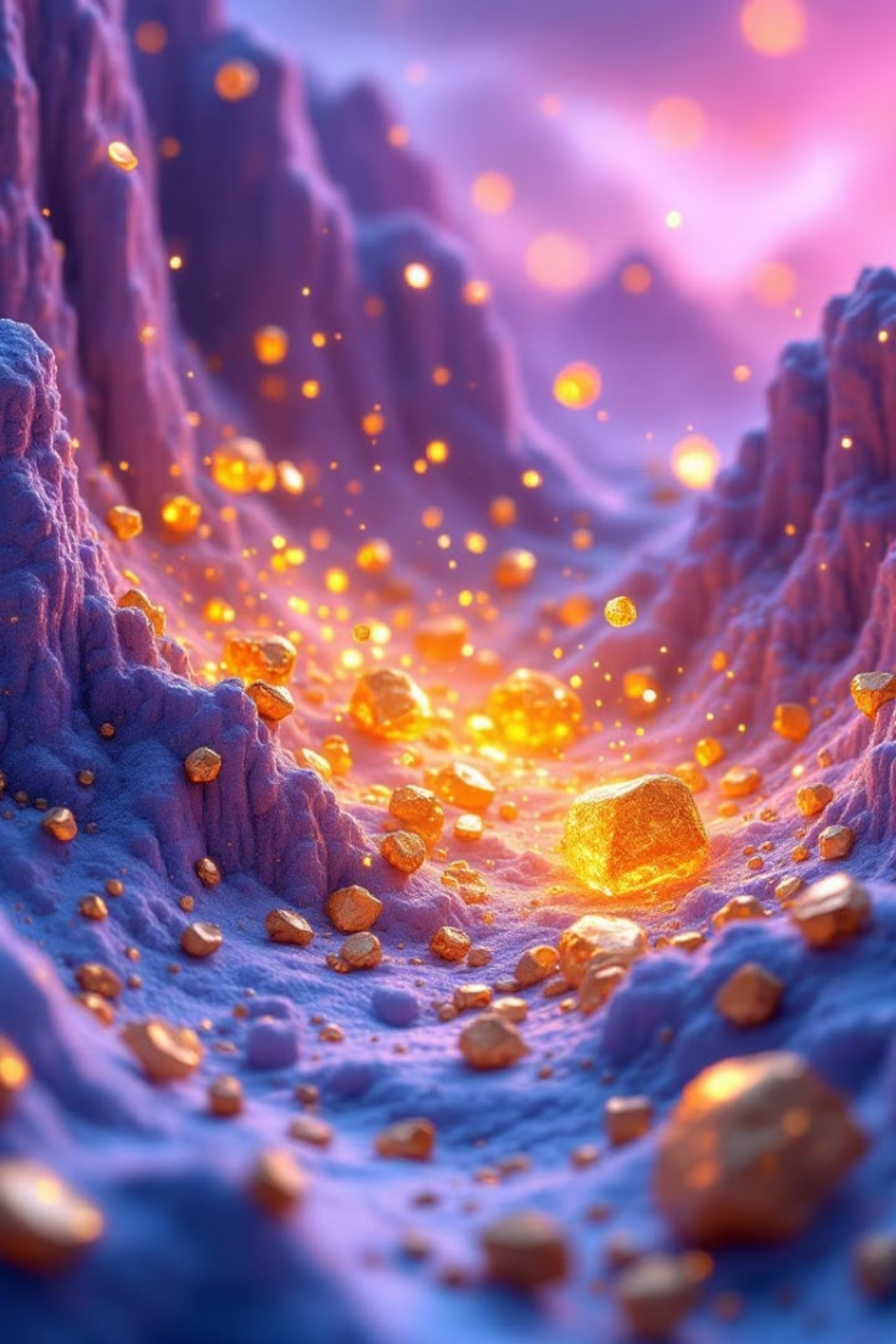
## AI Strengths

- Data analysis
- Initial content drafting
- Routine tasks
- Pattern recognition

## Human Strengths

- Emotional intelligence
- Institutional knowledge
- Authentic voice
- Strategic direction





# Mining Data for Narrative Gold

Search Console  
Deep research  
Other data sources  
Third-party tools



Google Search Console

Inspect any URL in "https://www.rochester.edu/newscenter/"

69

https://www.rochest...

