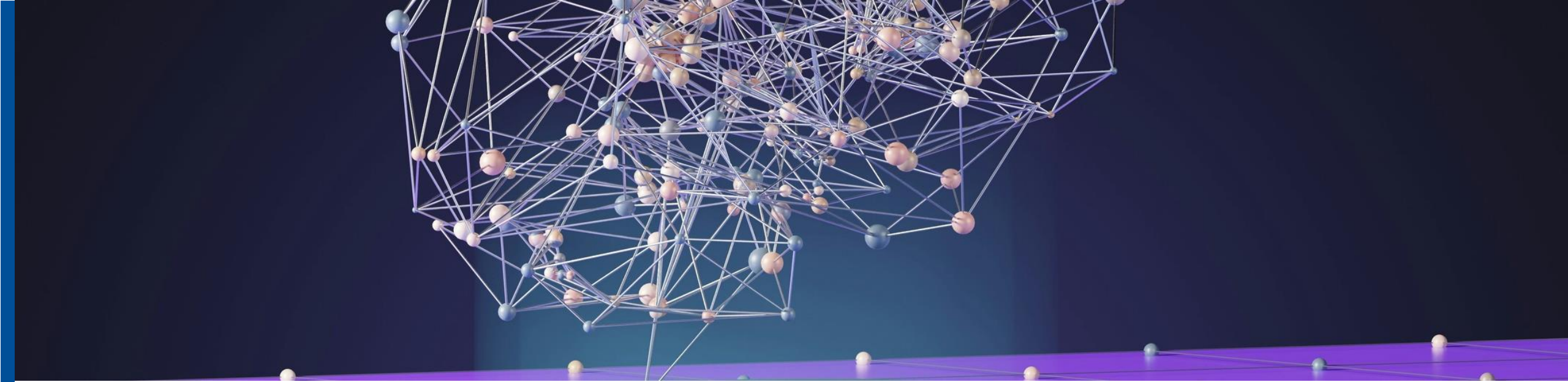
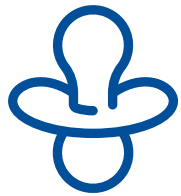




The Ubiquity of AI: Shaping Business and Education

Carl J. Sheperis PhD, Vice Provost, Kutztown University

The AI Pulse of This Audience



COMFORT WITH AI

Understanding your comfort
with some aspects of AI.



COMMON INTERESTS

Teaching, Automation, Ethics,
Research, Writing.

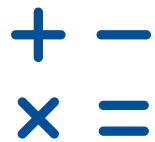


KEY DESIRE

Learning to advance AI in
your own areas.

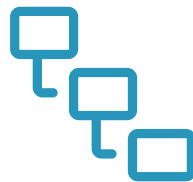
EXPLORING THE POTENTIAL OF AI AND HOW IT CAN BE APPLIED IN THEIR RESPECTIVE FIELDS.

Building AI Literacy



UNDERSTANDING

Develop a deep comprehension of AI concepts, capabilities, and limitations.



APPLICATION

Let's explore practical use cases and learn to apply AI in your domain.



ADAPTATION

Continuously evolve your AI skills to keep pace with rapid advancements.

BUILDING AI LITERACY IS CRUCIAL FOR LEADERS TO THRIVE IN THE ERA OF UBIQUITOUS AI. BY MASTERING THE THREE PILLARS OF UNDERSTANDING, APPLICATION, AND ADAPTATION, INDIVIDUALS AND ORGANIZATIONS CAN HARNESS THE POWER OF AI TO DRIVE INNOVATION AND TRANSFORMATION.

Foundations of AI



ARTIFICIAL INTELLIGENCE (AI)

Definition and overview of AI, including examples like virtual assistants and personalized healthcare



MACHINE LEARNING (ML)

Explanation of how AI systems learn from data, with an example of predictive analytics in mental health screening



NEURAL NETWORKS

Basics of neural network structures, including an example of image recognition for emotional analysis



NATURAL LANGUAGE PROCESSING (NLP)

AI's understanding of human language, with an example of chatbots and mental health interventions

UNDERSTANDING THE KEY FOUNDATIONS OF ARTIFICIAL INTELLIGENCE, INCLUDING DEFINITIONS, MACHINE LEARNING, NEURAL NETWORKS, AND NATURAL LANGUAGE PROCESSING, IS ESSENTIAL TO PREPARE FOR THE TRANSFORMATIVE IMPACT OF THIS TECHNOLOGY ON COUNSELING AND OTHER HELPING PROFESSIONS.



