

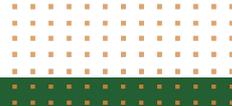
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# AI and research organizations

Ethics, innovation, and imagination

Tony Kopetchny | August 2, 2023



# A Tale of Two Cities: LA and DC, December 2022

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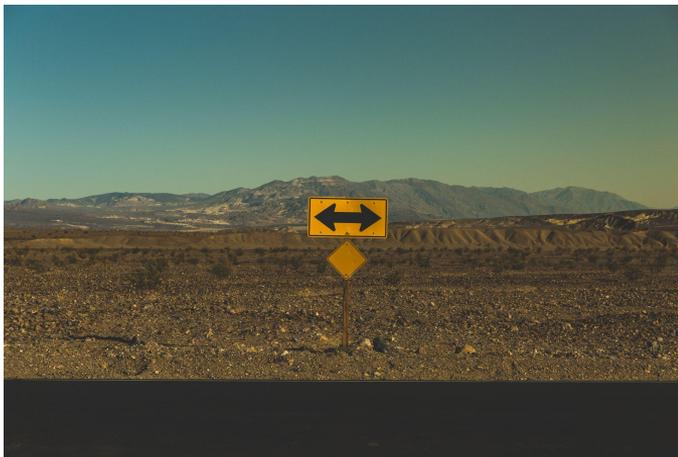
## LA (accepting and ubiquitous)

Job title:

- conversational designer
- conversational experience designer

## DC (skeptical and contained)

- “Hey, have you messed around with ChatGPT yet? I think we are all going to lose our jobs!”
- “Oh, it’s interesting but I don’t think it is going to be relevant at all for like another 7 years or so...”



# Things AI can help w/ in research organizations

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- **Research:** conducting literature reviews, synthesizing data, and identifying patterns and trends in large data sets.
- **Communication and outreach:** personalize and optimize messaging and outreach strategies based on audience preferences and behavior, and to identify potential stakeholders and partners.
- **Fundraising:** prospect research, donor segmentation, and predictive modeling to identify and target potential funders
- **Operations and administration:** think about those pesky finance codes
- **Technology:** develop and implement innovative tools and platforms, and to facilitate data integration and interoperability.

# Some quick starter points to test out

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- **Meeting notes and compiling Summaries:** participate fully and still get all the decisions and next steps!
- **Creating Inclusive, Optimized Content:** alt-text image description. Shorten academic, think-tank, and wonky jargon into simpler terminology
- **Preparing a Business Case:** Use AI as a C-suite persona to check for suggested language and brevity
- **Code Review/QA:** Review code and get feedback. Identify potential issues, find improvements, and get best practices for coding standards and conventions

# Things I am excited about in our sector

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- Taxonomy
- Derivative content for target audience segments
- Grant reporting
- Asset management
- Making the long tail research of your organization manifest (would be incredible for fundraising)
- Think-tank consortium for vetting research articles (similar to the watermark Google and others are now working to develop)-create a stronger gravitational pull



# What we actually need to start focusing on

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- Governance and policy
- Business process design
- Structured data/ data normalization
- Inventory of our systems and assets
- Ethics
- Trust
- Security and training



# What AI told me we need to do

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- Search Engine Optimization (SEO): it gave me a many fold approach on this
- Use Structured Data
- Create High-Quality Content
- Optimize for Mobile
- Improve User Experience
- Promote on Social Media
- Establish Authority and Credibility
- Register Your Site with Google Search Console and Bing Webmaster Tools
- Leverage Google My Business
- Use Analytics



# How are we going to make it happen

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## **Innovation and Imagination, not disruption**

- Artificial intelligence (AI) has the potential to free us to create more and “drudge-less”
- A gentle refocus; most nonprofit leaders are focused on other priorities, such as return-to-office and macro economic market fluctuations
- It’s not all or nothing experiment and iterate (and track your learning)
- Free your imaginations and bring that with you to your work

**We need to create spaces of innovation in our organizations and understand these are a business imperative to build resilience and to position in a transforming society**

# Some questions for us all

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- Are you considering building or borrowing?
- Has anyone already started adopting AI tools and how are you handling it?
- Who in your organization is tasked with taking the lead on AI and/or innovation?

# Some links for you

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[Fundraising.ai](#) (independent collaborative that exists to understand and promote the development and use of Responsible Artificial Intelligence for Nonprofit Fundraising)

[The politics of AI: ChatGPT and political bias](#) (Brookings article)

[Nonprofits and AI: Artificial intelligence for social good](#) (PTKO primer on AI)

[Creating a culture of creativity and innovation](#) (PTKO article)

[Author Talks: How nondisruptive creation can unlock economic growth](#)  
(McKinsey article from authors of [\*Beyond Disruption: Innovate and Achieve Growth without Displacing Industries, Companies, or Jobs\*](#))

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