## THE AI SUMMIT @ UNO

## **EXPLORING AI USE IN HIGHER ED** & THE GREATER OMAHA COMMUNITY



MARCH 12, 2025, 9AM - 1:30PM

Community Engagement Center University of Nebraska at Omaha

#### **ABOUT THE SUMMIT**

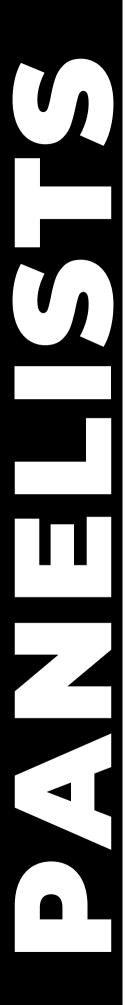
The AI Summit brings together faculty, staff, students, and community members to share the ways AI is being integrated into education, research, and professional practice. This event highlights innovative ways AI is being used across the UNO campus, and the Omaha community, showcasing real-world applications.

Through presentations, discussions, and interactive sessions, the summit fosters collaboration, encourages responsible Al adoption, and sparks ideas for the future. Whether you're just beginning to explore Al or actively integrating it into your work, this summit is an opportunity to learn, share, and connect with others shaping the Al landscape.

As we begin the summit, The AI Learning Lab would like to thank all of you for attending UNO's first annual AI Summit. We hope you gain some new insights and innovative approaches to AI in higher ed, business, and beyond.

A sincere thank you to all presenters, community partners and facilitators for making this event a success! We look forward to continuing the conversation and building on the momentum we've created today!







VICTOR WINTER

Professor, Computer Science
University of Nebraska at Omaha



ALBERT VARAS
CEO
Latino Center of the Midlands



NONI WILLIAMS
Senior Cloud Data Engineer
Blue Cross Blue Shield



MICHELLE CLARK

Assistant Vice President, Technology Data & Analytics
Union Pacific



FABIO MORI Account Manager OpenAl

## CEC Rooms 201/205/209

#### **Opening Remarks & Panel Discussion**

9:00-9:55am

Adapting and Innovating  Moderator: Jaci Lindburg, Associate Vice Chancellor for Innovative and Learning-Centric Initiatives  Artificial intelligence is transforming industries, reshaping workflows, and redefining the skills needed for the future. This panel brings together industry leaders and higher education professionals to explore how AI is	Time	CEC 201/205/209
Adapting and Innovating  Moderator: Jaci Lindburg, Associate Vice Chancellor for Innovative and Learning-Centric Initiatives  Artificial intelligence is transforming industries, reshaping workflows, and redefining the skills needed for the future. This panel brings together industry leaders and higher education professionals to explore how AI is	9:00 - 9:10 AM	Jaci Lindburg, Associate Vice Chancellor for Innovative and Learning- Centric Initiatives
9:10 - 9:55 AM  of AI responsibly. Join us for an insightful conversation on the intersection of AI, workforce development, and education, and gain valuable perspectives on the skills and strategies needed to thrive in this rapidly evolving landscape.  Panelists:  Victor Winter - Professor, Computer Science  Albert Varas - President & CEO, Latino Center of the Midlands  Noni Williams - Senior Cloud Data Engineer, Blue Cross Blue Shield	9:10 - 9:55 AM	Panel Discussion - Al in Industry: How Companies and Higher Ed are Adapting and Innovating  Moderator: Jaci Lindburg, Associate Vice Chancellor for Innovative and Learning-Centric Initiatives  Artificial intelligence is transforming industries, reshaping workflows, and redefining the skills needed for the future. This panel brings together industry leaders and higher education professionals to explore how Al is being implemented for innovation and efficiency. Panelists will discuss real-world applications of Al and how they are navigating the integration of Al responsibly. Join us for an insightful conversation on the intersection of Al, workforce development, and education, and gain valuable perspectives on the skills and strategies needed to thrive in this rapidly evolving landscape.  Panelists:  Victor Winter – Professor, Computer Science Albert Varas – President & CEO, Latino Center of the Midlands Noni Williams – Senior Cloud Data Engineer, Blue Cross Blue Shield Michelle Clark – Union Pacific, Assistant Vice President, Technology – Data

#### Breakout Sessions 10:00 - 11:55am

Breakout sessions will be similar to a conference style, where you can move between rooms and between sessions. Each breakout room will be 15 minutes long, with a 5-minute break between presentations. Presentations are grouped mainly by role (faculty, staff, external presenters) for convenience, but feel free to attend any session you want.

