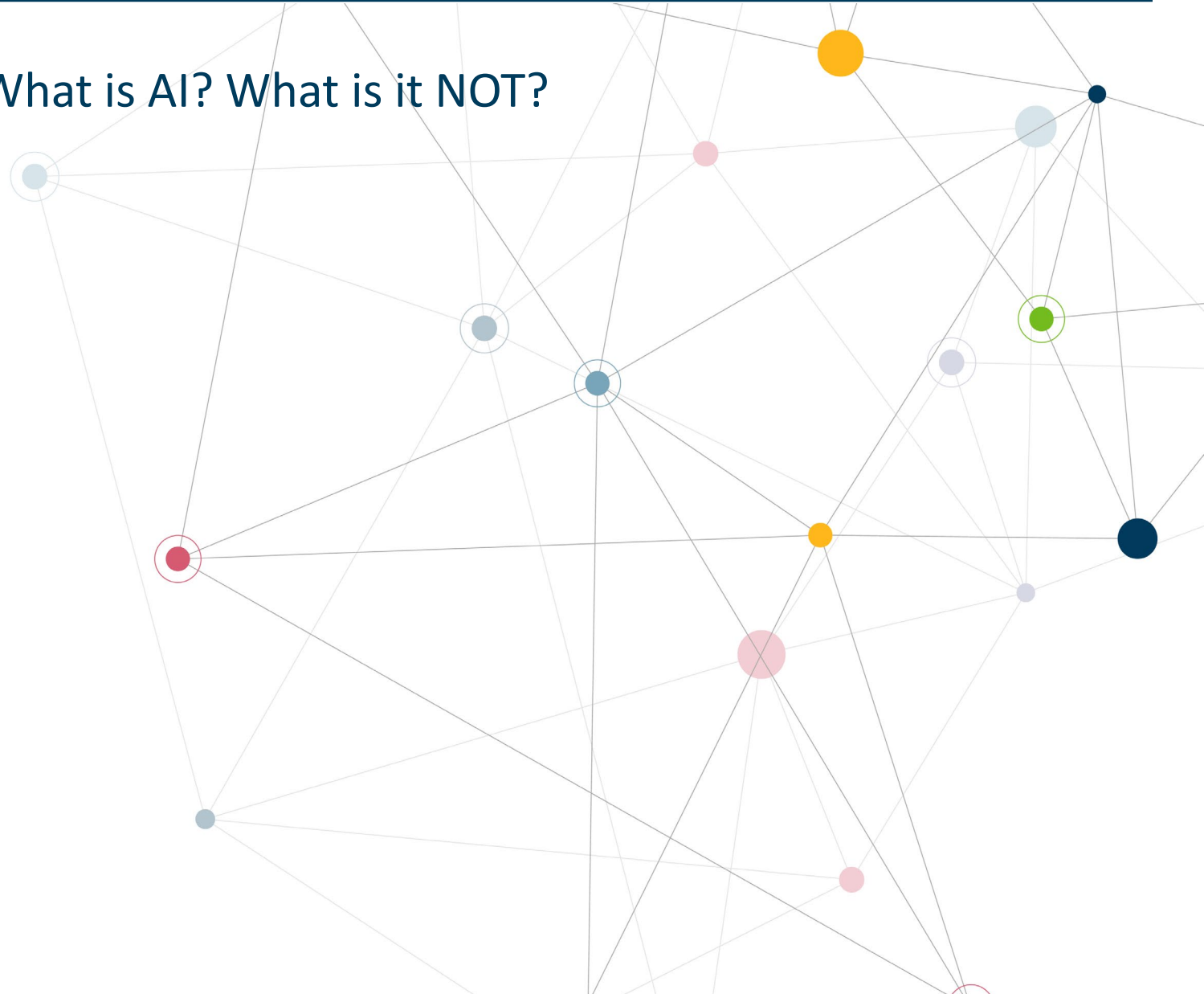# CATCHING AND RIDING THE AI WAVE

AWTC Roundtable

July 31, 2024

AGENDA

1. Generative Artificial Intelligence: What is AI? What is it NOT?

2. Flavors of Generative AI

3. AI Opportunities and Threats

4. AI Governance and Strategy

5. AI Guidelines and Policies

6. How AI Can Help My Organization

7. Discussion and Next Steps

Artificial intelligence is a machine's ability to perform the cognitive functions we usually associate with human minds.

- McKinsey and Company

GENERATIVE AI: WHAT IS AI? WHAT IS IT NOT?

