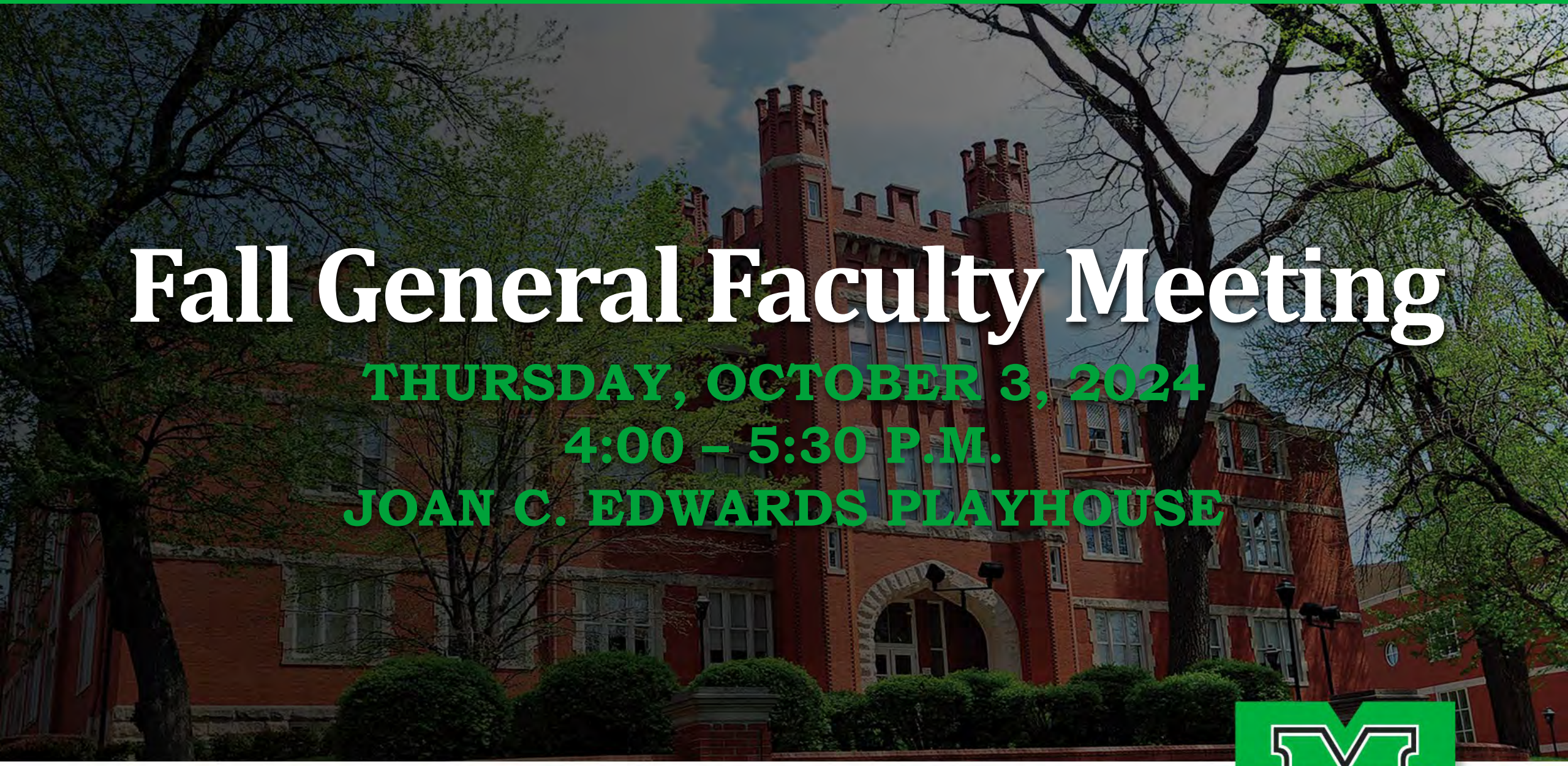


Fall General Faculty Meeting

THURSDAY, OCTOBER 3, 2024
4:00 – 5:30 P.M.
JOAN C. EDWARDS PLAYHOUSE

Welcome from the Faculty Senate Chair

The Year Ahead

The Transformation Accelerates

- Finalized
  - **Updates** to UP AA22 Annual Evaluation of Faculty
  - **Updates** to MU BOG AA1 Sabbatical Policy, in effect next year
  - **New** MU BOG AA16 Professional Responsibility, Academic Responsibility, And Academic Freedom

- In Process/Upcoming
  - Promotion and Tenure (MU BOG AA 6, 7, and 9)
  - Post-Tenure Review (new)
  - General Education revisions
  - Faculty Technology Committee
  - Student Experience Evaluations
  - Shared Governance Charter

Introduction of New Administrators and Faculty

New Administrators

Gabriel Brown	Director of Community Service & Family Programs
Cody Call	Director of Financial Aid
Ben Eng	Interim Dean, Lewis College of Business
April Fugett	Executive Director, Center for Teaching and Learning
Tiffany Hartman	Assistant Dean, Student Life
Doohee Lee	Associate Dean, Lewis College of Business
Amanda Means	AOVP of Enrollment Management
Oreatha Murray	Director of Recruitment
Kathryn Smith	Director of Student Advocacy & Success
Wes Spradlin	Director of Off Campus Centers
Susan Strait	AOVP of Research Development
Vicki Stroeher	Associate Dean, College of Arts and Media
Kyle Trapp	Director of Esports & Club Sports

New Administrators

School of Medicine Administration

- **Adam Franks** Vice Dean for Rural Health and Primary Care
- **Beth Hammer** Vice Dean of Administration
- **Linda Holmes** Associate Dean for Development & Alumni Affairs
- **Stephen Petrany** Vice Dean for Addiction and Behavioral Health
- **Nitin Puri** Senior Associate Dean of Medical Education
- **JT Schneider** Assistant Dean for Sponsored Programs & External Affairs
- **Darshana Shah** Senior Associate Dean of Faculty Advancement
- **Matt Straub** Vice Dean of Finance
- **Paulette Wehner** Vice Dean of Education

New Faculty

College of Arts and Media

- **Logan Reagan** Assistant Professor | Theatre & Dance
- **Ion Alexandru Malaimare** Assistant Professor | Music
- **James Stamm** Assistant Professor | Music

College of Education and Professional Development

- **Kari Mika-Lude** Assistant Professor | Counseling
- **Jill Minor** Assistant Professor | Counseling

College of Engineering and Computer Science

- **Ghassan Abu-Lebdeh** Associate Professor | Civil Engineering
- **Arka Chattopadhyay** Assistant Professor | Mechanical & Industrial Engineering
- **Ananya Jana** Assistant Professor | Computer Sciences & Electrical Engineering
- **Mehmet Kosa** Assistant Professor | Computer Sciences & Electrical Engineering
- **Charmaine Sample** Assistant Professor | Computer Sciences & Electrical Engineering

New Faculty

Lewis College of Business

- **Jeffrey Larson** — Assistant Professor | Management & Health Care Administration
- **George Lu** — Assistant Professor | Accountancy & Legal Environment
- **Trang Pham** — Assistant Professor | Finance, Economics, & International Business
- **Qing Huang** — Assistant Professor | Marketing, MIS, & Entrepreneurship
- **James Woodrum** — Instructor | Marketing, MIS, & Entrepreneurship

College of Health Professions

- **Bethany Felinton** — Assistant Professor | Social Work
- **Patricia Hunt** — Assistant Professor | Communication Disorders
- **Lindsay Simpson** — Assistant Professor | Physical Therapy
- **Brooke Leaberry** — Assistant Professor | Nursing
- **Melissa Lovejoy** — Assistant Professor | Nursing
- **Emily Wiseman** — Assistant Professor | Nursing
- **Sumaira Khalid** — Assistant Professor | Public Health
- **Liang Wang** — Professor | Public Health

New Faculty

College of Liberal Arts

Aaron Adams	Assistant Professor | Geography
Caitlin Trombley	Assistant Professor | Sociology & Anthropology
Rachel Witt	Assistant Professor | Sociology & Anthropology
Britani Black	Assistant Professor | Psychology
John McAulay	Assistant Professor | Psychology
Joshua Williams	Assistant Professor | Psychology
Nibal Abou Mrad	Instructor | English
Margaret Sullivan	Assistant Professor | English
Sarah Trautwein	Instructor | English

College of Science

Cheyenne Tait	Assistant Professor | Biological Sciences
Michael Wade Wolfe	Assistant Professor | Chemistry
Chanaka Kottegoda	Assistant Professor | Mathematics & Physics
Sudipta Mallik	Assistant Professor | Mathematics & Physics
Aleksandra Sobieska Snyder	Assistant Professor | Mathematics & Physics

School of Pharmacy

Elizabeth Taylor	Clinical Assistant Professor | Pharmacy Practice and Administration

New Faculty

School of Medicine

Brian Ferguson	Assistant Professor | Anesthesiology
Miles Gray	Assistant Professor | Anesthesiology
Sadia Akter	Research Assistant Professor | Biomedical Sciences
Abdelnaby Khalyfa	Professor | Biomedical Sciences
Fatiha Nassir	Associate Professor | Biomedical Sciences
Jolene Wise	Assistant Professor | Dentistry
Dylan Maldonado	Assistant Professor | Dermatology
Jeffrey Hawk	Assistant Professor | Family Medicine
Evan McClanahan	Assistant Professor | Family Medicine
Scott Mitchell	Clinical Assistant Professor | Family Medicine
Richard Sexton	Assistant Professor | Family Medicine
Ruttmann Desauguste	Instructor | Family & Community Health
Robin Arora	Assistant Professor | Internal Medicine
Mirza Beg	Assistant Professor | Internal Medicine
Haitam Buaisha	Instructor | Internal Medicine
Adnan Elghezewi	Assistant Professor | Internal Medicine
Pruthvi Goparaju	Assistant Professor | Internal Medicine
M Sehzad Haq	Assistant Professor | Internal Medicine
Mujtaba Mohamed	Assistant Professor | Internal Medicine
Miguel Rodriguez Guerra	Assistant Professor | Internal Medicine
James Vaillant	Assistant Professor | Internal Medicine

New Faculty

School of Medicine, continued

Christopher Burrell	Assistant Professor | Neurology
Lindsay Littlehales	Assistant Professor |Neurology
Luis Bolano	Clinical Professor | Orthopaedic Surgery
Karim Boukhemis	Clinical Assistant Professor | Orthopaedic Surgery
Naveen Singanamala	Assistant Professor | Orthopaedic Surgery
Jarrod Smith	Clinical Assistant Professor |Orthopaedic Surgery
Yana Farah-Peterson	Clinical Assistant Professor | Orthopedics, Podiatry
Kevin Brown	Clinical Assistant Professor | Podiatry
Kirt Miller	Clinical Assistant Professor |Podiatry
Dustin Peterson	Clinical Assistant Professor | Podiatry
John Diks	Assistant Professor | Pathology
Madison Anderson	Assistant Professor | Pediatrics
Mariam Opel	Assistant Professor | Pediatrics, Cardiology
Jill Bange	Assistant Professor | Psychiatry & Behavioral Medicine
Heidi Johnson	Assistant Professor | Psychiatry & Behavioral Medicine
Dakota May	Assistant Professor | Psychiatry & Behavioral Medicine
Joseph Newman	Assistant Professor | Psychiatry & Behavioral Medicine