Time	Presentation Information
10:00-10:15 AM	Value, Meaning, and Machines  Kevin Patton, Visiting Professor, Philosophy  This presentation will cover an assignment designed to help students reflect on their fundamental values while utilizing generative AI to help to support their learning. The corresponding assignment is intended for my PHIL1010 course, which explores theories in the meaning of life literature.
10:20-10:35 AM	Ditching the Traditional Annotated Bibliography: Engage with Research Using Notebook LM Jill Quandt, Instructor, English Now that annotated bibliographies can be thoughtlessly generated using Al powered tools, the well-worn assignment needs an update. This presentation explains a replacement assignment that requires students to actively analyze, organize, and synthesize their research using Notebook LM.
10:40-10:55 AM	The BIG Activity: Using Generative AI for Hybrid Strategic Decision- Making  Erin Pleggenkuhle-Miles, Professor, Management  Erin Bass, Executive Director of Competencies, Skills, and Workforce  Development  Integrating genAI into business school curricula using a hybrid decision- making activity that combines Generative AI (GenAI) with human intuition for strategic decision-making.
11:00-11:15 AM	Al-Enhanced Ethical Decision-Making in Counselor Education Thang Tran, Assistant Professor, Counseling This session introduces Dr. Morgan, an Al-enhanced model that strengthens ethical decision-making and case conceptualization in counselor education. By combining Al analysis with human critical thinking and evaluation, it helps counseling students and early career professionals navigate ethical dilemmas along with everyday tasks. Join us for case studies, live demonstrations, and discussions on how Al is shaping the future of ethical reasoning and daily practice in counseling.
11:20-11:35 AM	Cont Al-Enhanced Ethical Decision-Making in Counselor Education Thang Tran, Assistant Professor, Counseling
11:40-11:55 AM	Microsoft Excel vs Al Tools Case Problem Assignment  Elizabeth Wessling, Lecturer, Business Statistics, Marketing &  Entrepreneurship  The main goal of this Al integrated assignment was for students to critically think about whether a traditional program like Microsoft Excel or a free Al tool would be best for the job-at hand, saving them time and resources, and which should be avoided to prevent them from sharing misinformation in the workplace. I will share my case problem assignment documents and samples of student work.

	CEC ROOM 230
Time	Presentation Information
10:00-10:15 AM	Enhancing Career Services with Al: Transforming Student Support Through Automation and Personalization Levi Thiele, Director, Career Development This session explores how Al-driven tools enhance career development by streamlining operations, personalizing guidance, and expanding access to resources. From Al-powered resume reviews to custom GPTs for career advising, we'll discuss practical applications that improve efficiency while maintaining a human-centered approach.
10:20-10:35 AM	Using AI to Streamline Grant Writing and Strategic Communication Stephanie Larson, Associate Director of Competencies, Skills, and Workforce Development AI can be a powerful tool for higher education professionals, simplifying grant writing, strategic planning, and content development. This session will showcase how AI-assisted writing tools supported the development of the Weitz grant proposal, allowing for faster drafting, iterative revisions, and enhanced clarity—saving time while improving quality.
10:40-10:55 AM	Game On: Incorporating AI to Make Learning Fun Chloe Smith, Director, Student Conduct & Case Management In this session, we'll talk about how the Office of Student Conduct & Case Management has used AI to make learning fun and to differentiate how we're teaching our students. We'll demonstrate the initial brainstorming phase, the original game created, and the plans for developing the game further.
11:00-11:15 AM	Using AI for Professional Communication & Operational Efficiency  Dena Lund, Community Service Specialist  This presentation will explore my personal experience using AI to enhance both work and home communications. I will share a real-world example of how AI improves my workflow, including how it refines emails, assists with note-taking, and the importance of verifying AI-generated information.
11:20-11:35 AM	Leveraging AI in Research, Teaching, and Service  Cecilia Tocaimaza-Hatch, Associate Professor, World Languages &  Literature  In this presentation, I will exemplify how I use AI in my research, teaching, and service. Examples include using a custom GPT to do a thematic analysis, and having students engage with a custom GPT to receive feedback.
11:40-11:55 AM	Al in the Virology Classroom: Leveraging ChatGPT for Interactive Learning Katie Shirazi, Lecturer, Biology This presentation highlights the integration of ChatGPT into an upper-level Virology course to enhance student engagement and understanding. Attendees will learn how Al can be used to foster deeper learning and participation in the biological sciences.

