

Take a Walk on the Wild Side: Empowering Assessment Practices with Generative AI

Workshop for AMCOA State Conference, April 26th, 2024

Presenters:

Devan Walton, Northern Essex Community College

Ruth Slotnick, Ph.D., Bridgewater State University

Peter Shea, M.A., Middlesex Community College

Workshop Goals (Ruth Slotnick)

- To introduce beginners to Generative AI technologies.
- To provide hands-on experiences with Generative AI applications for institutional assessment practitioners.
- To explore how Generative AI can shape and enhance the roles of assessment professionals and our role in the shaping.

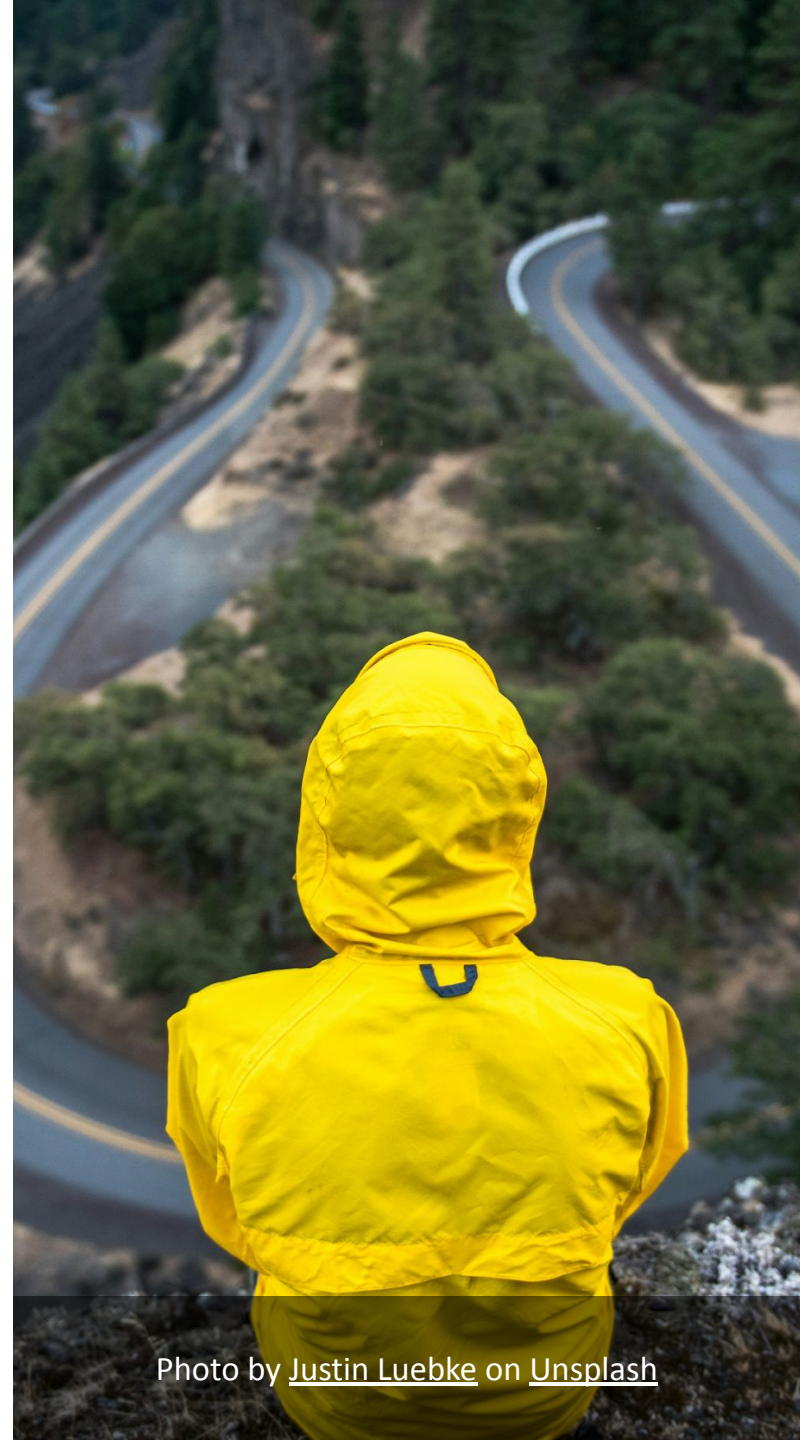


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Structure

- Poll & Discussion (10 minutes) - *Peter*
- Gen AI Primer (15 minutes) - *Devan*
- Hands-on Activities (35 minutes)-*Ruth, Devan, Peter*
- Discussion (10 minutes) - *Peter*
- Closing (5 minutes) - *Ruth, Devan, Peter*

10 minutes

PollEv.com
/petershea517



[Poll](#) and Discussion – Where are you at? (10 Minutes)

GENAI Primer & Demo (Devan Walton)

- What is GEN-AI?
- How does it work?
- What is prompting?
- How do I get started?

