



# AI for Higher Ed

Campus Companion &  
Teaching and Learning

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California Lutheran University



# Agenda



1. AI & CLU's Vision
2. AI Initiatives
3. Expected Outcomes
4. Discussion

# AI



Midjourney



Amazon Bedrock



DataRobot



einstein



Aiva

ElevenLabs

Gemini

stability.ai



OpenAI



Jasper



Notion



Claude

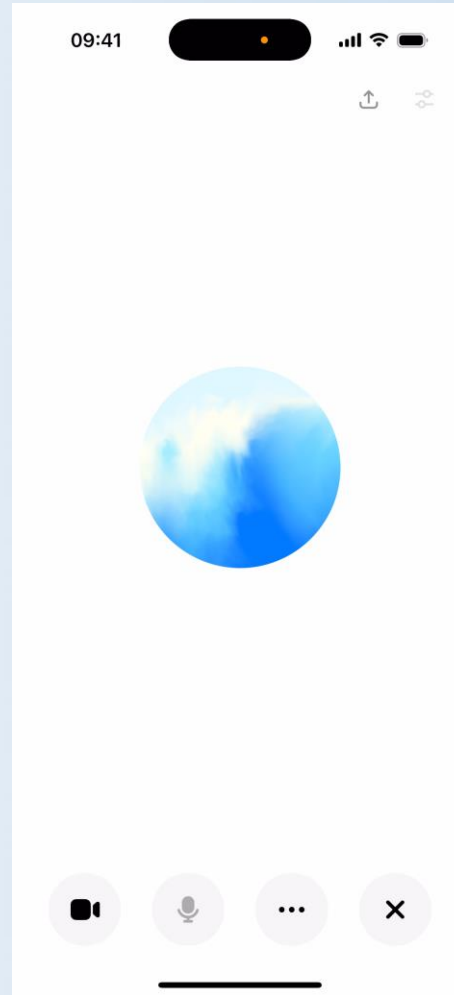


boomy



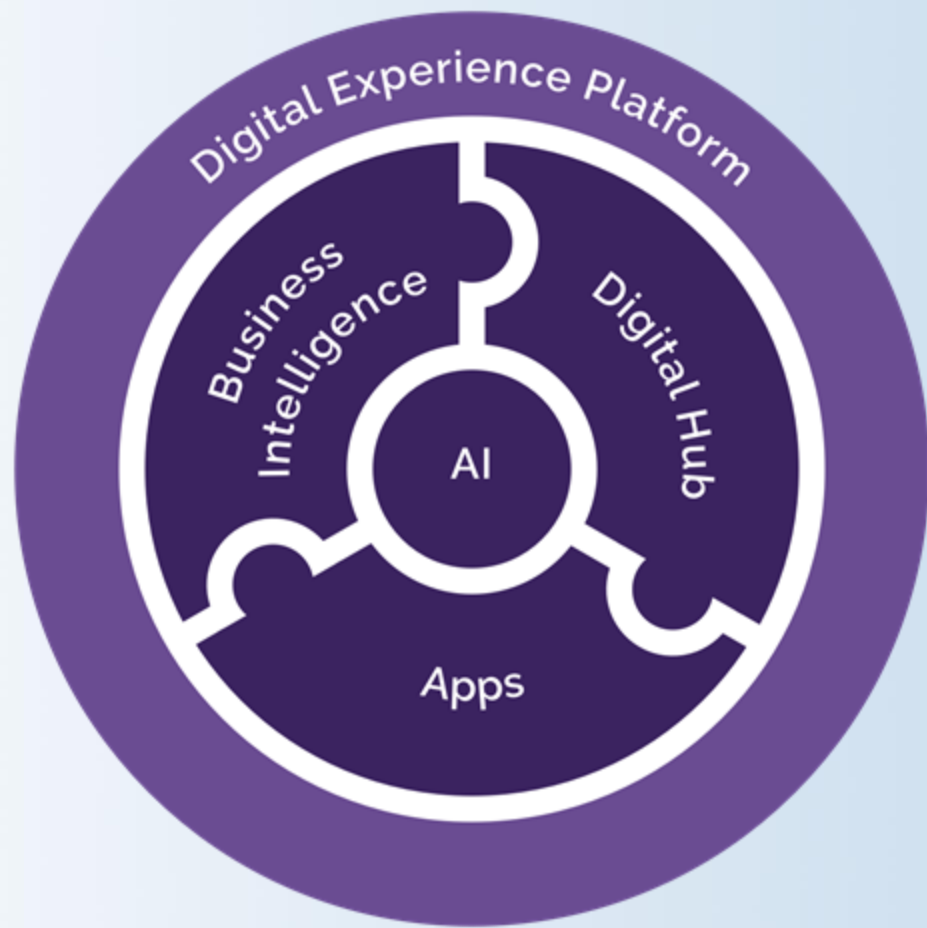
# Demo:

