



MINUTES

of the

August 22, 2025, Special Meeting: Study Session

of the

Board of Regents *for the*

Oklahoma Agricultural & Mechanical Colleges

**MINUTES OF THE SPECIAL MEETING: STUDY SESSION OF THE BOARD OF
REGENTS FOR THE OKLAHOMA AGRICULTURAL AND MECHANICAL COLLEGES
AUGUST 22, 2025**

Notice of this special meeting was filed with the Oklahoma Secretary of State on August 6, 2025. This meeting was strictly an informal study session for the Regents, Oklahoma State University President Jim Hess, Board Staff, and invited guests. No Board action was taken.

The Board of Regents for the Oklahoma Agricultural and Mechanical Colleges met for a Study Session at the University House on the campus of Oklahoma State University (OSU) in Stillwater, Oklahoma.

Board members in attendance: Mr. Rick Walker, Chair; Mr. Cary Baetz, Vice Chair; Mrs. Blayne Arthur; Ms. Jennifer Callahan; Mr. Chris Franklin; Mr. Joe D. Hall; Mr. Jimmy Harrel; Mr. Tracy Poole; and Mr. Billy G. Taylor. None were absent.

Others in Attendance: Mr. Jason Ramsey, Chief Executive Officer, and Dr. Jim Hess, President, OSU and the OSU System.

After affirming with Mr. Ramsey that a quorum was present and the meeting had been filed with the Oklahoma Secretary of State, Chair Walker called the meeting to order at approximately 8:00 a.m. (A copy of the Agenda for this meeting is identified as ATTACHMENT A and attached to these minutes.)

- 1. Discussion related to Board of Regents priorities for the 2025-2026 academic year, which will include discussion of goals for Oklahoma State University's strategic plan. Topics to be covered are expected to include the student experience, enrollment strategies, career readiness, and financial management. This discussion will include OSU President Jim Hess, other OSU administrators, and Board Staff.**

Comments by Board Chair Walker

Chair Walker thanked President Hess for the hospitality shown to the Regents yesterday during the social functions of the Board Retreat. He also expressed appreciation to Regent Harrel for leading the charge on obtaining funding for a new Veterinary Medicine (VetMed) Teaching Hospital at OSU.

OSU Strategic Plan Discussion

President Hess said he will begin with discussion regarding an update to OSU's Strategic Plan (Plan). He wants to ensure the administration is well prepared with a new Plan in place to take effect on July 1, 2026. The approach is to have a bottom-up planning process and work to identify measurable goals for the University moving forward. This will be a four-year plan, from Fiscal Year (FY) 2026 through FY 2030, because the world is rapidly changing and a lot can change in four years, particularly in the areas of instruction, research, and extension. The main question on which he would like to focus this discussion is: What do we want OSU to look like in 2030? He asked the Regents for their thoughts and feedback on areas of focus they would like to see included in the Plan.

The Regents provided President Hess with feedback on various topics including student housing, Artificial Intelligence (AI) and its impact on education and the workforce, student workforce

readiness, and improved fiscal management to deliver a quality education and great student experience at an affordable cost.

President Hess said he wants to ensure OSU is differentiated from its peers, and one way to achieve that is to emphasize and focus on the Cowboy Culture. The characteristics of an OSU Cowboy are desirable to students and employers alike and is often the reason he hears from students on why they chose OSU over its competitors. What is already working should not be changed; rather, everything OSU does well should be embraced and Cowboy Culture should be the foundation upon which the University is built.

OSU Foundation Discussion

Ms. Blaire Atkinson, President of the OSU Foundation (OSUF), joined the meeting and provided an update on the OSUF's ongoing fundraising efforts and the work being done to grow support for the University. She outlined upcoming fundraising strategies and discussed how those relate to the goals and objectives set by President Hess in the Plan.

Upon the conclusion of this portion of the discussion, Ms. Atkinson left the meeting.

Discussion of Enrollment Strategy, Student Experience, and Career Readiness

Dr. Jeanette Mendez, Provost and Senior Vice President (Sr. V.P.) of Academic Affairs; Dr. Chris Francisco, Senior Vice Provost (SVP) of Academic Affairs; and Mr. Kyle Wray, Sr. V.P. of System Affairs, joined the meeting. (Handouts distributed by the administration for this portion of the discussion are identified as ATTACHMENT B and ATTACHMENT C and considered a part of these minutes.)

