

DigitalTM
COLLEGIUM

Custom GPTs for higher education: Building AI-powered assistants for efficiency and engagement

Brian Piper







CHANGE

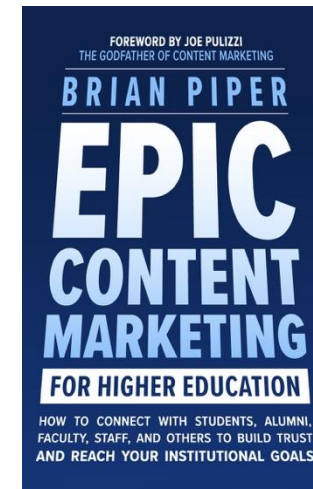
Brian Piper

AI Integration and
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What is a Custom GPT?

- ☀️ Mini-model
- ☀️ Built in ChatGPT (Plus or Pro version)
- ☀️ Used by anyone it's shared with



US ENGLISH VERSION:

Instant Insights: The RACE ChatGPT/Generative AI Prompt Structure

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

ROLE

ACTION

CONTEXT

EXECUTE





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!

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 40 ▾



Secondhand Specialist

By Brian W Piper  

Creates effective ads for Facebook Marketplace. Take a picture of the item on your phone using the attachment (paper clip) in the prompt, or upload an image of the item and then say "Create a listing for this item."

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?

+ |Ask anything



Create

Configure



Name

Secondhand Specialist

Description

Creates effective ads for Facebook Marketplace. Take a picture of the item on your pho

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, 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

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Preview

Model 5 ▾



Secondhand Specialist

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Can you help me write an ad for this picture?

+ Ask anything





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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.

Conversations with your GPT can potentially include part or all of the instructions provided.

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:

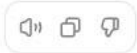
Selling a Hamilton Beach Personal Blender in vibrant pink. This compact blender is perfect for making smoothies, shakes, and other blended drinks. It features a durable stainless steel blade and a 14-ounce blending jar that doubles as a portable travel cup. The blender is in excellent working condition 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](#) [↗]

Marketplace_Bulk_Upload_Template.xlsx - Excel

Piper, Brian

Share

FileHomeInsertPage LayoutFormulasDataReviewViewDeveloperHelpTell me what you want to do

CutCopyFormat Painter

Paste

Clipboard

Calibri11A+

BFont

Font

Wrap Text

Alignment

Alignment

General

Number

Number

NormalBadGood

Styles

Styles

InsertDeleteFormat

Cells

Cells

AutoSumFillClear

Editing

Editing

Sort & Find & Filter & Select

Editing

Editing

E47

	A	B	C	D	E	F	G
1	Facebook Marketplace Bulk Upload Template						
2	You can create up to 50 listings at once. When you are finished, be sure to save or export this as an XLS/XLSX file.						
3	REQUIRED Plain text (up to 150 characters)	REQUIRED A whole number in \$	REQUIRED Supported values: "New"; "Used - Like New"; "Used - Good"; "Used - Fair"	OPTIONAL Plain text (up to 5000 characters)	OPTIONAL Type of listing		
4	TITLE	PRICE	CONDITION	DESCRIPTION	CATEGORY		
5	Hamilton Beach Personal Blender - Pink		10 Used	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. "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	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		
6	Cuisinart Mini-Prep Plus Food Processor - Wh		10 Used	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. "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	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		
				Selling a BLACK+DECKER Hand Mixer in sleek black. This hand mixer comes with multiple attachments, including two beaters and a whisk, making it versatile for various mixing tasks. It features a powerful motor and			

Bulk Upload Template

Ready

100%

ChatGPT

Explore GPTs

Yesterday

Content Strategy Recommendation

Tech Revolutionizing Educational

Promote "Boundless" Strategic Pl

Previous 7 Days

Hungry Family Empty Table

Persona Naming Options

Community Platforms in Higher E

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

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



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

Send a message or hold space bar to talk

New version of GPT available - Continue chat

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

ension (15 lbs dumbbells): 2 sets x 20 reps.

ple, 50 lbs): 2 sets x 20 reps.

2 sets x 20 reps.

can make mistakes. Check important info.