ChatGPT



**How can we leverage this technology?  
How can we make it better?**

# Vision



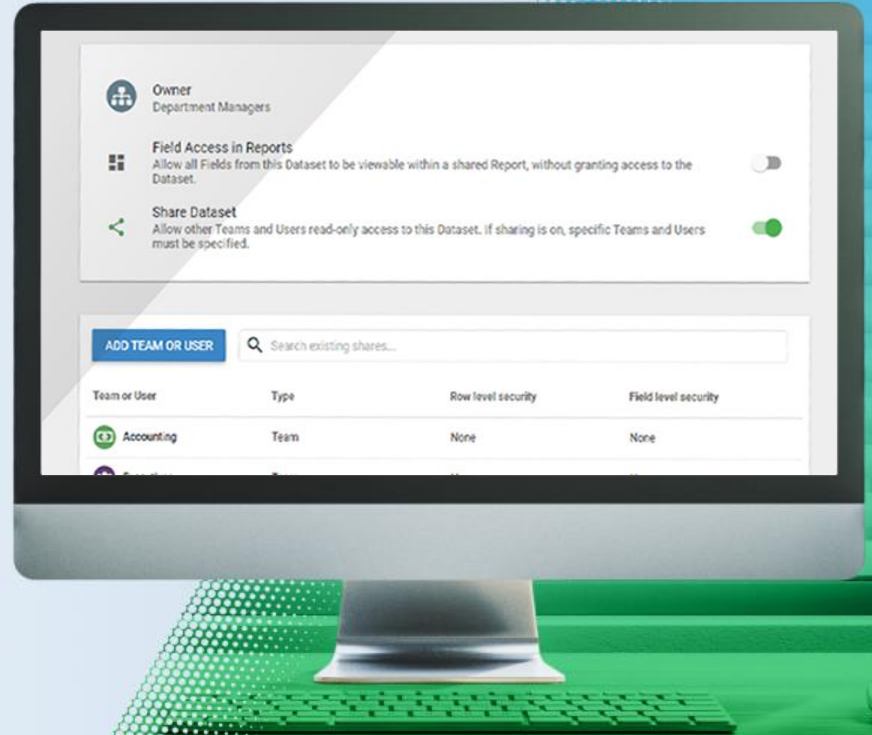
# Our Focus:

AI Assistants to  
Drive Institutional  
& Student Success



# AI Governance Requirements

- Ensure secure, automatic access to relevant institutional data and context
- Ensure usage and policies align with academic, operational, and governance policies
- Ensure institutional transparency, auditing, analysis, and insights



# AI User Experience Requirements

- **Make it easy (standardized, unified, integrated)**
- **Make it manageable (scalable, repeatable, automated)**
- **Enable shared learning and continuous improvement**