What it IS

- A *tool* for doing business

- Great *starting point*

- More math than magic

- Only as good as data used

- The future of work

What it is NOT

- "Automagic"

- The *last word*

- Sentient (Skynet)—AGI

- "The Great Unemployer"

- Something to be ignored

THREE "FLAVORS" OF GENERATIVE AI

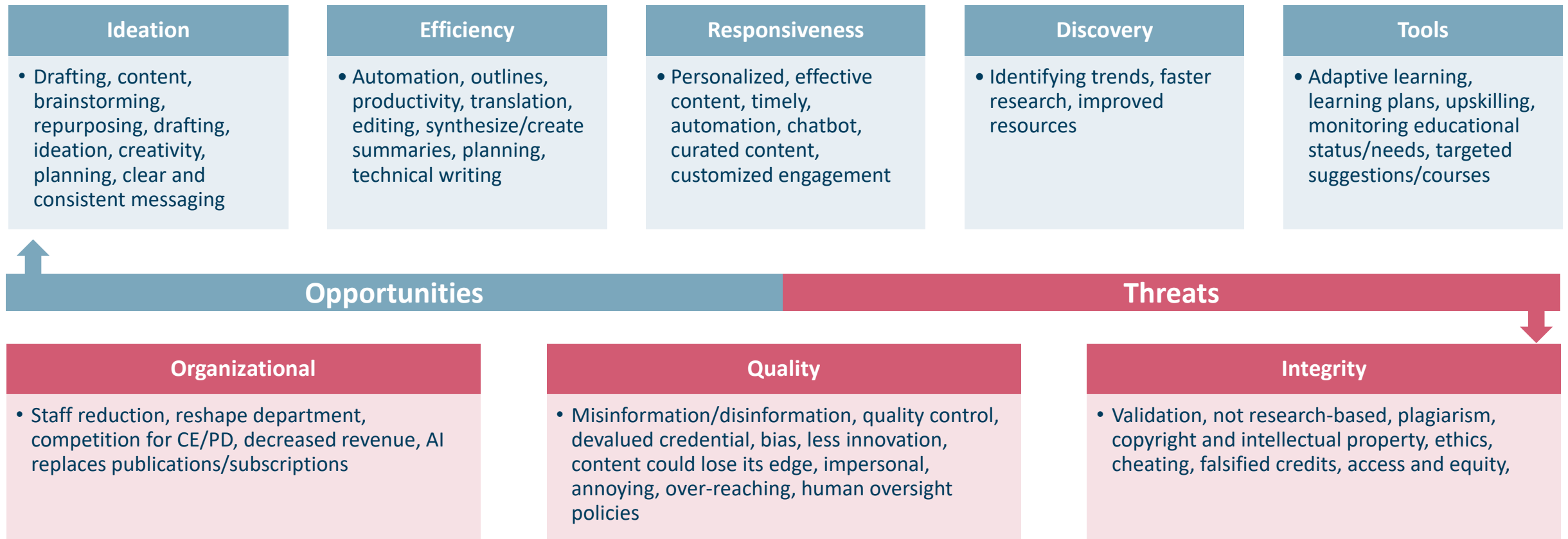| Production-Oriented	Member-Facing	Profession/Industry-Related
• Helps staff do more with less • Saves time • Increases efficiency	• Facilitates user journey • Provides access to information • Adds value	• How AI **is changing** the nature of your constituents' work • How AI **will change** the nature of your constituents' work

AI OPPORTUNITIES AND THREATS

Association Executives were more likely to perceive and identify opportunities for AI than threats. Threats centered around heightened competition, potential effects on staff, and concerns about quality and integrity.

Ideation	Efficiency	Responsiveness	Discovery	Tools
• Drafting, content, brainstorming, repurposing, drafting, ideation, creativity, planning, clear and consistent messaging	• Automation, outlines, productivity, translation, editing, synthesize/create summaries, planning, technical writing	• Personalized, effective content, timely, automation, chatbot, curated content, customized engagement	• Identifying trends, faster research, improved resources	• Adaptive learning, learning plans, upskilling, monitoring educational status/needs, targeted suggestions/courses

Opportunities | Threats

Organizational	Quality	Integrity
• Staff reduction, reshape department, competition for CE/PD, decreased revenue, AI replaces publications/subscriptions	• Misinformation/disinformation, quality control, devalued credential, bias, less innovation, content could lose its edge, impersonal, annoying, over-reaching, human oversight policies	• Validation, not research-based, plagiarism, copyright and intellectual property, ethics, cheating, falsified credits, access and equity,

