



FULL CIRCLE

IMPACT SOLUTIONS, LLC

Embrace AI for Nonprofit Impact

What it is and What You Need to Know

Presented by: Rachel Kimber, Managing Director
Full Circle Impact Solutions

Introduction: Rachel Kimber



- ***Cognitive Scientist***
Roots in academic research spanning human-decision making, categorization, neural networks, and machine learning.
- ***Nonprofit Executive***
Extensive experience in the social sector and the power/privilege dynamics at play between individuals, organizations, and sectors.
- ***Technology Futurist***
Professional explorer and dot connector for all things technology-related.

Objectives

- ★ **Increase Understanding of Generative AI:** Discuss AI benefits, ethical limitations, and share use cases.
- ★ **Introduce Basic Navigation Skills:** Explore Generative AI writing tools, share tips for prompting, and develop individual use cases.
- ★ **Instill Confidence to Navigate Generative AI:** Prepare attendees for a Generative AI learning journey with a focus on equity, bias, and ethics.



Agenda

- Slido 1
- AI Overview (terms and context)
- Slido 2
- Why Use AI?
- ChatGPT Demo
- Use Case: Presentations
- Break Out
- Responsible Use
- Closing



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Are you using AI?



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Are you using AI?

For personal use



21%

For professional tasks occasionally



50%

For professional tasks regularly



14%

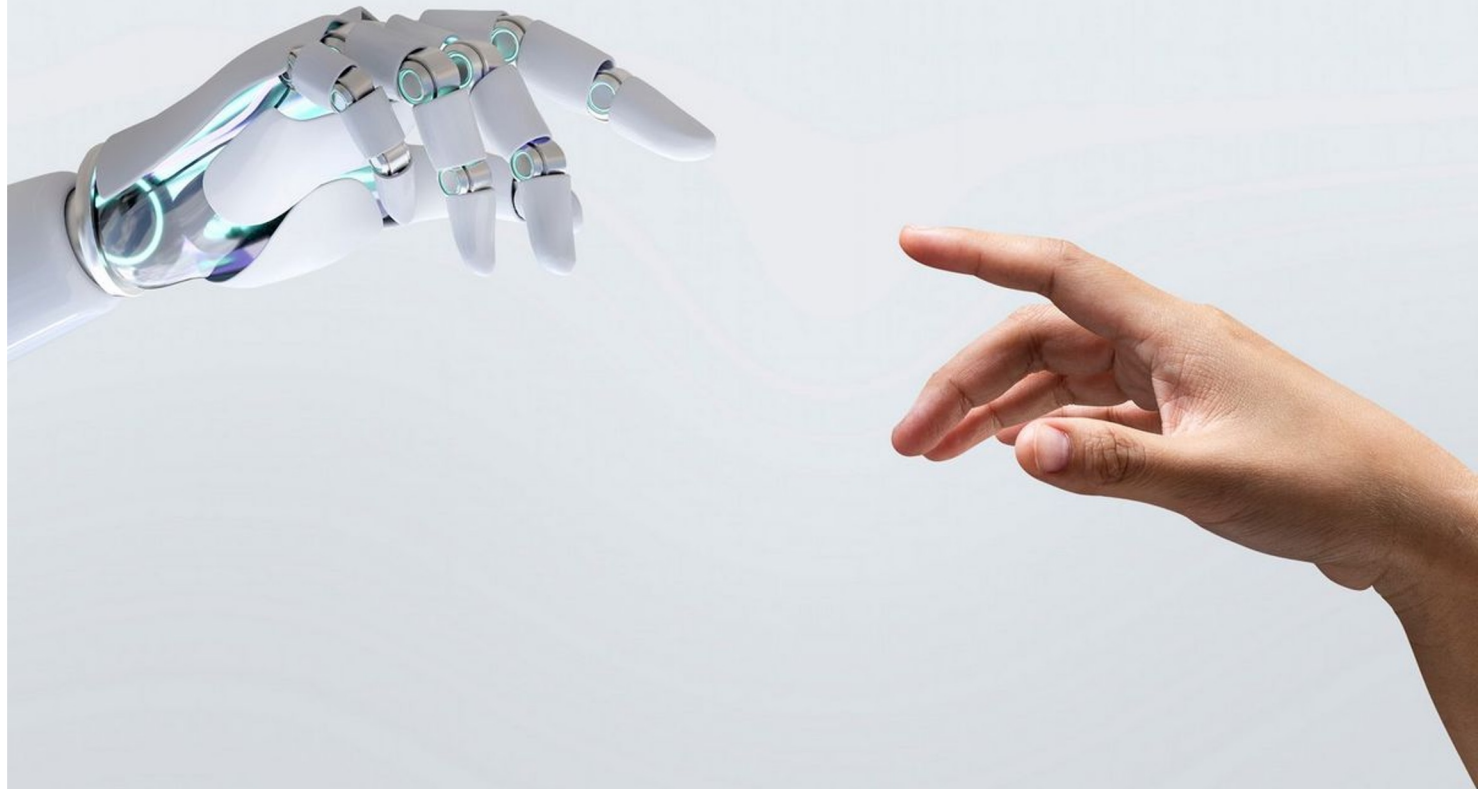
Not at all



14%

+ Add option

How We Use AI Every Day



Defining Terms

Artificial Intelligence (AI): The *simulation* of human intelligence processes by machines, especially computer systems. This includes learning, reasoning, problem-solving, perception, and understanding natural language.

Generative AI: Creating new data samples that resemble the patterns of the original dataset.


Predictive AI: Using historical data to forecast future outcomes.