Time	Presentation Information
	Meet Your New Copywriting Assistant
10:00-10:15 AM	Sam Peshek, Director of Editorial and Media Relations
	What's a bigger challenge than maintaining a consistent brand voice and
	writing style across a large organization? I will give a brief history on why
	the UNO Copywriter custom GPT came to be, explain how I built it based on
	UNO's unique voice and strategic pillars, how it has been a game-changer
	for media relations and storytelling at UNO, and why organizations should
	build their own copywriting assistant.
	Unlocking the Future of Development with Al
	Devon Seacrest, Codebuddy
	In this session, we'll explore how AI can revolutionize coding workflows.
10:20-10:35 AM	From generating code with RIDE to leveraging Al-driven context and planning tools, we'll dive into how these technologies streamline
	development and empower developers. We'll also showcase CodeKits, an
	expert marketplace powered by AI to break down complex tasks and
	enhance productivity.
	Beyond the Boost: How Al is Revolutionizing Digital Ad Management
	Pam Hagge, Owner and Founder of Marigold ONE11
	Digital advertising is no longer just about clicks and impressions—it's about
	precision, efficiency, and automation. In this session, I'll showcase Daisy Ad
10:40-10:55 AM	Management, an Al-powered tool that streamlines campaign optimization,
	enhances targeting, and maximizes ad performance while saving time for
	businesses. Learn how AI is reshaping the marketing landscape and making
	advertising smarter, faster, and more effective.
	AI as Your Personal Health Coach & Thought Partner
	Albert Varas, President & CEO of Latino Center of the Midlands
	Discover how ChatGPT can enhance your well-being by acting as both a
	wellness coach and a personal thought partner. In this interactive demo,
11:00-11:15 AM	you'll see how AI can support nutrition and fitness planning while also
	serving as a sounding board for problem-solving and conflict resolution.
	Learn how AI can help you brainstorm solutions, uncover blind spots, and
	develop actionable strategies—empowering you to make more informed decisions for a healthier body and mind.
	Hackathons: It Takes All Kinds
	Noni Williams, Senior Cloud Data Engineer, Blue Cross Blue Shield
	A high performing team is, above all things, adaptable. Whatever problems
	you are solving for right now for your coursework, in your curriculum, on
11:20-11:35 AM	your dev teams are very likely not going to be the same problems that you
11	are solving for in a year, let alone when you finish your degree program.
	Join me for a brief look into how Generative AI has been a powerful tool in
	the BCBSNE operational efficiency toolbox as we embrace individual
	strengths across departments and emphasize adaptability.
11:40-11:55 AM	Union Pacific
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Time	Presentation Information
10:00-10:15 AM	Using Al as a Stand-in for Peer-to-Peer Practice  Shannon Cummins, Professor, Marketing & Entrepreneurship  This presentation will demonstrate Copient Al, a tool used in professional selling courses to give students on-demand practice. Learn how students used the tool to ask questions, respond to objections, and present information in 2 sales role-plays.
10:20-10:35 AM	Al Incorporation Into MKT3200—Business Communication  Gregory Morin, Lecturer, Marketing & Entrepreneurship  This will show how Al information and assignments were incorporated in the blueprint version of the class as part of an extensive class redesign. No Al assignments had been used before. Blueprint version is shared with adjuncts and online sections (10 sections this spring).
10:40-10:55 AM	Leveraging LLMs for Media Concept Development and Storyboarding Chad S. Owsley, Assistant Professor of Communication, Emerging Media Studies This session explores how text-to-image LLMs can enhance media production workflows, from conceptualization to pre-production. Through a case study of a redesigned course module, we examine how students used AI in storytelling and visual development. Attendees will gain insights into integrating AI as a creative assistant in media projects while maintaining human-driven direction and originality.
11:00-11:15 AM	Leveraging GPTs for Comprehensive Exam Development in Athletic Training  Christopher Burcal, Associate Professor, Health & Kinesiology  The presentation will focus on how we leveraged a custom GPT to reference textbooks in our field and generate a variety of test questions. We used ChatGPT to perform item analysis to determine which specific domain of our healthcare field a question would assess. I will also discuss how we've leveraged this as a studying tool for our students.
11:20-11:35 AM	Rubrics without Tears: Prompt Engineering for Assignment and Assessment Design Amy Ellefson, Instructor, School of Communication Join this session to see examples of assignments and assessments designed using ChatGPT and currently used in UNO courses. Bring a laptop and practice your prompt engineering skills in ChatGPT to save yourself time in creating assignment instructions and basic assessment instruments.
11:40-11:55 AM	Thinking & Writing with AI: Enhancing Research Without Replacing It  Martina Saltamacchia  This presentation explores how ChatGPT was integrated into a senior history seminar to enhance research and writing without replacing critical thinking. It demonstrates strategies for using AI to brainstorm, structure arguments, and refine prose while ensuring originality and intellectual rigor.