President Hess said OSU achieved record-breaking enrollment numbers this fall with 5,200 new freshmen in Stillwater, and a total enrollment of 36,900 students across the OSU System. Every OSU campus experienced enrollment growth this fall. He discussed with the Regents strategies to continue growing enrollment and the best way to identify specific areas to target for growth, all while still ensuring adequate housing and a positive student experience. One area of focus in the new Plan will be to identify a clear mission and focus for the OSU-Oklahoma City (OSU-OKC), OSU Institute of Technology (OSUIT), and OSU-Tulsa (OSU-TUL) branch campuses. A cohesive, core marketing campaign will be developed, then customized to the mission of each branch campus accordingly.

Provost Mendez highlighted the information on the handouts for the Regents and discussed various topics including how OSU is implementing AI in its curriculum and across its campuses, and the introduction of Coursera as a way for students to earn micro-credentials. SVP Francisco said he is particularly proud of OSU's Master's in AI degree program that was launched this fall. The program has core courses that are deemed necessary by experts for anyone going into the field of AI, but with options for students to customize their degree according to their chosen area of study.

President Hess moved to the topic of student wellness and announced Mrs. Angela Hess's chosen initiative as OSU's First Cowgirl: mental health. He and Mrs. Hess have a deep, vested interest in the wellbeing of OSU's students, and they believe it is their moral obligation to ensure each and every student feels supported and cared for during their time at OSU. To ensure students have access to counseling when they actually need it, he plans to change the hours of University

Counseling Services (UCS) so it will be open and offering face-to-face counseling services later into the evenings for students, rather than during regular business hours when most students are taking classes. Another planned change is to centralize the platforms utilized to provide students with support, which will aid counseling staff in providing more efficient, centralized scheduling and ensuring they can meet students' needs in a timely manner.

Upon the conclusion of this portion of the discussion, Provost Mendez, SVP Francisco, and Sr. V.P. Wray left the meeting.

Discussion of OSU Athletics

President Hess welcomed Mr. Reid Sigmon, Deputy Athletic Director, and Mr. Chris Kuwitzky, Sr. V.P. and Chief Financial/Administrative Officer, to the meeting. He asked Mr. Sigmon to provide an update about OSU Athletics (Athletics). Mr. Sigmon discussed with the Regents various topics of interest specific to Athletics, including Name, Image, Likeness (NIL) agreements with students and how that payment process works, as well as strategies the administration is exploring to increase Athletics revenue.

Upon the conclusion of this portion of the discussion, Mr. Sigmon left the meeting.

Discussion of Institutional Operations

President Hess discussed the funding sources and planned locations of new facilities that are being planned for the OSU campus, most notably the new VetMed Teaching Hospital, as well as a new Human Performance and Nutrition Research Institute (HPNRI) facility. He also discussed the planned relocations of OSU's College of Life Sciences and the OSU Student Farm and the budgetary needs for each of those projects. The Regents and the administration also discussed OSU's relationship with the City of Stillwater, the plan for powered land development west of campus off Highway 51, and the logistics of the University's self-funded insurance plan.

President Hess informed the Regents of some upcoming changes he will make to the structures of OSU's Executive Leadership Team and the President's Office. He emphasized how important it is for each branch campus to have dedicated leadership on campus every day, and said he will be addressing that issue this fall. He has also begun working to eliminate "add-on" functions across many of OSU's departments, which will ensure the departments and staff remain focused on their intended work within their areas of expertise. Lastly, President Hess and Mr. Kuwitzky discussed the University's accounting system, Banner, and some changes they plan to implement to improve how the data is manipulated in Banner so it can better serve the day-to-day needs of the administration.

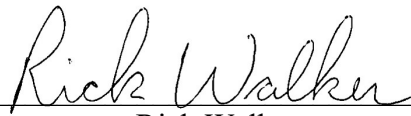
2. New business unforeseen at the time agenda was posted.

None.

3. Meeting adjournment

The meeting was adjourned at approximately 12:40 p.m.