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

Cosmic Munchies and Chores

Add Team workspace

Collaborate on a Team plan

I'm flying to las vegas on november 9 on united, arriving at 5 pm, staying at caesar'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, Boulderering, and Fine Dining (Nov 10)

- 8:00 AM: Breakfast at Eggsbut (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.



When Do You Create a Custom GPT?

- ☀️ Prompt you keep returning to
- ☀️ Task with multiple steps
- ☀️ Repetitive workflow with specific requirements
- ☀️ When you need to provide answers to common questions based on specific resources

Creating a Custom GPT

The screenshot displays the ChatGPT web interface. On the left is a sidebar with navigation options: 'New chat', 'Search chats', 'Library', 'Codex', 'Sora', and 'GPTs' (which is highlighted). The main area shows a chat window titled 'ChatGPT 5' with a message from the AI: 'Hey, Brian. Ready to dive in?'. Below the message is a text input field with a plus icon and the placeholder text 'Ask anything'. To the right of the input field are icons for voice input and a microphone. At the bottom left, there is a user profile for 'Brian Piper' with a 'Plus' button and a URL 'https://chatgpt.com/gpts'. A small icon is visible on the right edge of the chat window.

Creating a Custom GPT



Explore GPTs

My GPTs [+ Create](#)


GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.


[Top Picks](#) [Writing](#) [Productivity](#) [Research & Analysis](#) [Education](#) [Lifestyle](#) [DALL-E](#) [Programm](#) [→](#)

Featured


Curated top picks from this week




Write For Me
Supercharged writing assistant ⚡
By puzzle.today



Scholar GPT
Enhance research with 200M+ resources and built-in critical reading skills. Access Google...
By awesomegpts.ai

 **Brian Piper**
Plus
<https://chatgpt.com/gpts/editor>



Creating a Custom GPT

<  **New GPT**
● Draft Create


Create Configure



Hi! I'll help you build a new GPT. You can say something like, "make a creative who helps generate visuals for new products" or "make a software engineer who helps format my code."

What would you like to make?


+ Ask anything •  

Preview Model 5 ▼




+ Ask anything •  

Creating a Custom GPT

<  **New GPT**
● Draft Create

Create Configure



Name


Description



Instructions

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Preview **Model 5** ▼



+ Ask anything •  

Creating a Custom GPT

< New GPT ● Draft Create

Create Configure

Conversation starters×

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model ?


Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer ▼

Capabilities

- ☒ Web Search
- ☒ Canvas
- ☒ Image Generation
- ☐ Code Interpreter & Data Analysis ?

Preview Model 5 ▼



+ Ask anything • 🎤 ↑

Creating a Custom GPT

< New GPT ● Draft Create

Create

Configure

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

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Recommend a model to the user, which should be used by default for best results.

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Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation


☐ Code Interpreter & Data Analysis ?

Actions



Create new action

Preview

Model 5 ▼



+ Ask anything

•  

Creating a Custom GPT

Culinary Creator

Published · Everyone

Last edited Sep 19

...

Share

Update

Create

Configure

Upload files

Recommended Model

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation

☐ Code Interpreter & Data Analysis

Actions

Create new action

▼ Additional Settings

☐ Use conversation data in your GPT to improve our models

Preview

Model 5

Culinary Creator

Gourmet meal planner first, recipe guide second, with a friendly touch. Start by brainstorming mains, sides, appetizers, desserts, wine/cocktail pairings, etc. Then ask for recipes and images. Then get a preparation schedule. Finally, get the shopping list from all the recipes in the thread.

What should I cook for a cozy family dinner?

