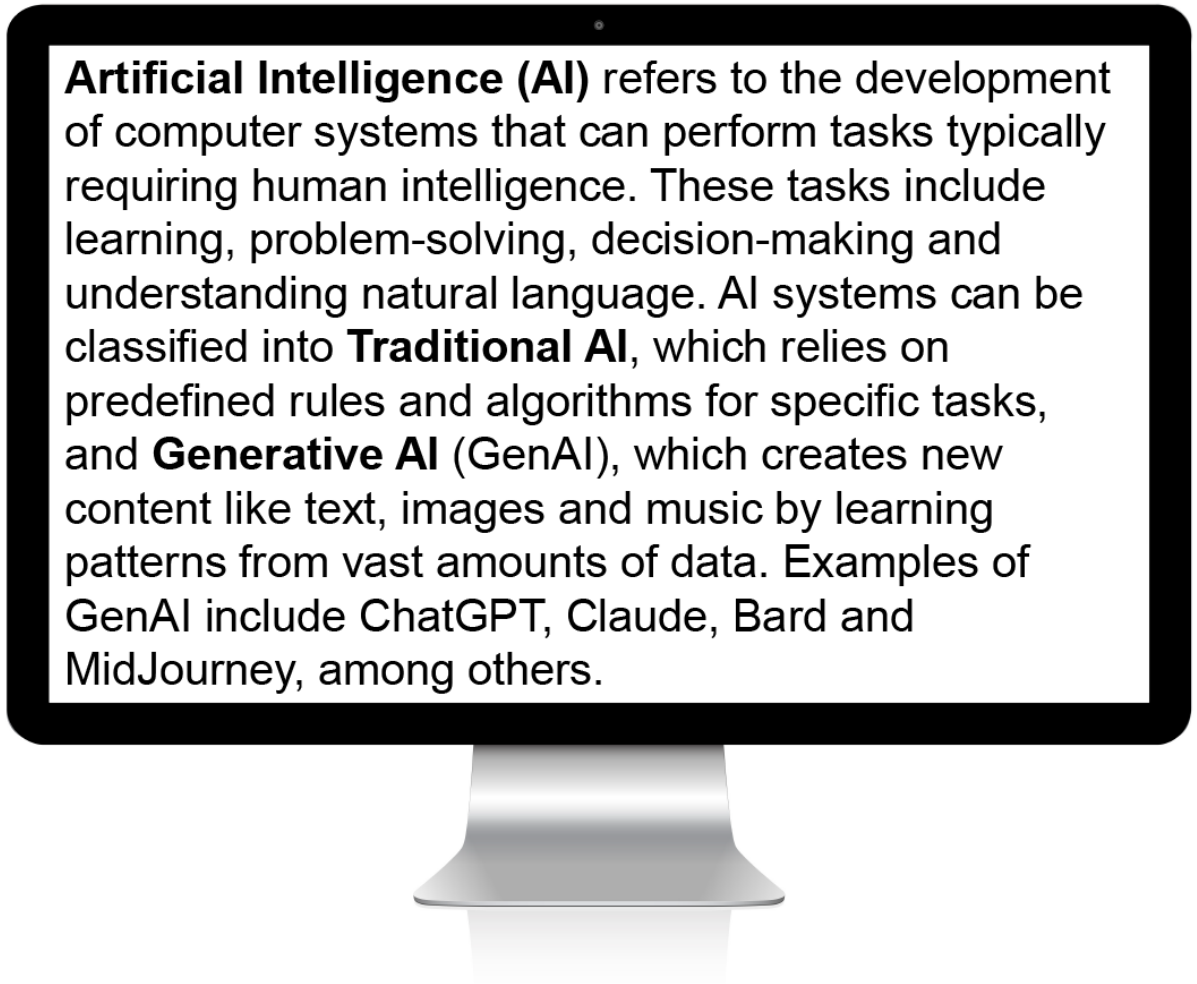
KANSAS HEALTH INSTITUTE

Generative AI: Opportunities to Leverage for Everyday Work

Kansas Nonprofit Forum
September 17, 2024

Definitions



Traditional AI:

- Rule-based, relies on predefined logic
- Deterministic and predictable
- Limited adaptability, requires manual updates

Generative AI:

- Learns patterns from large datasets
- Creative and generates new content (text, images, etc.)
- Dynamically adapts and improves with data

Acknowledgment

AAron Davis, MPA MBA, Director, Center for Public Health Initiatives, Wichita State University Community Engagement Institute

Why Is AI Conversation Timely?