BOARD OF REGENTS FOR THE OKLAHOMA
AGRICULTURAL AND MECHANICAL COLLEGES



Rick Walker
Chair

ATTEST:



Jason Ramsey
Interim Chief Executive Officer

Certified correct minutes subject to the approval of the Board of Regents for the Oklahoma
Agricultural and Mechanical Colleges on October 24, 2025, prepared by:



Kyla Eldridge
Office Manager & Executive Assistant to the CEO



ATTACHMENT A

AGENDA
OSU/A&M Board of Regents
Retreat & Study Session*

August 21 & 22, 2025

Oklahoma State University
University House
1600 N. Washington Street
Stillwater, Oklahoma

Thursday, August 21
6:30 p.m. — Reception & Tour
7:00 p.m. — Dinner

Friday, August 22
7:30 a.m. — Breakfast
8:00 a.m. — Study Session

Notice of this special meeting was filed with the Secretary of State on August 6, 2025. This is strictly an informal retreat/study session for those Regents who can attend, OSU President Jim Hess, and their spouses/guests. Items on this agenda are strictly for informational purposes and **no action will be taken by the Board.*

I. ITEMS FOR DISCUSSION AT STUDY SESSION:

1. Discussion related to Board of Regents priorities for the 2025-2026 academic year, which will include discussion of goals for Oklahoma State University's strategic plan. Topics to be covered are expected to include the student experience, enrollment strategies, career readiness, and financial management. This discussion will include OSU President Jim Hess, other OSU administrators, and Board Staff.
2. New business unforeseen at time agenda was posted.
3. Meeting adjournment.

Overview: Artificial intelligence is an increasingly important area of emphasis across the Oklahoma State University System. OSU is actively engaging in AI-related research, academic programming, and public service initiatives that span disciplines such as agriculture, energy, health care, business, and more. These efforts reflect a growing institutional focus on leveraging AI to solve real-world challenges, enhance educational opportunities, and support workforce development. This brief outlines key areas and initiatives that are underway and additional opportunities to leverage innovative uses of AI in the years ahead.

General

- **AI Taskforce** – In April 2025, OSU Stillwater established a cross-campus working group to identify opportunities to improve and enhance university functions through artificial intelligence. Co-chaired by Christine Ormsbee, Vice Provost, and Raj Murthy, CIO, the group has met twice over the summer and will continue to meet regularly through the fall. A report with recommendations is expected by mid-spring 2026.
- **EAB Presentation** – On September 25, EAB will brief the Council of Deans on AI integration in higher education.
- **ITLE** is set to launch the AI Integration Program in Fall 2025 that will equip participants with AI tools like ChatGPT and provide hands-on training to integrate these technologies into coursework across programs. Faculty teams will create assignments, assessments, and other program-aligned experiences with the intent to help students develop AI knowledge and skills.
- **Coursera Access** – OSU offers a limited Coursera license for faculty, staff, and students, with over 300 AI-related courses available. To date, more than 400 students have completed at least one AI course through Coursera.

Partnerships and Industry Engagement

- OSU was recently announced as a **Google for AI Education Accelerator**, an initiative to empower students and faculty with critical AI and job-ready skills and help educators upskill and teach with the latest technology. The Google AI for Education Accelerator provides no-cost training, products, resources, and opportunities to connect with other colleges and universities so you can help your learners and faculty build AI skills and prepare for the jobs of today and tomorrow.
- The Hamm Institute for American Energy at OSU has launched the **American Energy + AI Initiative**, a national effort to ensure the U.S. energy infrastructure can support the explosive growth of artificial intelligence. Announced during the Powering AI Summit in Oklahoma City, the initiative brings together leaders from government, industry, and academia to accelerate deployment of dispatchable energy sources like natural gas, nuclear, and geothermal; modernize the grid; develop AI-powered energy innovations; reshore critical supply chains; and train a future-ready workforce. With support from four U.S. Cabinet officials and major energy and tech stakeholders, the initiative positions OSU as a central hub for scalable, secure energy solutions in the AI era.