The Demo

LIVE DEMONSTRATION

Examining real-time AI output based on the audience's chosen focus area

BUSINESS: AI MARKET ANALYSIS

Let's look at how AI can be used for predictive analytics and market forecasting

EDUCATION: AI LESSON PLAN

How can AI can assist in personalizing educational content and automating administrative tasks

The Ubiquity of AI



AI EVERYWHERE

AI powers search engines, smartphones, and generative models across various industries.



RAPID ADOPTION

97% of business leaders expect AI to impact their operations within the next two years.

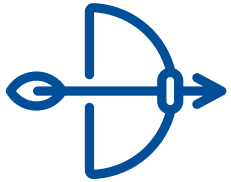


AI AS AN ECOSYSTEM

AI is not a single gadget, but a complex ecosystem that is transforming how businesses operate.

THE UBIQUITY OF AI IS UNDENIABLE, AS IT BECOMES DEEPLY INTEGRATED INTO OUR DAILY LIVES AND BUSINESS OPERATIONS.

AI in Business Today



PROCESS AUTOMATION

Leveraging AI for streamlining operations and improving logistics forecasting



PERSONALIZATION

Using predictive analytics and AI-powered personalization to enhance marketing



GENERATIVE DESIGN

Employing generative AI models to augment product design and innovation



COMPETITIVE ADVANTAGE

Businesses leveraging AI-powered predictive capabilities to gain a competitive edge

AI IS TRANSFORMING CORE BUSINESS FUNCTIONS, EMPOWERING ORGANIZATIONS TO AUTOMATE, PERSONALIZE, AND INNOVATE, ULTIMATELY DRIVING A NEW ERA OF COMPETITIVE ADVANTAGE.

AI in Education Today



PERSONALIZE LEARNING

AI tools can enhance personalization and deliver tailored educational experiences for each student.



REDUCE ADMINISTRATIVE TASKS

AI can automate grading, content generation, and other repetitive tasks, freeing up educators to focus on teaching.

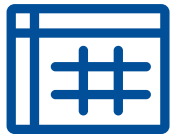


AI ADOPTION IN EDUCATION

67% of educators use AI tools on a weekly basis, indicating widespread adoption in the education sector.

AS AI BECOMES MORE PREVALENT IN EDUCATION, IT WILL CONTINUE TO ENHANCE PERSONALIZATION, REDUCE BUSYWORK, AND ENABLE INNOVATIVE TEACHING AND LEARNING METHODS.

The Convergence Economy



AI INTEGRATES BUSINESS, EDUCATION, AND HEALTH

AI is shaping the convergence of key sectors, driving new synergies and opportunities



PREDICTIVE HIRING, ADAPTIVE CREDENTIALS, WELLNESS ANALYTICS

AI-powered tools are transforming talent management, education, and healthcare



THE NEXT ECONOMY VALUES ADAPTABILITY OVER CREDENTIALS

Lifelong learning and continuous upskilling will be critical in an AI-driven, dynamic job market

AS AI BECOMES INCREASINGLY UBIQUITOUS, THE FUTURE ECONOMY WILL DEMAND AGILITY, COLLABORATION, AND A HUMAN-CENTRIC APPROACH TO MAXIMIZE THE BENEFITS OF THIS TRANSFORMATIVE TECHNOLOGY.

Future of Business: The Co-Pilot Model



DECISION INTELLIGENCE

Combines human judgment
and AI patterning



EXAMPLES

Microsoft Copilot,
Salesforce Einstein



AI FREES TIME

Removes tasks, not jobs,
freeing time for creativity

BY LEVERAGING THE COMPLEMENTARY STRENGTHS OF HUMAN INTELLIGENCE AND ARTIFICIAL INTELLIGENCE, THE CO-PILOT MODEL EMPOWERS BUSINESSES TO ENHANCE DECISION-MAKING, BOOST PRODUCTIVITY, AND UNLOCK NEW AVENUES FOR INNOVATION.

From Curiosity to Strategy



BUSINESSES: IDENTIFY AUTOMATABLE TASKS

Businesses should assess their operations and identify tasks that can be automated using AI technology, freeing up human resources for more strategic and creative work.



EDUCATORS: INTEGRATE AI THINKING

Educators should embrace AI technology and integrate it into their teaching methodologies, using it to personalize learning, reduce administrative burdens, and foster critical thinking skills.



