

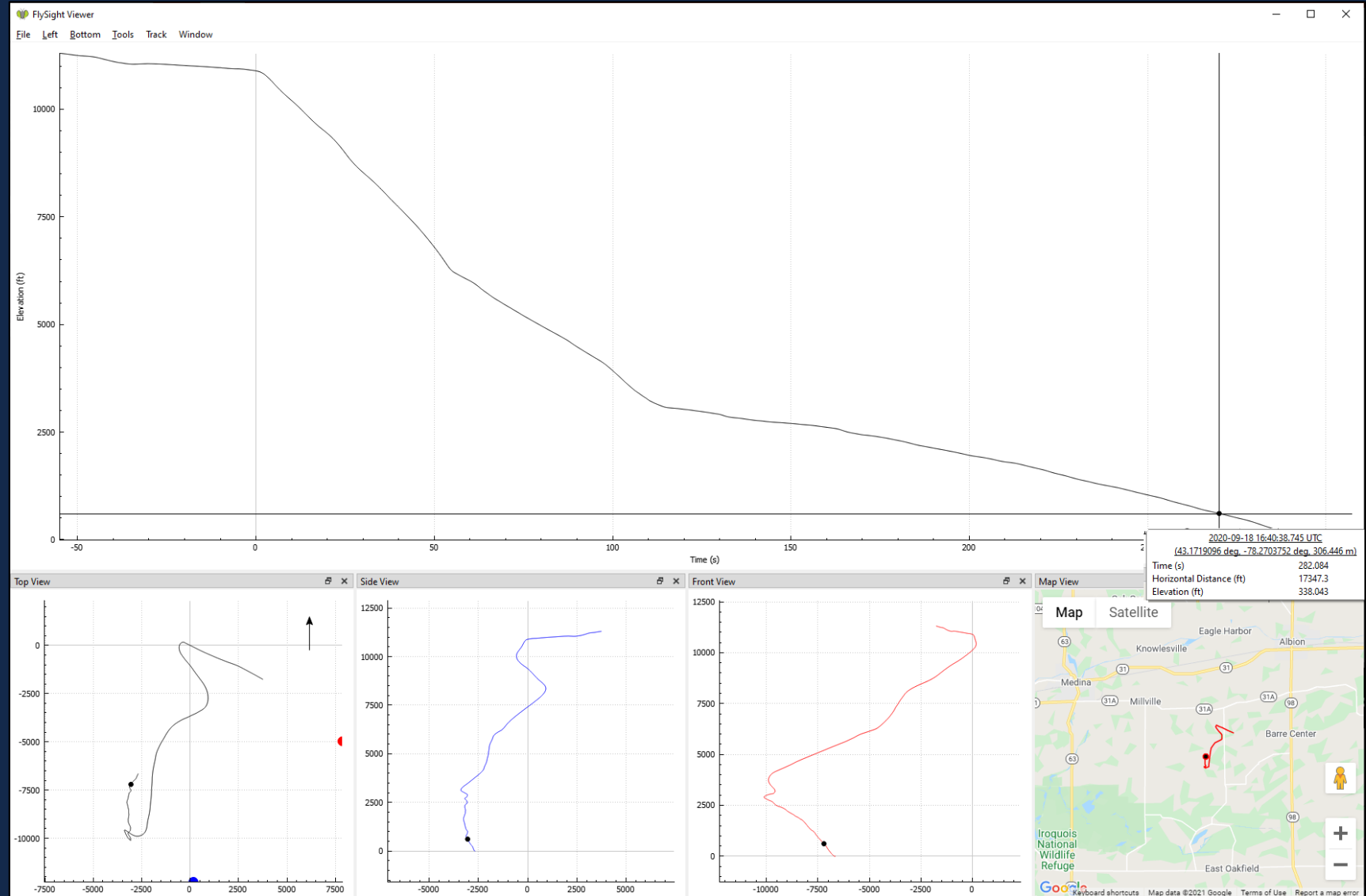
RIT · NTID

More Human, Not Less

An AI-forward, human-first playbook

Department Retreat · Communications, Marketing & Multimedia Services

Stepping into uncertainty





Stepping into uncertainty informed and aware

Brian Piper

Founder, AlreFlow Solutions

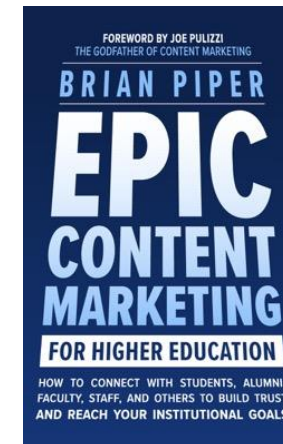
AI Integration and
Content Marketing Consulting

