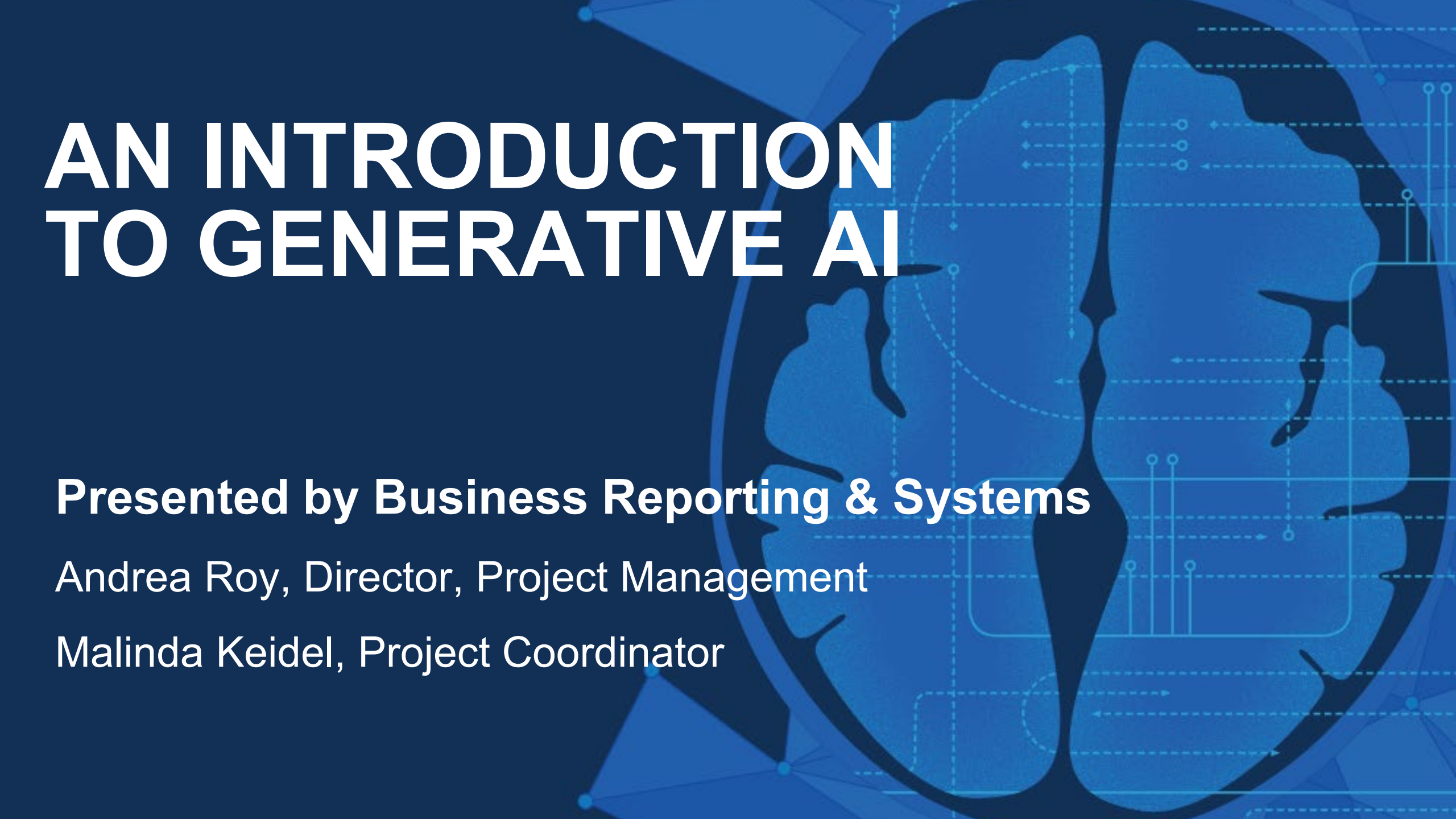


AN INTRODUCTION TO GENERATIVE AI

A stylized graphic of a human brain in shades of blue, overlaid with a network of dashed lines and nodes, resembling a neural network or circuitry. The brain is positioned on the right side of the slide, with the text on the left.