15 minutes

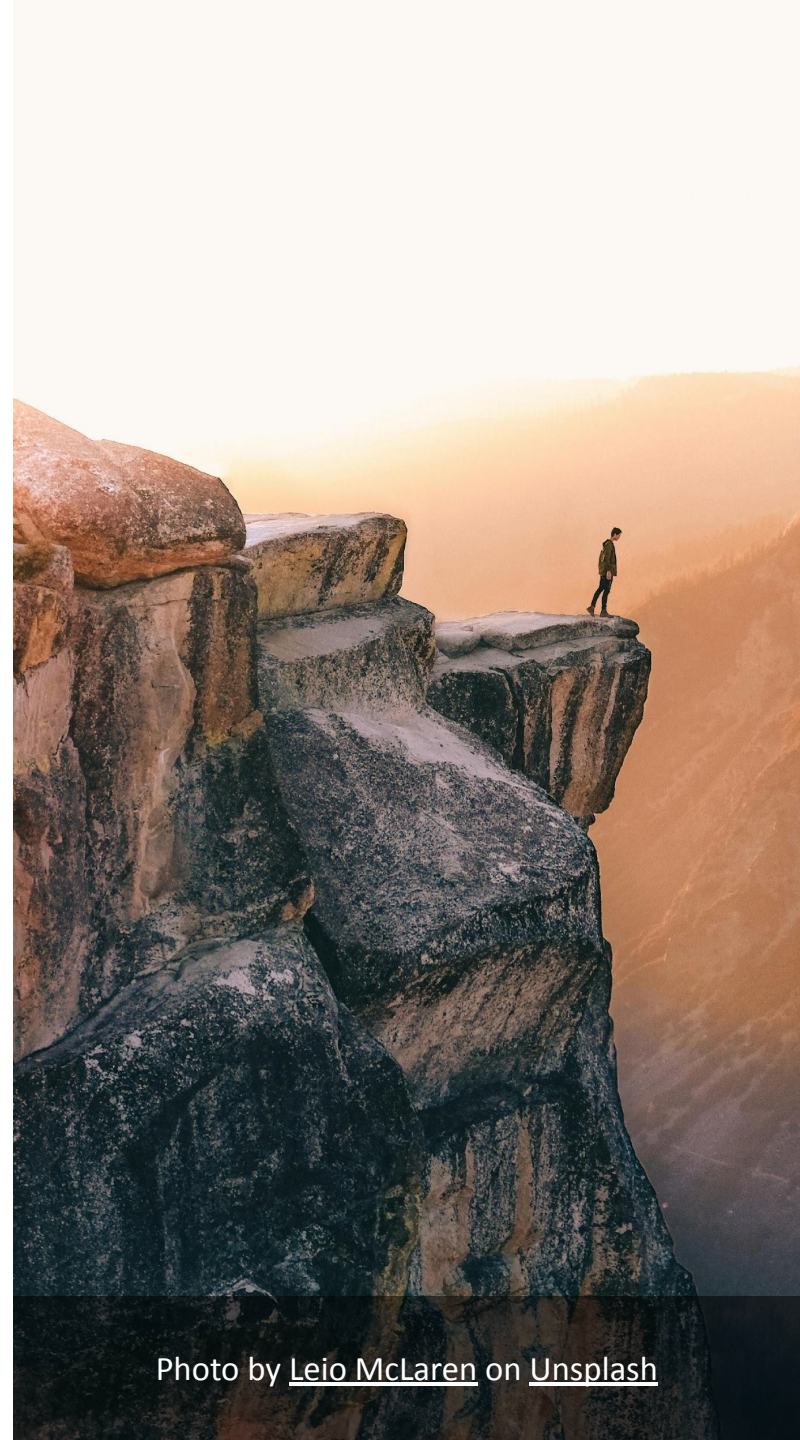
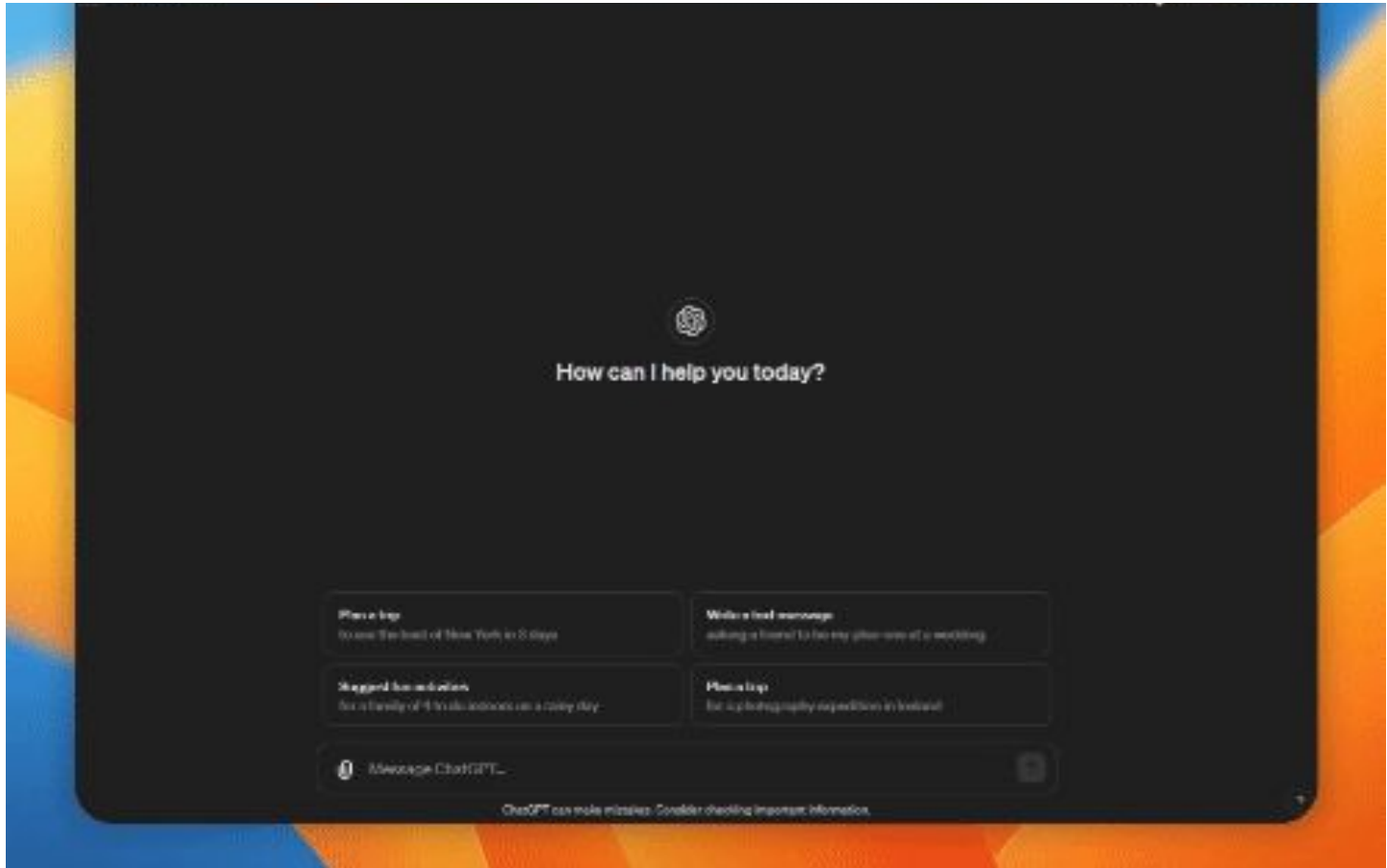