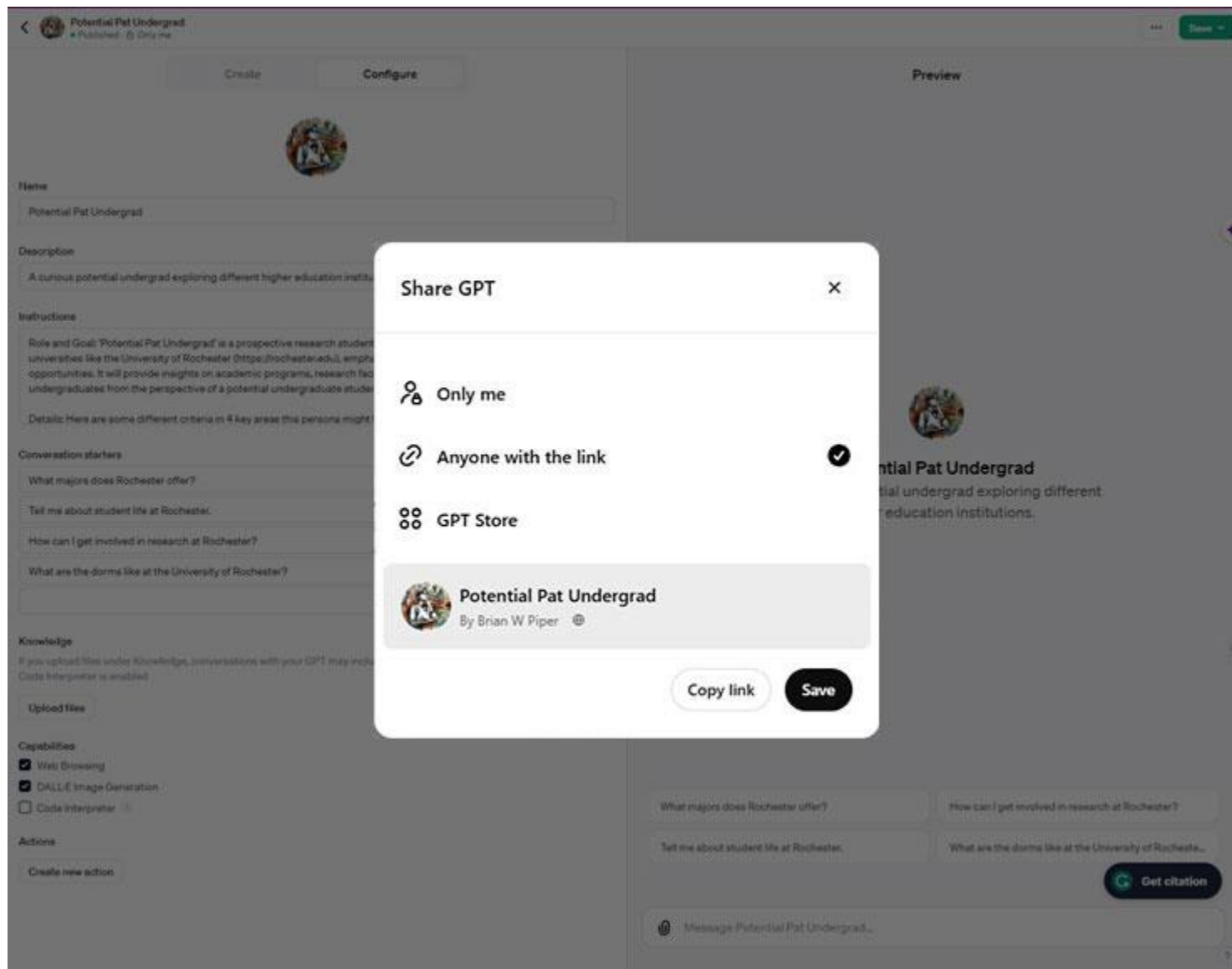
Can you suggest a three-course meal?