CLINICIANS: USE AI FOR TRIAGE AND PREVENTION

Clinicians can leverage AI-powered tools to assist with patient triage, early diagnosis, and preventive care, enhancing the efficiency and effectiveness of healthcare delivery.

THE PATH FROM CURIOSITY TO STRATEGY INVOLVES A JOURNEY OF EXPERIMENTATION, INTEGRATION, AND TRANSFORMATION, WHERE ORGANIZATIONS AND INDIVIDUALS HARNESS THE POWER OF AI TO DRIVE INNOVATION, IMPROVE EFFICIENCY, AND ENHANCE OUTCOMES ACROSS VARIOUS DOMAINS.

Future of Education: Lifelong Learning Ecosystems



K-12 TO LIFELONG UPSKILLING

Education is no longer confined to the traditional K-12 model, but rather a continuous process of upskilling and reskilling throughout one's career.



MICRO-CREDENTIALS AND AI-ASSISTED PATHWAYS

Learners can acquire targeted, just-in-time skills through micro-credentials, with AI-powered systems guiding them towards personalized learning journeys.



EDUCATION AS A LIFELONG SUBSCRIPTION

Education is evolving from a one-time investment to an ongoing subscription, with individuals continuously accessing learning resources and opportunities as needed.

THE FUTURE OF EDUCATION IS A DYNAMIC, LIFELONG LEARNING ECOSYSTEM, EMPOWERED BY TECHNOLOGY AND PERSONALIZED TO THE NEEDS OF EACH INDIVIDUAL.

Future of Mental Health: Augmented Empathy



AI PREDICTS RELAPSE, DETECTS DEPRESSION, AND ASSISTS CARE TEAMS

AI-powered mental health tools can predict potential relapses, detect signs of depression, and assist care teams in providing more personalized and proactive support.



TRANSPARENCY, ACCOUNTABILITY, AND CONSENT ARE VITAL

Implementing AI in mental health requires strict ethical guidelines, transparency in data usage, and obtaining informed consent from patients to build trust and protect privacy.



AI EXTENDS CARE; HUMANS PROVIDE MEANING

While AI can enhance the reach and efficiency of mental health services, the human touch and empathetic connection provided by clinicians remain essential in delivering meaningful and impactful care.

THE FUTURE OF MENTAL HEALTH CARE LIES IN THE SEAMLESS INTEGRATION OF AI-POWERED TOOLS AND THE EXPERTISE OF HUMAN CLINICIANS, FOSTERING A COLLABORATIVE AND ETHICALLY-DRIVEN APPROACH TO IMPROVING PATIENT OUTCOMES.

Ethics and the Human Center



PRINCIPLES

Fairness, explainability,
privacy, oversight



CASE STUDY

IBM Watson's failure in
healthcare



DESIGN PRINCIPLE

AI must be designed with
humility

**TO ENSURE AI BENEFITS HUMANITY, WE MUST UPHOLD ETHICAL PRINCIPLES, LEARN FROM PAST MISTAKES,
AND APPROACH AI DEVELOPMENT WITH HUMILITY AND A FOCUS ON THE HUMAN EXPERIENCE.**

Behind the Curtain



PROMPT → MODEL → OUTPUT

The process of AI generation, from the initial prompt to the final output, with human editing in between.



AI AUGMENTS CREATIVITY, NOT REPLACES IT

AI is a tool that enhances and augments human creativity, rather than replacing it entirely.



THE INTELLIGENCE IS IN HOW WE USE IT

The true power of AI lies in how we, as humans, leverage and apply it to solve problems and drive innovation.

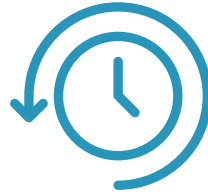
THE INTERPLAY BETWEEN HUMAN AND ARTIFICIAL INTELLIGENCE IS THE KEY TO UNLOCKING THE FULL POTENTIAL OF THIS TRANSFORMATIVE TECHNOLOGY.

AI in Mental Health Today



EXAMPLES OF AI-BASED MENTAL HEALTH APPS

Woebot, Wysa, and Ellie are examples of AI-powered chatbots and virtual assistants designed to provide mental health support.



IMPROVED ACCESSIBILITY AND RESPONSE TIME

AI-assisted interventions can provide faster response and improve accessibility to mental health resources, especially for those who may not have easy access to in-person services.



EMPATHY CANNOT BE FULLY AUTOMATED

While AI can assist in various mental health tasks, the ethical concern is that empathy, a crucial aspect of effective mental health support, cannot be completely automated and requires human interaction and understanding.