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What is Generative AI?

A form of AI that uses data to create text...



What is Generative AI?

create images...



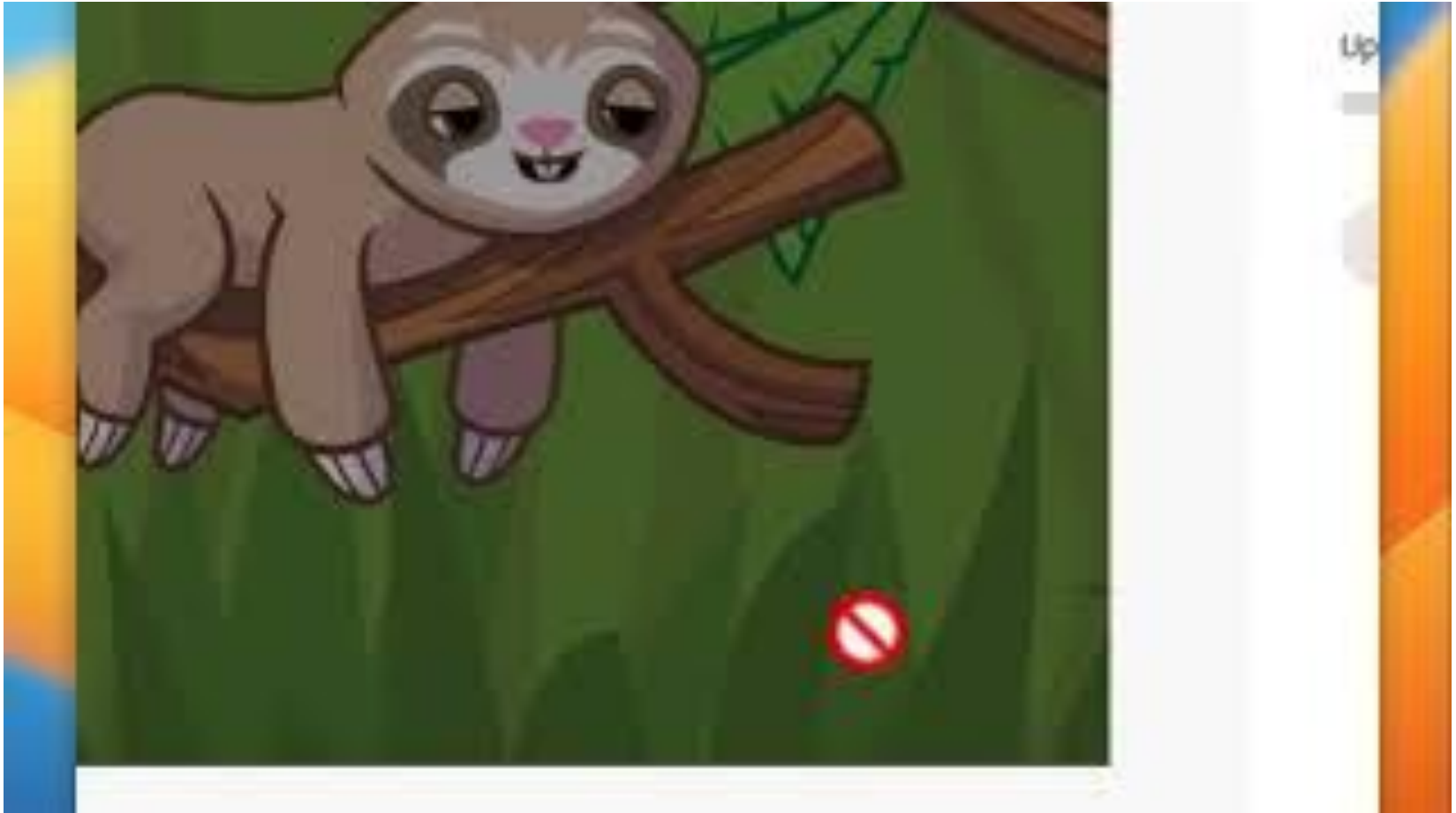
What is Generative AI?

create voices...



