HARNESSING AI FOR

(Outdoor and International) Program Administration: Efficiency, Risk Management, and Innovation

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OBJECTIVES

Gain a simple, working understanding of what AI actually is—and isn’t

Practice writing effective prompts and testing outputs.

Understand the risks, limitations, and ethics so we use these tools wisely, not recklessly.

Explore real-world applications for program administration and operations.

When you hear the phrase ‘artifical intelligence,’ what’s the first thing that comes to mind?

AI is Already Here

How do we harness it responsibly to enhance, not replace, human judgment?

What is AI?

TECHNOLOGY THAT ENABLES COMPUTERS AND MACHINES TO SIMULATE HUMAN LEARNING, COMPREHENSION, PROBLEM SOLVING, DECISION MAKING, CREATIVITY AND AUTONOMY - ***IBM***

History of AI

Industrial Robots;
First Chatbot (Eliza)

Internet boom;
Deep Blue beats Kasparov

Deep Learning, Siri,
Watson wins Jeopardy

1950's

Early computers;
Turing Test

1960's

1970's

"AI Winter";
Expert (if-then) Systems

1980's

1990's

2000's

Machine Learning;
Consumer uses

2010's

2020's

Chat GPT, Gemini
AI everywhere

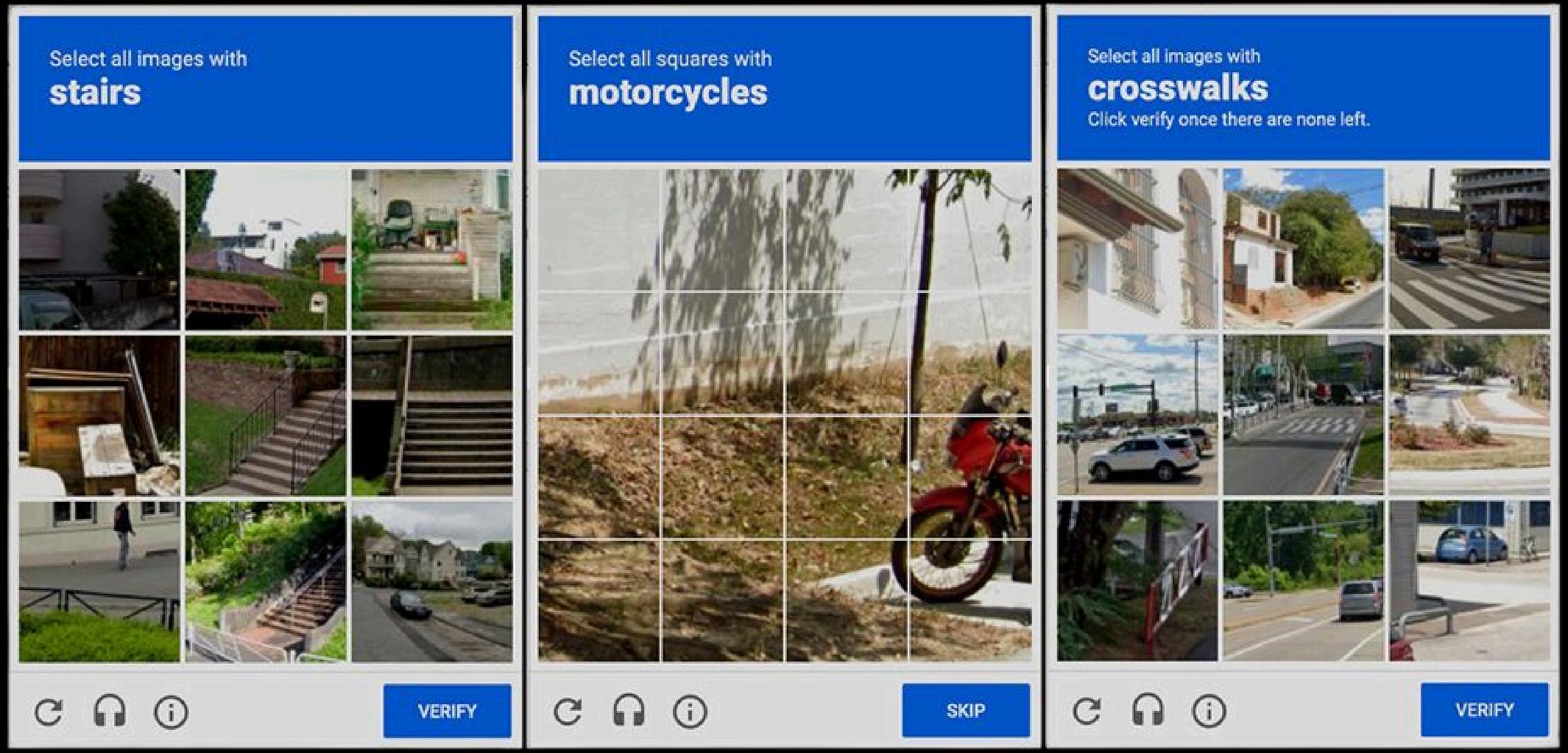
Automation vs. Machine Learning

Automation	Machine Learning
If → Then rules	Learns from data
Pre-programmed outputs	Improves with experience
No adaptation to new/unknown input	Handles new or unknown input
Fixed decision tree	Finds patterns, builds models
1960s–90s dominant AI approach	Modern AI foundation
Example: Basic traffic-light controller or coffee maker starts at 6 a.m. when timer is set	Examples: Weather forecasting or spotify recommending new music you'll probably like

AI MODELS:
WHAT DATA THEY USE

Types of AI:

- Text AI (LLM: Large Language Model): Reads and writes text
- Image AI (VLM: Visual Language Model): Sees and understands pictures
- Speech AI (NLP: Natural Language Processing): Listens and understands spoken words
- All of the above: (MMP: Masked Modalilty Projection): Can take lots of different inputs together.