Time	Presentation Information
10:00-10:15 AM	Thinking with Al: A Framework for Smarter Decision-Making in Higher Ed December Lange Treacy, Director, CBA Undergraduate Advising Alex Zatizabal Boryca, Academic Advisor, CBA Undergraduate Advising Using real-world vignettes, structured dialogue frames, and a practical approach to co-thinking with Al, this session will demonstrate how Al can serve as a valuable thinking partner in solving complex problems. Attendees will walk away with actionable strategies, and simple tips to support decision-making in their daily work.
10:20-10:35 AM	Using GPTs to Develop Plans of Study  Lauren Smeal, Graduate Assistant, Teacher Education Department  This session describes how to develop GPTs that enable TED department  master's students to design their plans of study, reducing the time advisors  spend on guidance.
10:40-10:55 AM	Al Use in Proposal Development: Enhancing Efficiency, Ensuring Integrity Kelly Hughes, Proposal Development Manager This talk will explore how the CIST Office of Proposal Development uses ChatGPT to enhance efficiency in pre-award services while ensuring academic integrity. We will discuss guiding principles for Al documents and its collaborative development with faculty, review elements of our strategic implementation plan for Al use, introduce some of our Al tools in development, and reflect on the process, challenges, and lessons learned.
11:00-11:15 AM	UNO Microcredentials: From Learning Goals to Engaging Pages  Joe Sparano, Instructional Designer  Ashley Severson, Instructional Designer  In this session, UNO's microcredential designers showcase our AI workflow.  You'll see how we use AI to apply our research-backed outlining framework, make asynchronous learning more fun for students, and streamline the development of highly visual Canvas pages.
11:20-11:35 AM	RORY (Registrar's Online Resource for You) and Inter-Campus Course Equivalency Support Colton Janes, Assistant Director, Online Development Come learn about RORY, the custom GPT that is leveraging course equivalencies stored in the NU Transfer Equivalency System (TES). The next area of opportunity for RORY is to guide the user to search for the course equivalency they desire and pursue enrollment at the providing institution, including the inter-campus admission process.
11:40-11:55 AM	Al and Serendipity: Embracing the Unexpected  Alyssa Askeland, Academic Advisor, Maverick Advising Center  Sometimes, as your project takes shape, you discover unexpected benefits along the way. UNOssistant began as a solution for creating more consistent academic probation plans but evolved into a comprehensive hub for all UNO campus resources, with the contact information ready to copy & paste in just the click of a button or a quick query.