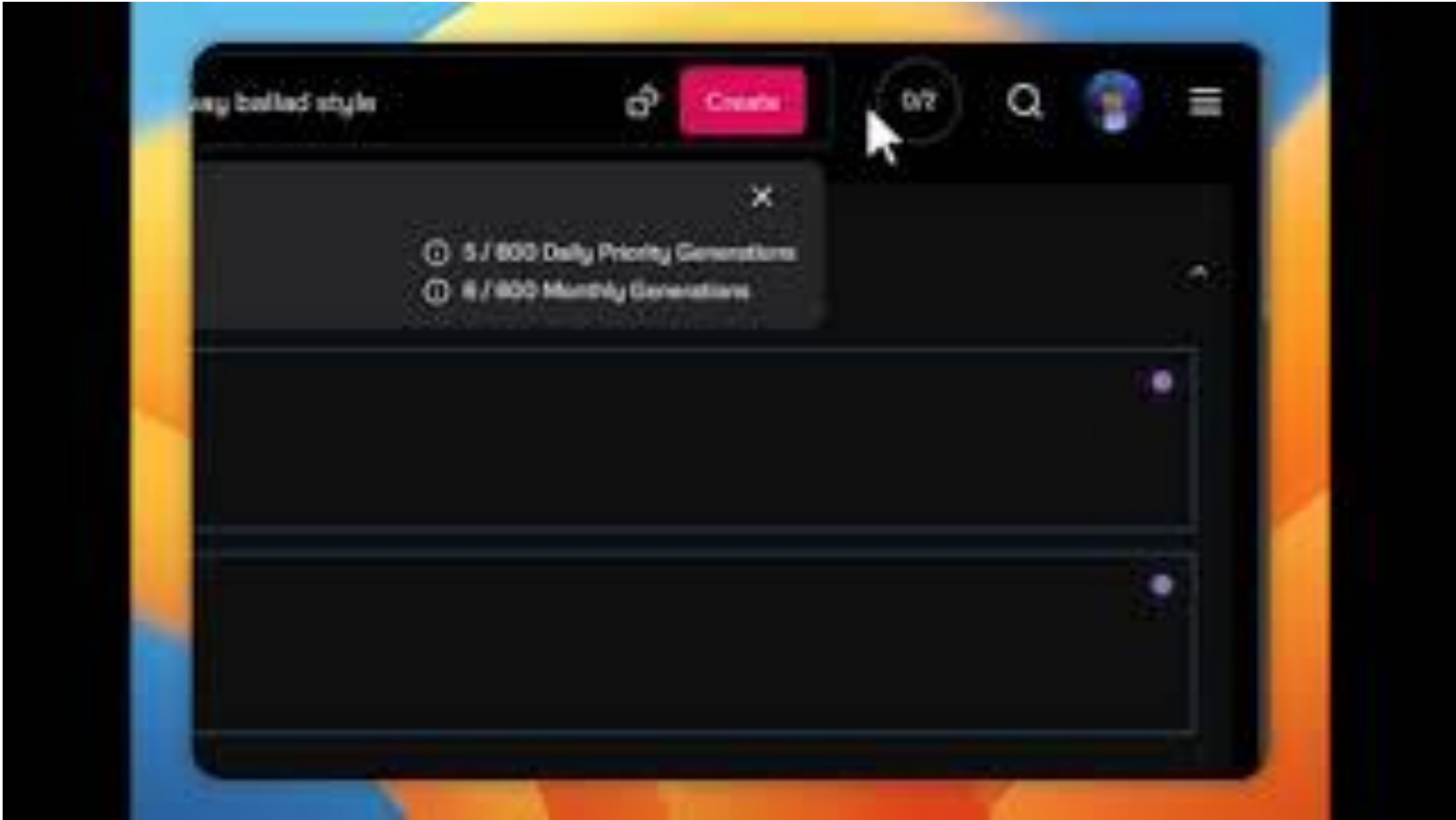
What is Generative AI?

create animations...



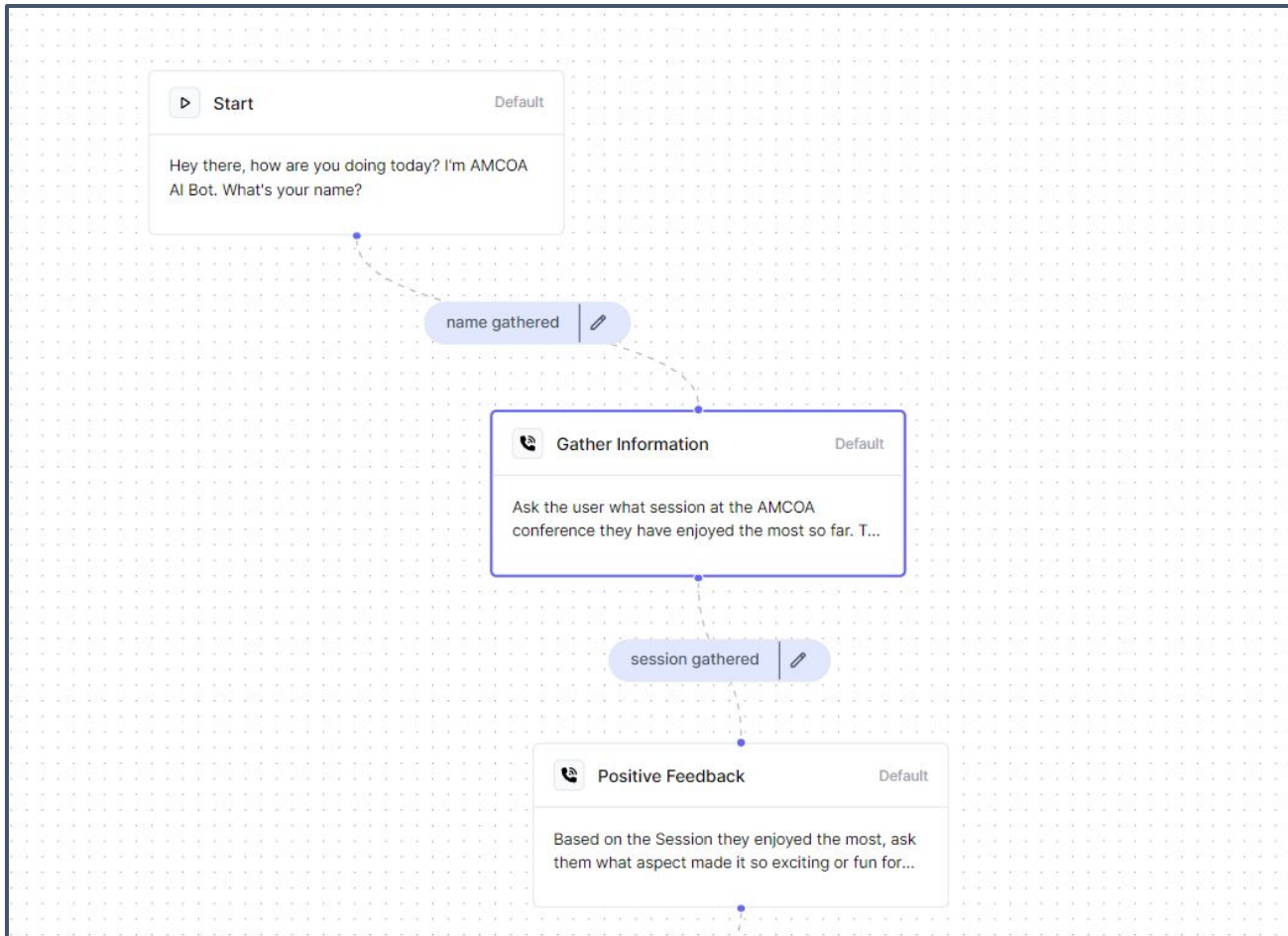
What is Generative AI?