# Entrinsik & Cal Lutheran Partnership



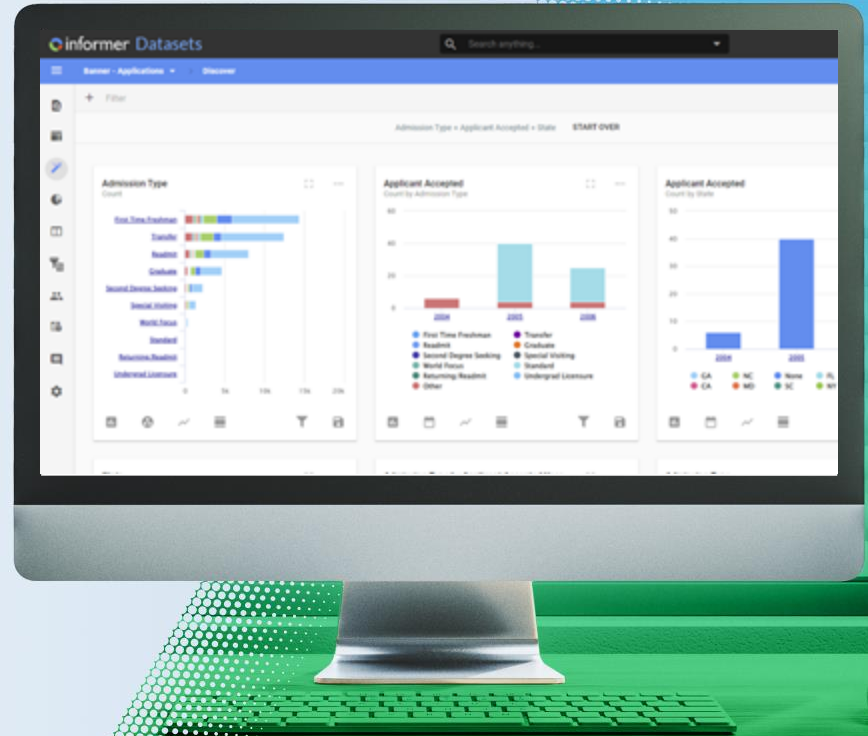
California Lutheran  

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UNIVERSITY

# Informer is CLU's Trusted, Go-To Business Intelligence Solution

- Includes data from all major systems
- Blended data powers Reports, Dashboards, and our digital hub
- Built-in Data Governance



# Solution: Informer BI + AI = Ask Gumby

- Great AI starts with great BI
- Easy, seamless AI implementation
- AI responses are powered by known, trusted BI data
- Existing BI Data Governance applies to AI

Data is the differentiator



**Ask Gumby**

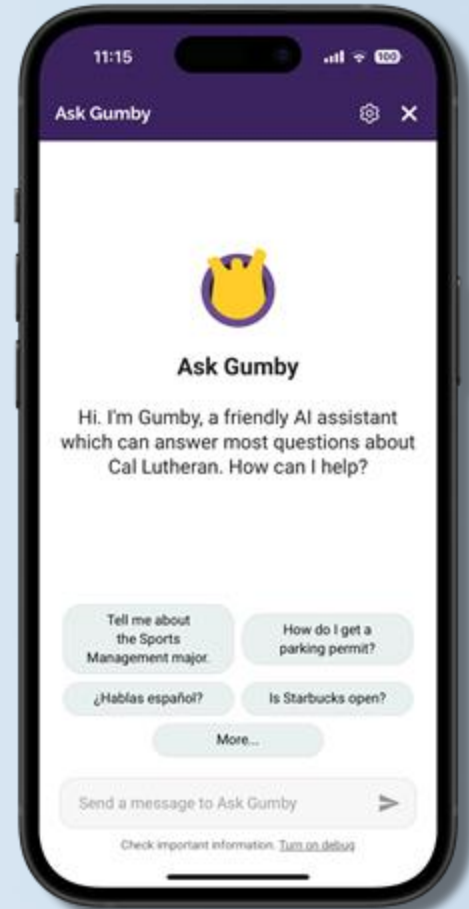
Hi. I'm Gumby, a friendly AI assistant which can answer most questions about Cal Lutheran. How can I help?

# AI Initiative: Operations & Student Support

# Goals

## Operations & Student Support

- Build a general purpose AI Assistant to answer common CLU questions and facilitate completion of common tasks.
- Build Specialized Governed Assistants (SGAs) to help with area-specific data analysis and decision making.
- Democratize access to data and insights.