## **CEC Ivers Board Room**

Time	Presentation Information
10:00-10:15 AM	NikolAl: A Specialized Language Model to Accelerate Discovery in Biomechanics  Aaron Likens, Assistant Professor, Biomechanics  NikolAl, is a custom-tuned large language model (LLM) dedicated to biomechanics research. By combining modern artificial intelligence with domain expertise, NikolAl serves as both an intelligent assistant to accelerate scientific discovery for experienced researchers and as an educational resource for students entering the field.
10:20-10:35 AM	The Making Of  Victor Winter, Professor, Computer Science  How to effectively engage with LLMs for creative processes will be discussed. An example will be provided showing how I engaged with various LLMs to create a YouTube video. Check out the Al Agents segment in the video, Frontiers of Tech Nexus News February 2025.
10:40-10:55 AM	ChatGPT Enterprise with the UNO SIDA Team The Systems Intelligence & Data Analytics Team The Systems Intelligence & Data Analytics (SIDA) team at UNO will be presenting about their individual and collective experiences working with ChatGPT in the Open AI challenge during Fall 2024 and Spring 2025. They will discuss both positive and negative experiences, overall ratings and use cases that had success and limitations so far.
11:00-11:15 AM	Leveraging Custom ChatGPTs to Improve Project Efficiencies  Courtney Matulka, NCLN Coordinator  Dive into how customized ChatGPTs, personalized to unique projects, can increase productivity while maintaining high-quality end products in relation to writing course lessons, activities, and assessments.
11:20-11:35 AM	Fellowship in AI Update: Readiness with and for GenAI  Magie Hall, Associate Professor, Information Systems & Quantitative  Analysis  The Fellowship in AI will explore AI readiness and its impact on their educational and career development. These discussions will focus on intellectual openness, inquisitiveness, analytical thinking, reasoning, and self-monitoring, and will encourage students to evaluate their current skill set alongside areas for growth. This initiative aims to build a foundation for students in responsible, future-proofed engagement with AI technologies
11:40-11:55 AM	Al in Action: Enhancing International Programs at UNO  Emily Hassenstab, Director of International Programs  In this session, we'll explore how UNO International Programs is using Al to enhance recruitment, streamline communication, and support strategic planning. From drafting key materials to refining outreach and developing training resources, Al is helping us work smarter and engage more effectively with international students and partners.

## **Student Specific Sessions**

10:00am - 12:00pm

Time	Presentation Information
10:00-10:15 AM	AI & Ethics: Thinking Smarter About AI  Thang Tran, Assistant Professor, Counseling  AI can be a powerful tool, but how do you know if what it generates is accurate, ethical, or responsible? In this session, we'll discuss how to critically evaluate AI-generated content, recognize biases, and use AI in ways that align with academic integrity. Learn how to ask the right questions and ensure AI is a trusted, responsible partner in your learning journey.
10:20-10:35 AM	Mastering Al: The Art of Prompting  Bridget Lillithorup, Instructional Designer II  Al is only as good as the prompts you give it. This hands-on session will teach you the fundamentals of effective prompt engineering, helping you craft prompts that yield better, more relevant, and more useful results.  You'll leave with practical strategies to maximize its potential.
10:40-10:55 AM	Al for Students: Smart Study Hacks & UNO Resources  Cassie Mallette, Program Manager, Al Learning Lab  Discover how Al can streamline your studies, from improving writing to organizing notes and preparing for exams. This session will explore practical ways to integrate Al into your academic workflow, plus introduce you to Al-related resources and tools available at UNO. Get ready to study smarter, not harder!
11:00 AM - 12:00 PM	Fireside Chat with OpenAl Fabio Mori & Keelan Schule  We're excited to welcome Fabio and Keelan from OpenAl for an insightful fireside chat, moderated by a UNO representative. This is your chance to hear directly from OpenAl insiders about the future of Al, their cutting-edge innovations, and career opportunities in the field!  Questions? Whether it's about OpenAl's technology, products, career, or the impact of Al on industries—we want to hear from you! Bring your questions and learn from the experts today!

**HACK-A-THON** 

12:00-1:30pm

#### **About the Hack-A-Thon**

Fabio Mori, Account Manager, OpenAl Keelan Schule, Solutions Engineer, OpenAl

The GPT Hackathon is a hands-on, structured event designed to help faculty explore innovative uses of ChatGPT Edu in education. Participants will brainstorm practical applications, driving engagement and adoption across campus. In the end, they will share their projects with the team and winners will be picked. Bring your questions and creativity!