Source: ASAE Association Insights Center Data

ELEMENTS OF AI GOVERNANCE

1. Executive sponsorship

2. Stakeholder involvement from outside IT

3. (Written) strategy/standards/policies/guidelines

4. Ample training for staff

5. Clear roles and responsibilities

6. Ongoing commitment
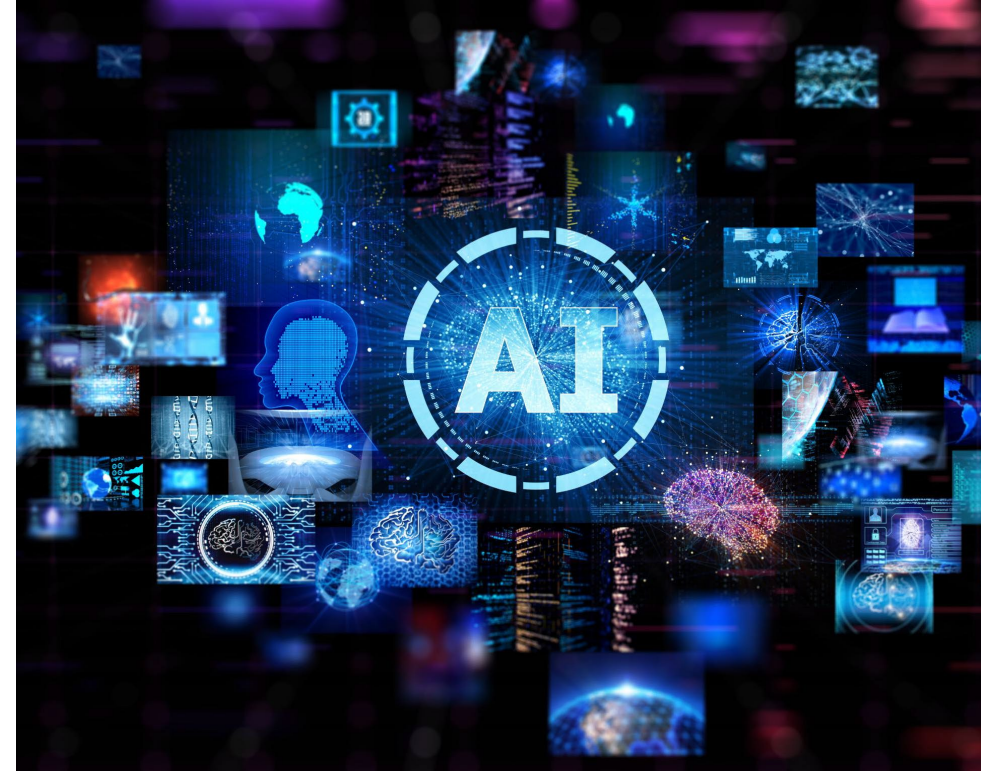
This image was chosen by Microsoft Copilot to represent "Conceptual illustration of AI governance and ethics."

BUSINESS FIRST: CREATE A STRATEGY FRAMEWORK INCLUDING AI

- **Determine Your AI Vision:** What are your goals and desired benefits? How will you measure success?

- **Focus on Creating Value:** How will this impact your business? What barriers exist?

- **Be Sure to Consider Risks:** What are the potential risks entailed (regulatory, reputational, security, privacy)? How can they be identified/mitigated?

- **Plan to Prioritize Adoption:** How will you determine what initiatives to undertake and the sequence of their implementation?

NEXT STEPS: AI GUIDELINES/POLICY

Resource: AI Guidelines

- Make the guidelines specific

- Create policies/action items

- Review with Governance Team and HR

This image was chosen by Microsoft Copilot to represent "An image of 'AI policies document with text and icons symbolizing regulations and guidelines.'"

AI GUIDELINES

DO

- Follow all applicable policies and procedures

- Engage Legal or the AI Team in decisions

- Ask questions

- Verify outputs of AI for accuracy

- Know the data sources, including biases and limitations

- Get help on AI contracts

DON'T

- Put personal or confidential information into public AI tools

- Personally purchase an AI product license

- Put intellectual property at risk

- Use AI to mislead

- Compromise safety or reputation

DISCUSSION: HOW AI COULD HELP YOUR ORGANIZATION

- Reduce administrative burden and automate repetitive work

- Accelerate marketing campaign development

- Enable hyper-personalization

- Predict future member behavior based on historical patterns

- Provide chat-based customer service for members

- What else?

DISCUSSION QUESTIONS

1. What AI tools are your staff already using? How do you know? Is there a dialogue about AI in your organization?

2. What additional opportunities does AI present for *your* organization?

3. What else do you need to be thinking about with respect to employing AI successfully?

4. Getting started: what are prudent next steps?

This image was chosen by Microsoft Copilot to represent "Discussion questions being displayed on a screen during a presentation."

BOTTOM LINE: A PRUDENT APPROACH TO ARTIFICIAL INTELLIGENCE

Informed Experimentation

Photo attributions: what-is-privacy.com and mypoolsigns.com

SUMMARY: POWERED BY MICROSOFT COPILOT

- **AI Definition:** Artificial intelligence is a machine's ability to perform cognitive functions associated with human minds

- **Generative AI:** Generative AI has three flavors: Production-Oriented, Member-Facing, and Profession/Industry-Related

- **AI Opportunities:** Association Executives perceive more opportunities than threats for AI

- **AI Governance:** AI Governance includes executive sponsorship, stakeholder involvement, strategy, training, and ongoing commitment

- **AI Guidelines:** AI Guidelines include following policies, engaging with legal or AI team, verifying outputs, and not compromising safety or reputation