Machine Learning (ML): A subset of AI that enables machines to learn from data *without being explicitly programmed*. It focuses on the development of computer programs that can *access data and use it to learn for themselves*.

Natural Language Processing (NLP): A branch of AI focused on enabling computers to understand, interpret, and generate human language. NLP encompasses tasks such as text classification, sentiment analysis, machine translation, and speech recognition.

Data Mining: The process of discovering patterns, correlations, or relationships in large datasets to extract useful information. Data mining techniques are often used in AI and machine learning to preprocess and analyze data.

Algorithm: A set of rules or procedures used by a computer to solve a problem or perform a task. In the context of AI, algorithms are central to various machine learning and deep learning techniques.



From Data to Output

Machine Learning Process



GENERATIVE AI VS PREDICTIVE AI

FEATURE	GENERATIVE AI	PREDICTIVE AI
FOCUS	Creates entirely new and original content (text, images, music, code)	Analyzes <u>historical data</u> to forecast future events
TECHNIQUES	Learns from massive datasets of existing content	Uses statistical modelling and machine learning to identify patterns and trends in historical data
APPLICATIONS	Art and design, marketing content creation, software development	Finance, retail, manufacturing, healthcare
HUMAN EXPERTISE	May be needed for editing or refining generated content	Essential for interpreting results and making final decisions



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Just Three Words: How do you feel about the use of Generative AI in your work?



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How do you feel about the use of Generative AI in your work?

Review answers



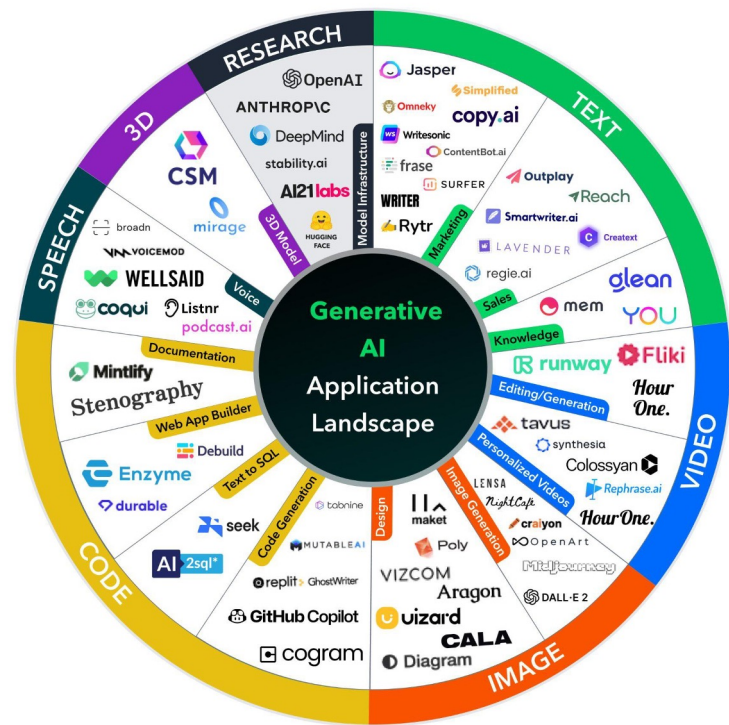
Why is AI mission critical?