State of the University Address

Marshall for All, Marshall Forever

Fall General Faculty Meeting

October 3, 2024

It's been a busy year at
Marshall University

Our Storied History

187 YEARS OF GROWTH AND ADVANCEMENT

1858
Becomes a **college**

1837
Marshall Academy created

1863
Civil War; **Salina Hite Mason** saves Marshall College by purchasing the property at auction and supporting the school financially

1907
Enrollment passes **1,000**

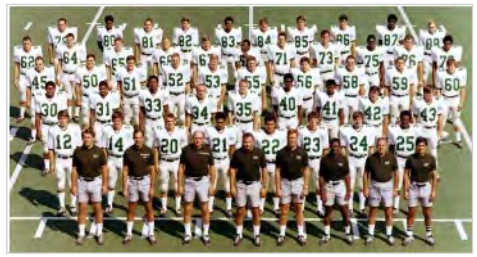
1929
During the **Great Depression,** students pay for tuition in "IOUs" and potatoes

1937
Ohio River **flooding** damages campus facilities

1938
Board of Education authorizes Marshall to offer **master's degrees**

1946
More than **500 veterans** enroll in program **allowing graduation in three years**

1947- 48
Men's basketball wins **national championship**; football plays in Tangerine Bowl



1961
Receives **university status**

1970
Airplane crash kills 75 football players, coaches, administrators and community members

1977
Medical School opens

1990
Enrollment exceeds **12,000**

1992, 1999
First **football championship** (Division 1-AA); **top 10 ranking** and Motor City Bowl win over BYU

2018
Receives **R2 research institution designation** from the Carnegie Classification of Institutions

2020
Men's soccer wins school's first **NCAA Division 1 National Championship**

2023
"Marshall for All, Marshall Forever" **strategic roadmap** developed; first cohort of 100 **"Marshall for All"** students arrives

2024
Second cohort of 100 **"Marshall for All"** students arrives

Source: www.marshall.edu History and Traditions page

Marshall University
A VIBRANT ECOSYSTEM

- Public research university – R2
- 10 colleges | 2 professional schools
- 11,560 total | 2,889 graduate students
- 75% are from West Virginia
- 48% are first-generation college
- Admitted from 44 countries
- 1,858 full-time faculty and staff

Marshall University
Academics
- Huntington
- South Charleston
- Point Pleasant
- West Virginia International Yeager Airport/Huntington Tri-State Airport

Joan C. Edwards
School of Medicine

Marshall University
Research Corporation

Marshall University
Athletics

Marshall University
Foundation Inc.

Marshall Health Network

Marshall University

OUR ROLE AND IMPACT

WE ARE … A Prosperity Platform to Accelerate Individual Success, Innovative Ideas and Economic Impact

INDIVIDUAL SUCCESS

2,500 Graduates/Year
75% from West Virginia
48% First Generation

120,000 Alumni:
Admirals & Generals, Governors, Fortune 500 CEOs, Emmy/Tony/Pulitzer Prize Award-Winners, Doctors, Lawyers, Scientists, Educators, Professional Athletes & Coaches, Heisman Trophy Finalists and Hall of Fame Inductees

INNOVATIVE IDEAS

Research
Scholarship
Creativity

$73M Research, Grants & Contracts
Carnegie R2 (7% of Institutions)
Cybersecurity | Forensic Science
Addiction Science | Obesity | Gerontology
Rural Health | Neuro-Divergent Learning
Digital Humanities | Design Thinking
Entrepreneurship | Innovation District

ECONOMIC IMPACT

Educate
Innovate
Collaborate

61% Graduates Remain in WV
300+ Companies Helped/Year
900+ People Trained/Year
Flight School | Aviation Maintenance
$1 Invested Yields 18X Return
$1.2B Economic Impact/Year
"Choose West Virginia" Tour

Sources: Center for Economic and Business Research, West Virginia Higher Education Policy Commission Funding Formula

A Shifting Landscape Necessitates Change

HEADWINDS RESHAPING HIGHER EDUCATION

DEMOGRAPHICS

Enrollment Cliff
Interest in College
Return-on-Investment

DIGITAL

Digital Transformation
Knowledge Economy Demands
Non-Traditional Alternatives

DOUBT

Gallup Survey
Structural Deficits
Closed Operations

Our PLAN-ON-A-PAGE

VISION

"To inspire learning and creativity that ignites the mind, nurtures the spirit, and fulfills the promise of a better future"

CREED

Educational | Open | Civil | Responsible | Safe | Well | Ethical | Pluralistic | Socially Conscious | Judicious

2037 GOALS

Individual Success

100% Placement Rates for Graduates

Zero Students Graduate with Student Loan Debt

Innovative Ideas

$150M Research, Grants, Contracts

3X Start-Ups Incubated

Economic Impact

30X Return for Every $1 Invested

3X GDP Impact in West Virginia ($2.3B)

STAKEHOLDER GOALS

Students

Offer an affordable education with a distinctively supportive and flexible experience to ensure lifelong prosperity

Team

Empower faculty and staff to do the best work of their lives

West Virginia

Improve the well-being of all West Virginians by creating breakthrough opportunities and solutions

Financial Stakeholders

Build a resilient and sustainable institution to outlast headwinds

STRATEGY

Marshall for All, Marshall Forever

In-Demand Curriculum ● On-Demand Delivery ● Distinctive Value Proposition

PRIORITIES

Increase access | Ensure affordability | Grow support programs | Deliver on demand | Enable lifetime achievement

METRICS

- Strategic Enrollment Mgt. Plan
  - New student enrollment
  - Target segments enrollment
- Recruitment contacts
- Conversion rates
- Stopped-out/returning students

- Student debt load
- Debt-free cohorts/retention
- Internships and jobs
- M4A fundraising campaign
- Undergraduate ROI

- HerdConnect mentorship
- Center for Student Success
- 1st yr retention/6 yr graduation
- E2E student experience
- AI-based customized support

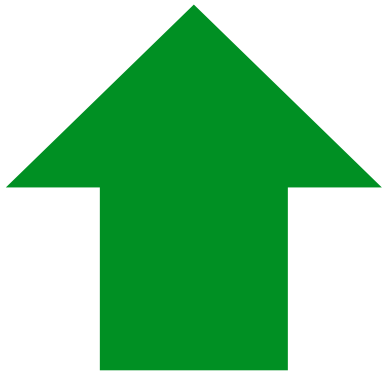
- In-demand programs & microcredentials
- HyFlex/Hybrid courses
- AI assessment/application
- Online degree programs

- Customized training - MAMC
- Academic pathways selected
- Career Engagement participation
- Lifelong learning

Accelerating Ideas to Impact

FIVE STUDENT-FIRST PRIORITIES

INCREASE ACCESS



Total Enrollment

Fall FY'24: **+ 5.2%**

Fall 22-24: **+11.9%**

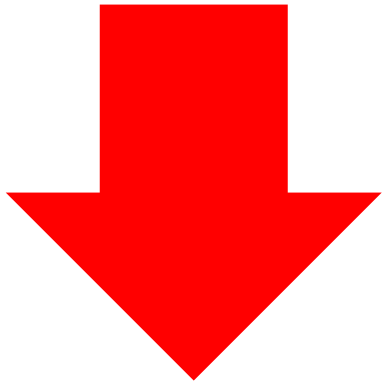
ENSURE AFFORDABILITY

Metro Enrollment

Fall FY'24: **+12.5%**

Fall 22-24: **+35.7%**

GROW SUPPORT PROGRAMS



Retention

Fall 2022 **74.4%**
Fall 2023 **78.7%**
Fall 2024 **72.5%**

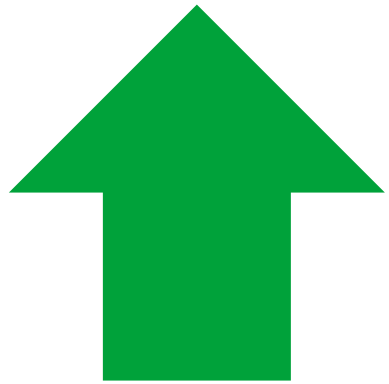
DELIVER ON DEMAND

Online Enrollment

Fall FY'24: **+ 8.3%**

Fall 22-24: **+28.2%**

ENABLE LIFETIME ACHIEVEMENT



Internships/Practicums

Fall 21-Spring 22 **44.9% jr/sr**
Fall 22-Spring 23 **44.0% jr/sr**
Fall 23-Spring 24 **44.8% jr/sr**

Accelerating Ideas to Impact

SIX AREAS OF DISTINCTIVE EXCELLENCE

CYBERSECURITY & FORENSICS

"Academic Center of Excellence"

Groundbreaking
May 2024

Opening
Fall 2026

HEALTH SCIENCES

MARSHALL Health NETWORK

Academic Health System

Addiction
Obesity
Gerontology
Rural Health

ADVANCED MANUFACTURING

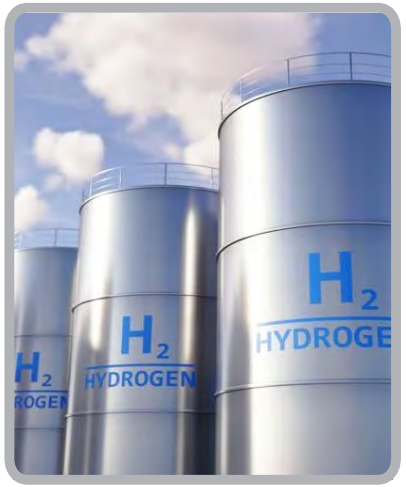
MARSHALL ADVANCED MANUFACTURING CENTER

Robotics "Marshall Inside"

