Generative AI Usage Guidelines

For UNC Charlotte Employees

Guidance for using Generative AI at Charlotte

01 Generative AI overview

02 Data and Privacy Concerns

03 Recommendations

04 Campus-wide AI tools

Generative AI overview

Section one provides an overview of generative AI and how it is used.

Data and Privacy Concerns

At the end of section two, you will be able to recognize the data protection and privacy concerns related to the use of AI.

Recommendations

At the end of section three, you will be able to describe the recommendations for using generative AI tools for improved results.

Campus-wide AI tools

At the end of section four, you will be able to identify and access AI tools provided across campus by the University.

01 Generative AI

An overview

AI Overview

Artificial Intelligence

Artificial Intelligence, or AI, refers to a computer's ability to perform tasks usually associated with human beings like writing, creating images or videos, or performing data analysis.

Generative AI

Generative AI is a branch of AI that refers specifically to software applications – like OpenAI's ChatGPT, Microsoft's Copilot, Adobe Firefly, etc. – that can generate text, images, videos, music, etc.

Transformative Impact of AI

AI tools can transform how we work, teach, and learn. AI allows us to:

Increase productivity on daily tasks

Create text and media content

Experience personalized training

Provide personalized 24/7 support

Improve research workflows

Prepare students to use AI in their field

Use AI Responsibly

Any individual using AI is responsible for understanding what data can be handled by the AI and what the AI is doing with the data.

02 Data and Privacy Concerns

Understanding the data protection and privacy concerns of using AI on campus

Protecting Data and Information

When using AI tools, assume that any data or information you provide will be stored and made publicly available.

Do not enter confidential or legally restricted data (e.g., personnel records or data protected by FERPA, HIPAA, PCI, etc.) or any data that Charlotte's data classification policy identifies as level 2 or 3 into an AI tool

Exception: Level 2 data may be entered into the University's data-protected versions of Microsoft Copilot and Google Gemini. See slides 19-21 for more on these tools
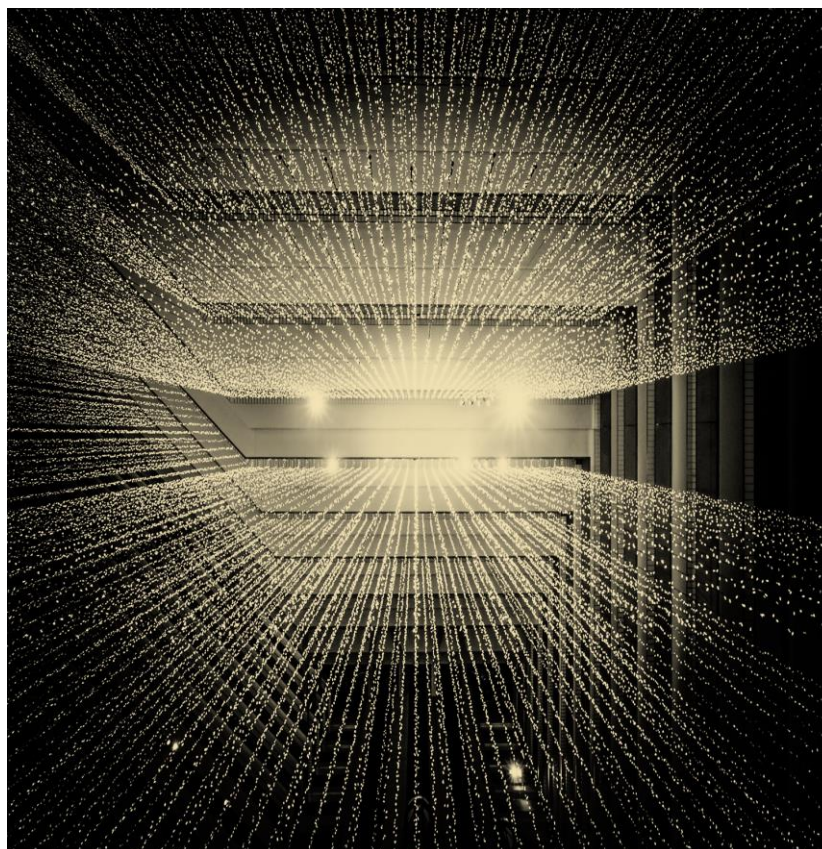
Examples of restricted data and information include:

- Social Security numbers (SSN)
- Student education records
- Dates of birth
- Medical records
- Personal contact information

Using AI Responsibly

Review the following University policies, guidelines, and resources that will help you ensure you are using AI responsibly.

01 Review University Data Handling Guidelines
Read and review the University's Data Handling Guidelines. Do not enter any data that is classified as level 2* or 3 into an AI tool.

02 Know University data retention policies
Familiarize yourself with UNC Charlotte data retention policies when storing recordings and other AI outputs.

03 Follow University procurement guidelines
Review the IT-related procurement FAQs when purchasing or using free tools

04 Use University-approved tools
Use solutions that have been reviewed and approved by the University when possible

Exception: Level 2 data may be entered into the University's data-protected versions of Microsoft Copilot and Google Gemini.

AI Software Procurement on Campus

Submit a procurement request for any new AI tool:

IT-Related Procurement FAQs

Software & IT-Related Request Form

OneIT Software Guidance Page

Always submit a procurement request even for free software so that OneIT and Legal affairs can review the data and privacy agreement.

Be Transparent when Using AI

Be mindful when using AI that can impact decisions, have ethical or legal ramifications, or infringe on the privacy of others.