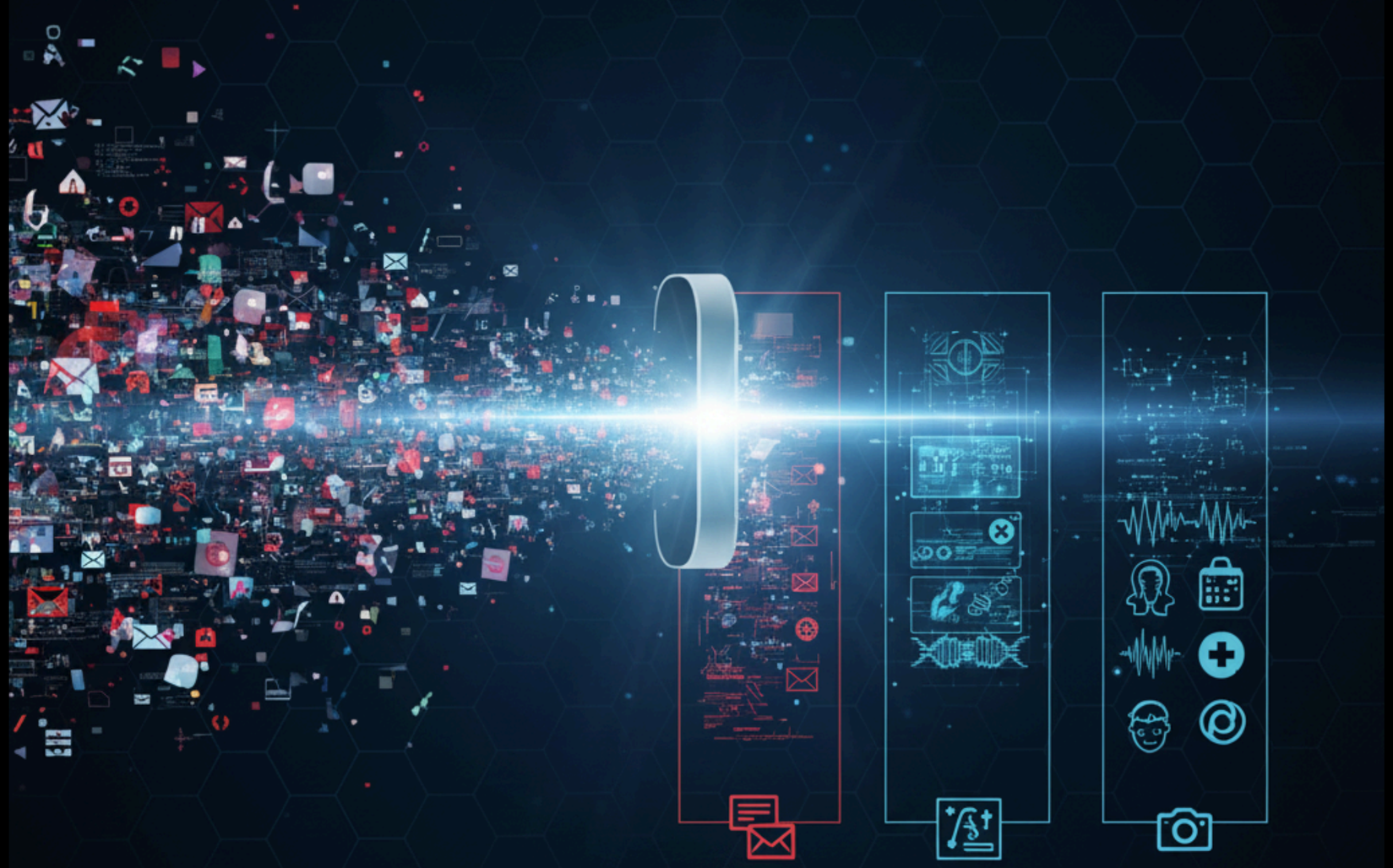

Select all images with
stairs
VERIFY
Select all squares with
motorcycles
SKIP
Select all images with
crosswalks
Click verify once there are none left.
VERIFY

GENERATIVE AI

Creates new content based on instructions.

DISCRIMINATIVE AI

Classifies and analyzes data.



PREDICTIVE AI

Looks for patterns to forecast future outcomes.

AGENTIC AI

Autonmous, goal-driven, and adaptive systems.

Question: “Hey Google, what’s a good place to eat nearby?”

- **NLP**
- **GENERATIVE AI / LLM**
- **PREDICTIVE AI**
- **PRESCRIPTIVE AI**
- **AGENTIC AI**

WHAT DO YOU KNOW ABOUT WRITING AI PROMPTS?

Meet Charlie

PROMPTING AI EFFECTIVELY

R I S E N

Role | Input | Steps | Expectations | Narrowing

PROMPTING AI EFFECTIVELY

C R A F T

Context | Role | Action | Format | Target Audience

CREATE A PACKING LIST FOR A TRIP

Context | Role | Action | Format | Target Audience

Role | Input | Steps | Expectations | Narrowing

MAKE A MEAL PLAN FOR MY TRIP

Context | Role | Action | Format | Target Audience

Role | Input | Steps | Expectations | Narrowing

Back to Charlie...