$4.7M Grant-Funded Activity/Year

Doubled footprint in South Charleston

ADVANCED ENERGY



Hydrogen & Nuclear SMR's

Early Explorations

Strategic Partnerships

AVIATION

Pilots/ Maintenance Techs

Fall 2021
18 students
2 aircraft

Fall 2024
237 students
9 aircraft/1 rotorcraft
5 airports

ENTREPRENEURSHIP

Center for Business and Innovation

Grand Opening
January 2024

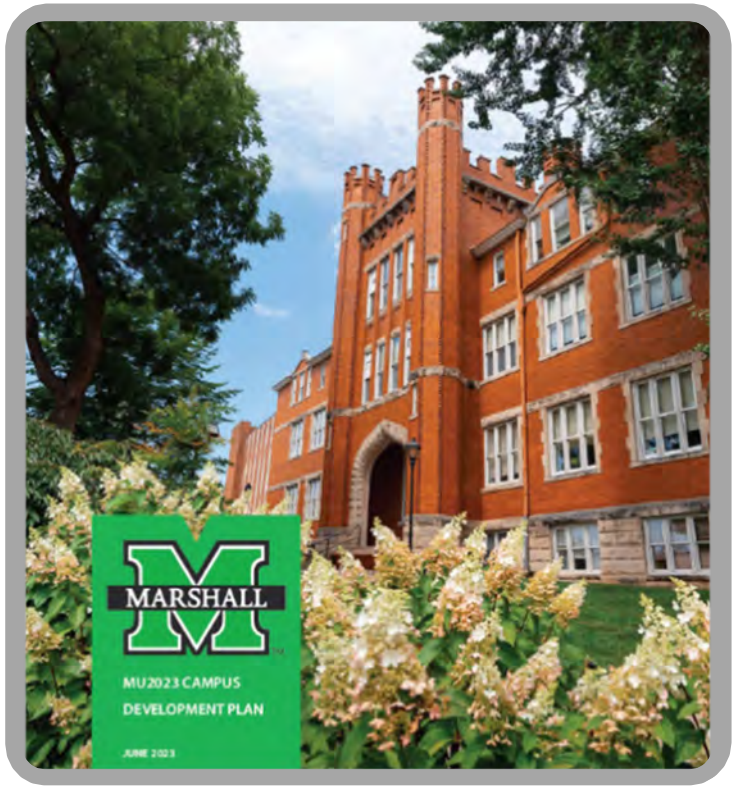
950+ Trained in Design Thinking

Innovation District

Accelerating Ideas to Impact

INVESTING TO BUILD FOUNDATIONAL CAPABILITY

10-YEAR CAMPUS MASTER PLAN



Community Cares Week
"Shock and Awe" Execution

DESIGN THINKING/ GENERATIVE AI

President's Task Force on AI
SREB: AI in Education

MARSHALL FOR ALL, MARSHALL FOREVER

100% Jobs Placement
Zero Student Loan Debt
2nd Cohort of 100 Students

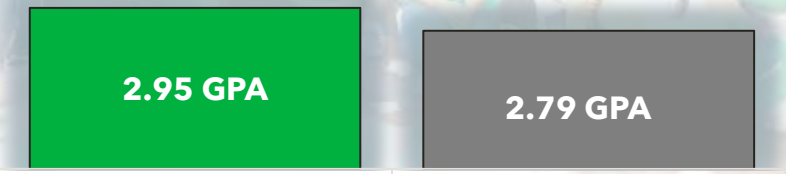
Accelerating Ideas to Impact

MARSHALL FOR ALL – 1ST COHORT

Graduation Rates
All Marshall Students

Marshall Non-Pell Students | Marshall Pell Students

Grade Point Average
Pell-Eligible Students



1st Marshall for All Cohort | Marshall Peers

Retention - Fall 2023→Fall 2024
Pell-Eligible Students

1st Marshall for All Cohort | Marshall Peers

Retention - Fall 2023→Fall 2024
Metro Students

1st Marshall for All Cohort | Marshall Peers

Key Takeaway

Early indications are that removing a financial barrier can lead to higher retention and graduate rates. This means improved economic prospects for individuals and economic benefits for the region through a better-educated workforce.

Manage our Strategic Resources

PROMOTE LONG-TERM SUSTAINABILITY

ENDURING FINANCIAL PRINCIPLES

1. Grow STUDENTS, Not Fees.
- ✓ Minimize tuition and fee increases.
- ✓ Institutional success is measured by our accessibility, affordability and lifetime value for the students we serve.

2. Invest in our TEAM.
- ✓ Align employee compensation with market.
- ✓ Incentivize for performance and living the Marshall University Creed.

3. Take Care of the HOUSE.
- ✓ Investments in facilities are essential to the university mission.
- ✓ Invest in innovative technologies to meet modern challenges.

4. Manage our Strategic RESOURCES.
- ✓ Build key reserves for fiscal/operational resiliency.
- ✓ Invest available resources to new market-driven opportunities.

STRATEGIC INITIATIVES

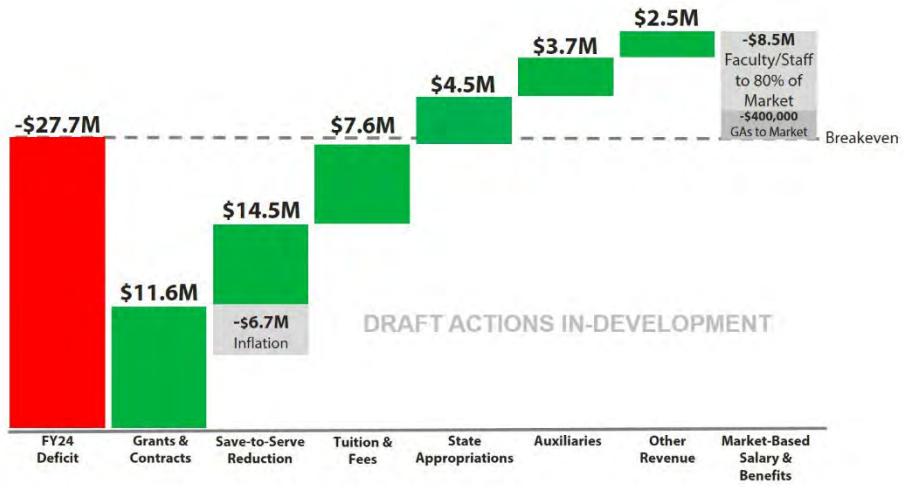
"Save-to-Serve"

- ➢ Identify/take action:
  - Savings opportunities
  - Spending habits
  - Areas of waste
- ➢ Guided by Budget Work Group
  - Monthly meetings
  - Purchasing best practices
  - Spending deep dives
- ➢ Goal of $7M in savings over four years

Incentivized Budget Model

- ➢ Resources aligned with strategic goals
- ➢ Shared financial governance
- ➢ Culture of trust, responsibility, accountability
- ➢ Data informed

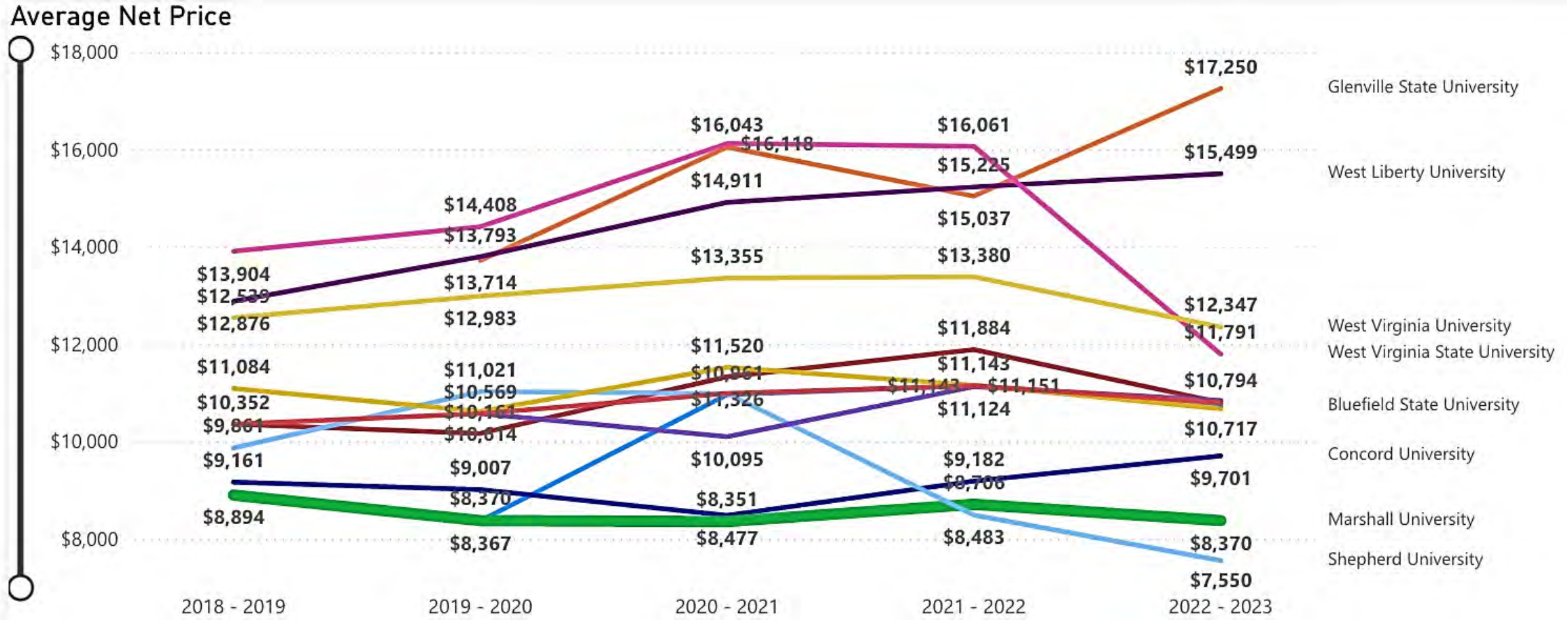
FINANCIAL ROADMAP FY24-27



Grow Students, Not Fees

TUITION/FEES AND AFFORDABILITY

Comparison to WV 4-Year Institutions



Source: Integrated Postsecondary Education Data System (IPEDS)