Benefits & Considerations of Leveraging GenAI

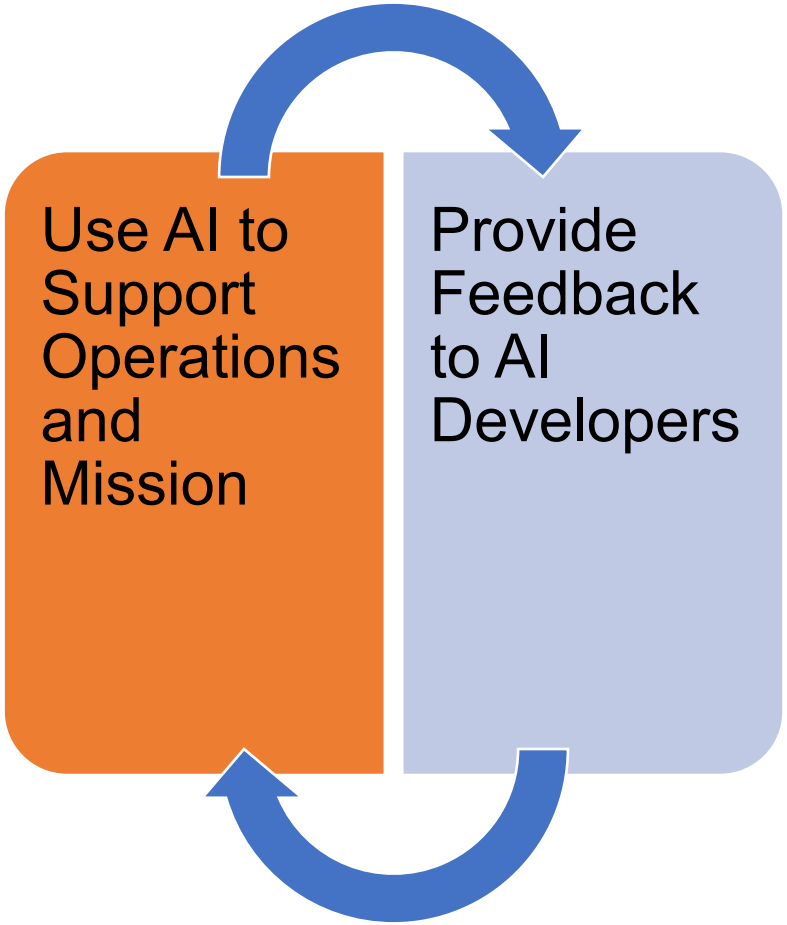
Benefits:

- Save time and improve efficiency
- Quality of work
- Address blind spots
- Ongoing support
- Increased innovation