Student Experience

- OSU will leverage the Ideal Graduate initiative to ensure all students have access to AI education as part of the Professional Preparedness competency, one of the four competencies of the Ideal Graduate. This effort includes:
 - AI-focused micro-credentials and Coursera certificates tailored for OSU
 - Integration of these credentials into existing courses
 - An Ideal Graduate Faculty Fellow to serve as an ambassador, raise awareness, support adoption, and sustain momentum for AI integration in the curriculum
 - Ideal Graduate completion as a graduation requirement for every student
- The Office of Student Success uses Cowboy Charlie, an AI-powered textbot from EdSights, to engage first-year students. Based on Dr. Vincent Tinto's retention framework, Cowboy Charlie:
 - Checks in with students and connects them to resources
 - Flags students who may need personalized outreach
 - Answers questions 24/7 using staff-approved informationThis approach provides valuable insights into the first-year cohort and delivers timely, personalized interventions that promote persistence and belonging. In December 2024, a targeted message from Cowboy Charlie prompted 71 students to reconsider withdrawing before spring semester, demonstrating its positive impact on retention.

Degrees, Curriculum and Certificates

- The Center for the Future of Work offers workforce-aligned online [certificates](#) in AI to meet the evolving needs of today's professionals. Certificates include: The Advanced AI Workflows, AI Prompting, Business Analytics, Digital Marketing, and Project Management—all designed to provide the practical and strategic AI skills professionals need to enhance their careers.
- New master's in AI with options in CS, Computer Engineering, and Health Care Administration. Built with a common foundation of AI courses as core knowledge and expandable to AI applications in many other areas
- Computer Science graduate certificate in Big Data Analytics
- Elective undergrad and graduate computer science courses in AI
- Digital Design graduate program in Design and Merchandising
- Standalone Data Analytics undergraduate degree in Spears as well as an undergrad degree in Data Science in Management Information Systems within Spears
- Master's degree in Spears in Business Analytics and Data Science (all one degree) plus options within the master's in Management Information Systems in Big Data Analytics, Cybersecurity, and Health Analytics
- Graduate certificate in Spears in Business Analytics and Data Science, grad certificate in Spears in Health Analytics, grad certificate in Spears in Marketing Analytics
- Engineering technology undergrad and master's programs in Mechatronics and Robotics that include AI material
- PHIL 3783: Ethics of Artificial Intelligence (humanities gen ed course)

Faculty Development, Research and Extension

- AI Resources – ITLE provides AI teaching [resources](#) for faculty, including training to use Co-Pilot within OSU's Microsoft products.
- Research Expertise – Ten faculty members list Artificial Intelligence as a research focus in the OSU Experts Directory.

- In 2024, Oklahoma State University Extension launched an [AI-powered chatbot](#) called ExtensionBot to expand its reach and better serve digital audiences. Built on a foundation of over 400,000 peer-reviewed publications from 30 state Extension networks and the USDA, the chatbot delivers accurate, localized responses to public inquiries across topics like agriculture, health, and family resilience. Live on the OSU Extension website since September, ExtensionBot enhances accessibility and efficiency for educators and users alike, enabling quick answers to questions such as crop recommendations or seasonal home maintenance. The initiative is funded by the USDA's New Technologies in Ag Extension grant and reflects OSU's commitment to innovation and community engagement.
- OSU's Department of Computer Science has launched the 2025 Research Experiences for Teachers (RET) program to equip Oklahoma high school and community college educators with the skills needed to teach in the age of artificial intelligence. Running from June 9 to August 1, the program offers hands-on training in AI and computer science, covering travel and lodging costs to ensure accessibility. Led by Dr. Rittika Shamsuddin, the initiative aims to build a pipeline of curiosity and confidence from teachers to students, emphasizing responsible use of AI, ethical considerations, and real-world applications. Now in its fifth year, RET continues to fill a critical gap in Oklahoma's education system, where computer science is required but lacks formal teacher certification.
- OSU researcher Dr. Ying Zhang has been awarded a \$1 million grant from the National Science Foundation to lead an AI-driven initiative aimed at transforming energy systems in response to climate change. The project focuses on developing intelligent models that optimize energy transitions, reduce carbon emissions, and enhance grid resilience. By integrating advanced machine learning techniques with energy infrastructure planning, Dr. Zhang's work positions OSU at the forefront of sustainable innovation and climate-responsive technology.
- OSU professors Yongwei Shan and Weihua Sheng are developing an AI-powered virtual assistant to help municipalities manage sewer infrastructure more efficiently. Building on a GIS-based platform tested by the City of Stillwater, the assistant will support proactive maintenance decisions and address data silos. The project is being commercialized through InfraTie Solutions, a startup backed by Cowboy Technologies.
- Dr. Xiao Luo, a professor at OSU's Spears School of Business, is pioneering the use of AI to create personalized medical profiles that assess stroke risk in patients with asymptomatic carotid stenosis. Her research, supported by a \$10,000 internal seed grant, leverages electronic health records to build interpretable AI models that can guide preventative care – especially in rural areas lacking advanced imaging systems. Collaborating with Dr. Alan Sawchuk from Indiana University, Luo's work aims to make lifesaving health care more accessible by transforming routine patient data into predictive tools for early intervention.
- OSU Ph.D. student Abraham Terrah is advancing research on the ethical and practical integration of artificial intelligence in hospitality and tourism. His work explores how technologies like voice assistants, facial recognition room keys, and robot bartenders are reshaping hotel experiences. Inspired during the COVID-19 pandemic, Terrah's research identifies novelty and lifestyle compatibility as key drivers of guest adoption of AI tools. His master's thesis, which examined user intentions at China's Flyzoo Hotel, was recently published in *Advances in Hospitality and Tourism Research*, positioning OSU at the forefront of tech-driven service innovation.
- Dr. Betty Simkins, head of the Department of Finance at OSU's Spears School of Business, collaborated with researchers from Beijing Normal University to explore investor sentiment in the gold futures market using ChatGPT. Their study revealed a strong correlation between