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AI integration is...
not a technology project

AI integration is...
a change management project

The human-in-the-loop sandwich



HUMAN

Review · brand & accessibility QA · approval · judgment



AI

Research · drafting · optimization · scaling · analysis · automation



HUMAN

Strategic direction · audience & deaf-community insight · data · storytelling

Three mindset shifts

01

The landscape is shifting.

AI is adapting and evolving very fast.

02

Become an AI collaborator.

Stop spectating, work alongside it.

03

Be more human, not less.

Your craft and expertise are the edge.

SHIFT 01

**The landscape is shifting faster than
your strategy.**

How people find you is evolving



Next: A2A.

What that means for your team

Structured, well-tagged, clustered content built on clear pillars wins, for AI and for accessibility.

- The same structure that helps a screen reader helps an answer engine.
- Plain language and clear headings make content easier to find and easier to use.
- Preparing for a machine-driven future means making content more human, not less.

THE HONEST QUESTION

Should we even be doing this?

The risks of adopting AI — and the risks of not.

Risks of adopting AI



- Accuracy & hallucination
- Bias in outputs
- Brand-voice erosion
- Accessibility pitfalls (bad auto-captions, weak alt text)
- Over-reliance — treating drafts as final
- IP, data, & security exposure

Risks of NOT adopting AI



- Slipping in how people discover your content
- Slower production while expectations rise
- Retention
- Competitive lag against peers
- Missed opportunities
- Stagnation

Replacing humans with AI is a losing strategy.

Supercharging humans with AI is the winning one.

A cautionary tale

Klarna

Replaced ~700 customer-service employees with AI.
Quality declined. Customers revolted.

Now rehiring humans.

The backlash — head-on



Where it's right

- Slop & inauthenticity
- Hidden automation
- Job-replacement fears
- Environmental cost
- “AI for its own sake”



Where it's overblown

- AI as invisible assist
- Research & drafting help
- Repurposing at scale
- Behind-the-scenes ops
- Faster, with humans in charge

So, when is it advisable?

BEHIND THE SCENES

Lower-risk leverage

Research, drafting, repurposing, alt-text drafts, data analysis, gap analysis, personas, admin. Use it freely to amplify the team.

AUDIENCE-FACING VOICE

Human-led + transparent

Where AI touches what your audiences read, hear, or see, keep humans heavily in the loop, and be open about it.

AI Progression



Public Custom GPTs



JobsGPT by SmarterX

By smarterx.ai  

→ Switch to GPT-5.2 (creator's recommended model)

Prioritize AI uses by breaking jobs down into a series of tasks.
Prepare for the future of work by assessing the exposure levels of
jobs to smarter, more generally capable AI models. Forecast potential
new jobs AI could create by industry, profession or college major.
(v2.1 beta)



CMMS 2028 ORGANIZATIONAL CHART

Same People. New Impact Areas. Amplified by AI.

HUMAN EXPERTISE + AI AGENTS = EXTRAORDINARY IMPACT

HOW WE WORK TOGETHER

- Humans provide strategy, creativity, relationships, and judgment.
- AI Agents handle research, drafting, analysis, production, monitoring & automation.
- Together we deliver inclusive, accessible, data-informed communications that advance NTID's mission.



Assistant Vice President
Communications, Marketing &
Multimedia Services

Elevated Impact

- Strategic Leadership & Storytelling
- Brand & Reputation Stewardship
- Cross-College Partnerships
- Data-Informed Decision Making
- AI Strategy, Governance & Ethics



HUMAN LEADERS
(Your Current Team)

Upskilled. Reskilled.
Expanded impact
where human
expertise and
relationships
deliver the
most value.