Overview

URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

HTTPS

Enhancements

Breadcrumbs

Profile page

Sitelinks searchbox

Videos

Security & Manual Actions

Performance on Search results

EXPORT

Search type: Web

Date: Last 3 months

+ New

Last updated: 3 hours ago

Total clicks

222K

Total impressions

19.4M

Average CTR

1.1%

Average position

13.5

Clicks

Impressions

QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Top queries

why does russia want ukraine

where does yeast come from

alexei navalny

who is navalny

Clicks

Impressions

4,877

19,960

1,477

20,519

949

37,917

846

16,124

Data Last Updated: 4/16/2024 1:35:04 PM | Privacy Policy





**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.

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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



English (US) ▾



Send a message or hold space bar to talk





# Search Console Intelligence



## Uncover Hidden Insights

Google Search Console reveals what audiences are actually searching for.



## Identify Content Gaps

Find terms with high impressions but low click-through rates.



## Discover Story Opportunities

Unmet information needs present valuable storytelling possibilities.







# Social Listening with AI

## Unsolicited Testimonials

- Authentic experiences
- Analyzing unstructured data at scale

## Implementation Approach

- Use tools with AI analytics capabilities
- Create custom classifiers
- Identify hashtags
- Complementary/contradictory narratives



# AI-Powered Institutional Research



## Compelling Narratives

Transform data insights into human stories

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## Qualitative Verification

Confirm patterns with interviews or surveys

---



## Unexpected Correlations

Find surprising connections between participation and outcomes

---



## Data Integration

Connect CRM, student activities, and alumni information

# Arizona State University Case Study

**15K**

## Alumni Stories

ASU analyzed thousands of graduate experiences

**2**

## Key Benefits

Informed both storytelling and program development

**100%**

## Data-Driven

Decisions based on actual student impact patterns

Image created by Gamma AI







# AI-Powered Story Development for Higher Education

Discover how AI can transform your institution's storytelling approach. From smarter interviews to emotional analysis, these tools enhance authenticity while boosting engagement.

# CU Boulder Case Study



ChatGPT identified "unsung heroes" across various disciplines.

This approach significantly accelerated the discovery process for compelling alumni stories.





# Smart Interview Preparation



## Better Questions

Questions directly impact stories. AI analyzes your best content to identify what elicits compelling responses.



## Pattern Recognition

AI finds patterns in successful interviews. It helps avoid predictable responses that lack impact.



## Personalization

Create tailored question sets based on interviewee background, experiences, and relevant topics.

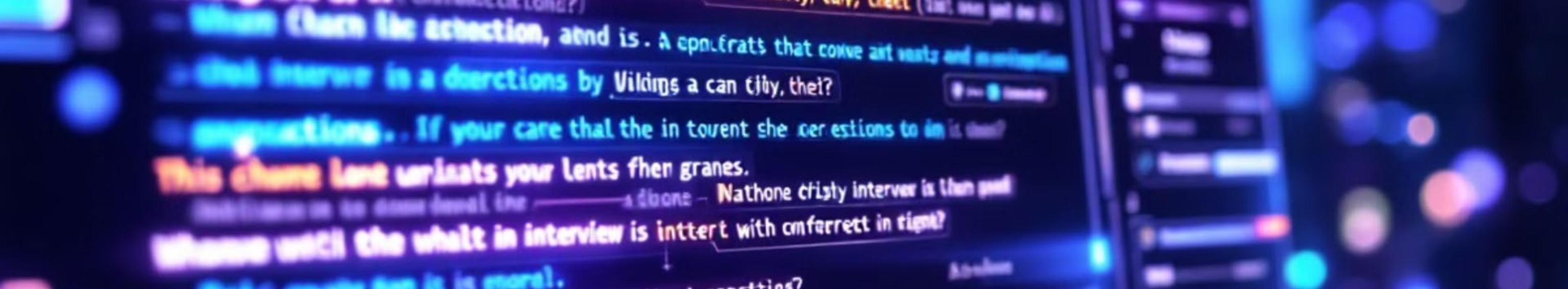


Image created by Gamma AI

# Implementation Approach

## Analyze Existing Content

Feed your best interviews into AI tools. Look for patterns in what generated engaging responses.

## Identify Gold Standard Questions

Find questions that consistently elicit emotional, detailed responses. These are storytelling gold.

## Create Question Matrix

Develop templates based on subject characteristics. Consider role, background, and achievement type.