Presented by Business Reporting & Systems

Andrea Roy, Director, Project Management

Malinda Keidel, Project Coordinator

Agenda

- What is Generative AI?
- AI at Work
- Using AI Responsibly
- Key Takeaways
- Q&A

Why Everyone's Talking About AI

Nearly all Americans use at
least one **AI-enabled product**
weekly

Understanding Generative AI

Generative AI creates new content based on patterns it's learned from existing data



AI Powered Toolkit

Microsoft
Copilot
Chat



GoogleLM
Notebook

Writing & Communication



Zoom AI
Companion



Ivy/Ocelot



Synthesia

Meeting Productivity

Chatbot & Support

Image & Video Creation

Behind the Scenes

Generative AI doesn't think —
it predicts what's most likely to come next

Training → Patterns → Prompt → Output

The Power of Prompts

A prompt is the instruction you give AI to tell it what you want it to create

Task + Context + References → Evaluate → Iterate

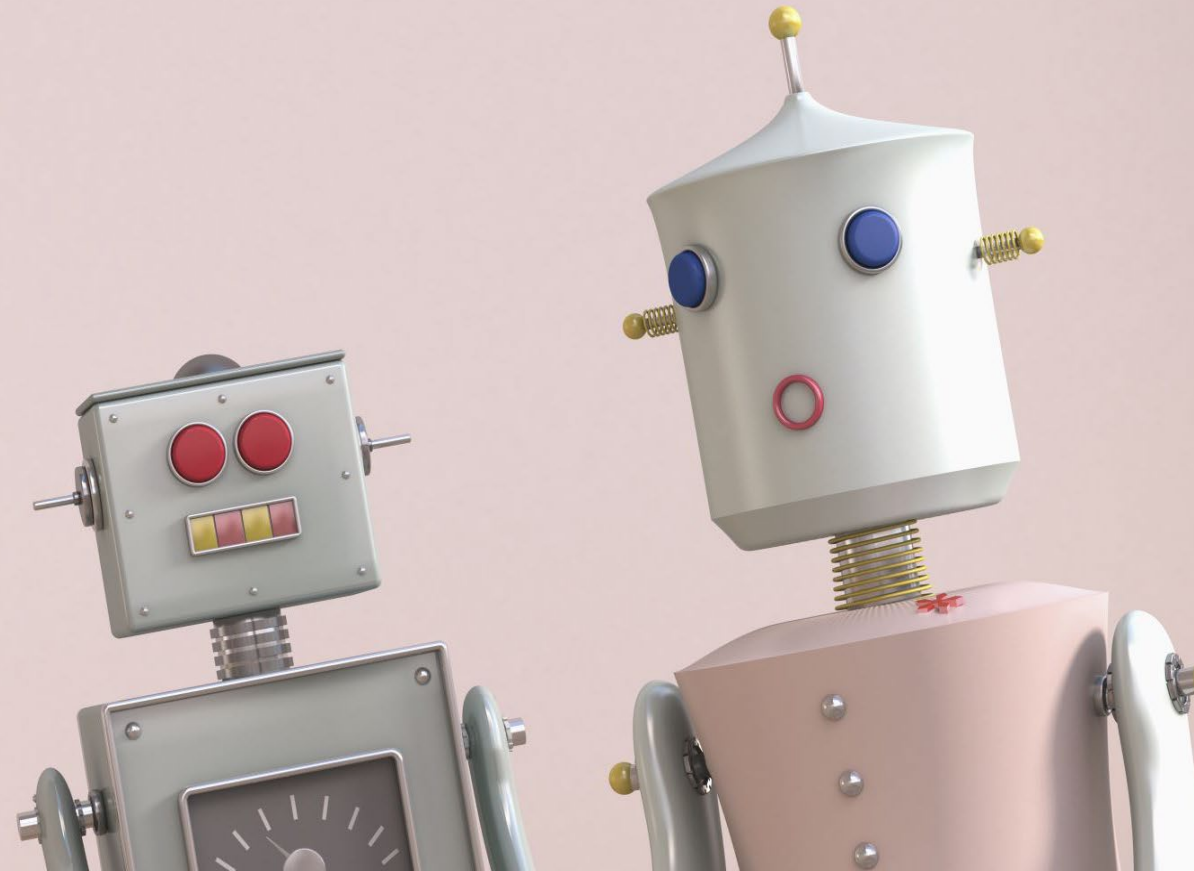
Prompt → Output

Task Context
Create a chair in the
Context
shape of an avocado.
References
Make sure it is lush
References
and comfy.



Giving AI a Role

AI personas
simulate roles or
communication style



Prompt → Output

Reference/Persona Task

As a customer support agent, assist a frustrated

Task Context

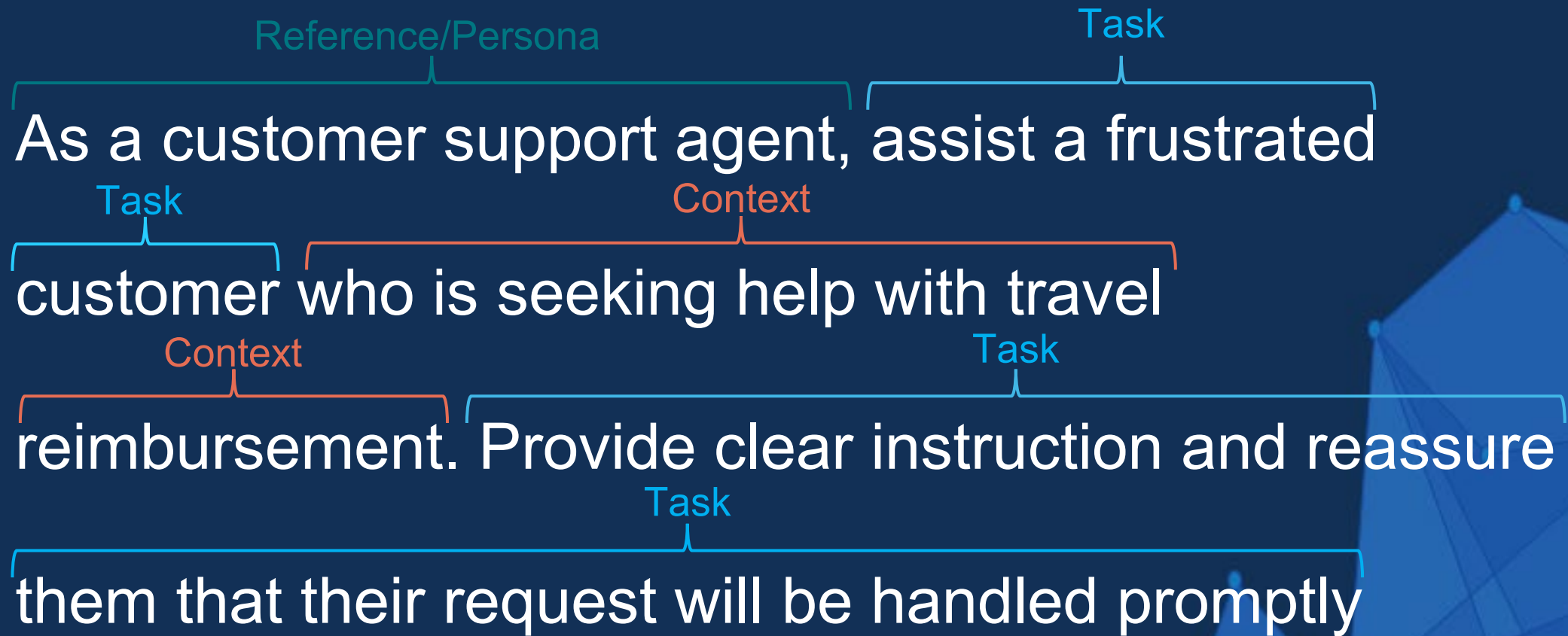
customer who is seeking help with travel