Grow Students, Not Fees

TUITION/FEES AND AFFORDABILITY

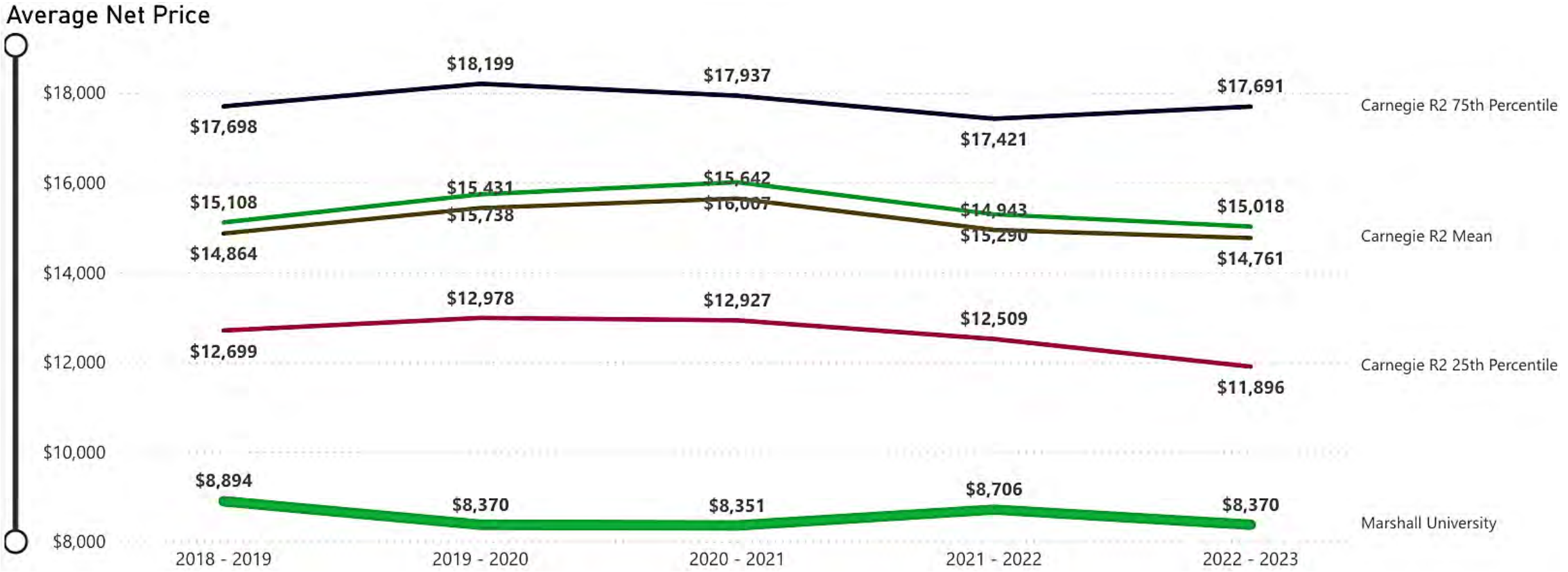
Comparison to SREB 4-Year Institutions

Source: Integrated Postsecondary Education Data System (IPEDS)

Grow Students, Not Fees

TUITION/FEES AND AFFORDABILITY

Comparison to Carnegie R2 Institutions

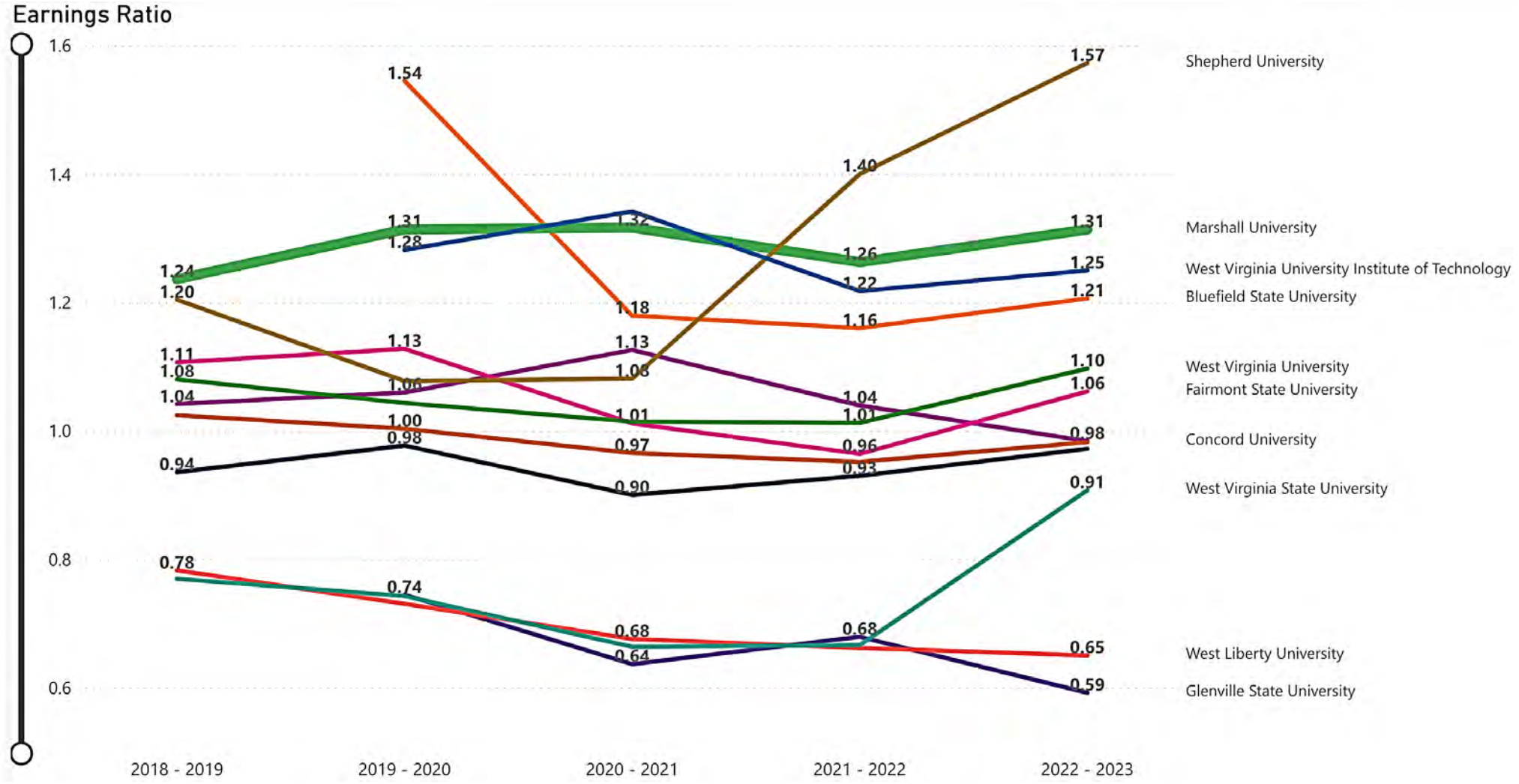


Source: Integrated Postsecondary Education Data System (IPEDS)

Grow Students, Not Fees

RETURN ON INVESTMENT

Comparison to WV 4-Year Public Institutions

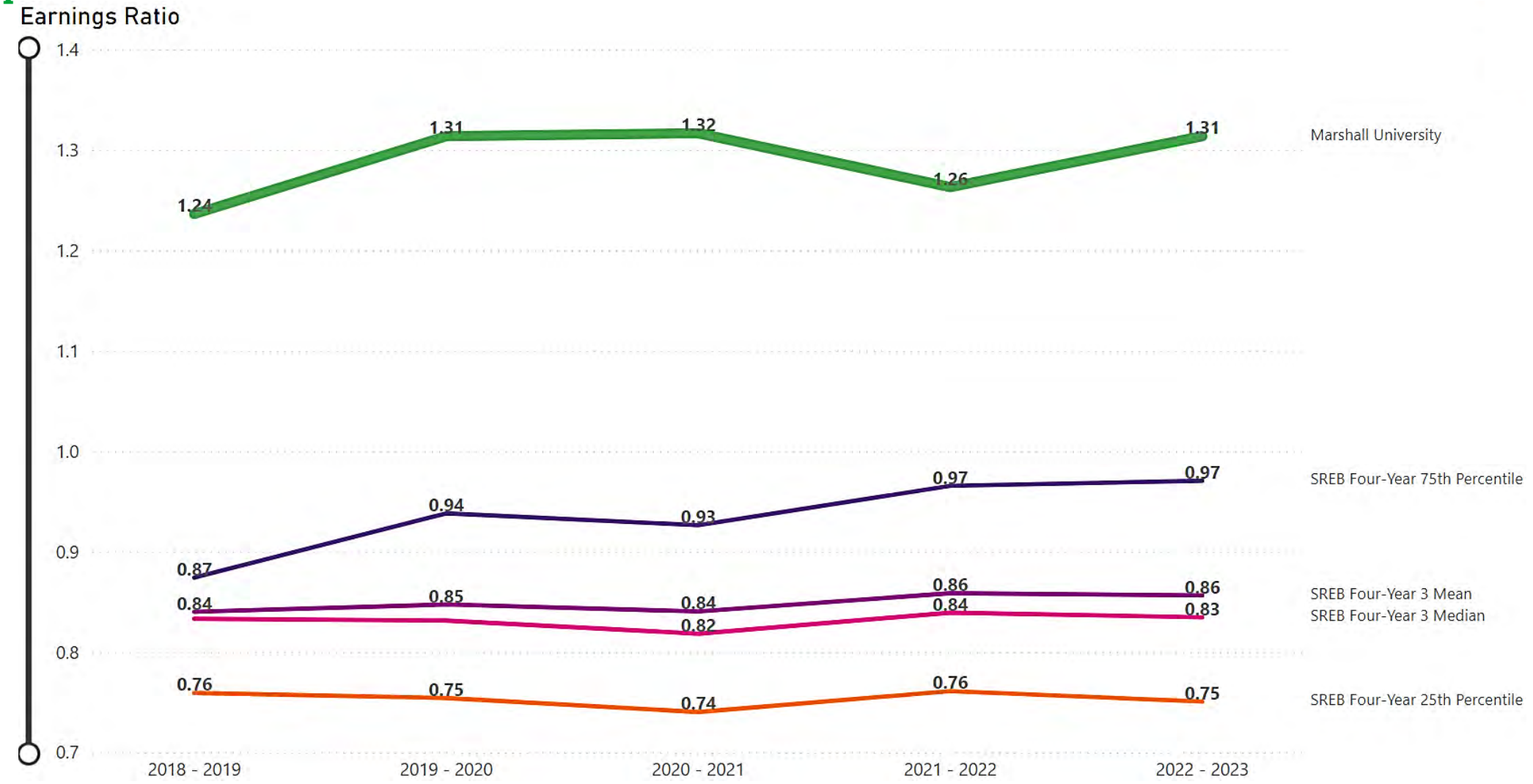


Sources: Integrated Postsecondary Education Data System (IPEDS) and College Scorecard, U. S. Department of Education

Grow Students, Not Fees

RETURN ON INVESTMENT

Comparison to SREB 4-Year Institutions



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Grow Students, Not Fees

RETURN ON INVESTMENT

Comparison to Carnegie R2 Institutions

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Invest In Our Team

PAY RAISES → MARKET RATES

FY25 ACTIONS

State Funded Salary Increases

- ~$1,000 Lump Sum
- +1% Base Increase

Market Equity Adjustments

- $1.25M from Save-to-Serve

  Distributed based on Compa-ratio (position relative to mid-point)

Introducing:

- Total Rewards Statements
- Performance Management

PROGRESS

- New **market-based** system
- Paygrade **midpoints ↑14-31%**
- Nearly everyone received market-based **salary increase**
- **Avg. raise July/August 2024:**
  - Faculty = 4.33%
  - Classified Staff = 5.75%
  - Non-Classified Staff = 4.14%
- Only **$900K to 80% goal** for all
- *And that's not the end*!