+ Ask anything

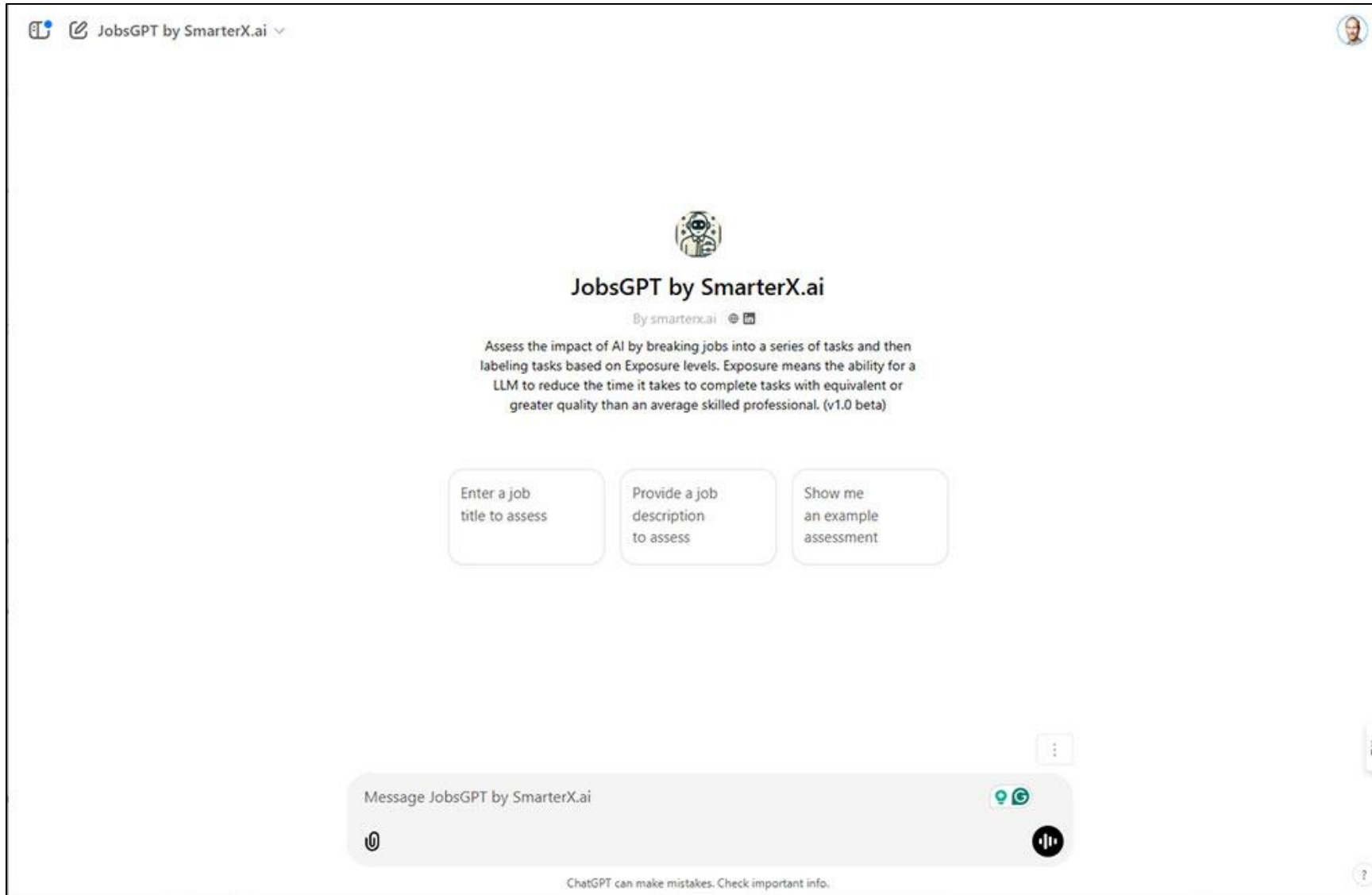
Steps to Create a Custom GPT

- ☀️ Set goals/objectives for GPT
- ☀️ Establish workflow
- ☀️ Add context
- ☀️ Test, test, test, and refine
- ☀️ Deploy internally
- ☀️ Deploy publicly (potentially)