# Campus-wide AI Assistant

Assists all major stakeholders

- Prospective Students
- Current Students
- Faculty
- Staff
- Administration
- Board
- Alumni
- Parents
- Donors



# Demo:

# Student Support & Operations

- Home
- Web Help Desk
- Canvas
- Self-Service
- Colleague UI
- Outlook
- Directories
- Clubs
- Rave
- CLU Alerts
- SHORTCUTS
- > Recent
- > Campus Life
- > Employee Resources
- > Tools
- > Academic Resources
- > Faculty & Adjunct Resources
- > Student Accounts & Financial Aid
- > Services & Support

### Recent

Grid of recent service tiles:

- Ask Gumby
- Informer AI
- Nonstop Health
- Leave Approval
- Pending Dynamic Forms
- Math Center Check-in Adr
- Student Clubs
- Canvas
- Manage Benefits
- Self-Service
- Time Approval
- Room Scheduling

### Campus Life

- All
- Dining
- Health & Fitness
- Other

Grid of campus life tiles:

- Munch Money
- Health Services
- Diversity & Culture
- Student Health Portal
- Sports & Fitness

Featured cards:

- My Housing & Meal Plan**
  - Room: [Redacted]
  - Meal Plan: 25COMBO
  - Mail: 101 Memorial Pkwy #1234 Thousand Oaks, CA 91360
  - Roommates >
  - Common Requests ^
- Ullman Dining**
  - CLOSED until 7:30 AM tomorrow
  - Today: 7:30 AM - 10:30 AM (Breakfast), 11:00 AM - 2:00 PM (Lunch), 5:00 PM - 8:00 PM (Dinner)
  - Phone: (805) 493-3204
  - Regular Hours >
  - Menu | Order Online

### Commencement >

- Ceremonies
- My Checklist
- Staffing Assignment ?
- Staff Meeting

- MyCLU**
- Home
- Web Help Desk
- Canvas
- Self-Service
- Colleague UI
- Outlook
- Directories
- Clubs**
- Rave
- CLU Alerts
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### Featured Clubs

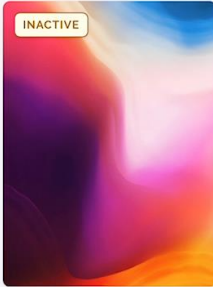


CLU Dance Team



Women in Law

### My Clubs



Justin's Test Club

By Category    Alphabetical

### Academic

Ask Gumby



### Ask Gumby

How can I help you today?

Suggest a question to ask

Send a message to Ask Gumby

Check important information. [Turn on debug](#)

# Behind “Ask Gumby”: Specialized Governed Assistants (SGAs)

- Academic Advisors
- Admissions
- Administration
- Advancement
- Alumni
- Athletics
- Board
- Business Office
- Dining
- Financial Aid
- HR
- IT
- Parents
- Payroll
- Registrar
- Residence Life
- Student Life
- Venues & Facilities

SGA's are powered by existing BI access and **governed** data.  
Can be created and deployed in minutes.

# Ask Gumby Features & Benefits



- Just “Ask Gumby”
- Prompts automatically routed to appropriate SGA
- SGA responses are more accurate with targeted knowledge bases
- Dynamic role, permission, and rule-based access to SGAs
- Embedded into CLU’s portal and mobile app (MyCLU)
- Singular, integrated access and experience
- Enhances in-person support
- Low risk, high reward



# AI Initiative: Teaching & Learning

# Goals

## Teaching & Learning

- Give every instructor an amazing assistant for every course.
- Give every student an amazing personal tutor for every course.



# Demo: Teaching & Learning

9:41 AM Tue Jan 9

Dashboard Calendar To Do >

Modules  
Sandbox-MBA509-CompleteCourseEx...

Week 2 Overview  
Sandbox-MBA509-CompleteCourseExample

**Week 2: September 2, 2024 - September 8, 2024**

Overview

Week 2 Overview

Readings and Resources

Week 2 Reading and Resources Instructions

Videos

Week 2 Video Instructions

Week 2 Video: Understanding Consumer Behavior - Stages of the Consumer Decision Making Process

Week 2 Video: What is Market Research? The Five Types, and a Basic How to...