Notify meeting participants if AI tools are being used in your meetings

Acknowledge and document if AI tools are used to aid in writing and research

Transparency with AI use

Cite AI tools that are used in the creation of content

Inform stakeholders if AI tools are used to help draft documentation, policy, etc.

Remember:

Consumer AI tools store all of the data and information that you share. Avoid providing any information that should not be shared publicly. Campus-wide tools approved by the University provide data protection when used correctly.

03 Recommendations

Recommendations and techniques to improve results when using generative AI

AI is Not Going Away

With the growing popularity of AI tools, it is up to you to determine how to best leverage them to augment your skills.

AI tools can help with varied tasks. Some examples will be highlighted on the pages that follow.

If you are not sure how AI can help, experiment!

The recommendations shared here will help you get started.

Using AI to Help Generate Content

A great use of AI tools is to help draft content to give you a starting place for new projects. However, remember to be responsible and careful when using AI.

Drafting with AI

AI tools can be used to draft content such as:

- Outlines for agendas, memos, etc.
- Social media posts
- HTML code for web pages
- And, more!

Take care when using AI

- Remember: you are the expert, not the AI tool
- AI tools can produce biased results
- AI tools may provide copyrighted material as part of their results

Expertise and Bias

Don't rely on AI to provide subject matter expertise or to be without bias. Always verify any content produced for accuracy, tone, and appropriate content.

Copyright Concerns

AI tools pull from many databases and it can be difficult to determine if the information returned falls under Copyright protection.

Writing Effective Prompts

When working with AI tools, good outputs require good inputs. You will need to provide clear and specific prompts to get the best results. Consider the following components as you write your prompts.

01 **Background**
Give the AI a bit of background and the role you are asking it to play.
Example: "You are a team lead developing an agenda for a technical team.

02 **Core Question**
Tell the AI what to do.
Example: "Generate a mind map to share ideas on identifying risks for a technical project"

03 **Desired Format**
Give details for how you would like the output to be formatted.
Example: "This should include 5 to 8 ideas and be formatted to paste into a document."

Learn more about writing effective prompts for AI tools in Google's Prompt Engineering Overview and Guide

Experiment:

If you don't like the results you get at first, go back and revise your prompt and try again.

Also, give an AI tool only one primary task at a time. Break complex tasks into steps.

04 Campus-wide AI tools

Identifying and Accessing AI tools provided across campus by the University

Campus-wide AI tools Available

The Office of OneIT maintains a <u>curated list of AI tools that are available and approved for use across our campus</u>. Some popular tools used across campus are explored further in the following slides.
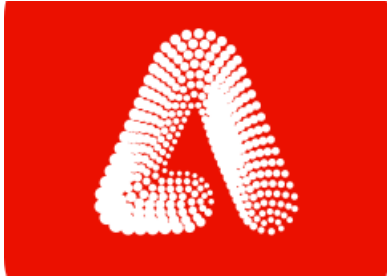
Adobe Firefly

Create images using this AI tool Included in Adobe Creative cloud

CAISY AI Simulator

Experience adaptive training simulations located in the Learning and Development Portal

Microsoft Copilot in browser AND Google Gemini

Draft and brainstorm ideas for text-based content with either of these AI tools accessible through a web browser

Zoom AI Companion

Get assistance transcribing your meetings and more with this AI tool available in Zoom

Accessing Some Popular AI Tools on Campus

Adobe Firefly

Go to firefly.adobe.com or via Adobe Creative Cloud

Sign in using your ninernet@uncc.edu email.

Or, within Adobe Creative Cloud, look for **Firefly and Generative AI**.

CAISY Simulations

Visit the Learning and Development Portal

Search for **AI Simulator** or **CAISY** to see hundreds of AI simulations.

Copilot and Gemini

Copilot: copilot.charlotte.edu Gemini: gemini.google.com

Sign in using your **ninernet@charlotte.edu** account to access Copilot with Data Protection

Zoom AI Companion

Access via Zoom Meeting

Meeting hosts can turn on Zoom AI Companion using the **AI Companion** button in the meeting toolbar.

Review the Standard for Zoom AI Companion

Getting Started with Some AI Tools on Campus

The following resources will help you become familiar with these AI tools on campus.

Adobe Firefly

Adobe offers many brief tutorials to help you get started with Firefly:

Firefly Resources

CAISY Simulations

Become familiar with these simulations by experiencing them!

See this FAQ for help logging into the Learning and Development portal.

Copilot and Gemini

Make sure you are signed in using your @charlotte.edu credentials!

FAQs:

Copilot resources

Gemini resources

Zoom AI Companion

Review our Zoom AI Companion FAQs, notably:

Included features

Adjusting settings

Guides provided by Zoom

Explore:

We encourage you to utilize <u>campus-wide tools</u> when possible. However, if you find a new tool that you believe could benefit your work, please collaborate with your procurement officer and complete the <u>Software and IT Request form</u> to ensure it meets our security standards.

Additional Resources

Need Assistance? For more information, visit OneIT's AI page or contact the OneIT Service Desk with any questions or concerns. We're here to support you in integrating AI tools into your work effectively and securely.

Artificial Intelligence at Charlotte
https://ai.charlotte.edu/

Artificial Intelligence – OneIT
https://oneit.charlotte.edu/artificial-intelligence/

Service Desk
help.charlotte.edu
704-687-5500

Thank you!

You have completed this training resource.