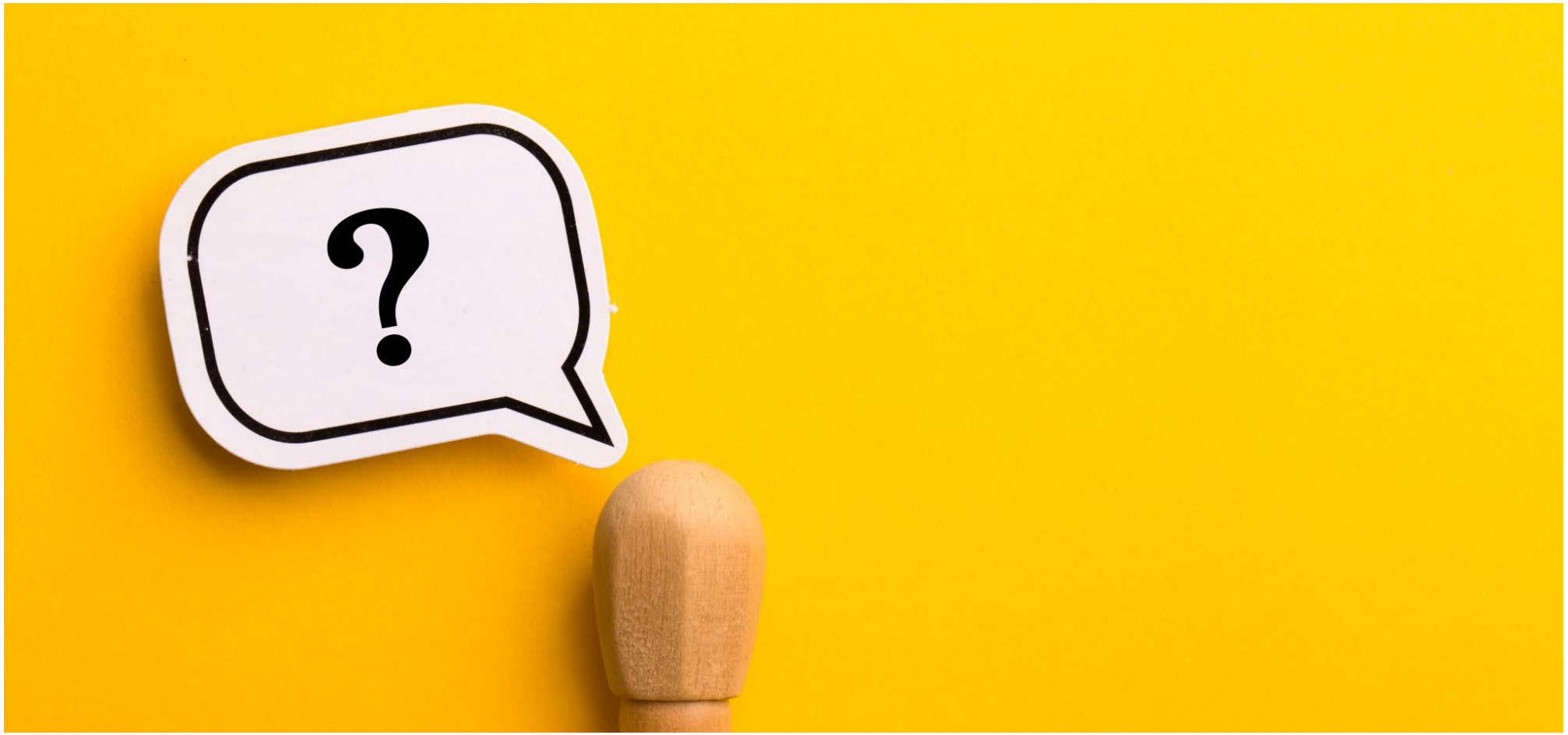
Concerns:

- Accuracy
- Contextual understanding
- Data privacy
- Bias
- Authorship

AI: Opportunity for a By-Directional Relationship

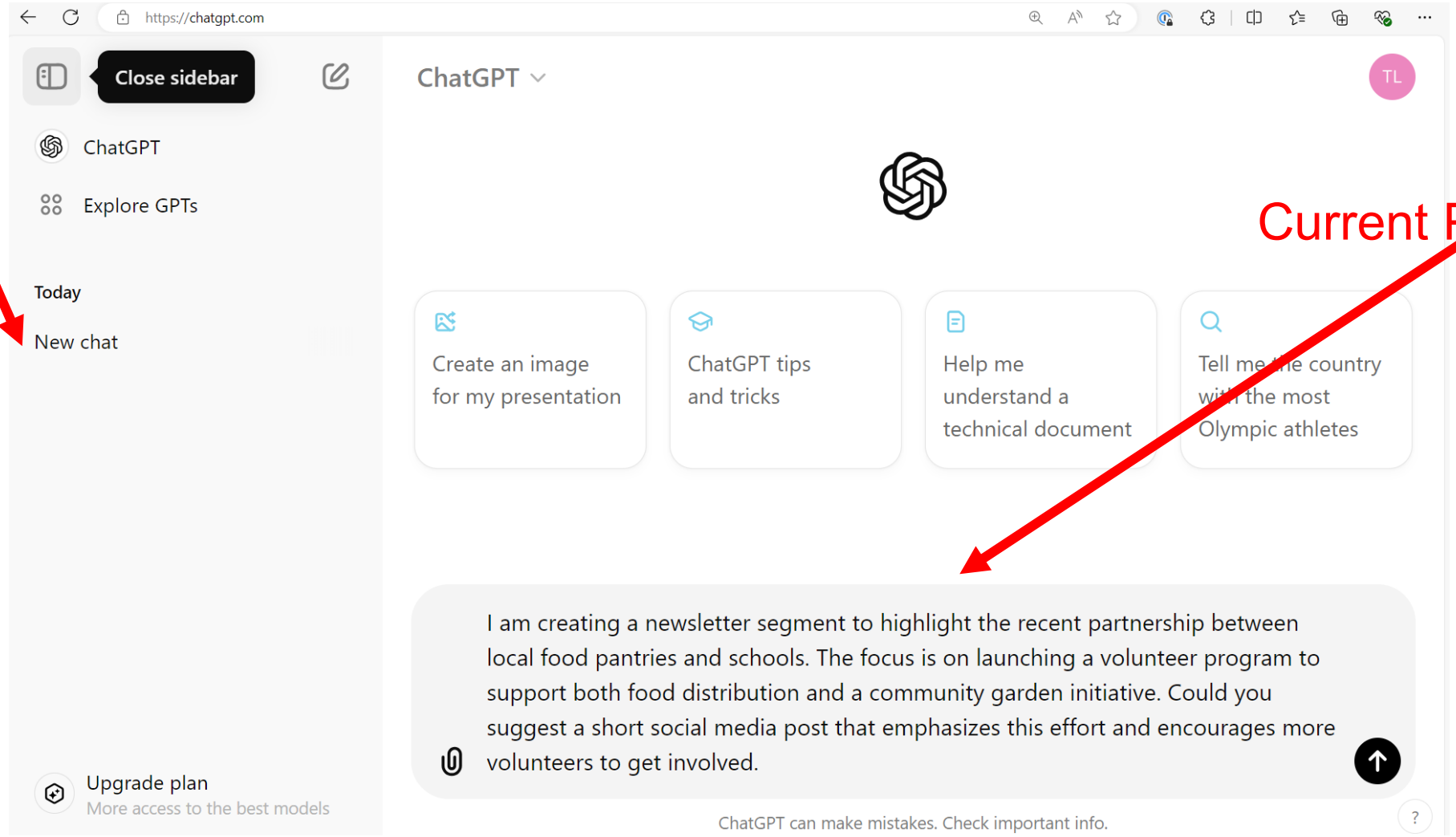


What Needs Can Generative AI Address for Nonprofits?