Week 2 Lecture: Marketing Simulation Part 1

Week 2 Lecture: Marketplace Simulation Part 2

Week 2 Lecture: Marketplace Simulation Part 3

Week 2 Lecture: Marketplace Simulation Part 4

**Weekly Introduction**

This week we'll investigate the study of consumer behavior as well as market research. Will dive into the "why" behind consumer actions that lead to purchase decisions. Subsequently will acquire insights into developing and use of market research to help organizations decide on what to market and to whom.

**Weekly Learning Objectives**

Upon successful completion of this module, you will be able to:

1. Explain factors that influence consumer behavior. (CLO 1, CLO 2)
2. Discuss how the interaction of needs and emotions impact the stages of the buying process. (CLO 1, CLO 2)
3. Apply market research to make decisions. (CLO 2)
4. Discuss the models that can be applied to make decisions. (CLO 7)
5. Examine the purpose of a situational analysis, SWOT Analysis and marketing research. (CLO 1, CLO 2, CLO 3)

*CLO stands for "Course Learning Objective". The number following CLO is the specific course learning objective to which a weekly objective aligns. You can view the course objectives in the syllabus.*

◀ Previous      Next ▶

MyCLU

Recent

Ask Gumbo   Student Clubs   Self-Service   Manage Benefits

Canvas   Informer AI   Nonstop Health   Leave Approval

Campus Life

All   Dining   Health & Fitness   Other

Munch Money   Health Services

Diversity & Culture   Student Health Portal

Sports & Fitness

**My Housing & Meal Plan**

Room: [Redacted]

Meal Plan: 25COMBO

Mail: 101 Memorial Pkwy #1234  
Thousand Oaks, CA 91360

Roommates >

Common Requests ^

Commencement >

Ceremonies   My Checklist   Staffing

9:41 AM Tue Jan 9

Courses Calendar To Do <sup>1</sup> Inbox

Uploaded Media Sandbox-MBA509-Compl... Edit +

Video\_Week2\_Le... Search Edit

- \_MBA 509 Term 5 2024 Syllabus.docx.pdf** 366 KB
- image.png** 6.9 MB
- Introduction.mp4** 5 MB
- marketing-plan-outline-IM\_2.docx** 25 KB
- MBA 509 Term 1 2024 Syllabus .docx** 1.5 MB
- placeholder-headshot.png** 88 KB
- Video\_Week 1\_ Lecture #2\_MarketingFundamentals\_Tr** 37 KB
- Video\_Week2\_Lecture#1\_Mark etplaceSimulationPart** 26 KB
- Video\_Week2\_Lecture#2\_Mark etplaceSimulationPart** 22 KB
- Video\_Week2\_Lecture#3\_Mark etplaceSimulationPart\_3 Transc** 28 KB
- Video\_Week2\_Lecture#4\_Mark etplaceSimulationPart4Transc** 30 KB
- Video\_Week2\_Lecture#6\_Consumer Behavior Transcript.pdf**

Slide 1  
Welcome back. We're going to have the second video discussing a marketplace simulation.

Slide 2  
So your total performance evaluation we left off here, it's going to be your financial performance, which is your profitability, your marketing effectiveness and then your overall market performance. Then we'll also be looking at strategic thinking and tactical execution that'll be a company is prepared for the future. And as you work through the simulation, it makes you think about the things you need to make decisions on that will help you get optimal results from these particular metrics.

Slide 3  
So your strategy is the marketing simulation or a form of combative training where participants pit their marketing skills against those of formidable opponents under the watchful eye of a training coach. Coach is me.

Slide 4  
And when you study one aspect of marketing at a time, we were like a bunch of people in the dark trying to understand what an elephant is. Well, it's a sheet of rawhide. Please tell me what it is. It's a snake. It's a hot truck. It's a steel tube. It's all these different pieces of it. You're going to learn all these pieces that formulate a marketing approach to building your business.

Slide 5  
With the business simulation, you crawl over and under the new venture, it helps you see and understand the whole thing. And there's much there's micro reasons in the simulation. So if you're not sure about something, you can click on those. And they'll also help you understand the concepts of that particular order in trying to emphasize. And as you notice here, we're going to be doing research and we're going to look at a categorization, advertising, distribution of the product, pricing and branding.