FY26–28 CONSIDERATIONS

State Funded

- $1.5M Appropriation

Market Equity Adjustments

- Performance-Based

Take Care of the House

PROJECT "SHOCK AND AWE"

$21.4M from State for deferred maintenance

First round of funding ($5.4M) received December 2023

All 21 approved projects under way

Before

LAIDLEY HALL

After

GREENSPACE

Before

SMITH HALL 263

After

TECHI CLASSROOM

Before

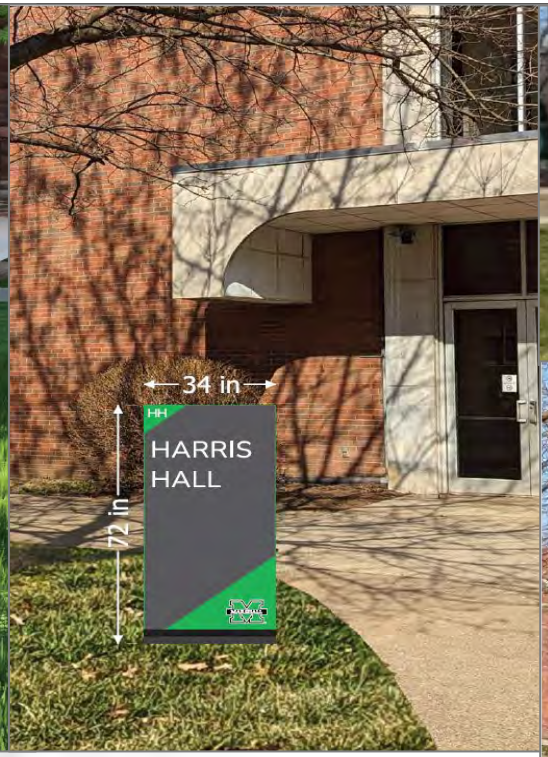
MEMORIAL STUDENT CENTER HALLWAY

After

NEW RESTROOMS

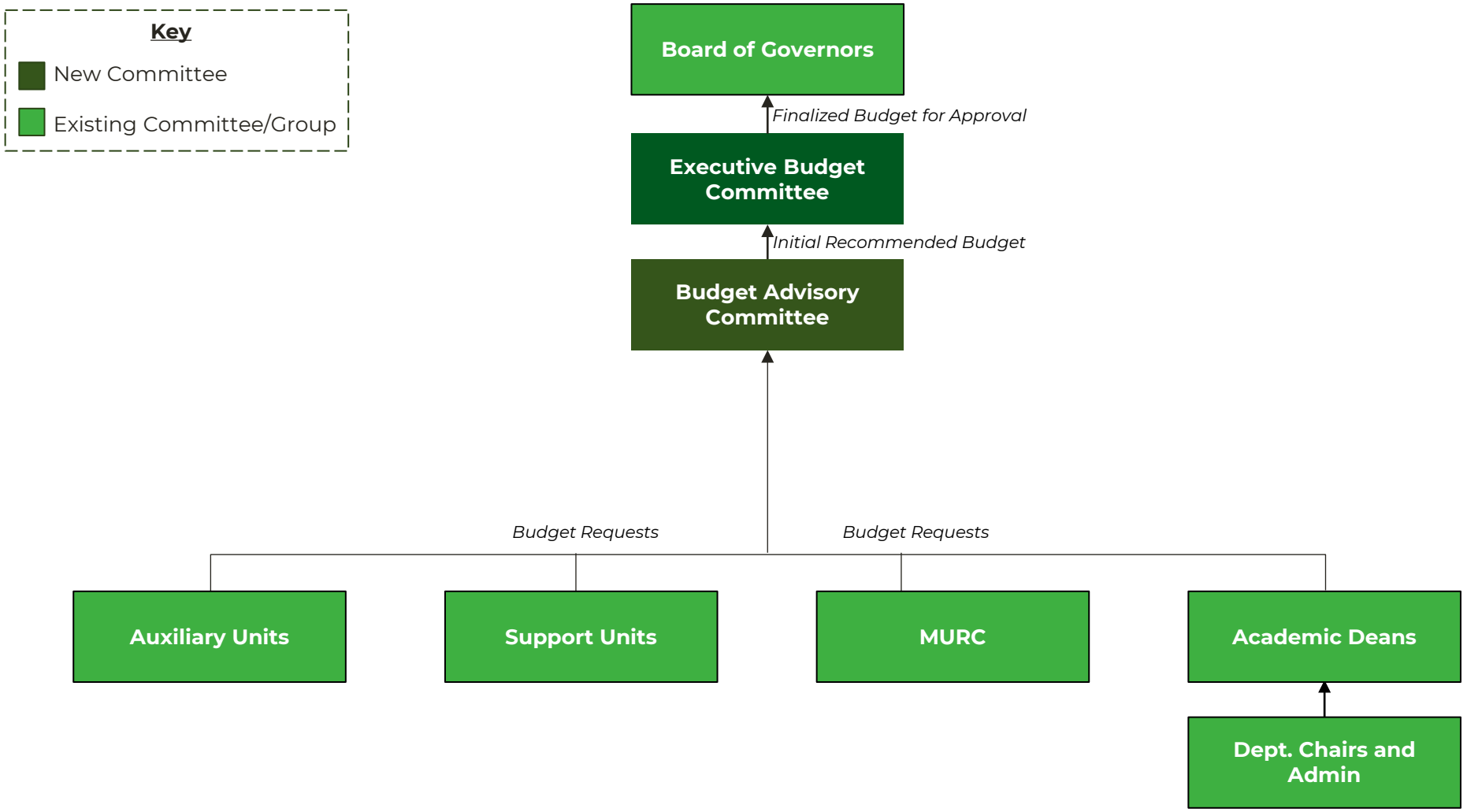
Coming Soon!