PROMISE AND PERIL // Power and Privilege

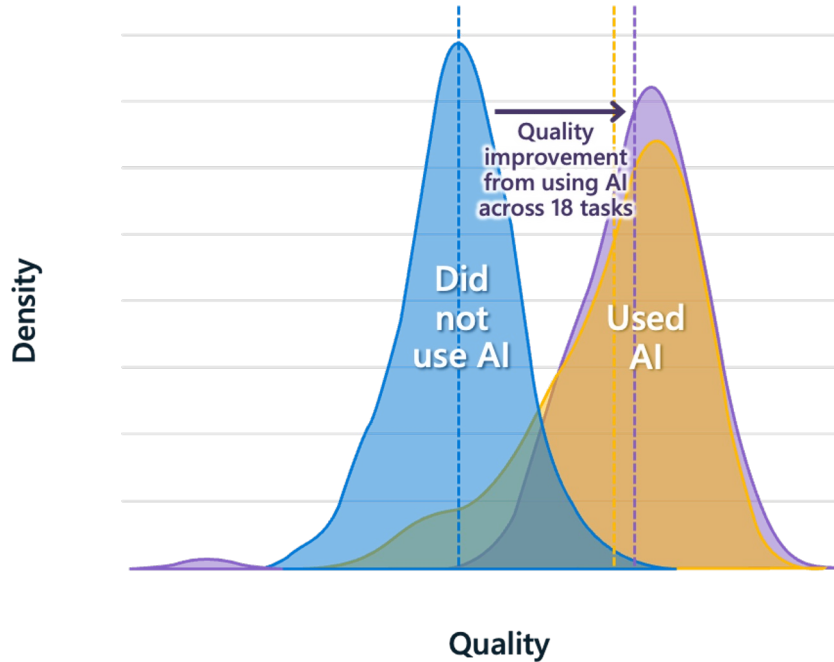
How do we use it? What data do we collect?

- People Management
- FinTech
- Surveillance (Coded Bias)

We cannot be left out of the conversation.

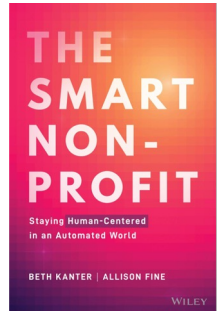


Beth Kanter: The Dividend of Time



- Reinvest the “Dividend of Time” into human & mission-focused tasks
- Redefine productivity beyond efficiency
- “Cobotting,” with humans always in charge, operationalize in acceptable use policy

Source: “Navigating the Jagged Technological Frontier: Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity & Quality”
Harvard Business School, 9/2023



ChatGPT Demo

How might you use Generative AI in your work?

Let's develop a sample case

- Identify: a need, an efficiency gain, a question ...
- Prompt: Context, role, task/audience, deliverable/format
- Iterate: add detail, redirect, refine

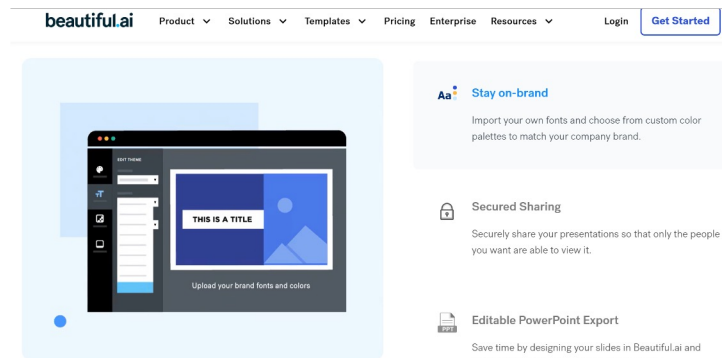
PROMPT:
Role
Context
Task
Format



Use Case: Presentation Makers

AI presentation makers of 2024

- Best for Google Slides users: [Plus AI for Google Slides](#)
- Best for PowerPoint users: [Plus AI for PowerPoint / Copilot*](#)
- Best for simple designs: [Canva Magic Design](#)
- Best for brainstorming: [ChatGPT](#)
- **FREE:** [MagicSlides App](#)



BREAK OUT

How might you use Generative AI in your work?

ACTIVITY:

- Develop a sample case
- Write a prompt
- Test it in ChatGPT: <https://chat.openai.com/>
- Iterate



REPORT OUT

- What was your sample case?
- What was your prompt?
- What did you learn, observe, attempt?



