RECOMMENDATIONS REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE
for university management

Innovations related to the rapid development of AI place demands on colleges, universities, and their units (HEIs) as research and educational institutions that also play a significant role in society as a whole. The academic community creates an environment in which students, instructors, researchers, and other employees meet. AI affects the work of all units of a school.

The management of HEIs should take on and express a clear position for the use of AI in their activities and in society, and thus set a basic framework for how to deal with AI tools. The areas of AI use that an HEI considers bene?cial should be de?ned. The main framework of use for the HEI as a whole (university) and its individual units (faculties) should also be outlined.

An HEI is an open environment that uses the development and possibilities of AI as an opportunity for the institution and society. It takes an active approach to its development and use.

The main opportunities for HEIs include:
- Automatization
- Cost savings
- Increased productivity
- Data collection
- Knowledge management

Using AI at a university will require the following:
- Involvement of all units of the school in the process of AI implementation (taking advantage of expertise throughout the school's units and ?elds of study)
- An open, institution-wide discussion
- A change in the approach to ownership and generating data and text
- Acquiring skills associated with the deployment of AI and ML technologies, including limits on use in the context of various roles and functions of the HEI's departments
- Strengthening IT skills in the area of AI operation and use

Internal agenda of the HEI in the context of using AI
An HEI is responsible for establishing the main framework for using AI in the context of the following activities:

Education and Career Development of Employees
Schools support the development of knowledge and skills of employees in all their units (professional seminars, discussions). They create a safe space for their sta? and students who should feel supported and understood by the institutions in the context of the rapid and often confusing development of AI.

Access to New AI Tools
HEIs provide the basic framework for using speci?c AI tools (selecting appropriate IT solutions, licences, access).

Internal Communication
HEIs inform their employees on a regular basis about changes in the use of AI and co-create an environment for the rapid sharing of information among employees (e.g. online community, platforms for online cooperation).

IT
IT departments must be capable of supporting employees in the use of AI tools (user support, IT security).

Legal Agenda, Protection of Personal Data and Intellectual Property, Ethical Aspects

HEIs de?ne the legal framework for using AI (guidelines, measures) and actively manage the risks associated with the use of AI in a speci?c area, e.g. the fact that all data provided to the AI system (training data, queries) become part of the system and can be used by the AI operator for additional training or even in the responses of other users. They establish contractual relations with AI providers which outline the rules of use, including data protection. HEIs set up a legal framework for the use of AI with regard to the data that the school provides to the AI system (training data, prompts) as well as the use of results from the AI system for additional educational and research work.

External agendas

The Role of HEIs in Society

Schools play an important role in society, and as a part of their third role, they are involved in the broader discussion as important actors relating to what direction the AI debate will take. HEIs actively participate in the society-wide discussion about AI.

Interdisciplinary Cooperation

HEIs contribute interdisciplinary expertise that enriches the AI debate and helps identify general points and the subjectarea speci?cs of dealing with AI.

Internationalization

HEIs actively cooperate with a network of their international contacts (alliances, consortiums) for the purpose of sharing experiences with AI and international cooperation in AI.

Branding

An HEI's position in relation to AI is part of the school's branding strategy (in relation to applicants and other partners in the Czech and international environment). Being open or closed to opportunities using AI has an impact on the institution's image. Thus, the HEI incorporates its position with respect to AI and the development of internal mechanisms into its marketing and internationalization activities. Its position with respect to AI must be clear and transparent to outside observers.

RECOMMENDATIONS FOR UNIVERSITY MANAGEMENT (.pdf)