#### **Our Partnership with OpenAl**

In July 2024, we partnered with OpenAI to provide up to 1,000 licenses of ChatGPT Enterprise to faculty, staff, and students at UNO as a part of our <u>Open AI Challenge</u>. This initiative of the Chancellor has allowed us to explore integrating generative AI in a more secure way. We look forward to a continuous partnership that further explores how generative AI tools can benefit us across the UNO campus.



**Fabio Mori** 

Account Manager, OpenAl

Linkedin: https://www.linkedin.com/in/fmori/

Fabio Mori is an experienced leader in artificial intelligence and technology, with a diverse background spanning both startups and major tech companies. Currently, as an Account Director on OpenAl's Go-to-Market team, he focuses on education-related Al initiatives, partnering with universities and schools to effectively integrate Al into their programs.

Fabio blends deep technical knowledge with strategic insight to help develop innovative educational technologies that positively impact students and institutions alike. He holds an MBA from the University of California, Berkeley, has completed executive education at the University of Oxford, and earned a business degree from Insper in Brazil. His academic background complements his professional expertise, providing a strong foundation in technology management and strategic business development.



**Keelan Schule** 

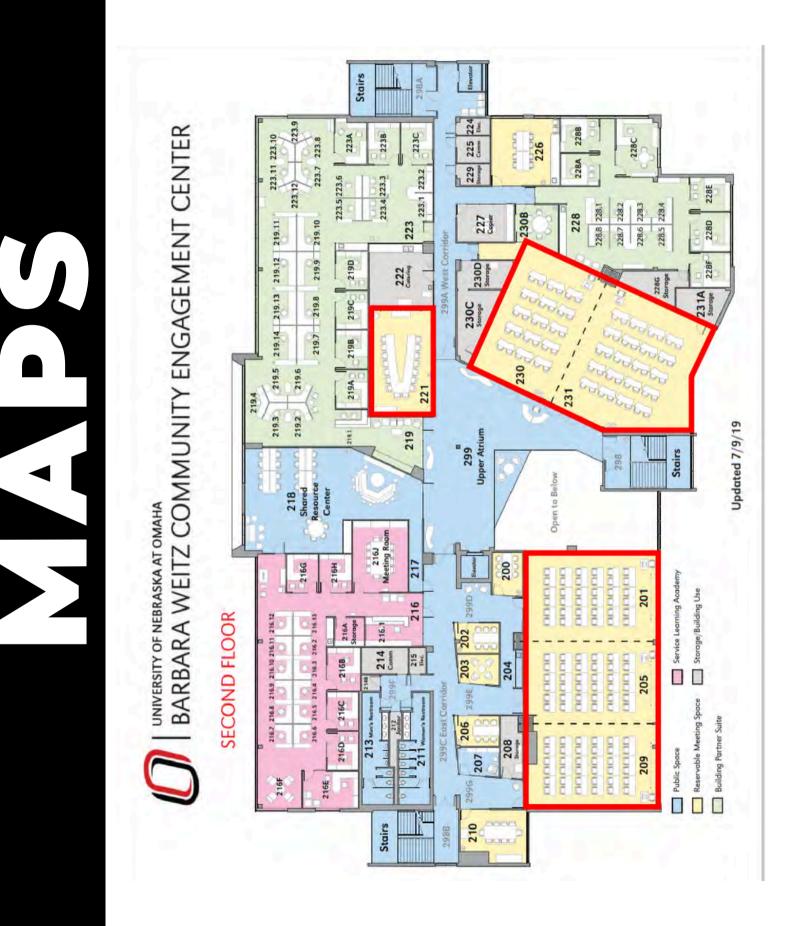
Solutions Engineer, OpenAl

Linkedin: https://www.linkedin.com/in/keelanschule/

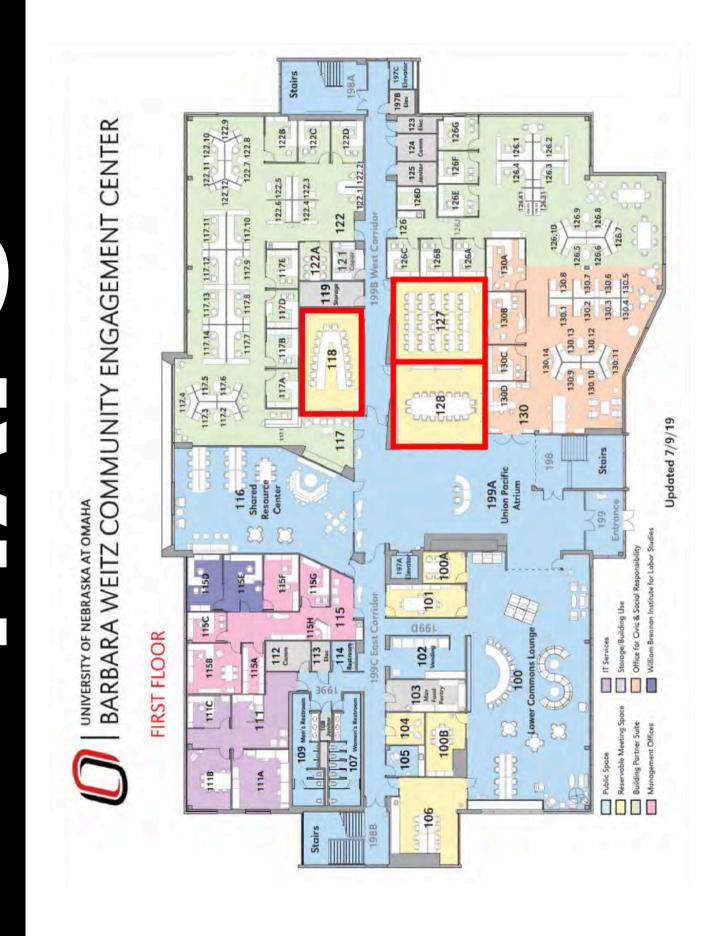
Keelan Schule is an innovative technology leader and solutions engineer at OpenAI, specializing in AI-driven learning solutions within higher education. He collaborates with institutions to enhance curriculum development, personalize student learning experiences, and streamline campus operations. Previously, Keelan spent 12 years in enterprise sales, focusing on enterprise security and integrations.