Slide 6  
So you'll learn by doing you're learning all aspects of marketing by managing a simulation. A simulated marketing department marketplace scenario follows the life cycle of a new product. New marketing decisions are introduced as they become relevant and the evolution of the product. And as you become more knowledgeable in the market.

Slide 7  
Some of the benefits. You're going to develop teamwork. You're going to promote better decision making by helping helping you see how your marketing systems decisions are interconnected and need to be managed as a whole. You're going to facilitate learning of important marketing concepts and principles.

Slide 8  
You're going to develop marketing, marketing plans and execution skills within a rapidly changing environment. You're going to meet bottom line focus and simultaneously deliver customer value. So it's not just about how much money you make, but you have to create customer value. Because when you create customer value, then you have repeat customers, which is which is part of how the business will grow. You can't always just create new customers. You have to also build a customer base that's going to crystallize the financial implications of financial marketing decisions, and it's going to link them together to cash flows and bottom line performance, because without cash, you can't build your business. It's going to develop skills in managing promotional messages across multiple media platforms as well.


Slide 9  
So the benefits all as you're going to discover how important it is to use market data and competitive signals to adjust the strategic plan and more tightly focused business tactics. So it's not static, it's the conditions are going to change, just like in marketplace. And you're going to have to react to them and build strategies for them. You're going to build marketing confidence through knowledge and experience. And if you look at this, here's kind of shows you, you know, what a marketer I look like and these are just different companies are made up for by other learners and previous brands alike.

Slide 10  
So in the first quarter, we're going to go back in your name, the company, analyze the market survey, choose the initial target segment, schedule the opening of a sales outlet and define market responsibilities. So you're going to see this a few times because just going to get used to what I would call the cadence of a quarterly activity in which you're going to do.

Slide 11  
So learning points, for the first quarter, you're going to manage the team, you're going to organize the work, you're going to decide what one wants from the learning experience. You look at a marketing, a market opportunity analysis and market segmentation. How are you going to use that to help target a market? And then strategic and tactical planning.

Slide 12  
So what are you going to turn in each market? You're going to start immediately as a...

Assistant: Sandbox-MBA509-CompleteCourseExample



**Assistant: MBA509**

How can I help you today?

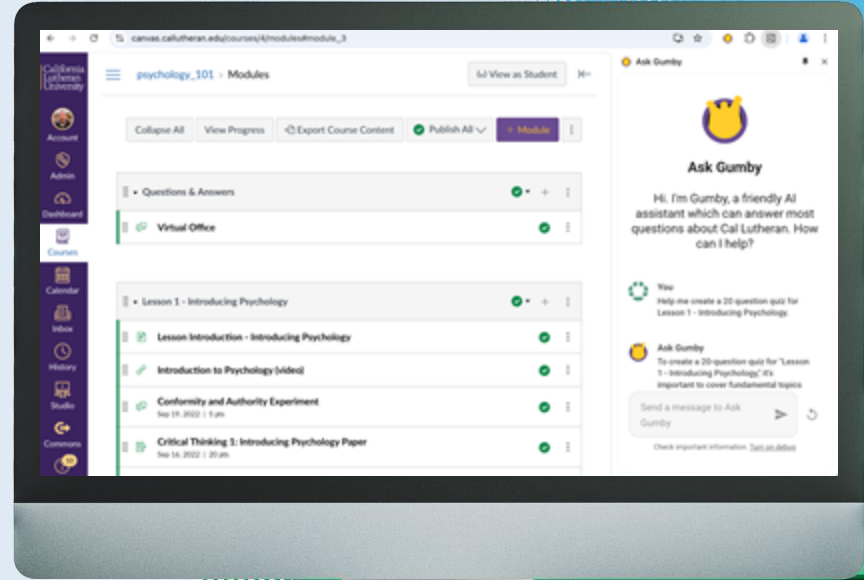
Suggest a question to ask

Send a message to Assistant: MBA509

Check important information. [Turn on debug](#)

# Direct LMS Integration

Integrated into existing data,  
workflows, and patterns



# AI User Experience Requirements

- Accessible 24/7
- Multilingual
- Secure access to course and student specific LMS content
- Personalized guidance
- Proactive communication
- Consistent, auditable responses
- Measurable impacts and outcomes