ZERO-SHOT PROMPTING:
JUST GIVE INSTRUCTIONS
FEW-SHOT PROMPTING:
GIVE INSTRUCTIONS AND EXAMPLES

CUSTOM AI ASSISTANTS / CUSTOM GPTS

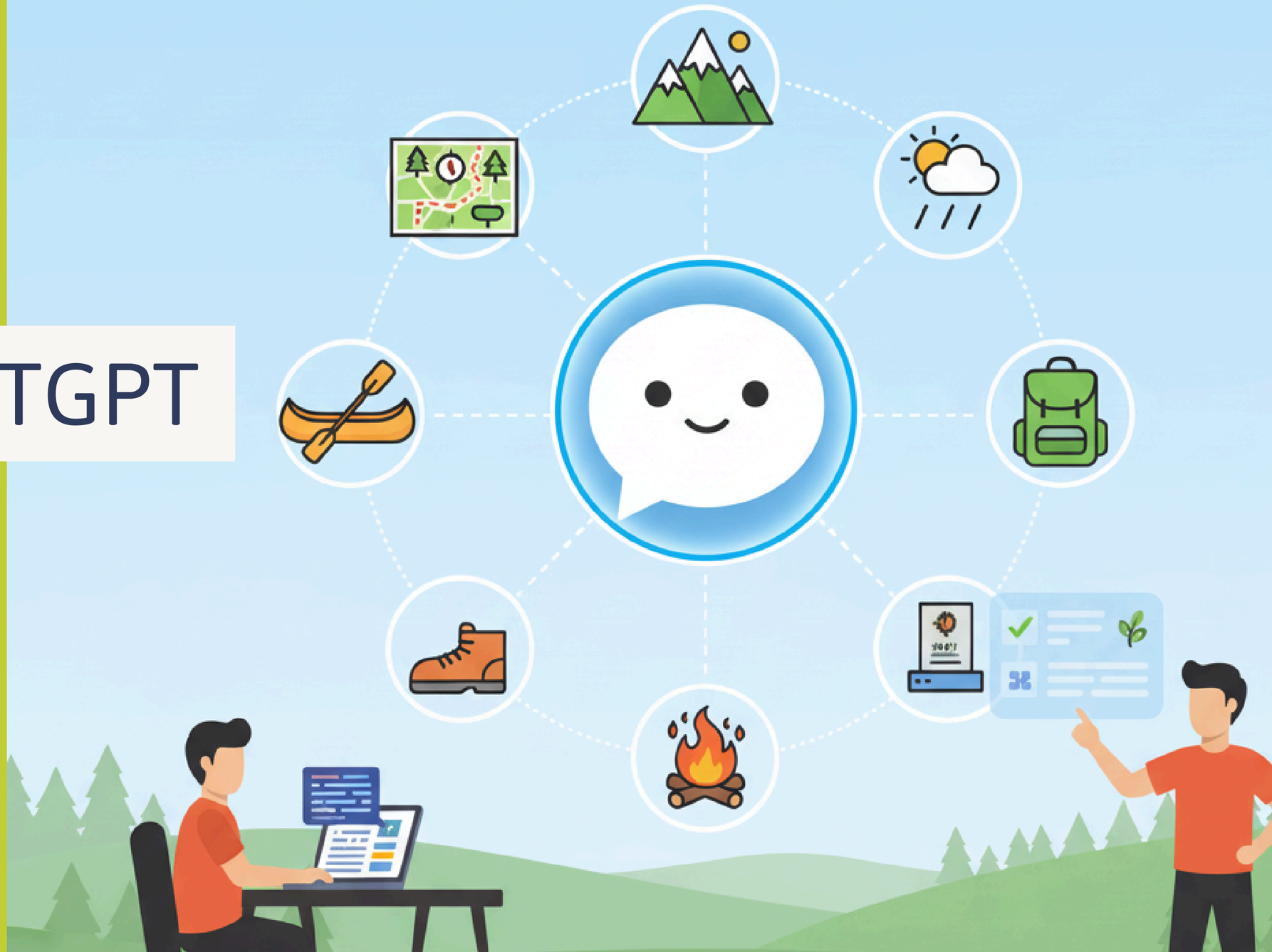
What they are:

- Pre-programmed AI with role, tone, context, constraints
- Think of them as “standing orders” for AI

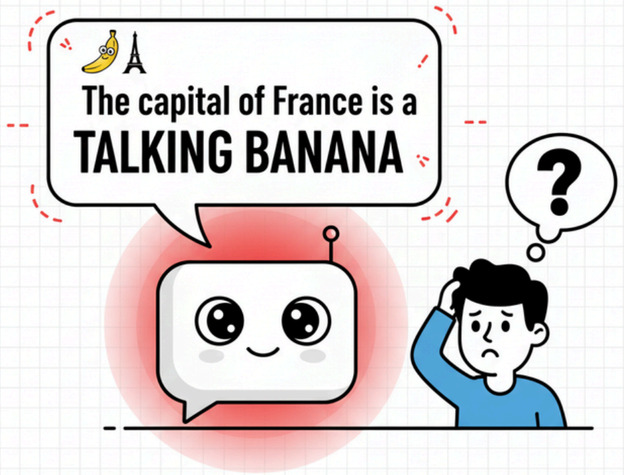
How they work:

- Can be trained with your program materials: policies, FAQs, past incidents
- Narrow focus works best (e.g., separate GPTs for emails, social media, games)
- Easy to build, share, and scale

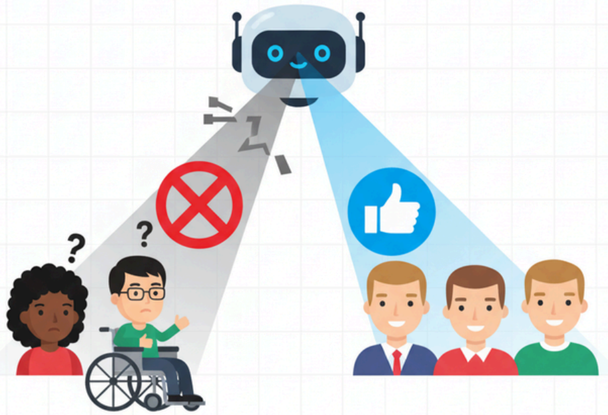
CUSTOM CHATGPT



WHERE COULD AI ACTUALLY *INCREASE* RISK IN YOUR PROGRAMS IF MISUSED?