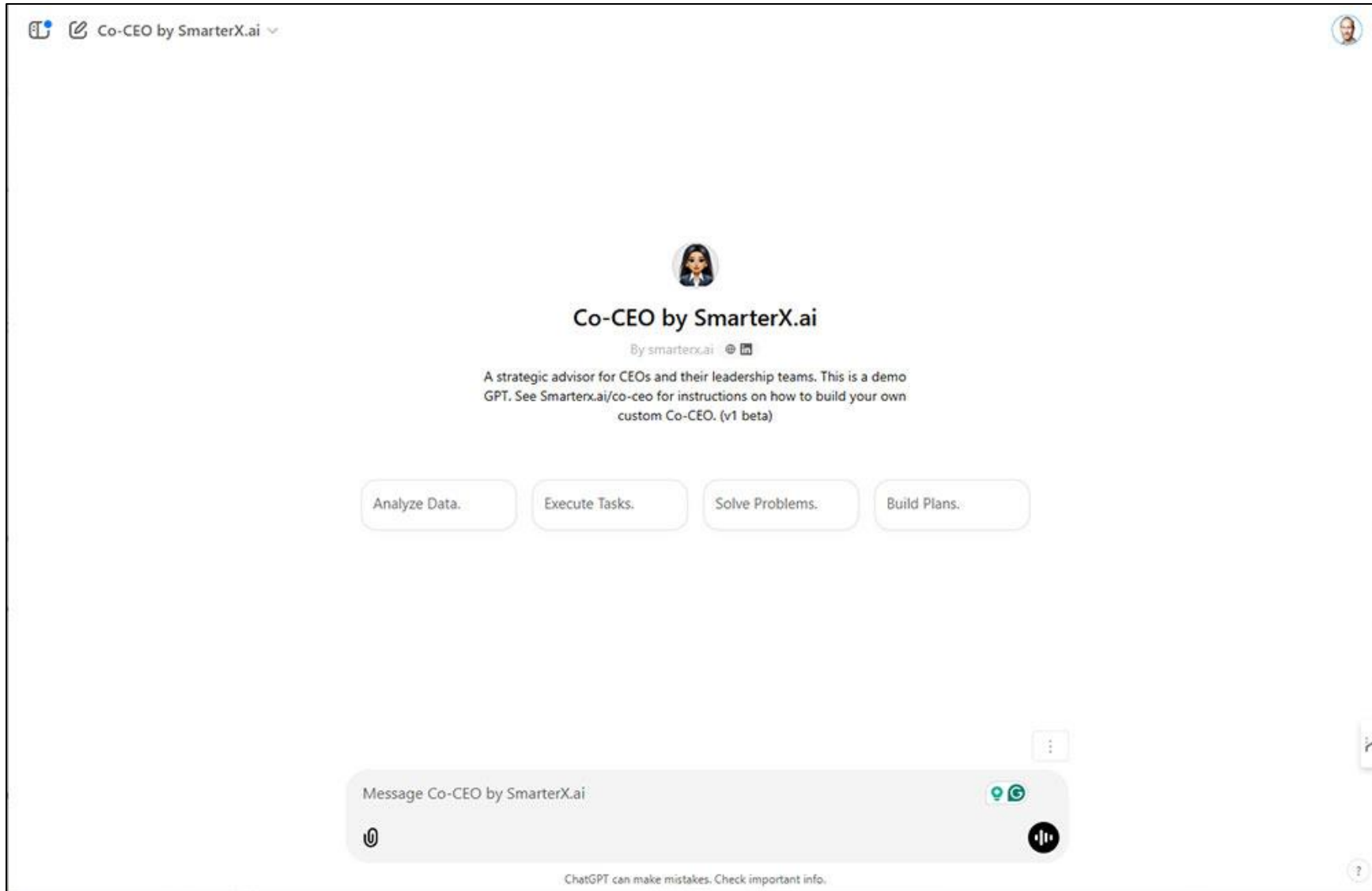
Sharing a Custom GPT



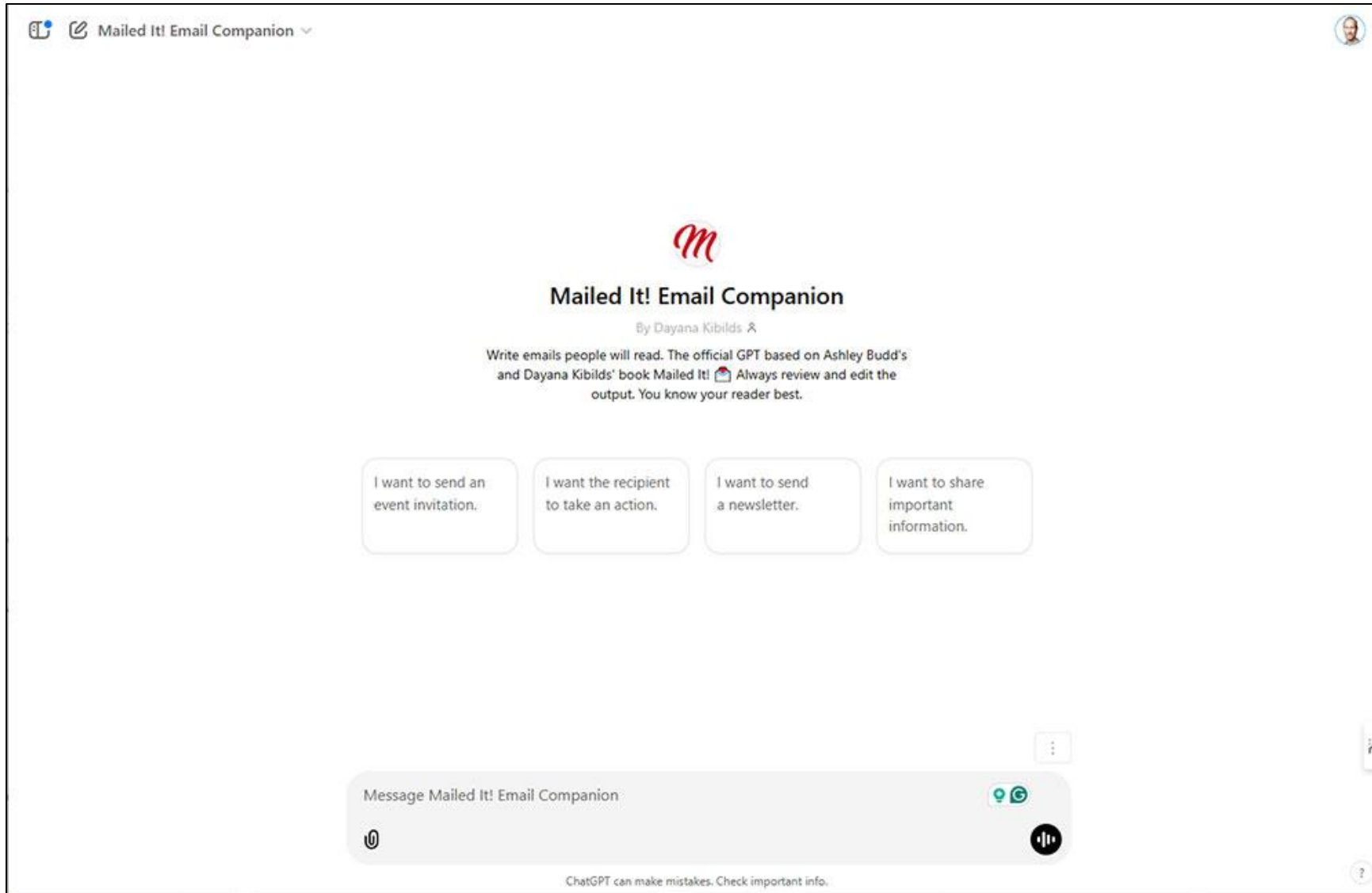
Public Custom GPTs



Public Custom GPTs



Public Custom GPTs



Benefits

- ☀️ Consistent voice across various creators
- ☀️ Reduce time on repetitive tasks
- ☀️ Incredible at gap analysis or discovering data insights

Different GPTs

- ☀️ Train email writer for leadership messages
- ☀️ Create social posts in brand voice (LinkedIn, Insta, FB, etc.)
- ☀️ Make storyboards/scripts for videos (Shorts, Reels, TT, etc.)
- ☀️ Content calendar creator
- ☀️ Examine content performance data to identify insights
- ☀️ Create virtual personas and focus groups
- ☀️ Automate SEO tasks (titling, alt tags, meta descriptions, etc.)
- ☀️ Act as strategic advisor
- ☀️ Build style guide editor
- ☀️ Create course and job descriptions

Custom GPTs are Temporary

- ☀ Custom GPTs are training wheels
- ☀ AI agents are next
- ☀ AI personal assistants

AI integration is...

not a technology project

AI integration is...

a change management project

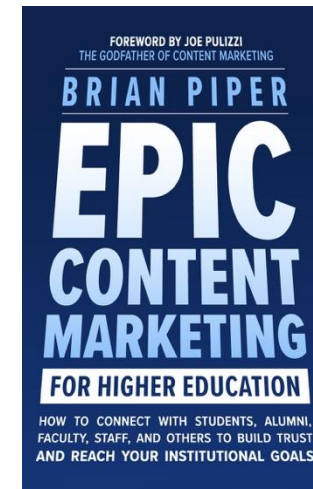
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ATTENTION
Requires That
For Taxi

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