Keelan is a dedicated father of two and is married to Dr. Jessica Schule, a primary care physician specializing in women's health. Together, they are committed to advancing naturopathic health practices within their community and advocating for accessibility in education to empower future generations through inclusive and innovative learning solutions.

#### CEC 2ND FLOOR MAP



#### **CEC 1ST FLOOR MAP**



#### & PARKING AVAILABLE

14 Henningson Memorial Campanile (HMC) (clock tower)

15 Kayser Hall (KH)

20 Resource Conservation & Recovery Area (RCRA)

19 Pep Bowl (open space) 21 Roskens Hall (RH)

16 Landscape Services (LS)
17 Maverick Village (MV)
18 Milo Bail Student Center (MBSC)

Biomechanics Research Building (BRB)

Arts & Sciences Hall (ASH)

**BUILDING KEY** Allwine Hall (AH)

> Accessible Parking Pro Park Omaha

> > PERMITS REQUIRED\* Faculty/Staff/Student

> > > PARK OMAHA ONLY

Central Utilities Plant (CUP)

College of Public Affairs & Child Care Center (CCC) Caniglia Field (CF)



# PARKING KEY

FACULTY/STAFF STUDENT

VISITOR (NO UNO)

**CEC VISITOR** 

S/S SURFACE PERMITS RESERVED (NO F/S/S) MV/UV RESIDENT

EVENT PARKING

CONSTRUCTION

7 A.M. to 7 P.M. (M-TH) 7 A.M. to 5 P.M. (F) Garages:

7 A.M. to 7 P.M. (M-TH)

Surface Lots:

Carpool

Kiosks

W EV Charging Station

Motorcycle Parking

Engagement Center (Weitz CEC) Community Service (CPACS) Barbara Weitz Community

22 Sapp Fieldhouse (5FH)
23 Sculpture & Ceramics Studio (5CS)
24 Strauss Performing Arts Center (SPAC)
25 Thompson Alumni Center (TAC)

26 Hairmerita Village (IIV)

O Durham Caionas Contor (DCC)

9 Criss Library (CL)