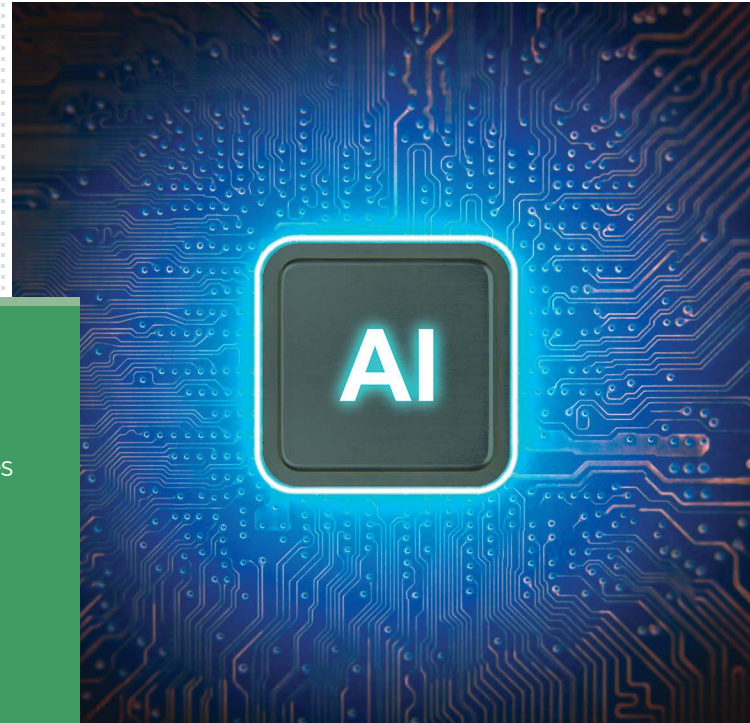# 5 Ways Your College Can Use AI to Create a Competitive Advantage—and Four Concerns

Like every industry, higher education is scrambling to manage the expansion of artificial intelligence (AI) within everyday life. Committees, working groups, and task forces have been assembled in institutions across the country, striving to harness AI's potential to optimize the process of teaching and learning—while navigating its downsides, such as AI-enabled malware and plagiarism.

AI can be generalized into two categories that impact higher education. **Predictive AI**, also known as machine learning, finds patterns in existing data and uses them to project future results or outcomes.

Generative AI tools became a household concept in late 2022 with the launch of ChatGPT, followed by other large language model (LLM) chatbots such as Microsoft Copilot, Google's Bard, and Elon Musk's Grok that can complete tasks or conduct humanlike conversations.

Although LLMs are dominating recent headlines, corporations have leveraged machine learning for years for tasks from inventory management and facial recognition to fraud detection and research and development (R&D).

Many small private educational institutions, however, do not have the time, talent, or treasure to spend experimenting with different AI products—they simply want to know where they can best invest their dollars for the biggest benefit.

Five Ways Your Institution Can Use AI Right Now

Our top five recommendations focus on where AI can make the most impact for your institution, from reducing key expenses and maximizing your revenue opportunities to improving security.

01 Improve Conservation and Maintenance

Smart meters and building sensors, coupled with weather forecasts, can help minimize and reduce energy consumption while maintaining comfort—and even increase the efficiency of landscaping and irrigation schedules. Sensors installed in campus infrastructure such as HVAC, elevators, and electrical systems can predict failures before they occur, enabling proactive maintenance that reduces downtime and future repairs.

02 Streamline Administration

Numerous time-consuming processes still exist in higher education: scheduling, resource allocation, document processing, and transcript evaluation, to name just a few. AI can streamline those processes and reduce manual effort and errors. In addition, automating frequent tasks with a chatbot or ticketing system can allow staff to focus on higher-value tasks that require human interaction. The benefits of this administrative automation are perhaps most evident among the smaller, private institutions where the need for efficiency and productivity are greatest.

03 Enhance the Student Experience

AI algorithms can optimize the admissions process, while also improving retention for students with customized support, course materials, and teaching methodologies that maximize academic success. As graduation approaches, AI can assist with career advice, job matching, and skill development recommendations.

04 Ramp Up Cybersecurity

AI-powered cybersecurity solutions serve as a 24/7 force multiplier: monitoring and learning what is "normal" vs. a likely malicious operator, automatically alerting your teams, and taking action to contain threats or initiate remediation efforts even when staff are not present.

05 Foster Alumni Relations and Fundraising

By incorporating AI, donor analytics platforms can identify and prioritize potential donors with relevant, personalized, and timely communications. Because of the way they process data at scale, AI tools can generate insights that would be difficult or impossible to derive by hand.

Cautionary Notes

As with any emerging technology, generative AI in particular comes with risks that higher education institutions must address. These include, but are not limited to:

Information Quality

Accuracy will vary based on queries, data sets, and the algorithms used, which are invisible to the user.

