

Practical ChatGPT AI: Proposal

Project Proposal

1. An executive summary of the project. This narrative overview should include goals of the project, needs addressed, community partners, stakeholders, and the intended impact.

The “Practical ChatGPT AI” program will deliver an upskilled workforce throughout Kansas in AI understanding and practical use. Beyond the hype, there are powerful uses today in every role in every organization. It is imperative that the workforce in Kansas is well versed in AI tools to remain competitive, and to entice new businesses to move here.

This program will create a roadmap for AI understanding, training, and daily integration, through workshops held for organizations in strategic locations throughout the state. Building on a successful AI workshop offered through the College of Innovation & Design at WSU, this program will bring this workshop to communities across Kansas that are often overlooked as well as create a continuous web-based AI knowledge share and upskilling portal, keeping those that take the program up to date on this rapidly changing technology and connecting them to like-minded individuals across the state.

2-year goal provides 25 workshops for over 500 organizations, focused on population centers throughout the state, including Western Kansas regions. Pairing the workshops with new, follow-on and continuously updated online resources will allow us to continuously refine our workshops, stay current with the communities' thoughts and needs for these tools, and generate data to see what trends are happening in the state in AI usage and development.

2. A description of the location, partners involved, and anticipated improvements.

The College of Innovation and Design (CID) will develop and maintain workshop development at Wichita State University. The CID is an interdisciplinary college with a focus on digital literacy and professional upskill around emerging technologies. Working with community partners on outreach and advice, the CID will identify regions throughout the state to bring this education opportunity to urban and rural area businesses and cities alike.

FlagshipKansas is a state-wide organization with a focus on promoting, celebrating, improving, and lobbying for technology growth and companies in the State of Kansas. In addition to the yearly Ad Astra event, being creative in educating their membership in technology is one of their pillars. Their membership and connections will be mutually beneficial and help promote the program through their channels.

Network Kansas is committed to fostering an environment where entrepreneurial and educational endeavors thrive. Network Kansas works with rural communities across Kansas and has a network we can access to bring this program to them. This program is mutually beneficial in the same ways FlagshipKansas is.

There is a tipping point where enough people in Kansas are well versed and able to use the new AI tools that we will be considered a technology workforce to those searching for a place to live and work with the qualities that are inherent to Kansas. We aim to accelerate reaching that point through this proposed program and future state-wide education initiatives. Today, there is a lot of buzz and confusion. We will eliminate the confusion and spark innovation, creativity, and work efficiency.

Beneficial outcomes for the State of Kansas, through the delivery of this proposed training includes upskilling the existing workforce, opening organizations to options of efficiencies, marketing, and enhancing customer experience, as well as new opportunities to launch new businesses utilizing these tools. Altogether, this increases the workforce talent and economic growth for our state.

3. The goals of the project, identify the compelling community need to include the targeted population, and if the solution is within an economically distressed area.

Kansas has room to improve its workforce's digital skills, and AI tools are amongst the most important and in-demand. Practically, the program will involve the design and deployment of an interactive workshop, a digital space for attendees to communicate and continuously learn new tools and the way others in Kansas are using them, and to measure the utilization of those tools for various purposes to prove the value and success of the program. We will have 25 workshops with a 50-attendee goal, reaching 1,250 workers in various locations throughout the state. Insights and information from each workshop will be used to build the online resources into an upskill-community, with the hopes of adding online workshops in the future to reach much more.

4. The short and long-term benefit to the community, the community engagement strategies to reach and support the target population, and how the organization plans to raise awareness of the program.

Short term benefits include upskilling in the world's most in-demand skillset, AI. Generative AI tools such as ChatGPT have had a rapid impact on the skills landscape over the past year, and this is going to continue for the foreseeable future. The market for AI tools is predicted to grow to \$1.3 trillion over the next decade (*Bloomberg, Generative AI to Become a \$1.3 Trillion Market by 2032, Research Finds; 2023*), while job listing sites such as Upwork, reported a 1000% increase in the number of generative AI job post in 2023. Utilizing the tools effectively is educational in a general sense, can recover minutes to hours per day when used to ideate and create documents and summarize information, and can be used in teams to set and achieve productivity goals extremely fast. Effective use of these tools by a trained workforce can potentially improve performance by as much as 40% compared with workers who don't use it (*Harvard Business School, Navigating the Jagged Technological Frontier; 2023*).

The CID is connected to many regional organizations through ongoing relationships and board seats. To have maximum impact for those in economically distressed areas, we will work with organizations that focus on minority, women, and rural areas to market these workshops, and will bring the workshop to them. Examples of these may include the Create Campaign, multiple minority chamber of commerce's, the Regional Area Economic Partnership (REAP), and the Kansas Cooperative Council. Marketing will focus on these member organizations and outreach to regional business groups in designated areas such as Rotary, Coops, chambers, and other institutions.

5. A concise summary of the applicant's organization, detailing its history, mission, and primary objectives, and describe the organization's experience in providing digital literacy and skills training to individuals and/or communities.

The College of Innovation and Design is the newest academic unit at Wichita State University, launching in 2016. The college involves partnerships between all of WSU's degree granting Colleges (Fine Arts, Education, Engineering, Liberal Arts & Sciences, Business, Health Professions, and Honors). Innovation and Design students come from various disciplines, including engineering, business, art, media design and more. Some are very strong academically; some have extensive backgrounds in industry; some have brilliant ideas; but all have passion for creativity, bringing new ideas to the marketplace, and upskilling their digital acumen. The process of innovation and product management are taught, and students learn to recognize opportunities. Uniquely, the college faculty are all from the tech industry and are experts in delivering curriculum on disruptive technologies, such as AI. CID is often the university early adopter and site for experimental non-traditional learning.

Over the past year, the CID developed and delivered several of these experimental programs. Two digital literacy programs that had high demand and positive outcomes were the Small Business Digital Transformation Program (SBDTP) and the ChatGPT: AI & Beyond program.

The SBDTP program was ARPA-grant funded through the City of Wichita, and focused on helping small businesses that were impacted by the pandemic become more resilient by identifying digital needs, creating a digital roadmap to implement one or more of those needs, and awarding funding to make it happen. Through 4 weeks of discovery and planning the small business owners worked together in discussion, worked through the Business Model Canvas process to identify opportunities, build project plans, and created new connections of other business owners in the area. The outcome has been business growth, job growth, digital literacy, and better customer experiences. 57 businesses from 10 different industries in the Wichita area completed the program and are implementing their roadmaps. \$570,000 was awarded directly to those businesses.

The ChatGPT: AI & Beyond workshop was developed and offered to test the demand and scalability of the program proposed here. Started in early 2023, the workshop has been requested by businesses, member organizations, and even throughout Kansas as well as in Montana and Colorado Springs for a national organization. Over 300 attendees completed the eight workshops focusing on demystifying, understanding, and using ChatGPT as a digital assistant. Curriculum and prompt examples or case studies were modified for each audience, and have included instantly impactful exercises in grant writing, summer camp development, marketing ideas and creation, speech writing, data analysis, and professionalizing communications in email and newsletters, just to name a few.