create animations...



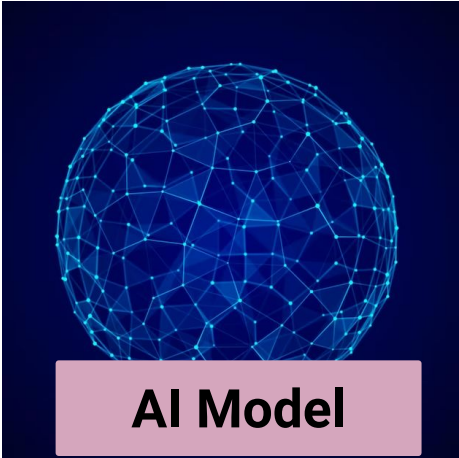
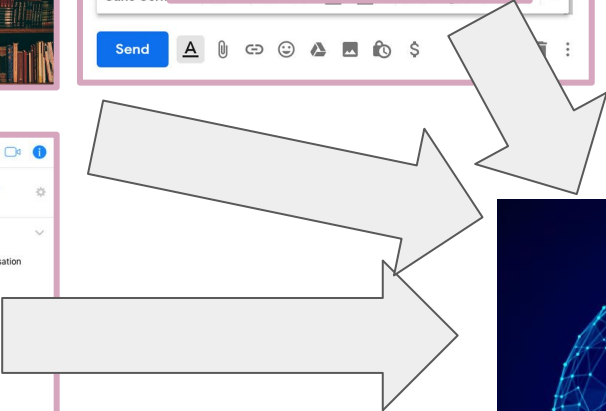
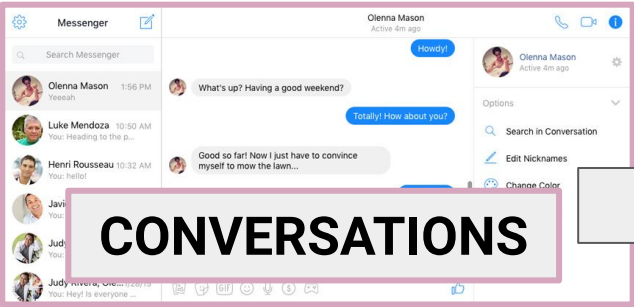
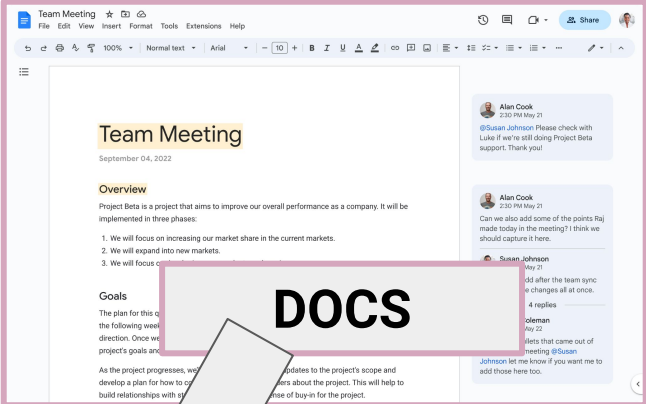
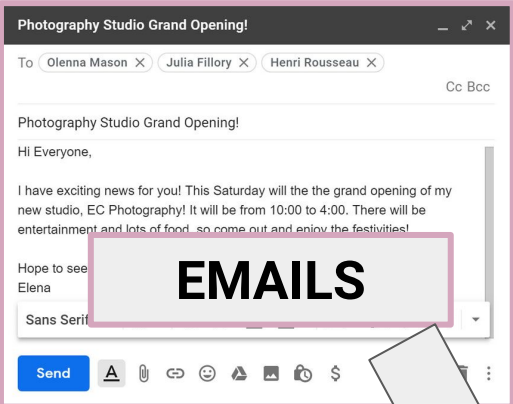
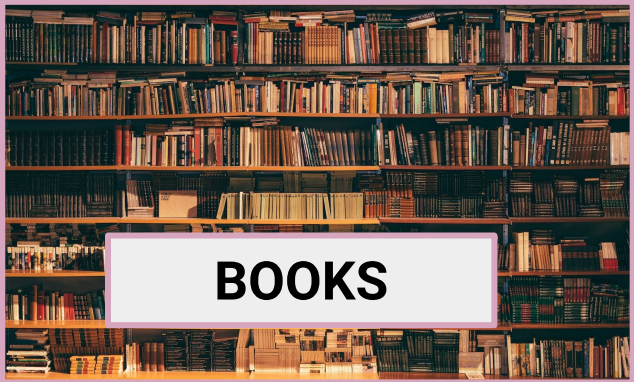
What is Generative AI?

even collect data through phone calls!