Legal Issues

AI is advancing rapidly, while regulations and intellectual property protections are trying to catch up.
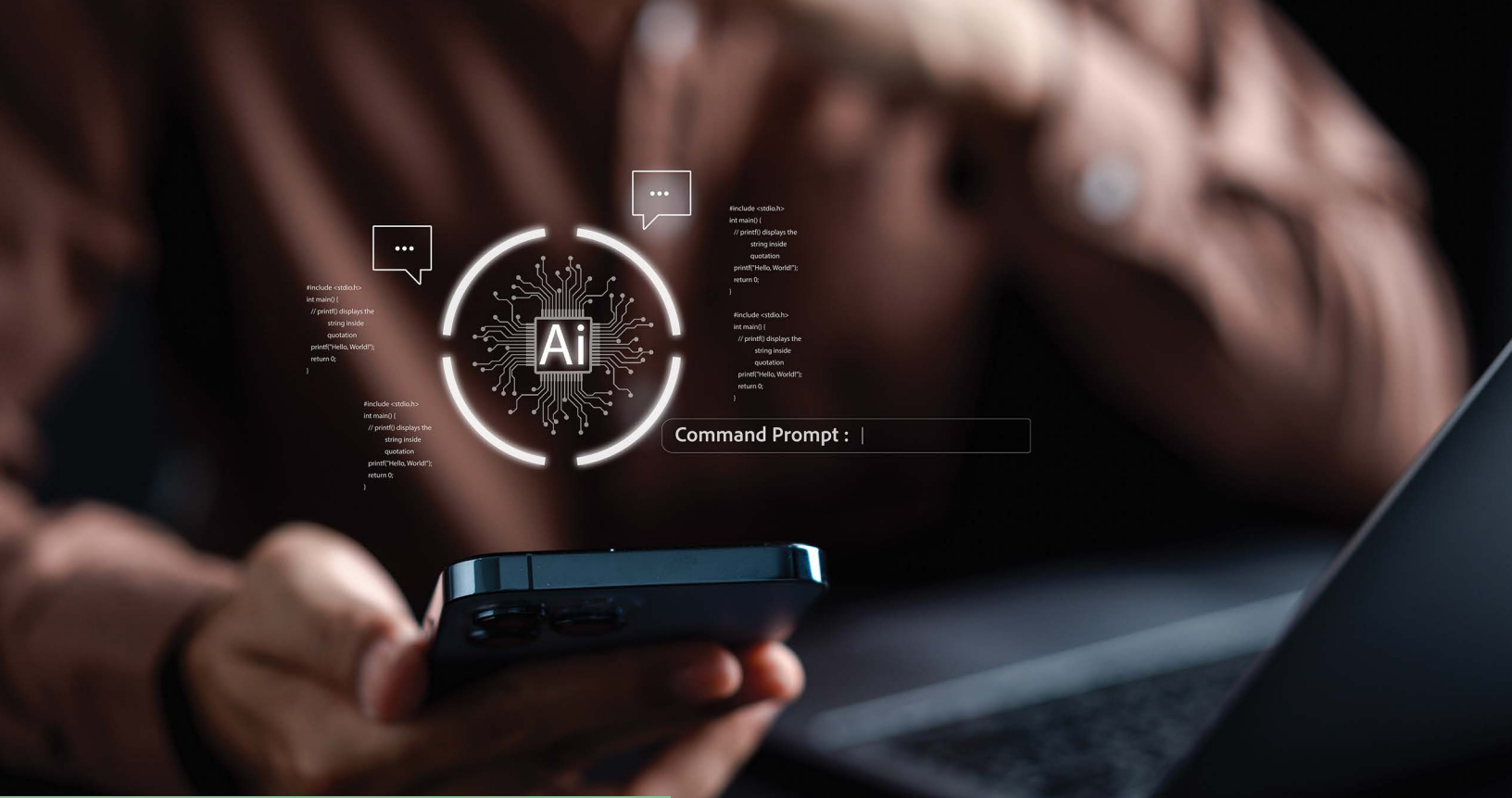
Privacy/Data Security

Some AI platforms may incorporate user inputs into their training set, which has the potential to compromise sensitive organization data or even create a cybersecurity threat.

Academic Integrity

Rigorous policies are needed to address how students and faculty members use AI—including the deployment of AI-powered tools to detect plagiarism or academic dishonesty.

The Path Forward

Generative AI has been compared to the advent of personal computing, the Internet and the smartphone in terms of its potential impact on all aspects of society, and higher education is no exception.

Whether you are an AI advocate or detractor, it is important to educate yourself about the use cases for higher education—both authorized and unauthorized—and consider the other perspective as well.

As with many technologies, there is no putting the AI genie back in the bottle. But by following the guidelines and considerations above, you will be doing your best to harness the benefits of AI while avoiding many of the intentional and unintentional byproducts that can result from irresponsible AI usage today.

If your institution wants to leverage AI safely and consistently but you're having difficulty developing the roadmap, policies and procedures needed to get there, contact Dynamic Campus today.

📞 **(888) 805-3022**   ✉️ **Info@DynamicCampus.com**