AI CAN ENHANCE MENTAL HEALTH SUPPORT, BUT HUMAN EMPATHY AND OVERSIGHT REMAIN VITAL TO ENSURE ETHICAL AND EFFECTIVE CARE.

Closing Reflections



AI IS ALREADY SHAPING EVERY FIELD

AI applications are transforming industries from healthcare to finance to education.



FUTURE SUCCESS IS DEFINED BY COLLABORATION AND ETHICS

Ethical and collaborative AI development is key to realizing the full potential of this technology.

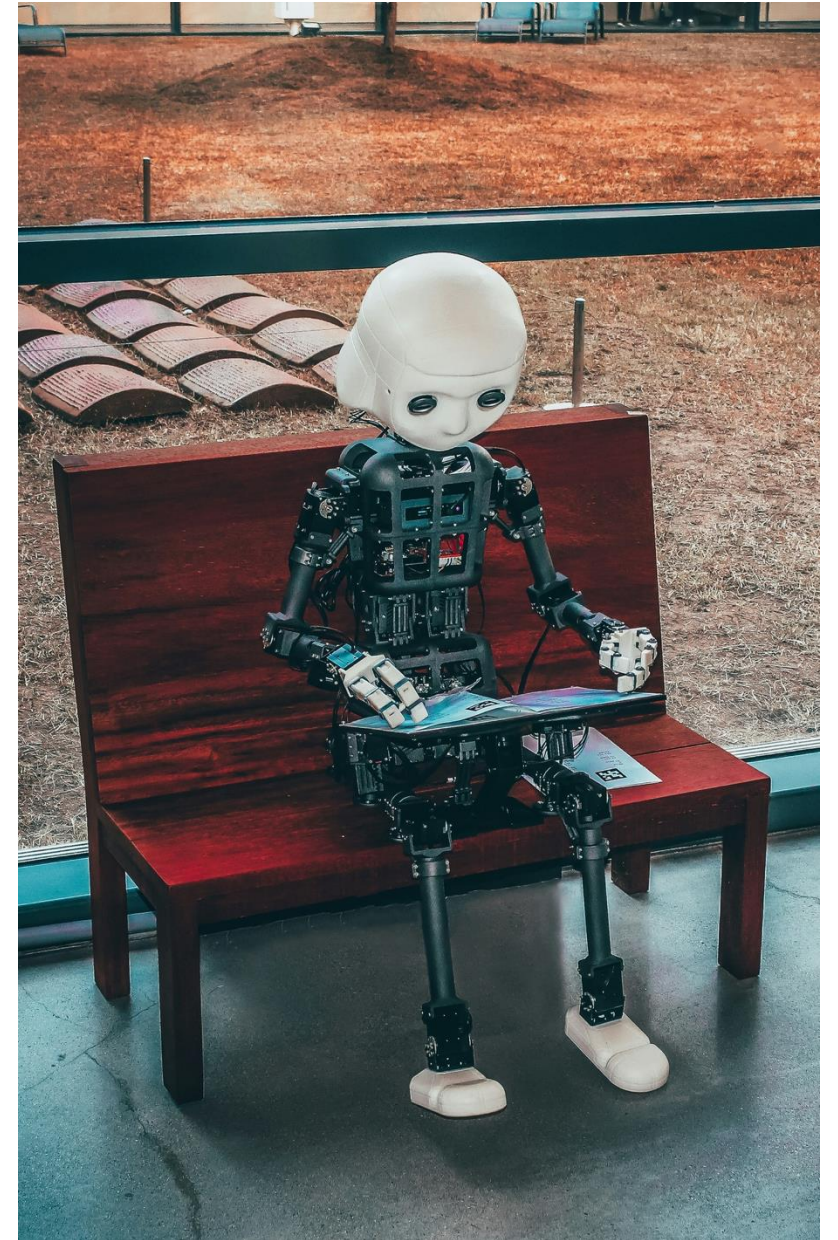


'THE FUTURE ISN'T ARTIFICIAL—IT'S AMPLIFIED'

AI augments and enhances human capabilities, rather than replacing them.

AS AI CONTINUES TO SHAPE EVERY ASPECT OF OUR LIVES, IT IS CRUCIAL THAT WE APPROACH ITS DEVELOPMENT AND DEPLOYMENT WITH A FOCUS ON COLLABORATION, ETHICS, AND THE AMPLIFICATION OF HUMAN POTENTIAL.