AI-generated sentiment indices and gold futures returns, particularly during economic instability. The research not only validated the predictive power of sentiment analysis in finance but also demonstrated the effectiveness of generative AI in processing vast textual data to detect subtle market signals—marking a significant methodological advancement in financial research.

Faculty and Staff/Workforce Usage

- All OSU faculty, staff and students have access to Microsoft's AI companion, CoPilot. Copilot Chat is an AI-powered chat feature integrated into Microsoft 365 that allows users to engage in secure, interactive conversations. It is designed to help users access information and insights quickly by using natural language queries. Users can ask questions related to their work, such as retrieving data or understanding processes, without needing to navigate through the user interface or product documentation. The chat functionality is grounded in various Microsoft 365 applications like Teams, Outlook, and others, providing a seamless experience across different platforms. It leverages AI to generate responses that can include plain text, links to records, and help articles, enhancing productivity and efficiency.
- OSU faculty and staff have access to more than 25,000 professional development training modules on AI through the university's LinkedIn Learning account providing opportunities to enhance their understanding and usage of the technology.
- The OSU Marketing and Communications AI Task Force, a group of professionals from across the OSU System, meets regularly to address evolving needs in AI. The group has established AI usage guidelines for marketing and communications, compiled a list of recommended and approved tools and launched an ongoing "lunch and learn" series to expand AI skills, showcase emerging tools and highlight high-impact opportunities. The first session was held this summer, with additional events planned throughout the year.

OSU System**OSU-OKC**

- In-service Fall 2024 included professional development by Alissa Nephew about using AI in the Classroom.
- In Spring 2025, faculty were asked to complete the AI for Instructors course developed by OSU-Stillwater ITLE.
- Faculty were trained on the Harmonize tool in Canvas in Spring 2024 and Fall 2025. The tool allows faculty to use AI to develop discussion prompts aligned with learning objectives and rubrics to assess responses.

OSUIT

- OSUIT has 2 new courses that will be electives in the Instructional Technology program approved for 2025-2026: ITD 1393: Foundations of Artificial Intelligence, ITD 2273: Applied Artificial Intelligence & Advanced Techniques

AI Programming and Initiatives by the Institute for Teaching and Learning Excellence (ITLE)

ITLE has consistently encouraged faculty to:

- Become familiar with generative AI tools
- Incorporate AI meaningfully and ethically into teaching
- Equip students with skills to use AI responsibly in academic and professional context