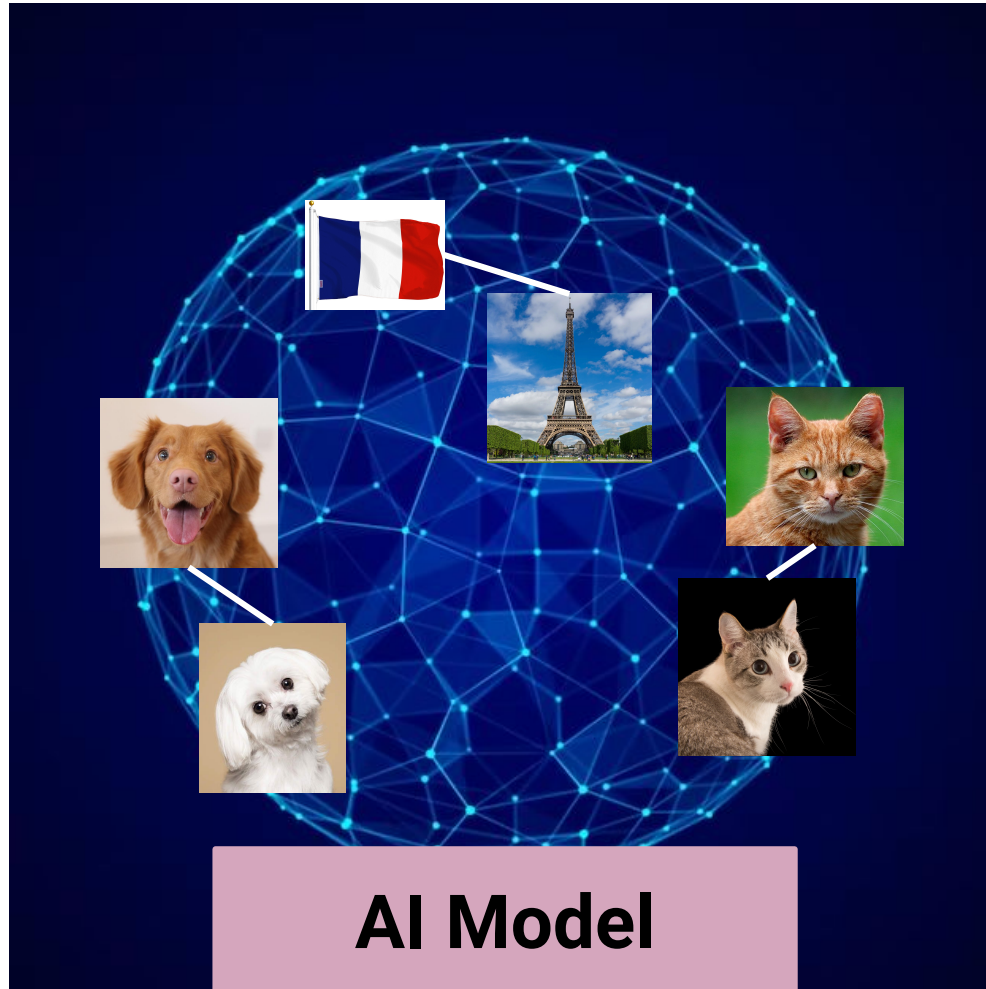
How does it work?

AI Models are trained on vast amounts of information



How does it work?

All this data allows the model to make connections

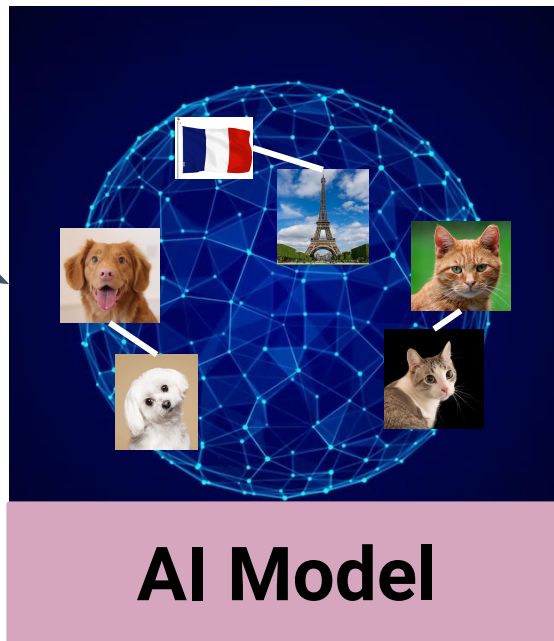


How does it work?

This model is used to make **output predictions** based on the **input we ask it**.

Input

What is capital of France?



Output

The capital of France is Paris.
It contains the Eiffel tower.

What is prompting?

We can think of our input, or our 'prompt', as a way of activating knowledge in the AI model

Input

What is capital of France?



Output

The capital of France is Paris. It contains the Eiffel tower.

What is prompting?

The important thing about prompting is giving the AI as much context as possible - even if it is messy!

i want a write a post about program assessment. make it:

-at least 800 words

-appropriate for a technical audience

-talk from a massachusetts context, utilize the DHE's strategic plan for racial equity

-begin with an anecdote related to pets

-be lighthearted but still kind of formal

What is prompting?

It's also important to think about constraints when prompting. Most tools will only produce around 1000 words at a time...