NEW WAYFINDING SIGNAGE



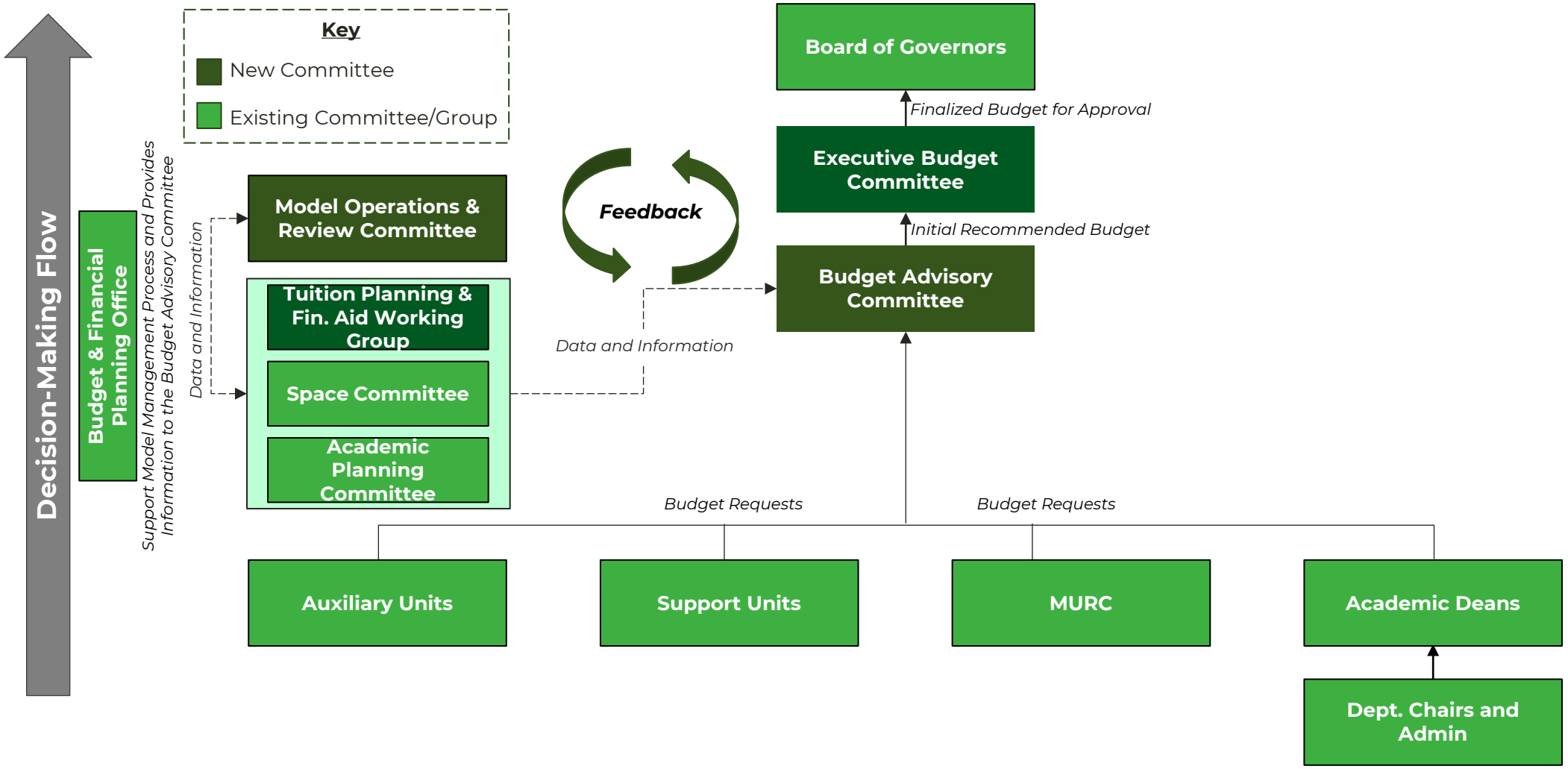
Manage Our Strategic Resources

BUDGET MODEL GOVERNANCE STRUCTURE



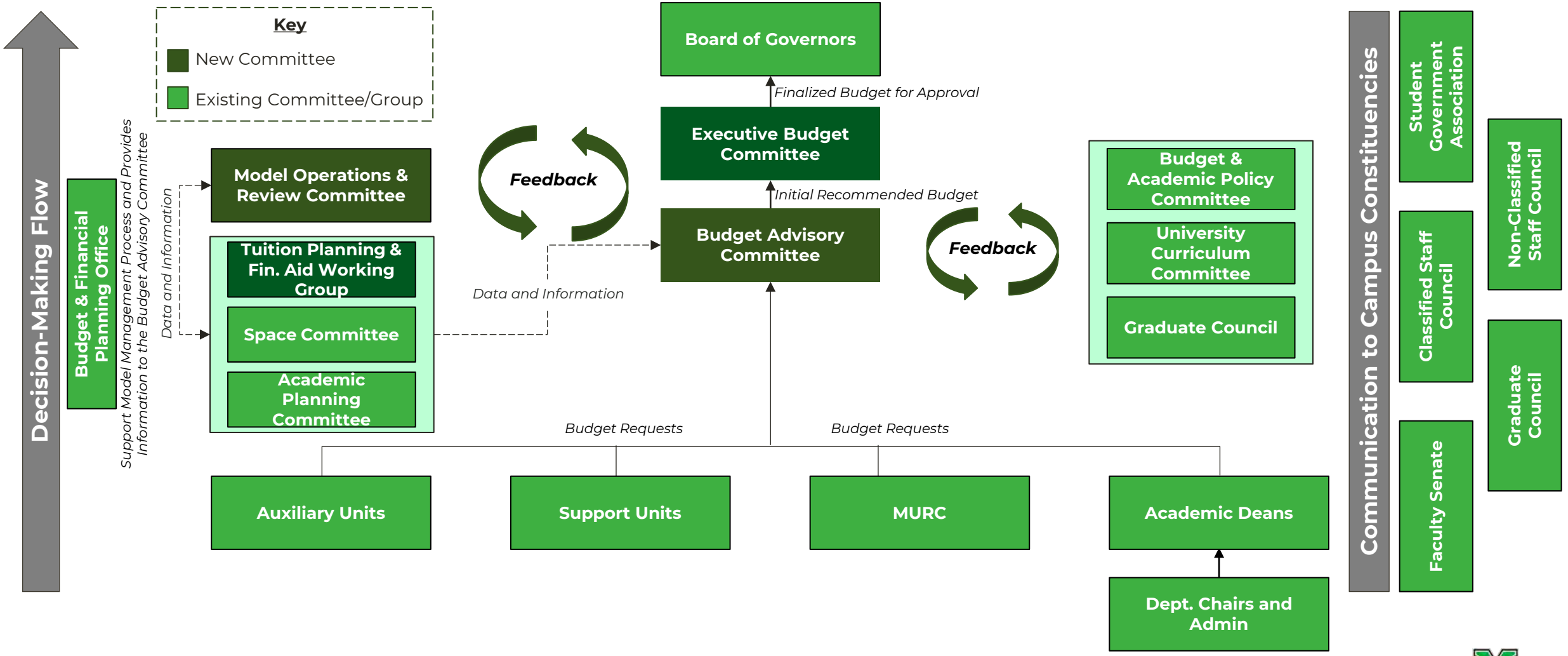
Manage Our Strategic Resources

BUDGET MODEL GOVERNANCE STRUCTURE



Manage Our Strategic Resources

BUDGET MODEL GOVERNANCE STRUCTURE



Manage our **STRATEGIC RESOURCES**

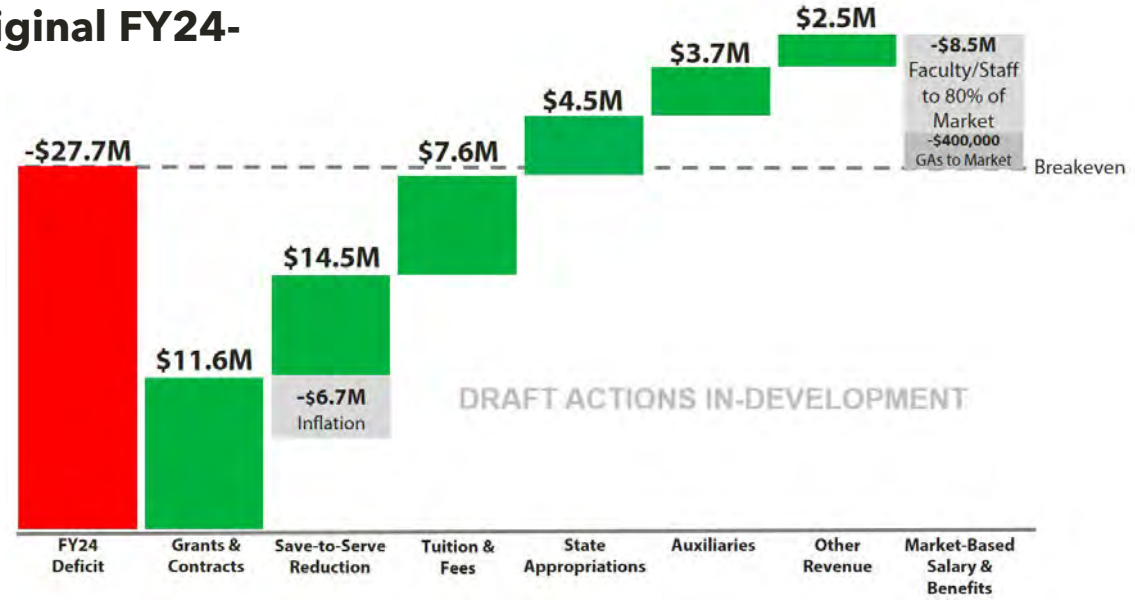
Key Assumptions

REVENUES	Original	Current
✓ **Grants and Contracts**	3.5%	3.7%
✓ **Net Tuition/Fees**		
• FY25	+2.2%	+5.4%
• FY26	+2.5%	+4.8%
• FY27	+2.5%	+2.5%
• FY28	+2.5%	+2.5%
✓ **State Appropriations**	+$3.3M	+$3.3M
• FY25	+$1.5M	+$1.5M
• FY26 – FY28		
✓ **Auxiliary Revenue**	+1.8%	+1.8%
• FY25	+3.5%	+1.8%
• FY26	+3.5%	+1.8%
• FY27	+3.5%	+1.8%
• FY28		

EXPENSES

- ✓ Salaries and Benefits — +$3.5M — +$3.5M
  - ✓ FY25 — +$1.5M State / $2M Performance
  - ✓ FY26 - FY28
- ✓ Supplies and Other Services: **$11.4M spend decrease** from FY24-FY28

Original FY24-27



Current FY24-27

Summary

MARSHALL FOR ALL, MARSHALL FOREVER

THANK YOU … for your leadership, your partnership and your support

- Marshall is a prosperity platform for West Virginia and Appalachia.
- We're navigating transformational change and choosing to play offense.
- We've charted a strategic roadmap to future prosperity and it's working.
- Your partnership and support are sincerely appreciated.

State of the Faculty Address

Presidential AI Task Force

Guiding Principles

Innovation in Teaching and Learning

- Embedding AI in curriculum design and delivery where appropriate
- Developing tools for a flexible and adaptive learning environment

Research Excellence and Impact

- Integrating AI across university research projects and initiatives
- Addressing local, statewide, and global challenges with AI

Cutting Edge AI Technology and Infrastructure

- Developing and maintaining state-of-the-art AI technology and infrastructure
- Investing in the latest AI tools, platforms, and systems

Operational Efficiency and Compliance

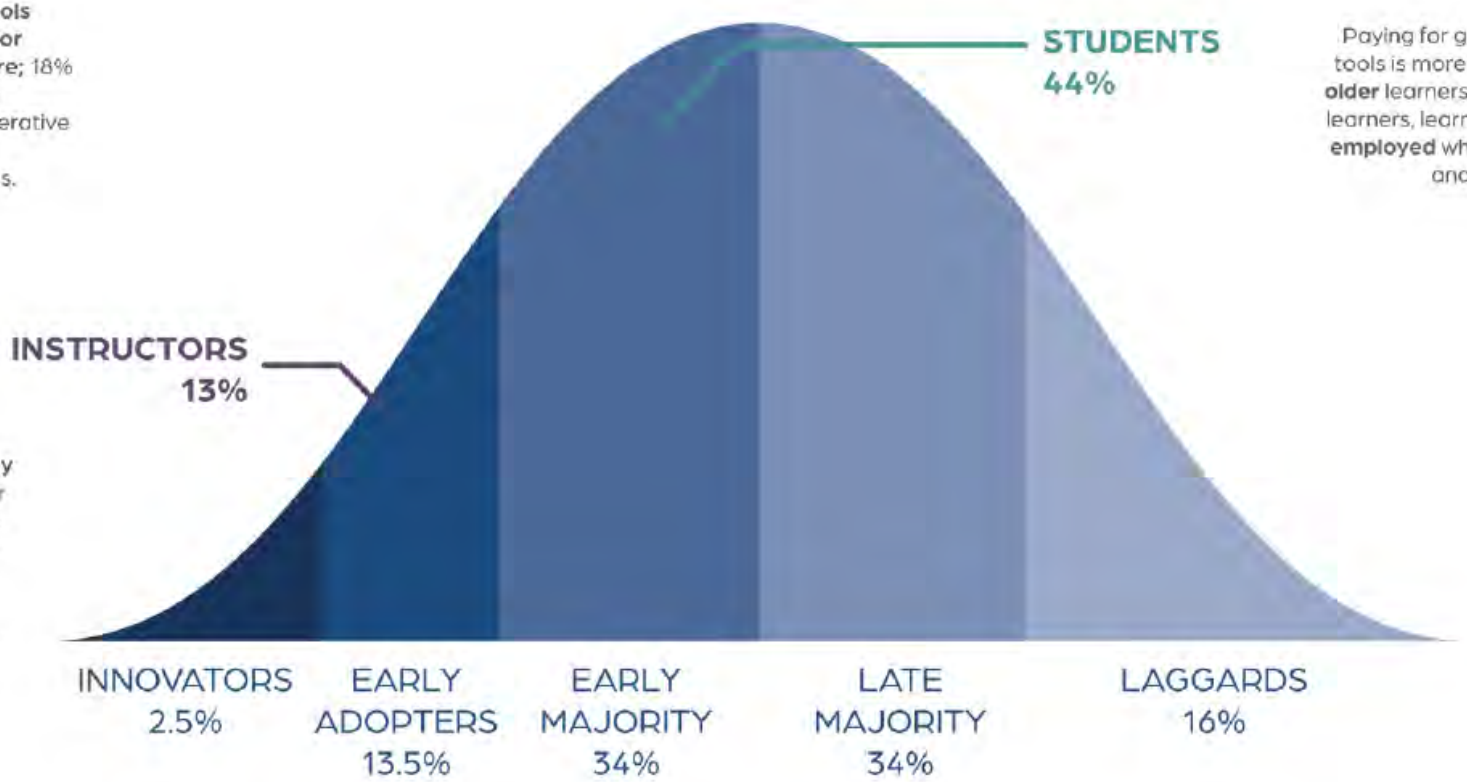
- Using AI to enhance university operations and business practices
- Ensuring compliance with relevant legal and ethical standards

Instructor vs. student use of paid generative AI tools

Respondents who are regular generative AI users*

Paying for generative AI tools increases with course size for instructors using courseware; 18% of instructors teaching 100+ student classes pay for generative AI tools compared to 8% of instructors with <50 students.