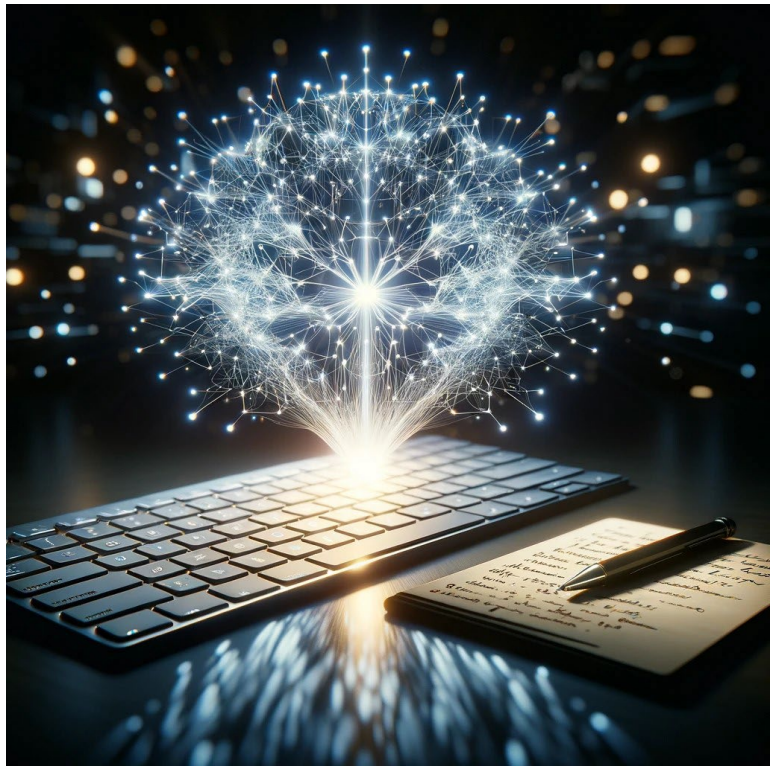
What Does ChatGPT Look Like?

Past Prompts



Current Prompt

Tips for Successful Prompts



- Query should include relevant context.
- Incorporate specific keywords and terms to improve response relevance.
- Specify the desired tone or style to shape responses accordingly.
- Ensure prompts are neutral and unbiased to receive objective responses.
- Continuously refine your prompts based on ChatGPT's responses.

Using Gen AI Systems Like ChatGPT

Think About A, B & C

Assess & Advise

Brainstorming

Creating

Example: Content Creation and Marketing

- Social Media Content Generation
- Job Descriptions and Recruitment Materials
- Meeting Documents and Agendas
- Descriptions of Activities and Programs
- Charter/Bylaws
- Marketing Plan

Example: Content Creation and Marketing

Social Media Content Generation

Prompt

I am creating a newsletter segment to highlight the recent partnership between local food pantries and schools. The focus is on launching a volunteer program to support both food distribution and a community garden initiative. Could you suggest a short social media post that emphasizes this effort and encourages more volunteers to get involved.

Response from ChatGPT

Memory updated

Here's a suggestion for your social media post:

🌱✨ Exciting News! Local schools and food pantries have teamed up to launch a volunteer program that will not only help distribute food to families in need but also cultivate a thriving community garden! 🌾🍎 Your hands can make a difference—join us in supporting both initiatives and help grow a stronger, healthier community. Sign up today to volunteer! 💚 #CommunityFirst #VolunteerNow #GrowTogether #LocalImpact

Feel free to adjust it to your tone or brand!

Example: Content Creation and Marketing Cont.

Job Description and Recruitment Materials

Job Description: ChatGPT

- ❑ Generate an outline **(new)**
- ❑ Draft sections **(new)**
- ❑ Review and suggest areas for improvement
- ❑ Draft Q&A
- ❑ Draft recruitment ads
- ❑ Simulate applicant reactions
- ❑ Translate in other languages

Exploring GenAI: Key Questions for Effective Implementation

- What routine tasks could benefit from support using GenAI?
- Which of these tasks don't involve data privacy concerns or sensitive information?
- What is the level of AI literacy in our organization?
- Do we need AI guidelines? If yes, who should be part of the team to develop these guidelines?

Harnessing Generative AI Responsibly: Empowering Staff Without Undermining Skills

Avoiding Over-Reliance:

- Emphasize the importance of not relying solely on AI tools, and encourage staff to continue developing their core skills.

Promoting Critical Thinking:

- AI should be used to complement, not replace, human judgment and critical thinking.

Encouraging Continuous Learning:

- Review the outputs and work on them to challenge and improve their quality.

Discussion

Q. 1. For which functions would you experiment with GenAI?

Q.2. What would be helpful for you to begin experimenting?

KHI Blog Post: Released Sept. 12, 2024

Why and How Kansas Public Health Could Be Key in Shaping a Statewide AI Roadmap

THANK YOU!

Any Questions?

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