BIAS IN RECOMEINDATIONS

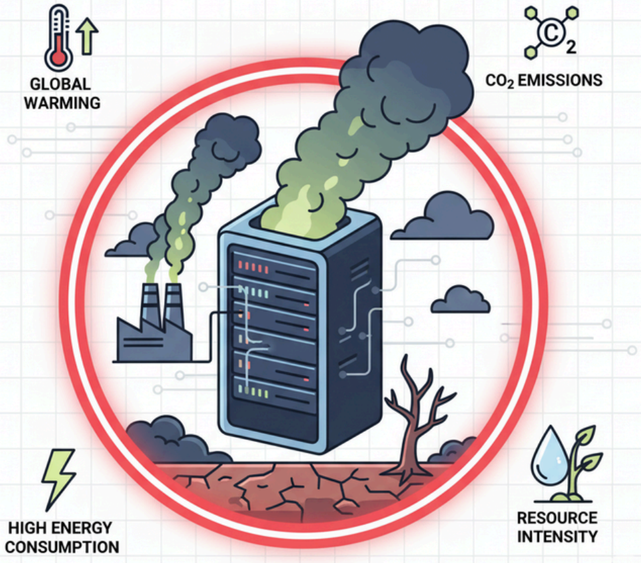


DATA PRIVACY CONCERNS

HIPA & SENSITIVE INFO

OVER-RELIANCE ON AI

ENVIRONMENTAL IMPACT OF LARGE MODELS



YOU NEED AN AI POLICY!

- Provide Guidance and Clarity to Staff
- Protects data privacy, security, and intellectual property
- Reduces risk of bias, misuse, or inaccurate outputs
- Clarifies human oversight & accountability

WHAT SHOULD YOU INCLUDE?

- Foundational Elements:
  - Scope & Purpose
  - Acceptable and Prohibited Uses
- Risk Managment
  - Data Privacy & Security
  - Ethical Use & Bias Mitigation
  - Intellectual Property
  - Human Oversight & Accountability
- Implementation:
  - Training & Education
  - Monitoring & Review

WHAT ARE WAYS TO IMPLEMENT AI IN THE WORKSPACE?

EXAMPLES

- DRAFTING PARENT COMMUNICATIONS
- EDITING COMMUNICATIONS
- AUTOMATING REPETITIVE FORMS
- SORTING AND TAGGING INCIDENT REPORTS TO SPOT TRENDS.
- SUPPORTING SOCIAL MEDIA
- MARKETING
- CUSTOMER SERVICE
- ADMINISTRATIVE TASKS
- RISK AND DATA ANALYSIS

USING AI IN PROGRAM ADMINISTRATION

Program Development

Enrollment/Admin

HR/Staffing
Staff Training

Risk management
& Safety

BRAINSTORM

1. Ways you can use AI in your functional area.

2. Potential Risks, Guardrails to mitigate

KEY TAKEAWAYS

1. AI can reduce administrative burden, enhance risk management, and support staff
2. Human oversight and ethical use are non-negotiable
3. AI enhances decision-making—it doesn't replace human expertise

ACTION ITEMS

1. Create an AI policy for your organisation

2. Practice writing prompts for effective outputs. Try out a few different ACRONYMS.

3. Explore a variety of AI solutions to determine which works best for your different needs

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SOURCES

- IBM - What is AI
- Types of AI ; Ai tools and Resources (Chicago school)
- Prompt Engineering, Explained
- What are AI Hallucinations
  - Air Canada Chat bot
  - Fake citations in Legal Briefs
- Environmental Impacts
  - Climate Change
  - Generative AI impacts - MIT
  - What can you do?
- Data Privacy in AI
- AI Policy

RESOURCES

Getting Started with AI:

- Ai Skeptic Guide to AI Collaboration
- Making AI a habit
- 30 days of using Chat GPT excercises

Prompt Engineering

- Acronyms for AI prompts

- Environmental Impacts
  - What can you do?
  - Carbon Offsets for AI
-
- AI Policy
  - Template SHRM
  - Template for charity