No significant differences by discipline, although younger instructors (<35) are slightly more likely to have paid for generative AI tools in the past (10%) compared to older instructors (>35, 3%).



Paying for generative AI tools is more prevalent in **older** learners, **fully online** learners, learners who are **employed** while in school, and **daily** users.

Notes: *Survey questions: "Do you pay for the use of any generative AI tools?" Instructor n = 654. "Do you pay for any subscriptions to any generative AI tools or services (e.g., ChatGPT Plus, Cheggmate) that you use for school-related work or activities?" Student n = 903. *"Regular generative AI users" are those who indicated that they use generative AI tools at least monthly.*

Sources: *Time for Class 2024, Tyton Partners analysis*

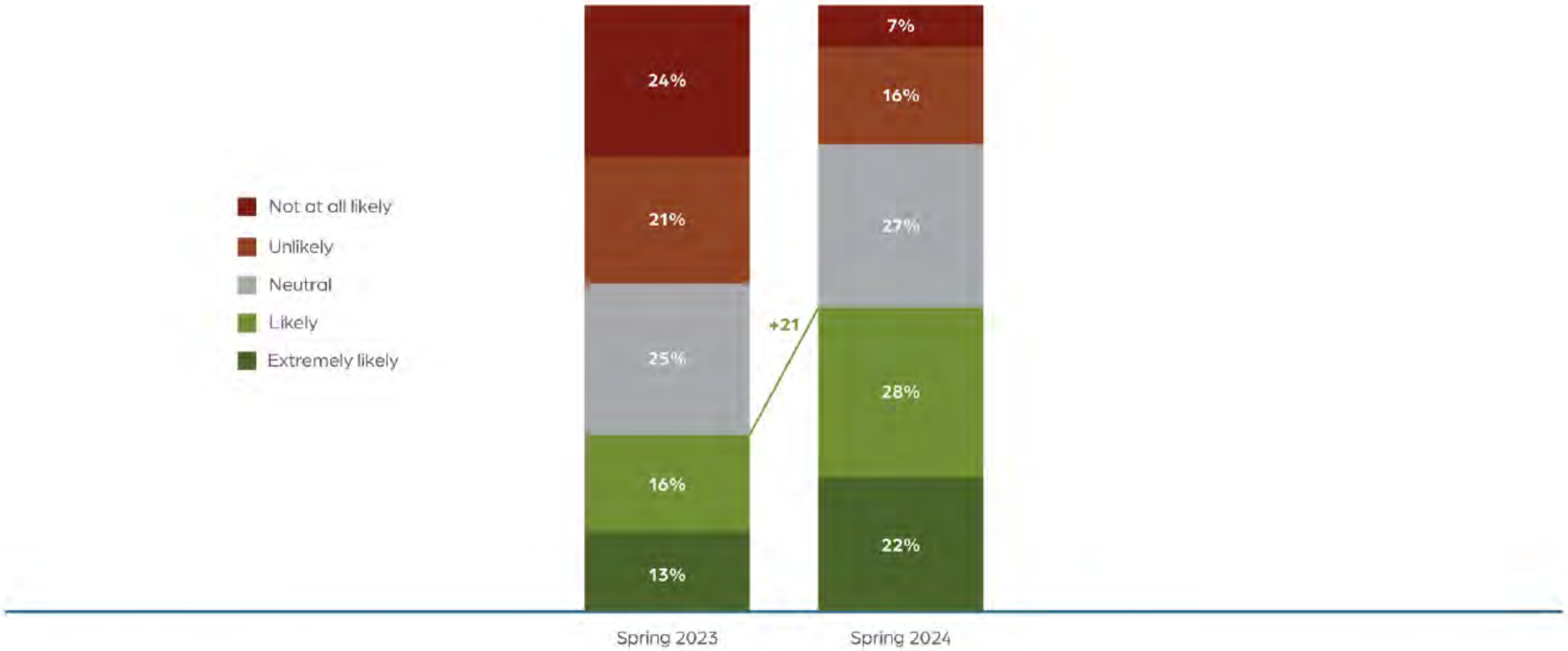
AI is an In-Demand Skill

Cengage Group Employability Report (July 2024)

- **70%** of graduates believe basic Generative AI training should be integrated into courses
- **55%** of graduates said their programs did not prepare them to use Generative AI tools
- **51%** of recent graduates second-guessing their career choices because of Generative AI and other emerging technologies, with
  - **39%** fearing that Generative AI could replace them in the workforce entirely
- **62%** of employers believe candidates and employees should have foundational knowledge of Generative AI tools
  - **58%** being more likely to interview and hire those with AI experience.

https://www.cengagegroup.com/news/press-releases/2024/cengage-group-2024-employability-report/

Likelihood of using generative AI tools if institution or instructor banned them



Notes: *Survey questions: "If your instructor or college/university banned the use of generative AI tools (e.g., ChatGPT or Google Bard/Gemini) for completing academic assignments, how likely would you be to still use generative AI tools?." n = 1,326 and 1,147.*

Sources: *Time for Class 2023 and 2024, Tyton Partners analysis*

AI Detection?

Neither Humans nor machines can reliably detect AI generated writing

Research Methods in Linguistics

- "Findings suggest that despite employing multiple rationales to judge texts, reviewers were largely unsuccessful in identifying AI versus human writing, with an overall positive identification rate of only 38.9%." (https://doi.org/10.1016/j.rmal.2023.100068)

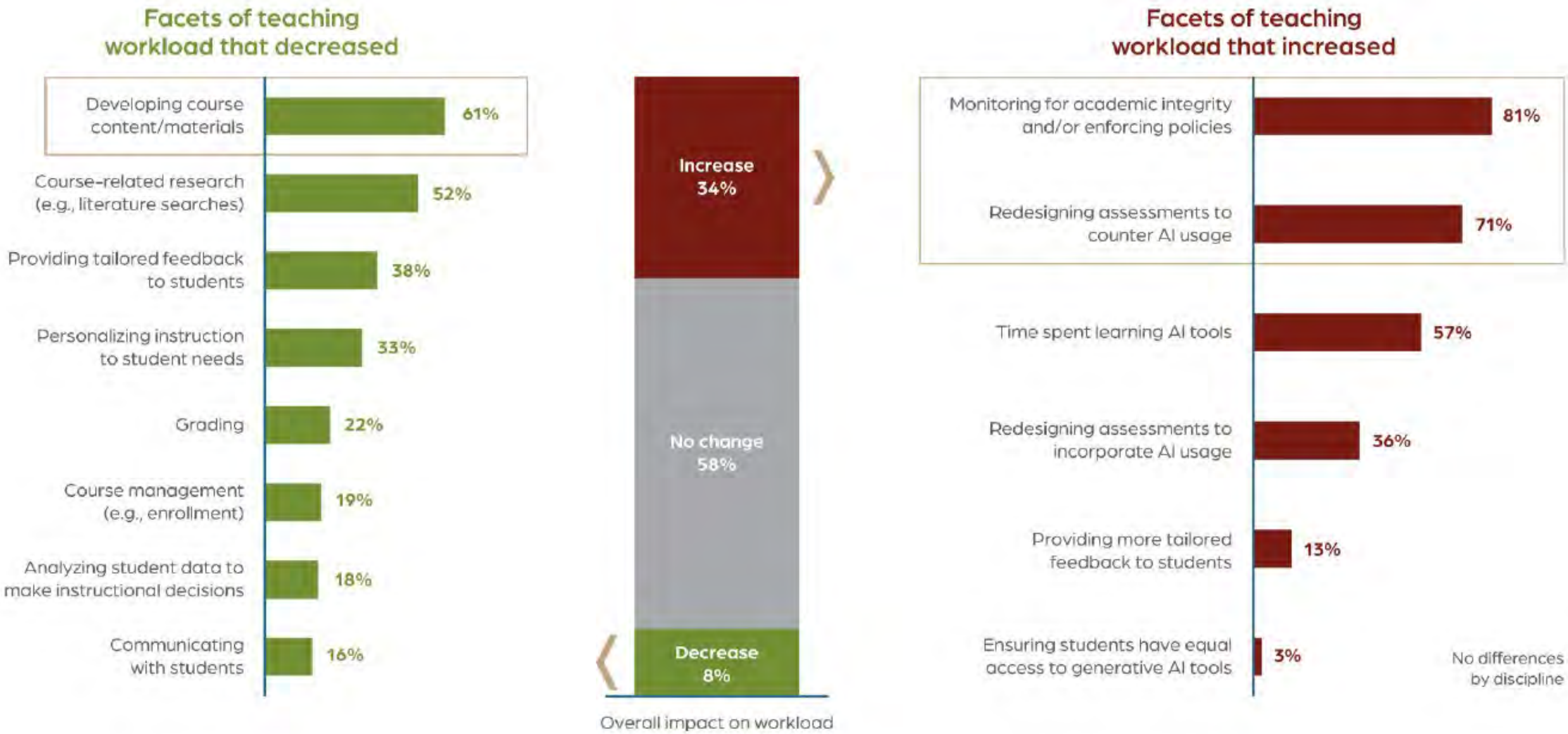
Journal of Applied Learning and Teaching

- "…writing instructors have a moderate level of confidence in their ability to distinguish between student and AI-generated writing but a low level of accuracy—only 35% of instructors could correctly identify the authorship…" (https://doi.org/10.37074/jalt.2024.7.2.12)