**Director,
Public Relations &
Reputation Strategy**

Expanded Impact

- Media & Issues Strategy
- Executive & Internal Comms.
- Reputation & Crisis Mgmt.
- Relationship & Network Growth



**Director,
Marketing &
Enrollment
Communications**

Expanded Impact

- Brand & Campaign Strategy
- Integrated Marketing
- Enrollment Marketing
- Audience Insights
- Storytelling at Scale



**Manager,
Social Strategy &
Community
Engagement**

Expanded Impact

- Social & Community Strategy
- Conversation & Listening
- Influencer & Advocate Relations
- Engagement
- Analytics & Optimization



**Web Experience
Architect**

Expanded Impact

- Digital Experience Strategy
- Accessibility Leadership
- Data, Analytics & CRO
- Automation & Integration
- Security & Performance



**Director,
Visual Storytelling
& Multimedia**

Expanded Impact

- Visual Story Strategy
- Multimedia Production
- Advanced Visual Effects
- AI-Assisted Production
- Training & Mentoring



**Senior Video
Engineer**

Expanded Impact

- Video Engineering Strategy
- Live & Interactive Production
- Workflow & Automation
- Accessibility & Captions
- Innovation & QA



**Information
Strategy &
Content Excellence
Specialist**

Expanded Impact

- Content Strategy & Governance
- Information Architecture
- Research & Insights
- Accessibility & Alt Text
- Training & Enablement



**Operations &
Project Leadership
Specialist**

Expanded Impact

- Operations Excellence
- Project & Workflow Mgmt.
- Resource Planning
- Vendor & Budget Mgmt.
- Process Improvement



AI AGENTS
(Reporting to Each
Human Leader)

Agents execute,
monitor and optimize—
24/7—so our team
can focus on strategy,
relationships and
creativity.



AI AGENTS
Reporting to This Role

- Media Monitor Agent**
Monitors news, mentions & sentiment 24/7
- Press Draft Agent**
Drafts releases, pitches & media materials
- Reputation Insights Agent**
Analyzes trends & flags emerging issues
- Stakeholder Insights Agent**
Summarizes feedback & public sentiment
- Crisis Alerts Agent**
Detects issues & recommends response actions
- Transcription Agent**
Provides captions & transcripts for all comms



AI AGENTS
Reporting to This Role

- Campaign Brainstorm Agent**
Generates campaign ideas & concepts
- Copywriter Agent**
Drafts emails, ads, web copy & social posts
- SEO & Keyword Agent**
Recommends keywords & optimizes content
- Competitor Intelligence Agent**
Monitors competitors & market trends
- Performance Analyst Agent**
Tracks KPIs & recommends optimizations



AI AGENTS
Reporting to This Role

- Social Listening Agent**
Monitors conversations & trends
- Content Curator Agent**
Finds & suggests relevant content
- Engagement Agent**
Identifies & engages key community members
- Best Time Agent**
Recommends optimal posting times
- Analytics Agent**
Measures performance & recommends actions



AI AGENTS
Reporting to This Role

- Web Content Agent**
Updates pages & maintains content freshness
- Code Assistant Agent**
Writes, tests & debugs code
- Accessibility Checker Agent**
Scans for WCAG issues & recommends fixes
- Analytics Agent**
Tracks user behavior & conversions
- SEO Auditor Agent**
Monitors site health & search performance



AI AGENTS
Reporting to This Role

- Visual Concept Agent**
Generates shot lists, storyboards & mood boards
- Image Enhancement Agent**
Edits photos, color-corrects & retouches
- AI Edit Assistant Agent**
Speeds rough cuts & scene assembly
- Stock & Asset Finder Agent**
Finds images, music & assets
- Alt Text Generator Agent**
Creates accurate image descriptions



AI AGENTS
Reporting to This Role

- Live Production Agent**
Manages switching, feeds & streaming setup
- Caption & ASL Agent**
Creates captions & ASL interpretation
- Transcoding Agent**
Optimizes video for all platforms
- Archive & Metadata Agent**
Tags, indexes & stores video assets
- Quality Check Agent**
Checks audio/video quality & compliance



AI AGENTS
Reporting to This Role

- Research Assistant Agent**
Finds, summarizes & cites reliable sources
- Content Curation Agent**
Curates & organizes content collections
- Alt Text & Accessibility Agent**
Creates alt text, transcripts & accessible docs
- Knowledge Base Agent**
Maintains FAQs & internal resource library
- Training & Onboarding Agent**
Creates guides & quick reference materials



AI AGENTS
Reporting to This Role

- Calendar & Scheduling Agent**
Manages calendars, meetings & reminders
- Workflow Automation Agent**
Routes tasks & tracks approvals
- Expense & Budget Agent**
Tracks budgets, invoices & spend reports
- Vendor Management Agent**
Tracks vendors, renewals & contracts
- Document Prep Agent**
Creates agendas, minutes & reports



**TEAM
SUPERPOWERS**

This is how our
human-AI team
creates extraordinary
value for NTID.