Context Task

reimbursement. Provide clear instruction and reassure

Task

them that their request will be handled promptly



The diagram illustrates the structure of a prompt using brackets and labels. The prompt text is: "As a customer support agent, assist a frustrated customer who is seeking help with travel reimbursement. Provide clear instruction and reassure them that their request will be handled promptly". Brackets are used to group parts of the prompt: a teal bracket labeled "Reference/Persona" spans "As a customer support agent,"; a blue bracket labeled "Task" spans "assist a frustrated"; a blue bracket labeled "Task" spans "customer"; an orange bracket labeled "Context" spans "who is seeking help with travel"; an orange bracket labeled "Context" spans "reimbursement."; a blue bracket labeled "Task" spans "Provide clear instruction and reassure"; and a blue bracket labeled "Task" spans "them that their request will be handled promptly".

Personas Unlocked





Work Smarter



Communicate Better



Create









Zoom AI Companion

- Summarize meetings in real time
- Identifies action items automatically
- Answers “What did I miss?” mid-meeting

zoom

NEW

Meeting summary with AI Companion now supports additional languages in pre-view. [Learn More](#)

Meeting summary for Weekly UPlan Data Validation Meeting (09/13/2024)

Quick recap

The team discussed the completion of a project and the agenda for a future meeting, with a focus on the update of the org structure in the frame model. They also addressed issues related to the Central University's financial planning and budget categories, and the sorting and organization of budget entries within their system. Lastly, they discussed the successful email campaign, the progress of data validation, and the limitations of the current forecasting system, with plans to improve it in the future.

Next steps

- Thomas to update the org structure sorting in U-Plan based on L3 level for better usability.
- Thomas to reload July and August data for FY24-25 next week after account cleanup is complete.

Synthesia Video Creation

- Works like PowerPoint
- Customizable
- Options for AI voice and/or Avatar
- Text turns into script that AI voice narrates







Proceed with Curiosity (and Caution)



Accuracy



Deepfakes



Bias



Copyright



Sustainability



Regulation

UB Guidance on Using Generative AI

-  Protect Sensitive Data
-  Review & Edit Everything
-  Follow Policy & Law
-  Respect Copyright & Intellectual Property
-  Use Visuals Responsibly

Key Takeaways



Start small



Review critically



Use UB-supported tools



Experiment and have fun

QUESTIONS?



HOW DID WE DO?

**Complete the session
survey using your smart
device:**

Scan the QR code shown here or
on your session schedule.



AI Resources

- Microsoft Copilot
 - <https://copilot.microsoft.com/>
 - <https://www.buffalo.edu/ubit/services/microsoft365.html>
 - Click apps → Copilot
- Synthesia - <https://www.synthesia.io/>
- [Zoom AI Companion](#)
- [Microsoft Copilot](#)
- [Chat GPT](#)
- [Google Gemini](#)
- [Google LM Notebook](#)
- [Claude](#)
- [Dall-e](#)
- [Midjourney](#)

UB Resources

- [UB's DeepFake-o-Meter democratizes deepfake detection - University at Buffalo](#)
- [Empire AI projects showcase UB's commitment to harnessing AI for the public good](#)
- [UB awarded \\$10 million grant to lead new national center on early literacy and responsible AI](#)
- [How can AI be more energy-efficient? UB researchers look to human brain for inspiration](#)
- [UB proposes new AI department - UBNOW: News and views for UB faculty and staff - University at Buffalo](#)
- [2024: The year of AI at UB - UBNOW: News and views for UB faculty and staff - University at Buffalo](#)



Siwei Lyu, SUNY Empire Innovation Professor of computer science and engineering

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AI for Chatbot & Customer Service

Current Use

- Deployed on 10 UB websites
- Over 100,000 Conversations

Future Opportunities

- Career Coaches
- Advising
- Undergraduate tutoring
- Automating responses
- UBIT ticket triaging

	Human Resources
	Community Health and He...
	Procurement
	Registrar
	Business Travel
	Parking and Transportation
	UBIT Help Center
	Student Accounts
	Career Services

Example: Rewriting Emails

Before AI Assistance (Typical email draft)

Subject: Project Update

Hi Everyone,

Just a quick note to let you know that we are working on planning for the implementation phase of the RASC project. We are still finalizing some parts of it and trying to figure out staffing and resource needs. We plan to share updates later, but if you have any questions, feel free to reach out. Thanks for your patience as we work through this.