Accusations without robust evidence can be harmful

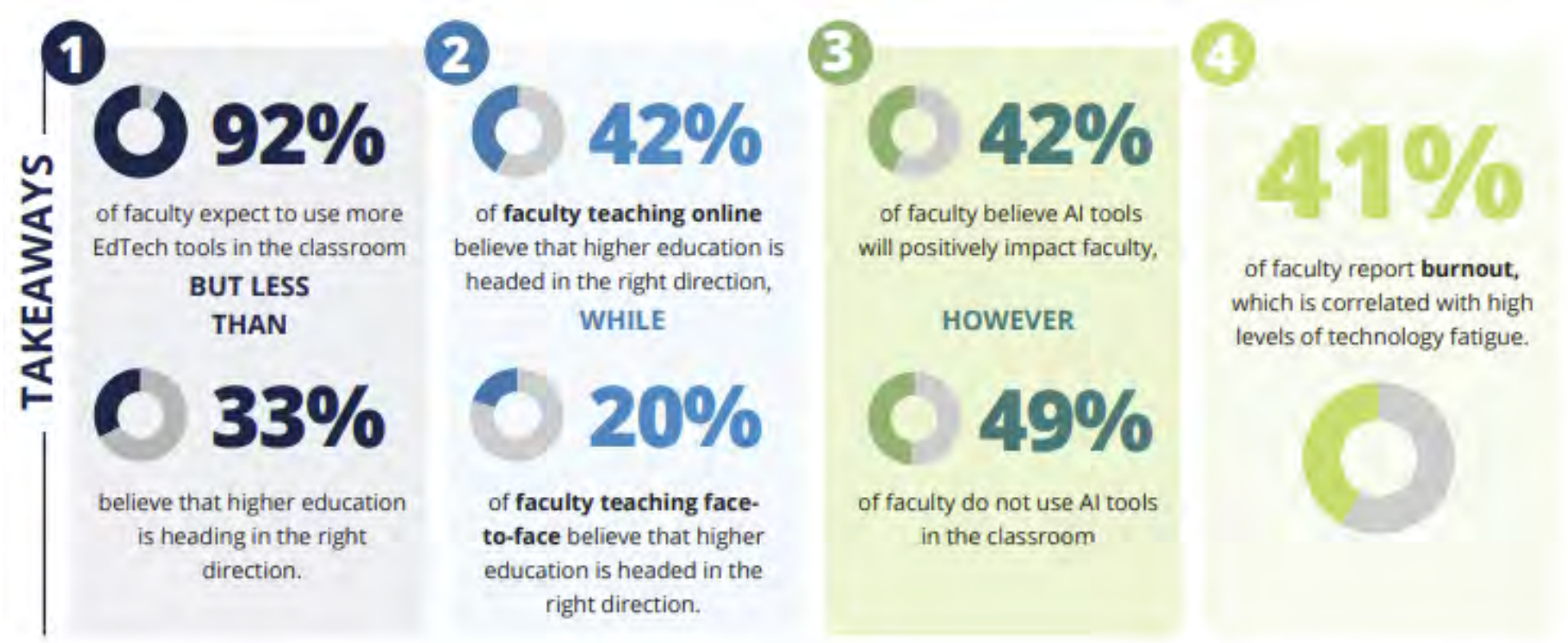
- Biased against certain types of students, such as ESL, autism, etc.

Overall shift in instructor workload



Faculty are getting burnt out by technology

College Innovation Network Faculty EdTech Survey (August 2024)



https://www.wgulabs.org/posts/2024-cin-faculty-edtech-survey-edtech-and-the-evolving-role-of-faculty

AI and the University

Where does this leave us?

1. AI is here, it is not going away, and it cannot be ignored
2. Students are ahead of faculty in knowledge and use
3. Students and employers want it
4. Students will use it regardless of prohibition
5. Neither humans nor machines can reliably detect AI generated work
6. This will increase faculty workload (before it decreases it?)
7. Faculty feelings on Generative AI are still mixed

Recommended Next Steps

Now

1. Adopt a clear course syllabus policy
    1. Range of options now included in university's syllabus template
    2. Students want and need clarity
2. Adjust pedagogy to add new guardrails
    1. Students will use it regardless of prohibition, and not just for "cheating"

Thinking ahead

1. Think about AI policies not just course-to-course but programmatically
2. Do the research on how this will affect your disciplines and humanity
3. Explore not just how AI can be used for "cheating," but how it can enhance teaching and learning

Resources for Teaching and Learning

Status of Projects

Data Gathering

- Faculty Survey (Spring 2024): 181/899 Responses
  - Knowledge and use on par with faculty from other universities
  - Results: Need TRAINING and TOOLS
- Student Knowledge and Use Survey (October)

Task Force

- Individual department visits upon request
- One-stop-shop website

Center for Teaching and Learning

- Faculty Learning Community
- Bi-weekly Faculty “Playgrounds”
- Faculty and Student Open Forums (3)

Design Center

- Anthology (Blackboard)
- Training and Resources
- Short courses

Resources for Teaching and Learning

Upcoming Trainings

Design Center

- **Tech Tuesday: AI Ultra Tools** (11/28 Virtual, 2-2:30PM)
- **Short Courses** (On Demand at https://www.marshall.edu/microcredentials/)

Center for Teaching and Learning

- **AI Playground: CTL Community of Practice** (10/25, 11/1, 11/11 in DL 349, 2-3PM)
- **Pedagogy Matters 1: AI and Academic Dishonesty: A Fun Beginner's Guide** (10/4 in DL 349, 1:30-2:30PM)
- **Pedagogy Matters 2: Become an AI Prompt Virtuoso** (10/22 in DL 349, 3:00-4:00 PM)
- **Pedagogy Matters 3: Outsmarting AI: Crafting Clever Course Assignments** (11/14 in DL 349, 2:30-3:30 PM

Resources

Free short courses on the Marshall Skills Exchange

BASICS

1. Intro to Generative AI
    1. *available now*
2. Ethics of Generative AI
    1. *coming soon*
3. Prompt Engineering

- USES
    1. AI for Teaching
    2. AI for Researching
    3. AI for Learning
    4. AI for Efficiency

- TOOLS
    1. Images
    2. Video
    3. Audio
    4. Agents

https://www.marshall.edu/microcredentials/

Research Excellence and Impact

A lot is happening here: Faculty Research (sample)

Cecchetti, A. A. 2018. "Why Introduce Machine Learning to Rural Health Care?" Marshall Journal of Medicine.

Cox, B., Coustasse, A., Gupta, R., & Kimble, C. 2023. "AI Is Revolutionizing Oncology With a Quantum Leap in Cancer Treatment," Pharmacy Times.

Cox, B., Coustasse, A., & Kimble, C. 2023. "Artificial Intelligence Is Revolutionizing Controlled Substance Diversion Detection," Pharmacy Times.

Denvir, J. 2019. "Artificial Intelligence and the Challenge for Rural Medicine. Marshall Journal of Medicine.

Dillon, E. M., Carpenter, C., Cook, J., Wills, T. D., & Narman, H. S. 2022. "A Machine Learning-Based Automatic Feedback System to Teach Cybersecurity Principles to K-12 and College Students," in 2022 IEEE Global Humanitarian Technology Conference.

Li, X., Akkerman, V., Li, L., Li, W., Liu, B., Romero, A., Fan, X., & Nguyen, H. (2023). "Data Driven Autonomous Experiments for Energy Sciences Principles of Machine Learning." [Grant]
Oudghiri, A. 2023. "Imagining AI: How the World Sees Intelligent Machines," Critical Humanities.

Postema, B., and Puspa, D. 2024. "Introduction Issue 2: Humanities in the time of ChatGPT and other forms of AI," Critical Humanities.

Sovine, S., & Han, H. 2013. "A Computationally Efficient System for High-Performance Multi-Document Summarization," in The Twenty-Sixth International Florida Artificial Intelligence Research Society Conference.

Tabassum, N., Neha, F. F., Hossain, M. S., & Narman, H. S. 2021. "A Hybrid Machine Learning based Phishing Website DetectionTechnique through Dimensionality Reduction," in 2021 IEEE International Black Sea Conference on Communications and Networking.

Zhao, D., Hart, C., Weese, N. A., Rankin, C. M., Kuzma, J., Day, J. B., & Salary, R. 2020. "Experimental and Computational Analysis of the Mechanical Properties of Biocompatible Bone Scaffolds, Fabricated Using Fused Deposition Modeling Additive Manufacturing Process," in ASME 15th Manufacturing Science and Engineering Conference.

Research Excellence and Impact

A lot is happening here: Student Research

Aljumaily, S. E. 2021. “An artificial intelligence-based evasion attacks detection for software-defined networks.” [Thesis]

Eniodunmo, O. 2022. "A Predictive Model to Predict Cyberattack Using Self-Normalizing Neural Networks." [Thesis]

Shoemaker, E. 2023. “Leveraging Explainable Artificial Intelligence (XAI) to understand performance deviations in load tests of large software systems.” [Thesis]

Xu, W. 2021. "Artificial Intelligence Aided Receiver Design for Wireless Communication Systems.” [Thesis]

Research Excellence and Impact

AI-CRAFT: Artificial Intelligence Cybersecurity Readiness and Future Training, funded by DARPA

Overview:

- **PI:** Dr. Haroon Malik (CECS)
- **Partners:** MU, WVU, FIU (leader)
- **Grant Amount:** $4.5 m ($1.25 m to Marshall)

Tasks:

1. Development of Two Next-Generation Courses
2. Creating a Knowledge Dissemination Framework
3. Research on AI Robustness, Explainability, Efficiency, and Privacy to Ensure State-of-the-Art Curriculum

Impact and Support for Students:

- Funding for 4 MA students, 1 PhD student, and a 2nd-year summer camp
- **Developing infrastructure**: an AI-enabled server for testing research approaches
- Enhancing AI education at Marshall University
- Preparing students for high-assurance AI applications
- Contributing to advancements in AI security

AI Technology and Infrastructure

Status of Projects

Microsoft

- CoPilot.Microsoft.com chatbot
  - Large Language Model (LLM) in data tenet
  - Available for all campus exchange users
- M365 Copilot Pro for Apps (pilot)
  - Integrated Microsoft experience
- Copilot Studio for custom GPTs (pilot)

Adobe

- Creative Campus with Firefly AI
- Photoshop Express

Anthology

- Microsoft Skills Exchange
  - Microcredential platform
- Blackboard Ultra
  - Fall 2023: AI tools for teaching
    - Course Design Assistant: Course Shells, Rubrics, Grading
  - Fall 2024: Socratic tutors

OpenAI

- ChatGPT (pilot?)

AI Technology and Infrastructure

Status of Projects

Salesforce Einstein GPT

- Customer service manager chatbot
- August 2024: IT customer service
- 2024-25: Connecting other systems for student 360

Amazon Web Service (AWS)

- Many other AI services
- Custom GPTs
- 2024-25 Pilots: Finance, transfer credit, and more

Khan Academy's Khanmigo

- Pilot run by the Office of Student Success to improve
- Offers personalized learning and tutoring

Reviewing Other Needs and Uses

- Other technologies (e.g., Glean, Otter.ai, and Coconote)
- Considerations: Security, intellectual property, privacy, accessibility, "fundamental alterations" to course

Operational Efficiency and Compliance

Institutional Research Projects

2023-24 Internal IR Projects

- Data Validation Scripts: 25+ scripts to reduce data errors, ensuring data quality improvement & report reliability
- Query Optimization in SQL
  - Improved data retrieval efficiency
- Enhanced PowerBI Dashboards
  - Created complex dashboards with AI training, saving costs and time.

2024-25 Scaling

- Admissions application screening
- Financial aid processing
- Employee recruitment and hiring
- Regulatory compliance
- Accreditation reporting
- Resource allocation
- Communications

External Recognition

We are…being recognized

SREB Commission for AI in Education

- President Smith is Co-Chair

Chronicle of Higher Education

- Discussion of MU AI efforts in article “Colleges bootstrap their way to AI literacy” (May 2024)

Tambellini Future Campus Awards

- MU received an honorable mention in Operational Efficiency and Sustainability category (June 2024)

Adjournment

THANK YOU & GO HERD!