THE FUTURE OF AI IS ONE OF COLLABORATION AND ETHICAL INTEGRATION, WHERE HUMANS AND MACHINES WORK IN HARMONY TO CREATE A MORE EMPOWERED, PERSONALIZED, AND EQUITABLE WORLD ACROSS BUSINESS, EDUCATION, AND HEALTHCARE. BY EMBRACING AI WITH TRANSPARENCY, ACCOUNTABILITY, AND A HUMAN-CENTERED APPROACH, WE CAN HARNESS ITS POWER TO ENHANCE OUR CAPABILITIES WHILE PRESERVING OUR CORE VALUES AND COMPASSION.



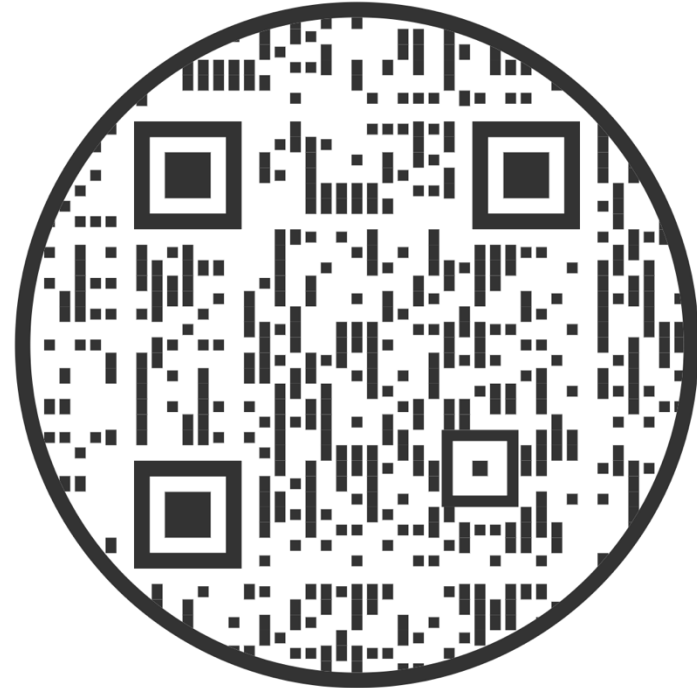


LET'S CONNECT

Carl J. Sheperis, Ph.D.

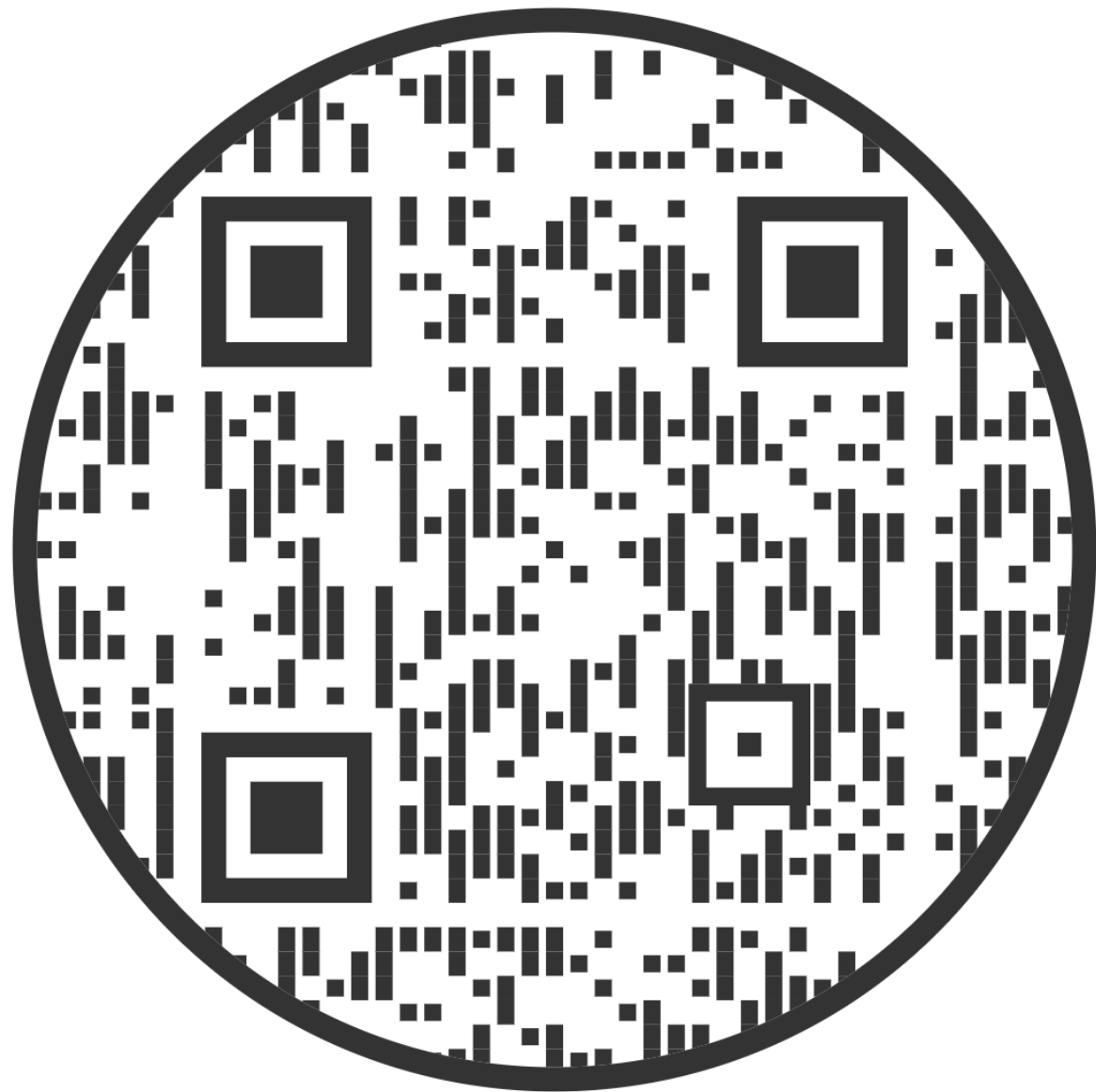
Vice Provost and Dean of Graduate Studies