## Customize Per Subject

Use AI to personalize questions for each interview. Make them relevant and specific.



# AI-assisted Interview Analysis

## Transcription Tools

These tools capture nuances that might be missed in manual transcription.

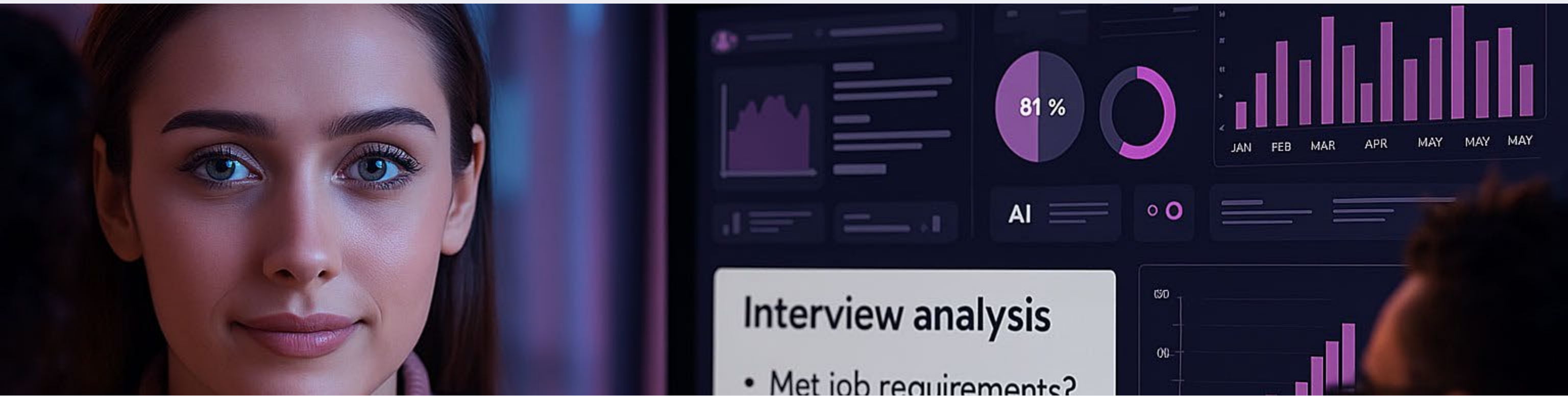
## Pattern Recognition

AI helps identify emotional high points in lengthy interviews.

## Human Connection

AI enhances but doesn't replace human connection. Interviewers remain essential for building trust.

Image created by Gamma AI



# Content Enhancement and Testing

## A/B Testing

AI facilitates testing different story variations across metrics and audience segments.

## Performance Tracking

Identify most effective approaches by monitoring:



Image created by Gamma AI



# Identifying Underrepresented Stories

 **Content Analysis**

 **Smart Categorization**

 **Gap Identification**



Image created by Midjourney

# Ensuring Audience Resonance



**Targeted Impact**

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**Segment Analysis**

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**Demographic Insights**

---



**Authentic Foundation**



# AI-Powered Content Direction Suggestions



**Trend Analysis**



**Conversation Tracking**



**Topic Identification**



# Implementation Approach

**Monitor Conversations**

**Identify Relevant Trends**

**Analyze Competitor Content**

**Develop Gap-Filling Content**





# Amplifying Reach: AI for Content Production

**Automation Benefits**

**Human Focus**

**Draft Assistance**

**Human Oversight**

# Case Study: Morehouse College



**Website Overhaul**



**SEO Enhancement**



**Admissions Blog**



**Social Media Targeting**

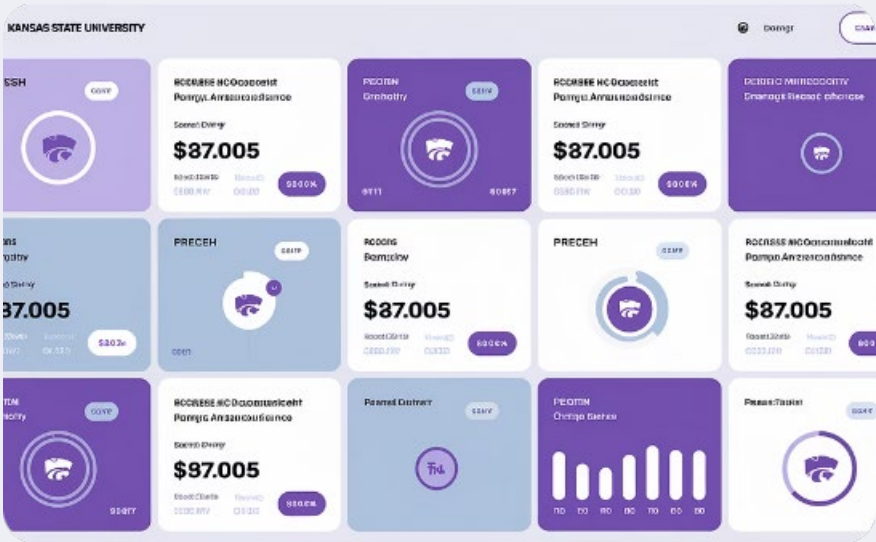




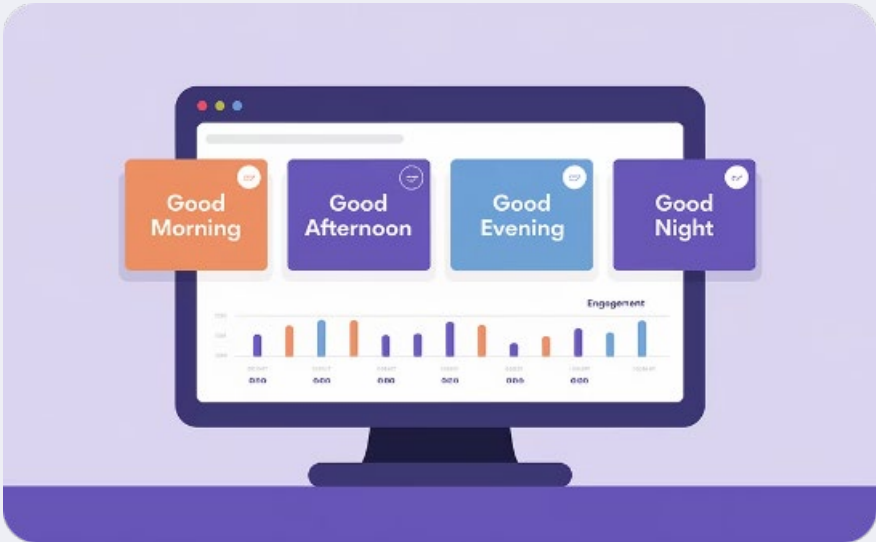
# Optimizing Content Distribution



# Case Study: Kansas State University Foundation



Predictive Algorithms



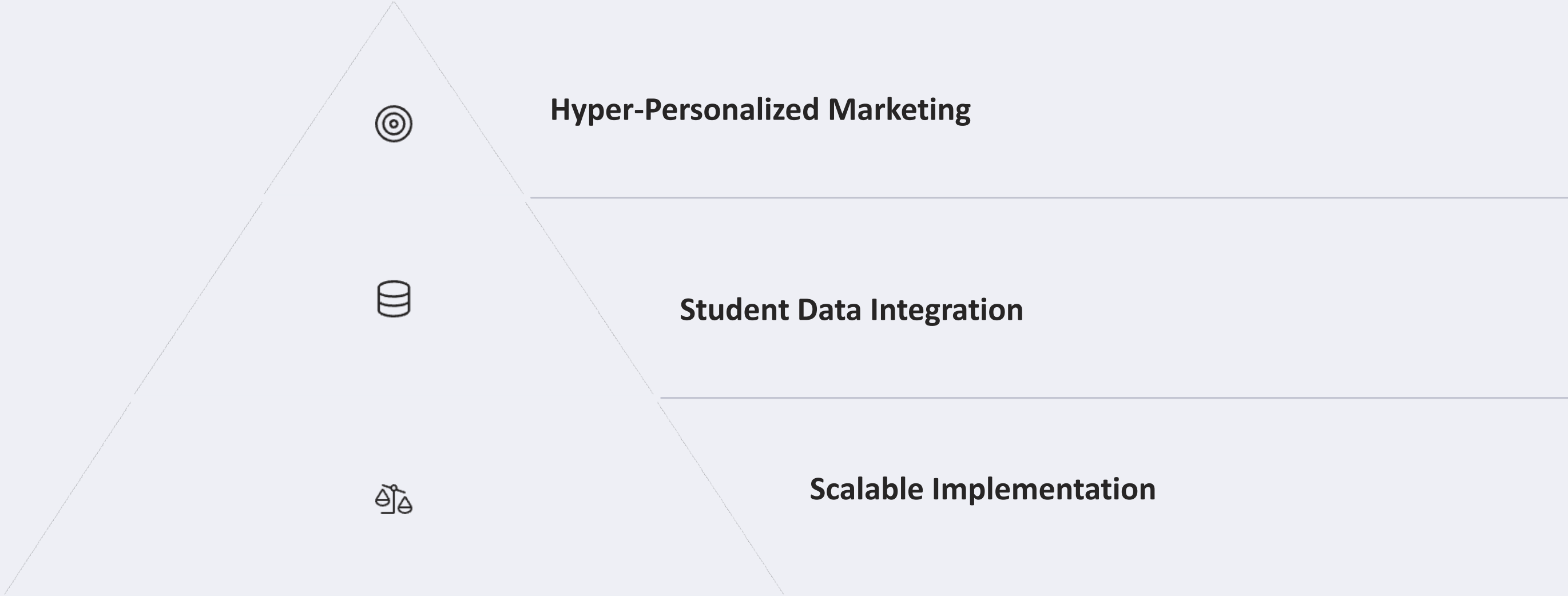
Personalized Timing



Improved Results



# Personalization at Scale



# Case Study: UCLA Anderson School of Management

**66%**

**Higher Click-Through**

Increase in email engagement with AI-personalized content

**132%**

**More Donations**

Increase in alumni giving from personalized campaign

UCLA partnered with a tech firm to integrate Anthropic's Claude AI with donor data, creating truly individualized reunion fundraising emails.





# Ethical Considerations and Best Practices



**Transparency**

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**Authenticity**

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**Trust Building**



Image created by Gamma AI

# Ensuring Ethical and Transparent Use



**Data Privacy**



**Bias Mitigation**



**Copyright Compliance**



# Data Privacy Example: UCLA Anderson

Challenge	Solution	Outcome
Protecting sensitive alumni data	Kept all data within secure internal systems	Privacy maintained while leveraging AI benefits
Third-party data sharing concerns	No sensitive information shared with AI trainers	Reduced risk of data breaches or misuse
Balancing personalization and privacy	Secure infrastructure for AI implementation	Successful personalization without compromising data