Best,
Malinda

After AI Assistance (Professional, clear, action-focused)

Subject: RASC Implementation Planning – Status Update

Good afternoon,

I'm writing to provide a brief update on the RASC Implementation Planning efforts. We are finalizing staffing models, resource requirements, and timelines. A full update will be shared once final approvals are obtained. In the meantime, please feel free to reach out with any questions. Thank you for your continued support and patience as we move forward.

Best regards,
Malinda

Example: Brainstorming

Before AI Assistance (Typical brainstorming draft)

- “Maybe have a lunch together?”
- “Could do a team meeting where people share updates?”
- “Maybe like a retreat or something?”
- “We could bring in a guest speaker?”
- “Do some kind of group activity?”

After AI Assistance (Organized, clear, action-focused brainstorming)

Team Building Ideas to Support RASC Implementation

- “Project Milestone Celebrations
Hold small celebrations tied to project milestones to reinforce progress (e.g., “Kickoff to Implementation” coffee hour).”
- “Peer Learning Roundtables
Monthly sessions where staff present 5-minute case studies on research administration challenges and successes.”
- “Virtual Retreat with Breakouts
A half-day virtual retreat with breakout rooms focused on vision-setting, stakeholder engagement, and creative problem-solving.”

Example: Summarizing Content

Project Overview: International SOS Implementation (November 2024 – Present)

Since November 2024, the University at Buffalo has been working to implement **International SOS (ISOS) as a key component of its Duty of Care initiative** to enhance the safety, security, and support for faculty, staff, and students traveling on UB-sponsored trips. This initiative aligns with UB's commitment to ensuring that UB affiliated travelers have **24/7 medical, security, and emergency support** while traveling on UB business.

Throughout the implementation process, the team has worked to **integrate ISOS with existing university policies and insurance providers (GeoBlue, Chubb)** to create a seamless response system for travel emergencies. Significant efforts have gone into defining the **roles of Authorized Persons (APs), emergency call routing protocols, insurance coverage coordination, and pre-travel advisories**. Additionally, the team has developed a **dedicated UB Traveler Assist website** to serve as a central resource for travelers, outlining who to contact in different situations and how to access support services.

Key accomplishments include:

- **Configured ISOS Tracker platform and Manager View** for travel monitoring, crisis alerts, and administrative coordination.
- **Integrated International SOS with Concur** to automate traveler uploads and streamline registration.
- **Developed and launched the UB Traveler Assist website** to centralize travel resources, insurance guidance, and registration tools.
- **Defined emergency response workflows** and designated Authorized Persons (APs) for each traveler population.
- **Secured Direct Billing Agreements (DBAs)** with GeoBlue, and Chubb to streamline payment for emergency services.
- **Created an interactive insurance decision tree** to help travelers determine appropriate coverage based on role and funding.
- **Collaborated with University Communications and Change Management** to ensure consistent messaging and a smooth rollout.
- **Established communication templates and outreach plans** for a phased launch, including student and employee messaging.
- **Launched pilot groups for testing**, including project team members and Education Abroad Faculty

Since November 2024, UB has implemented International SOS as part of its Duty of Care initiative to enhance safety for university travelers. Key accomplishments include integrating ISOS with Concur, launching the UB Traveler Assist website, defining emergency workflows, securing insurance billing agreements, and piloting the program with Education Abroad faculty. The team also created communication tools, an insurance decision tree, and coordinated closely with University Communications to ensure a smooth rollout.