ITLE Comprehensive Timeline

- **Summer 2023**
 - (June) ITLE hosted Teaching with Technology Conference – “Tech-Knowledge Revolution” with keynote on generative AI.
 - Created faculty-facing website resources and syllabus statements on AI use.
 - OSU-OKC Staff General AI Session Workshop
- **Fall 2023**
 - (August) Delivered college-based AI workshops focused on generative AI tools and student engagement.
 - Launched self-paced modules introducing faculty to generative AI tools and responsible use.
 - Launched AI Student Video Series covering ethical use, academic integrity, and appropriate applications.
 - Began weekly AI Teaching Tips newsletter and video series that run every week during the year; provided one-on-one consultations.
- **Spring 2024**
 - Presented to Faculty Council on generative AI and detection tools.
 - Offered “AI for Instructors” Asynchronous course for faculty
 - Foundational Awareness & Early Adoption Series Overview:
 - Launched the AI Bytes series, biweekly, 60-minute virtual sessions targeting foundational understanding of generative AI tools for instructors and faculty. Each session focused on a single tool or instructional strategy with clear use cases for teaching and learning.
 - Topics included:
 - From Inspiration to Implementation: Sharing Successful AI Case Studies in Teaching
 - Hands-on Exploration: Experimenting with AI Tools and Platforms for Learning
 - Building Your AI Toolkit: Tailoring Technologies to Specific Learning Needs
 - Collaborating for Success: Sharing Best Practices and Challenges in AI Implementation
 - Assignment Audit: Auditing and Revamping Your Traditional Assignments
 - Tools for Research: Exploring Emerging AI-Powered Tools For Research
- **Summer 2024**
 - Designed the AI Integration Program for faculty teams to embed AI across majors.
 - Secured funding model and planning schedule for Fall 2024 cohort launch.
- **Fall 2024**
 - Facilitated department-specific AI workshops on assignment redesign
 - OLLI/Library Presentation on AI for Instructors
 - Audience: OSU Library’s OLLI program participants and faculty partners
 - Purpose: Introduced the foundations of generative AI in higher education
 - Held workshops on generative AI strategies with small groups/departments and colleges
 - OSU OKC & OSU-Tulsa Faculty & Staff Workshop
 - Audience: OSU-OKC and OSU-Tulsa faculty and staff
 - Purpose: Equip satellite campus instructors with practical strategies for AI in

course development

- Continued AI Bytes Series:
 - Topics Included:
 - Copilot Unleashed: Elevating Faculty Productivity and Teaching Effectiveness
 - Beyond Traditional Assignments: AI Integration
 - Enhancing Learning and Integrity: Integrating Oral Presentations to Mitigate AI Misuse
- **Spring 2025**
 - Kicked off the AI Integration Program with monthly meetings and licensed access to ChatGPT Teams.
 - Supported OSU Reads book study on 'Teaching with AI: A Practical Guide to a New Era of Human Learning'.
 - External Faculty Development & Program Support
 - OSU Extension AI Training Session
 - Audience: OSU Extension educators and program coordinators
 - Objective: Demonstrate how generative AI tools can support Extension teaching, reporting, and planning
- **Summer 2025**
 - Built centralized repository for all AI training videos, templates, and teaching guides.

OSU Joins Google AI for Education Accelerator

Oklahoma State University (OSU) has been selected as one of the first institutions to join the **Google AI for Education Accelerator**, a flagship initiative under Google's **\$1 billion national commitment** to strengthen American education and workforce competitiveness. This places OSU at the forefront of artificial intelligence education, research, and workforce development, aligning directly with its **land-grant mission** to expand opportunity and deliver applied, career-focused education across Oklahoma.

At the same time, Google announced a **\$9 billion investment in Oklahoma over the next two years**, including the development of a new **AI and cloud data center campus in Stillwater** and expansion of its Pryor facility. This positions OSU as a critical partner in supplying the **talent pipeline** to support Google's infrastructure growth and the broader AI-driven economy.

Key Benefits for OSU Students, Faculty & Staff

- **No-Cost AI & Career Training:** All OSU students, faculty, and staff gain free access to Google Career Certificates, AI courses, and cloud computing tools.
- **Hands-On Learning:** Integration of Google's cutting-edge AI platforms ensures OSU learners gain practical experience with technologies used by global innovators.
- **Workforce Advantage:** Participants will graduate with industry-recognized credentials, increasing employability and aligning OSU with workforce demand in AI, IT, and cloud technologies.
- **Expanded Polytech Pathways:** Through OSU Institute of Technology (OSUIT), students can pursue stackable credentials in electrical and electronics technology, directly addressing Google's and Oklahoma's critical labor needs.