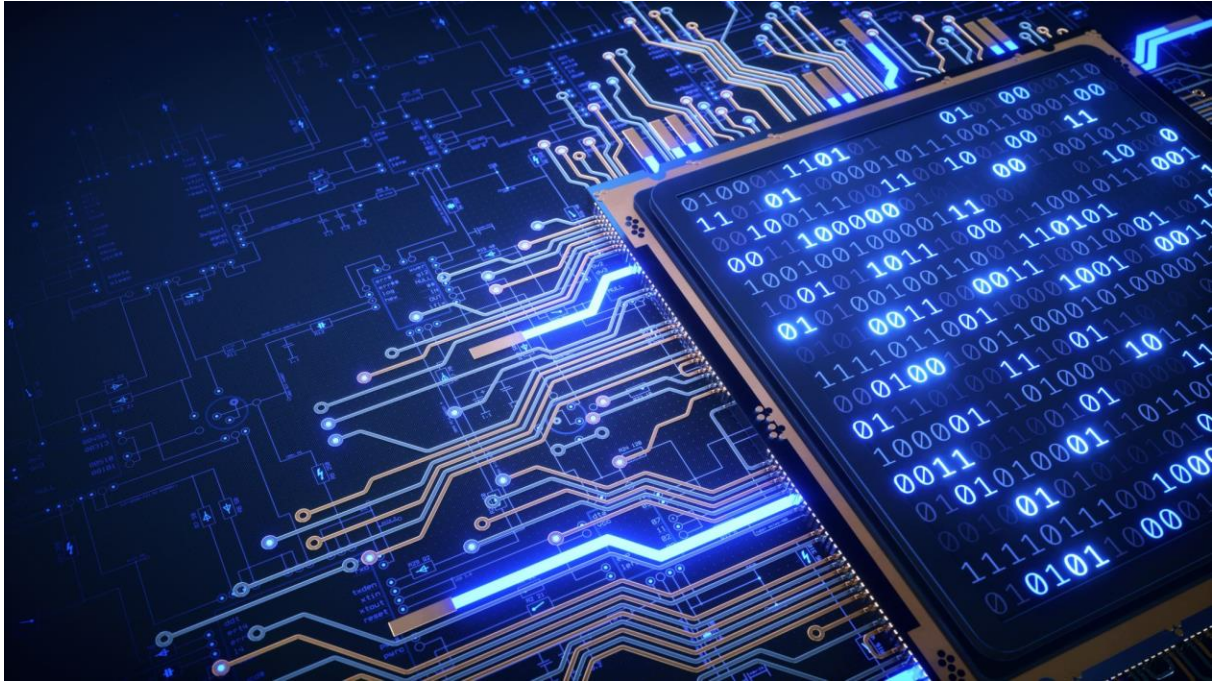
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