STRATEGIC STORYTELLING
We lead with human insight
and craft stories that connect,
inspire and build trust.



DATA-INFORMED DECISIONS
AI delivers real-time insights
so we can make smarter,
faster, evidence-based
choices.



ALWAYS-ON ENGAGEMENT
Agents keep us connected
and responsive across every
channel, 24/7.



ACCESSIBILITY BY DESIGN
We embed inclusion in
everything we create—
for every audience.



EFFICIENCY & SCALE
AI handles the heavy lifting
so our team focuses on
high-value, high-impact
work.



HUMAN CONNECTION
Our relationships, empathy
and creativity remain at the
center of everything we do.

★ **OUR PROMISE:** Same talented team. New skills. AI superpowers. Greater impact for NTID. *Human expertise leads. AI agents amplify.*

Updated May 2028

brianwpiper.com



SHIFT 02

Stop spectating. Start collaborating.

**"How can AI
help me do this?"**

**Context
Role
Interview
Task**

— Geoff Woods, *The AI-Driven Leader*

The CRIT framework

C

Context

Lay the groundwork. What's the situation?

R

Role

Assign the AI a specific expertise.

I

Interview

Have AI ask you questions first.

T

Task

Specify the output you need.

Getting started - Build reusable assistants

Custom GPTs · Gems · Projects · Skills — one good setup, used again and again



Brand-voice social posts



Alt text at scale



Media-pitch drafts



Content-calendar builder



Video script & storyboard starters



SEO titles & meta descriptions

Scaling by automating

1 Record one long-form video



2 Auto-transcript



3 Custom GPTs draft blog · LinkedIn · Insta · FB · newsletter



4 **Human review in a sheet**

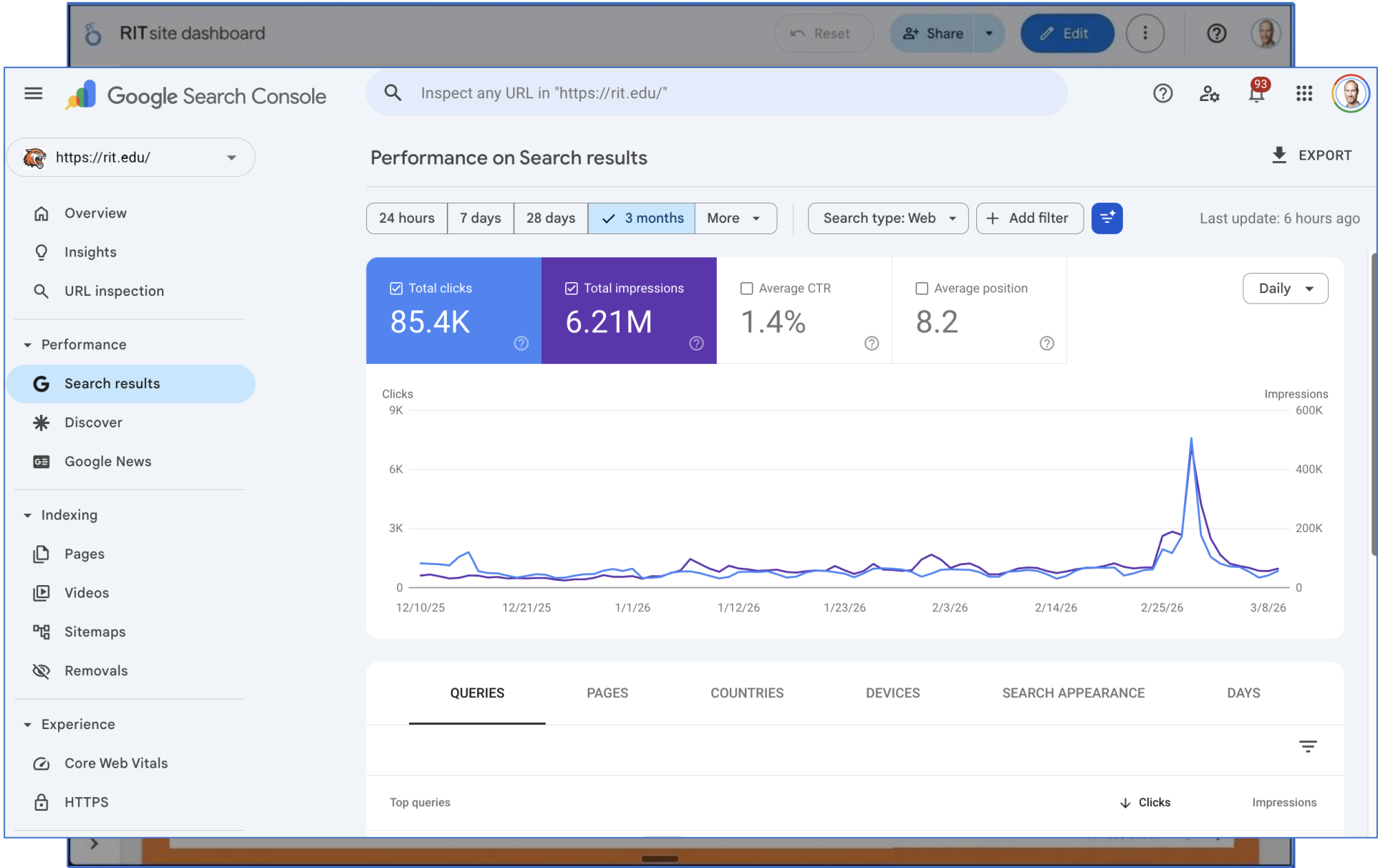


5 Schedule & post

Content performance & optimization

Look at your data.

Let AI look at your data.





You



News 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

Create 20 new content ideas, please.



You

News_search console_url_Table.c...
Spreadsheet

You are a content marketing expert.

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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 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

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



Your best content isn't the content you haven't created yet.

It's the content you haven't distributed well enough.