Workforce Development & Statewide Impact

- **Electrical Workforce Growth:** Google, in partnership with OSUIT, MidAmerica Industrial Park, and Northeast Tech, aims to increase Oklahoma's pipeline of electricians by 135% by 2030. This directly supports the buildout of next-generation AI and cloud infrastructure.
- **Economic Strengthening:** By aligning academic excellence with Google's global technology leadership, OSU is positioned to:
 - Equip Oklahoma's workforce with job-ready AI and technical skills.
 - Support Google's data centers in Stillwater and Pryor with a steady flow of qualified talent.
 - Enhance Oklahoma's role in national AI competitiveness while fueling regional economic development.

Coursera is a global online learning platform that partners with universities and organizations to offer courses, specializations, certificates, and degree programs across a wide range of disciplines. Within higher education, Coursera can be leveraged to:

- **Supplement coursework** by providing students with access to high-quality online modules, lectures, and assessments from leading institutions worldwide.
- **Support faculty** in integrating digital content into their teaching, enabling flipped classrooms, blended learning models, or enrichment opportunities.
- **Expand access** to professional certificates and industry-aligned skills training that prepare students for the workforce.
- **Promote lifelong learning** by offering faculty, staff, and alumni opportunities to continue developing their expertise.

In short, Coursera enhances teaching and learning in higher education by extending curricular offerings, fostering flexible and scalable learning, and connecting academic study with workforce needs.

MicroCredential in Generative AI

This program offers OSU students the opportunity to earn a free transcribed MicroCredential in Generative AI. To earn the Generative AI MicroCredential, students must complete three courses from the Coursera curated course menu. All courses are online and self-paced. Once completed the student will receive a MicroCredential that will also be documented on their OSU transcript.

Sample Generative AI Course Options

Generative AI: Introduction and Applications (IBM - 7 hours)

This course is designed for everyone, including professionals, executives, students, and enthusiasts, interested in learning about generative AI and leveraging its capabilities in their work and lives. Course outcomes include:

- Describe generative AI and distinguish it from discriminative AI.
- Describe the capabilities of generative AI and its use cases in the real world.
- Identify the applications of generative AI in different sectors and industries.
- Explore common generative AI models and tools for text, code, image, audio, and video generation.

AI: Prompt Engineering Basics (IBM - 9 hours to complete)

As generative AI (GenAI) continues to reshape the workplace and redefine job roles, the ability to use it effectively is becoming a must-have skill. Prompt engineering is the key to effectively guiding GenAI models and controlling their output to produce desired results. You'll learn practical techniques, structured approaches, and best practices for crafting effective prompts. Gain hands-on experience with advanced methods like multimodal prompting, the playoff method, and image generation techniques. Course outcomes include:

- Explain the concept, relevance, and best practices of prompt engineering to guide generative AI models in producing meaningful, accurate outputs.
- Apply prompt engineering techniques to text prompts, improving the reliability and quality of large language models.
- Practice prompt engineering techniques and approaches, including interview pattern, chain-of-thought, tree-of-thought, to improve prompt outcomes.
- Explore commonly used tools for prompt engineering to aid with prompt engineering.

Generative AI: Foundation Models and Platforms (IBM – 6 hours)

The course focuses on the core concepts and generative AI models that form the building blocks of generative AI. You will explore deep learning and large language models (LLMs). You will learn about GANs, VAEs, transformers, and diffusion models; the building blocks of generative AI. You will become familiar with the concept of foundation models. Hands-on labs, included in the course, provide an opportunity to explore the use cases of generative AI through the IBM generative AI classroom and platforms like IBM watsonx. In this course, you

- Knowledge and hands-on experience using GenAI
- The importance of critical thinking when interacting with LLMs
- Understand not only what GenAI is but also how to use it to develop better ideas more quickly and sharpen your point of view
- How to leverage AI to prepare for the future of work

Generative AI: Elevate Your Software Development Career (IBM – 20 hours)

Generative AI is transforming the field of software engineering, making it a crucial skill for developers to have in their toolkit. This IBM course is designed to provide you with a comprehensive understanding of how generative AI techniques can be applied to enhance software development processes.