Close out on Governance and Data Responsibility



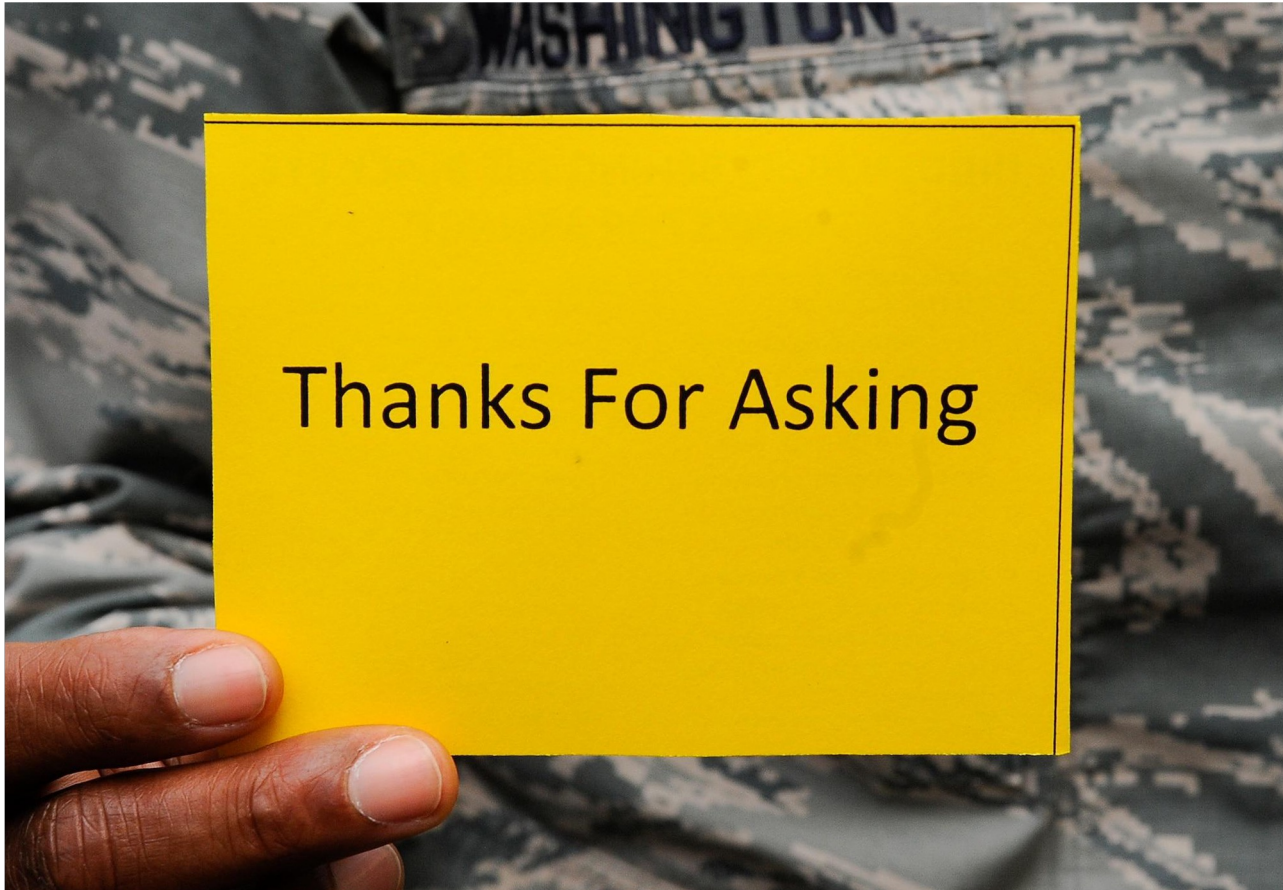
Responsible Ai

"I see AI not just as a technological advancement but as a reflection of our collective values and priorities."

-Rachel Kimber

1. Ethical Guidelines
2. Regulatory Compliance
3. Accountability: who, how, when
4. Transparency: can you explain
5. Data Governance (PII)
6. Risk Management
7. Human Oversight
8. Monitor and Improve

Q & A



Tech Equity

CRE AI Bootcamp for Nonprofits



Rachel Kimber
Managing Director

Bonus Work

Step 1: Set Up Your Project

Visit Google Teachable Machine <https://lnkd.in/eyby6phh>

Click "Get Started".

Choose "Image Project".

Name your classes:

Class 1: Puppy

Class 2: Kitten

Step 2: Gather Your Dataset

Collect 10 images of puppies.

Collect 10 images of kittens.

To make it easier, use this Chrome extension: Download All Images. <https://bit.ly/3VVkETW>

Step 3: Upload Your Images

Upload the 10 images of puppies and 10 images of kittens to Teachable Machine.

Step 4: Train Your Model

Click "Training" to start training your AI model.

Step 5: Test Your AI Model

Upload an image of a puppy to see if your AI model can identify it as a puppy.

Upload an image of a kitten to see if your AI model can identify it as a kitten.

And that's it! You've just created and tested your own AI model. Try it out and see how well it performs. Happy learning!