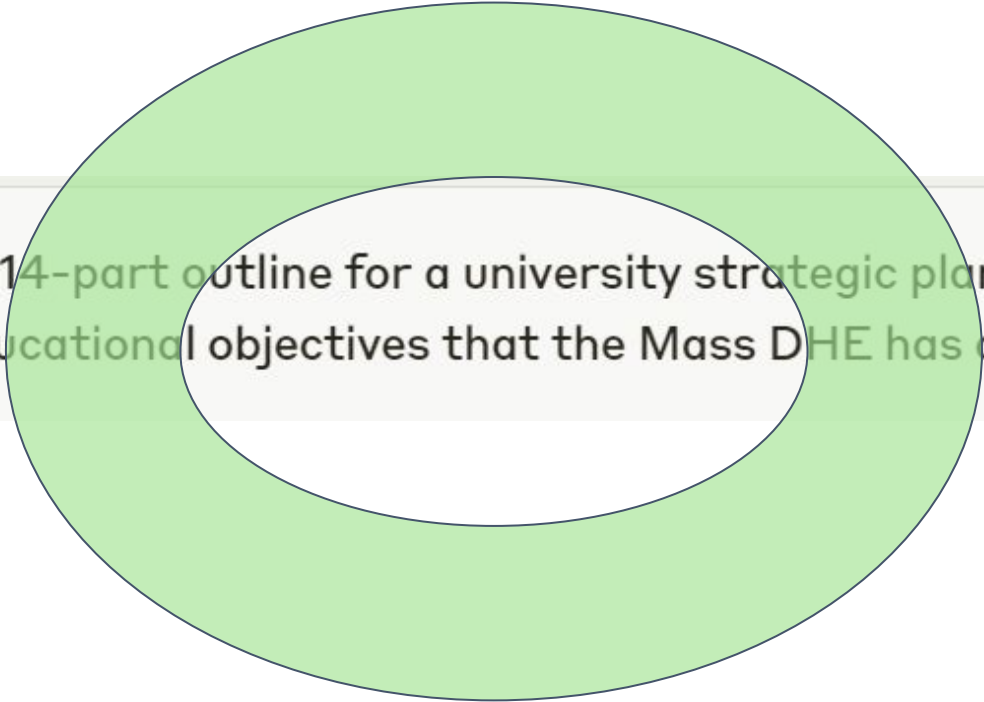


Please write me an entire strategic plan!

Claude 3 Opus ▾

What is prompting?

...so it's best to first produce outlines for longer documents...



Please write a 14-part outline for a university strategic plan that tackles some of the current educational objectives that the Mass DHE has outlined

What is prompting?

...then you can copy sections of the produced outline...

outline. Here's an expanded version:

I. Introduction

A. Background and context: Discuss the current state of higher education in Massachusetts and the challenges and opportunities facing the university.

B. Purpose and goals of the strategic plan: Explain how the plan will address these challenges and opportunities, and outline the key goals and objectives.

II. Alignment with the DHE's strategic priorities

A. Advancing racial equity: Describe how the university will work to close achievement gaps, increase diversity and inclusion, and create a more equitable campus environment.

B. Increasing access and affordability: Outline strategies for making higher education more accessible and affordable for all students, particularly those from underrepresented and low-income backgrounds.

C. Improving student success and completion: Discuss initiatives aimed at increasing retention rates, graduation rates, and post-graduation outcomes.

III. Enhancing academic quality and relevance

A. Curriculum review and redesign: Engage faculty in a comprehensive review of existing

What is prompting?

...and use them as prompts to iteratively create a much longer document.

Let's flesh out the following section to be around 1100 words:

II. Alignment with the DHE's strategic priorities

A. Advancing racial equity: Describe how the university will work to close achievement gaps, increase diversity and inclusion, and create a more equitable campus environment.

B. Increasing access and affordability: Outline strategies for making higher education more accessible and affordable for all students, particularly those from underrepresented and low-income backgrounds.

C. Improving student success and completion: Discuss initiatives aimed at increasing retention rates, graduation rates, and post-graduation outcomes.

Exercise 1: Ideation (Ruth)

Target, Task, Tone, Topic



<https://shorturl.at/dp017>

10 minutes



Photo by [Kai Gradert](#) on [Unsplash](#)

Effective AI Prompt Design: The 4 Key Elements

Target: *Who or What*

- Identify who is the prompt for (audience) or what system it targets to ensure appropriateness and engagement.

Task: *What to Achieve*

- Clearly define the action or outcome expected from the AI, detailing the specific task to be accomplished.

Tone: *How It Sounds*

- Set the mood or attitude of the prompt, such as professional, friendly, or authoritative, to match the audience's expectations.

Topic: *What It's About*

- Specify the subject matter or content area that the prompt should address to maintain relevance and focus.

Example AI Prompt with the 4 T's:

- [Target]: *Assessment Team at State University*
 - This prompt is designed for the university's assessment team, aiming to analyze program reviews effectively and efficiently.
- [Task]: *Analyze Program Review Data*
 - Generate a detailed analysis of the latest program review data, highlighting strengths, areas for improvement, and trends over time.
- [Tone]: *Professional and Analytical*
 - The response should be formal and data-driven, providing clear, objective insights suitable for academic and administrative review.
- [Topic]: *Program Review for Academic Assessment*
 - Focus on specific aspects of academic programs such as learning outcomes, student satisfaction, and faculty engagement within the context of institutional assessment goals.

Exercise 1: Ideation Exercise: Utilizing the Four T's Approach

Instructions:

1. **Open a Chatbot:**
2. **Set the Target:**
 - Enter your role: [Target] "You are a campus assessment practitioner..."
3. **Provide the Task:**
 - Input your objective: [Task] "...seeking innovative ideas to enhance student learning assessment strategies with AI."
4. **Establish the Tone:**
 - Ensure the interaction style is [Tone] "constructive and forward-thinking."
5. **Specify the Topic:**
 - Choose and specify one area of interest for your initiatives, [Topic] e.g., first-year experience, high impact practices, DEI, rubric alignment, assessment in online learning, etc. Request five initial assessment initiatives related to your selected topic.