This course offers the skills and knowledge needed to leverage AI-powered tools and algorithms to improve the efficiency of software development. Through a combination of videos, hands-on exercises, demos, and projects, you will learn how to use generative AI models to automate various aspects of development, including code generation, software design and architecture, bug detection, testing, and optimization. Course outcomes include:

- Demonstrate how to generate code snippets, scripts, and programs using generative AI models
- Apply generative AI techniques for application design, architecture, bug detection, code refactoring, and program optimization
- Develop innovative solutions using generative AI-powered tools such as ChatGPT, GitHub Copilot, Google Gemini, and IBM watsonx Code Assistant
- Explain the challenges and ethical considerations associated with using generative AI for programming, along with strategies for mitigating them

Generative AI: Elevate Your Data Science Career (IBM – 10 hours)

The course addresses real-world data science problems data scientists encounter—across multiple industries— with data generation, data augmentation, and feature engineering. Gain skills you can immediately put to use implementing generative AI models and techniques that address these real-world issues. Then, learn how to use generative AI to speed data visualizations, build models and to produce data insights. You'll also learn about key ethics considerations around generative AI and data, key concerns for executives across industries.

Course outcomes include:

- Examine real-world scenarios where generative AI can enhance data science workflows
- Practice generative AI skills in hand-on labs and projects by generating and augmenting datasets for specific use cases
- Apply generative AI techniques in the development and refinement of machine learning models
- Leverage generative AI tools, like GPT 3.5, ChatCSV, and tomat.ai, available to Data Scientists for querying and preparing data

- Explain the fundamental concepts of Generative AI and its significance in cybersecurity.
- Apply generative AI techniques to real-world cybersecurity scenarios, including UBEA, threat intelligence, report summarization, and playbooks.
- Assess the use of generative AI in cybersecurity against threats, like phishing and malware, and understand potential NLP-based attack techniques.
- Mitigate attacks on generative AI models and analyze real-world case studies, identifying key success factors in implementation.

Programming with Generative AI (Indian Institute of Technology – 8 hours)

Our "Programming with Generative AI" course takes you on a practical journey, exploring how generative AI tools can transform your coding workflow. Whether you're a software developer, tech lead, or AI enthusiast, this hands-on program is designed for you. Course outcomes include:

- Utilise code companion tools for enhanced software development
- Master GitHub Copilot with hands-on learning
- Seamlessly integrate generative AI into your workflow for a more efficient and creative coding experience

Generative AI in Marketing (Board Infinity – 4 hours)

This course provides a deep dive into Generative AI and its applications in marketing, focusing on the core principles, models, and tools that enhance content creation, customer engagement, and campaign optimization. Learners will explore AI-powered content generation, advanced prompt engineering techniques, and real-world AI integrations to streamline marketing strategies. Through hands-on demonstrations, AI-driven personalization, and ethical considerations, this course equips learners with the skills to effectively leverage AI tools like ChatGPT, DALL·E, MidJourney, and Bard in digital marketing. Course outcomes include:

- Apply AI tools such as ChatGPT, DALL·E & Synthesia to create high-quality marketing content, including blogs, social media posts, images, and videos.
- Analyze the use of AI in marketing automation, personalization, and campaign optimization through real-world case studies and performance data.
- Evaluate the ethical implications, challenges, and strategic considerations involved in integrating generative AI into brand marketing workflows.

Generative AI: A Game Changer for Program Managers (SkillUP – 8 hours)

In this course, you'll explore how GenAI can transform program management tasks, plus how it aligns with latest edition of PMI's Standard for Program Management. You'll learn how AI can help you negotiate the program lifecycle across three key phases. For the Program Definition phase, you'll learn how AI enhances stakeholder analysis, business case validation, and benefits identification. In the Program Delivery phase, you'll see how AI-driven governance, risk management, and real-time insights optimize execution. Then in the

Writing with Generative AI (University of California, Davis – 5 hours)

This course contains four modules. In Module 1, you will explore generative AI and Large Language Models (LLM), equipping you with the knowledge to harness these tools effectively while being mindful of their limitations and potential pitfalls. In Module 2, you will learn to describe the critical components of context necessary for effective writing, which includes identifying the purpose, audience, issue, and context for a given writing project. In Module 3, you will focus on assessing privacy and intellectual property in generative AI. You'll explore AI user agreements, consider your ethical stance, and understand how machine learning impacts information. Finally, in Module 4, you will learn to evaluate and analyze AI-generated content critically. We will discuss the advantages and disadvantages of integrating AI into the writing process, helping you identify when and how AI can be most beneficial.