# Augmentation Over Replacement

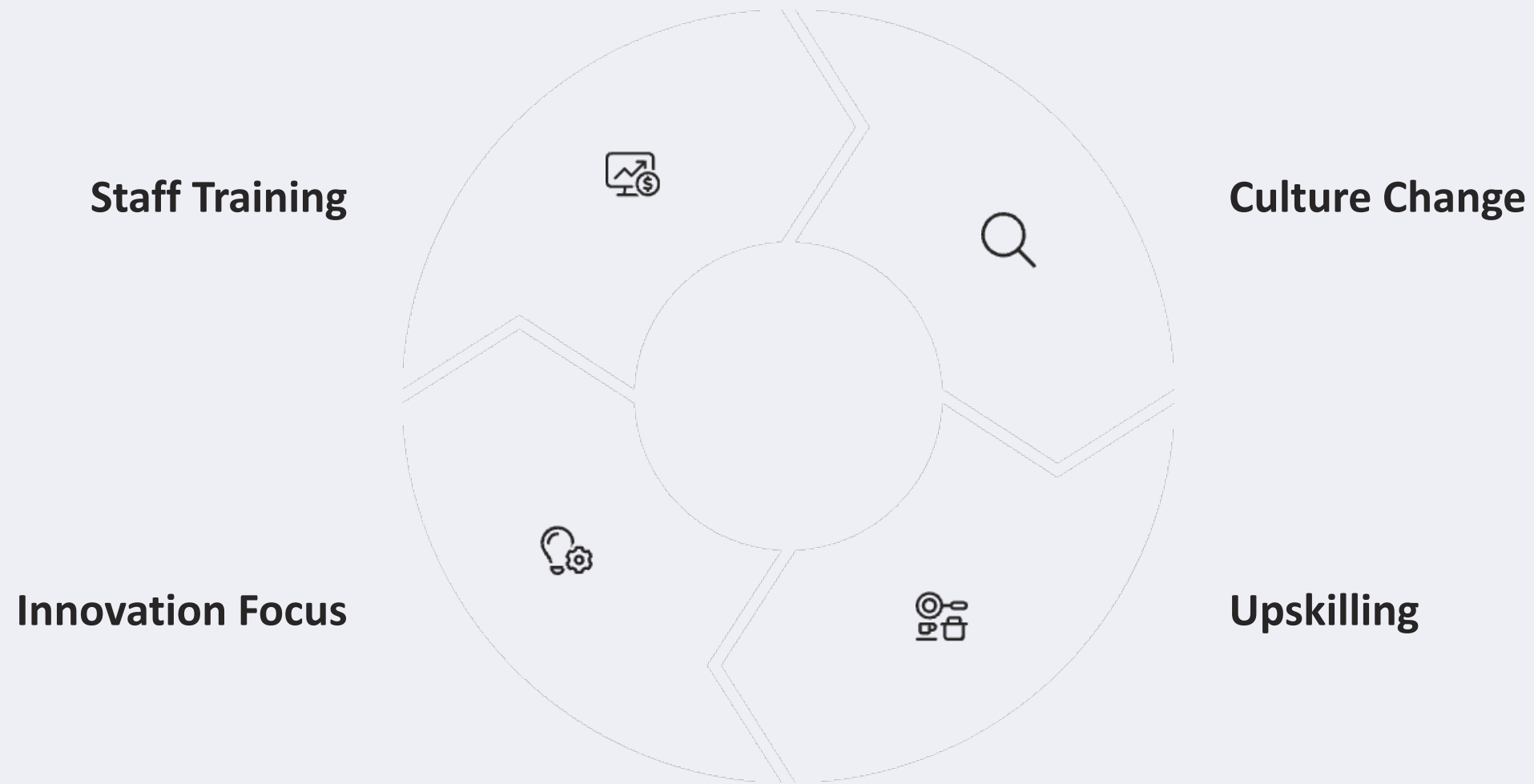






Image created by Gamma AI

# Case Study: University of South Carolina

22

Academic Units

Unique campaign messages needed

2

Staff Members

Small team handling all content

5

Years

Highest-grossing Giving Day in this period


USC's annual fund team used ChatGPT to generate content for their Giving Day campaign, allowing staff to focus on meeting campus partners and uncovering new stories.



# AI-Powered Storytelling: Implementation Roadmap



# Starting Small: First Steps

 **Begin with one high-value use case**

 **Select appropriate tools**

 **Create a cross-functional team**

 **Plan a 60-90 day pilot**



# Building AI Literacy



## Assess current AI literacy

Understand team comfort levels

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## Partner with academic departments

Leverage internal AI/ML expertise

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## Establish knowledge-sharing

Cross-department collaboration

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## Create safe spaces for experimentation

Practice without pressure

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## Develop tiered training programs

Role-specific learning paths




# Measuring Success

 **Discovery Effectiveness**

 **Narrative Resonance**

 **Conversion Impact**

 **Efficiency Gains**

# Resource Allocation & Tool Selection

## Evaluation Factors

- Capability
- Accessibility
- Data and privacy
- Education support
- Sustainable pricing model

## Implementation Guidelines

- Inventory current tools
- Prioritize integration
- Consider specialist and existing tools
- Develop institution-specific rubric

## Long-term Planning

Schedule regular tool assessments as AI landscape evolves rapidly.



# Advanced Multimodal AI

## Text-Based Content

Marketing teams input written alumni stories or news articles.

## AI Enhancement

Multimodal AI suggests visuals, creates audio narration, and produces video.

## Complete Story Package

Emotionally nuanced content delivered across multiple formats simultaneously.