Exercise 1: Brainstorming Assessment Initiatives (Ideation)

Utilizing the Four T's Approach

Instructions:

1. Refine Your Request:
 - Based on the initial ideas, refine your inquiry as needed and ask for 20 more ideas to expand your understanding and options.
2. Collaborate and Share:
 - Discuss your prompt and the initial five ideas with a neighbor to explore different perspectives and insights.
3. Document Your Ideas:
 - Use the provided [form](#) to systematically record the ideas discussed and any additional thoughts on their implementation.



Magic ToDo

Breaking things down so you don't

Help ?

Add new item...



<https://goblin.tools/>

Exercise 2: Learning Outcomes (Peter)

- Select an AI tool
 - Microsoft Co-pilot <https://copilot.microsoft.com/>
 - Google Gemini <https://gemini.google.com/>

Faculty

Choose a list of course-level outcomes from your institution. Add them to the following prompt:

For each learning outcome listed here, create two assignments: One assignment requires concrete thinking and one requires abstract thinking.

Assessment Directors

Choose a list of program-level outcomes from your institution. Add them to the following prompt:

How might the following program-level learning outcomes be improved?

15 minutes

Exercise 3: Strategic Planning (Devan)



<https://shorturl.at/ijuAM>

15 minutes





MIDDLESEX
Community College

AI Tools:

Strategic Planner

Feedback Maker

Lowell Culture

Bedford Culture

In-class Project

Syllabus Checker

Student Belonging

Alt-text Maker

Math LaTeX

Quiz Maker

Slide Planner

Letter of R. Maker

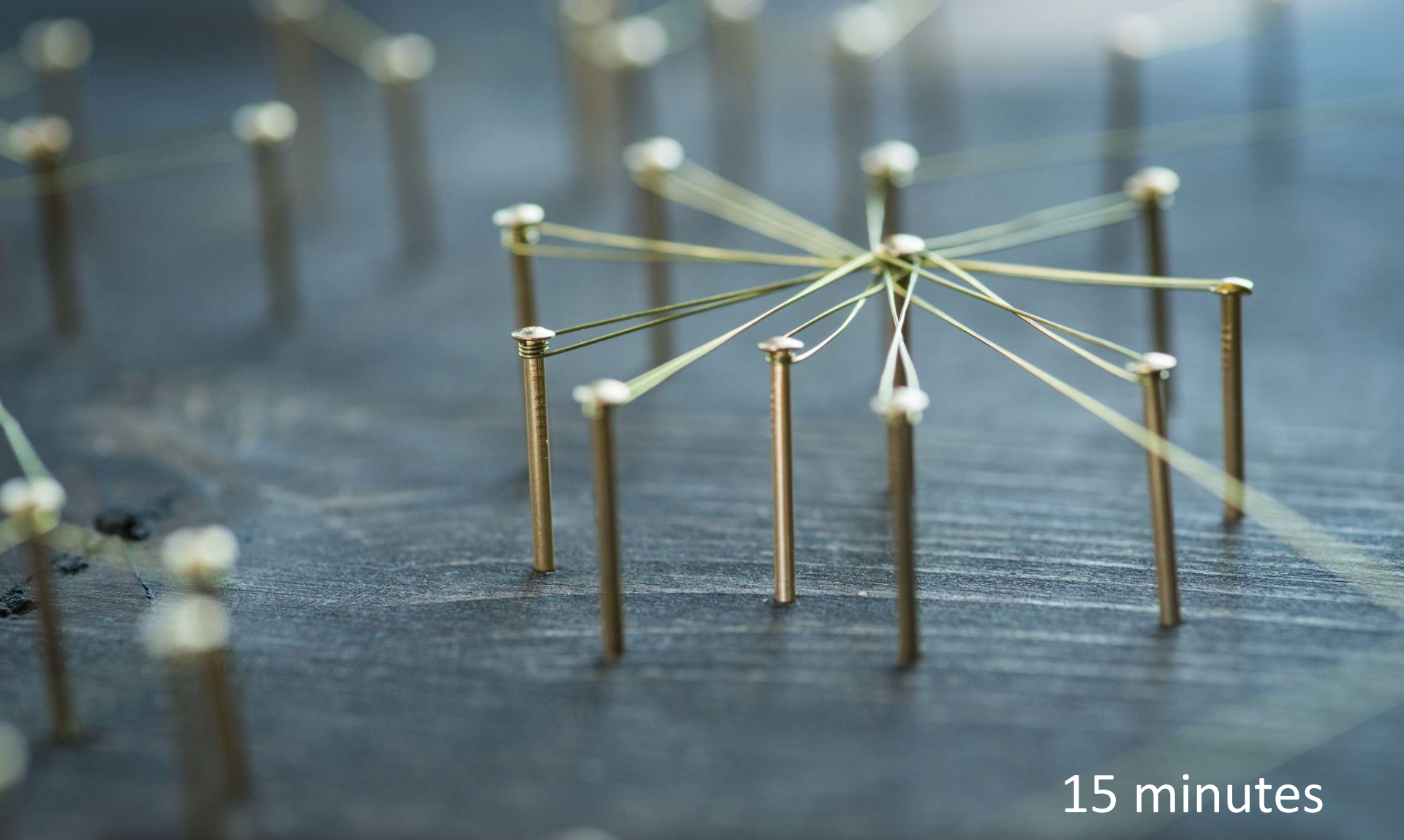
OER Maker

What is the goal of your initiative in one sentence?

E.g. host weekly writing workshops for students

Submit

[Toolkit](#)



15 minutes

Discussion & Wrap Up (Peter Shea)

ChatGPT 3.5