# AI Instructor Assistants

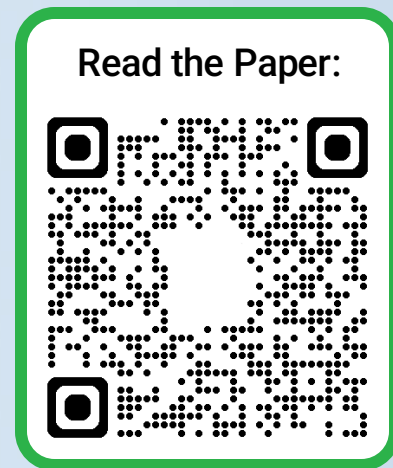
- Help me create a quiz for week two.
- Do I have any outstanding admin tasks?
- Search the web for recent news and videos related to tomorrow's lecture.
- Any suggestions for helping tomorrow's lecture better connect with my students?
- Compare recent tutor usage with yesterday's quiz scores.



# AI Tutor & Instructor Assistant Benefits

## A “2 Sigma Problem” Solution

- One-to-one tutoring can make average students exceptional, and below average students above average.
- AI can provide the means to scale group instruction in this way.
- Read Benjamin Bloom’s paper



# Initiative: AI Driven Automations

# Goals

## AI Driven Automations

- Embed AI into workflows
- Surface timely, valuable, actionable insights



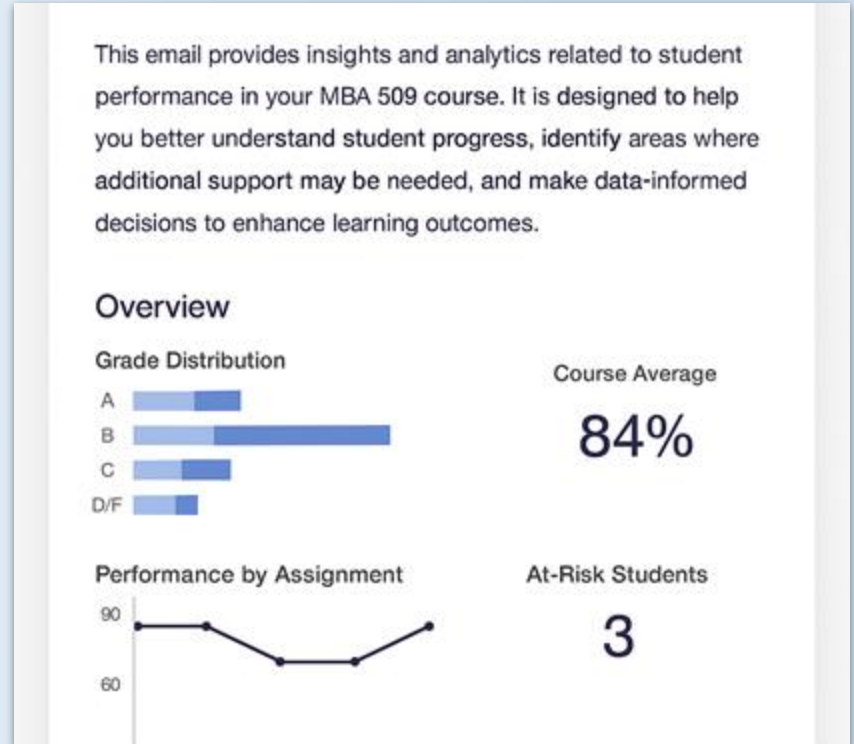
# Example: Student Success Evaluation



# Example: Instructor Assistant Insights Email



- Student performance insights
- Tutor usage summaries and insights
- Class discussion suggestions
- Admin to-do reminders
- Engagement opportunities (events, clubs, etc)
- Subject matter watchdog summaries



# AI Driven Automation Features & Benefits

- Ask the right question at the right time. Always.
- More consistent evaluations and analysis.
- Standardize best practices at institutional level.
- More personalized student guidance and support.
- More thorough evaluations and analysis.
- Reduced manual busywork.