# Real-Time Personalization

## User Profile

Visitor data and behavior  
patterns identified

## AI Processing

Content dynamically selected  
and arranged

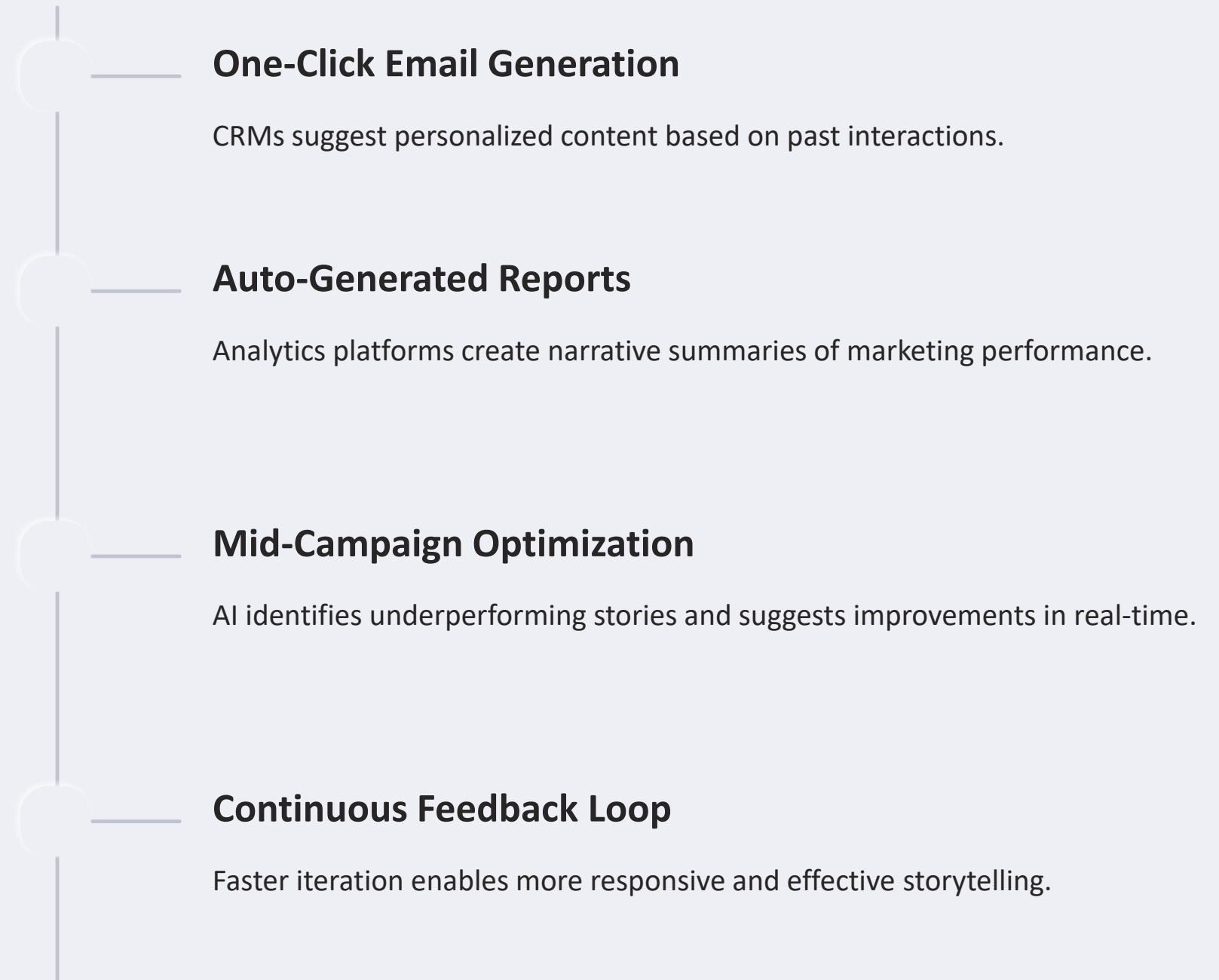
## Adaptive Display

Personalized content  
presentation

## Interactive Engagement

Chat-style interfaces  
supplement navigation

# CRM and Analytics Integration





# Future Trends in AI-Augmented Storytelling

## Multimodal AI

1

Today's AI models handle text, images, audio, and soon video together.

## Complete Story Packages

2

Input a written story and get visuals, audio narration, and short videos.

## Improved Emotional Nuance

3

AI-generated voices becoming "insanely conversational" according to testers.

## Audio Overviews

4

Tools like Google's NotebookLM create mini-podcasts with AI voices discussing content.



# The Future of AI in Marketing

## Personalized Experiences

Static webpages will give way to adaptive storytelling platforms.

Content will rearrange based on user interactions and profiles.

Chat interfaces will supplement traditional navigation.

## Integrated Systems

AI will be built into existing university tools.

CRMs will offer one-click AI suggestions for personalized emails.

Analytics platforms will auto-generate insightful reports.

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