4 R's of Content Optimization



Repurpose

One piece into 10+
formats



Retarget

Adapt for different
segments



Redistribute

Every channel,
including AI



Retire

Audit & sunset what
hurts you

THE PART ONLY YOU CAN OWN

What does AI mean for accessibility — and for us?

How AI can help accessibility



- Caption & transcript drafts
- Alt text generated at scale
- Plain-language & reading-level rewriting
- Audio-description drafts
- Multi-format production so each audience gets what it needs
- Better structure - good for screen readers AND answer engines

The challenges of AI + accessibility



- Auto-captions still fumble names, jargon, technical terms. “Good enough” isn't accessible-enough.
- AI sign-language avatars are contested on quality, authenticity, and the risk of displacing Deaf talent and interpreters.
- Models can be biased against Deaf/HoH speech and accented English.
- Beware “accessibility theater.” Checking a box vs. real access.

This is exactly where the human-in-the-loop sandwich matters most.

Your unique perspective

Most teams bolt accessibility on at the end. **You design from it.**

- Creating content that's genuinely accessible, human, and trustworthy
- Set the standard and continue to be a model for higher ed.
- **“Be more human, not less”**

SHIFT 03

The future belongs to the most human humans.

The best way to prepare for a machine-driven future is to make your content more human, not less.

Steps for AI integration



The three-tier governance model



AI Council

Leadership & strategic direction



AI Champions

Team leads driving implementation



Communities of Practice

All interested - learning & sharing

It works when you enable people



Moderna

750

custom GPTs in two months

All 6,000 employees enabled + trained; 40% of weekly active users built their own GPTs.



ASU

550+

initiatives in year one

AI Innovation Challenge + communities of practice + custom workshops and tools.

Where this team starts



- Pick one repurposing pipeline to pilot
- Stand up a shared prompt & custom-GPT library
- Identify AI Champions
- Document/capture your processes
- Start an accessible-AI standard the team owns

AI can do a lot of things.

It's up to us to decide what it should do.



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