# Expected Outcomes

# Major Impacts

- **Increase student retention**
  - Better learning outcomes
  - Deeper student and instructor connections
  - More personalized guidance and support
- **Increase operational efficiency**
  - Reclaimed time for more important work
  - Timely, actionable insights
  - Improved decision making



# Campus-Wide AI Adoption & Literacy

- Embedded into everyday tasks for students, faculty, and staff
- Proper and effective AI usage will be part of the student learning experience
- Students will graduate fully fluent in how to use AI within their areas of study
- High job market demand for graduates



# Affordable

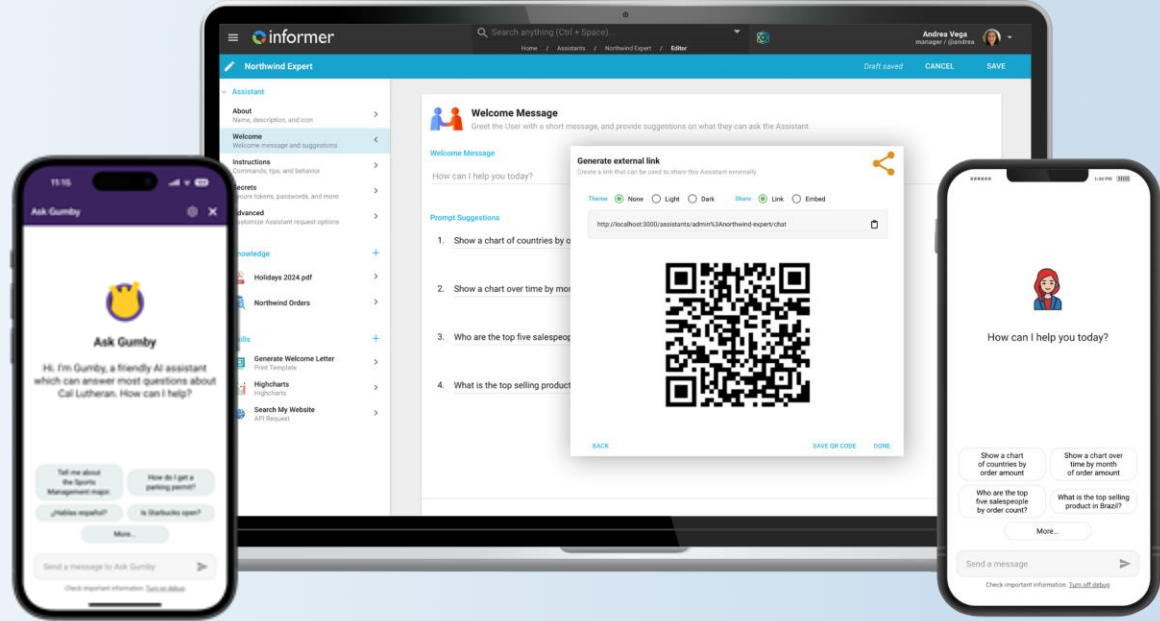
- AI initiatives will pay for themselves
- AI costs are dropping
- Cannot afford to be left behind
- Future-proof your Higher Ed tech strategy



# An Enterprise AI Solution



- **Powered by BI**
- **Scalable**
- **Manageable**
- **Integrated**
- **Governed**



# Questions?

SEAMLESS DATA INTEGRATION  
DATA REPORTING  
CUSTOM DASHBOARDS  
PREDICTIVE ANALYTICS  
REAL-TIME DATA VISUALIZATION  
ENHANCED DATA SECURITY  
AUTOMATED WORKFLOWS  
**MAGIC VISUALS**  
SCALABLE CLOUD SOLUTIONS  
**SOC II SECURITY**  
OPERATIONAL EFFICIENCY  
**AI-POWERED** INSIGHTS  
**DATA-DRIVEN** DECISIONS  
SEAMLESS DATA INTEGRATION  
**ADVANCED** REPORTING  
PREDICTIVE **ANALYTICS**  
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**MAGIC VISUALS**



**Justin Barkhuff**, Director of Enterprise Applications, CLU

CLU's AI  
Newsletter:

