GenAI Guidelines for Chico State

California State University Chico

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Introduction

As artificial intelligence (AI) technology continues to evolve, it is transforming the digital landscape at an unprecedented pace. Generative AI in particular is reshaping how we interact with technology, opening up new possibilities for creativity, efficiency, and innovation. From automating tasks to producing original content, generative AI has the potential to significantly impact various industries, including education. AI technology will play a crucial role in the future job market, and equipping students and professionals alike with the skills to thrive in a technology-driven world is a commitment Chico State has made to the campus community it serves.

The Division of IT at Chico State recognizes both the opportunities and challenges that come with adopting generative AI in higher education.

By embracing AI thoughtfully, we can not only enhance the educational experience but also ensure that we maintain the integrity and rigor that define higher education. Our goal is to empower faculty, staff, and students to explore the benefits of AI while being mindful of ethics, limitations and risks.

How to Utilize the Recommended Guidelines for Generative AI at Chico State

1. **Start with the Table of Contents**
   The first step to using these guidelines effectively is to navigate the Table of Contents. This resource is designed to be a comprehensive bird's eye view, allowing readers to quickly locate topics relevant to them. Whether you are a faculty member, student, or staff, you will find sections on ethical use, legal considerations, and recommended best practices for integrating generative AI into your campus related work.

2. **Search by Topics That Interest You**
   If you're looking for guidance on a particular aspect of generative AI, such as copyright laws, ethical standards, or practical applications in the classroom, simply scroll through the topics or use the search function (Crtl+ F).

3. **Begin with Definitions and Guiding Principles**
   For those new to AI or wanting a high-level understanding, we recommend starting with the Definitions and Guiding Principles sections. This section offers a foundational overview of what generative AI is, its capabilities, and the ethical considerations unique to an academic setting. By beginning here, you'll gain a clear understanding of the core concepts and values that should guide the use of AI at Chico State, helping you to approach this powerful technology with integrity and responsibility.

4. **Explore Best Practices and Ethical Use**
   Once you have a general understanding, delve into Best Practices and Ethical Use sections, where you'll find practical advice on how to incorporate AI tools without compromising institutional standards. These sections include examples, case studies, and specific recommendations for using AI in various academic contexts, ensuring compliance with institutional values and broader legal standards.

Chico State Generative AI Privacy Statement

California State University, Chico (Chico State) is committed to upholding academic integrity, individual privacy, and responsible innovation in the use of enterprise Generative AI (GenAI) tools such as ChatGPT Edu, Google NotebookLM, Google Gemini, and Microsoft Copilot.

As outlined in our Chico State Playbook, Chico State will succeed by embracing streamlined processes and adaptive ways of working to thrive in a rapidly evolving world. As such, we are recommitted to the highest standards of excellence, driven by a spirit of inspiration to build a diverse and inclusive community, and we put these values into practice by supporting groundbreaking teaching, research, creativity, and innovation.

While the Division of Information Technology (DoIT) system administrators may manage settings and accounts, their access is limited to basic account information and aggregate usage data such as number of active users by day, number of messages sent to top GPTs, and number of messages sent by model. The University does not monitor or review individual prompts, responses, or user interactions within GenAI tools. Chico State values the privacy of its students, faculty, and staff. Access to GenAI usage data is limited to anonymized, aggregate metrics—such as total number of users or queries—which help improve services while maintaining user confidentiality.

There are, however, **rare and critical exceptions** that apply to all university-provided digital systems and tools:

Legal Requests: A court order or legally binding request from law enforcement may compel the university to provide targeted, specific user data in the context of a legal investigation or proceeding.

Cybersecurity Risks: if a significant cybersecurity threat or vulnerability arises within a Chico State provided GenAi tool, Division of IT (DoIT) subject matter experts may require access to protected data that may have been compromised.

If such a case arises, access will only be granted after a legal review and validation by the Office of General Counsel and Risk Management. If authorized, only designated subject matter experts will carry out a narrowly tailored data search. Any resulting data is either the property of the requesting legal authority or used solely to protect the university's digital assets. Chico State remains dedicated to fostering innovation through AI tools while safeguarding the privacy and academic freedom of our university community.

Definition: What is Generative AI?

What is a large language model (LLM)?

A large language model (LLM) is a type of artificial intelligence (AI) program that can recognize and generate content, among other tasks. LLMs are trained on huge sets of data — hence the name "large." LLMs are built on machine learning: specifically, a type of neural network called a transformer model.

In simpler terms, an LLM is an application that has been fed enough examples to be able to recognize and in terpret human language or other types of complex data. Many LLMs are trained on data that has been gathered from the Internet — thousands or millions of gigabytes' worth of text. But the quality of the samples impacts how well LLMs will learn natural language.

LLMs use a type of machine learning called deep learning in order to understand how characters, words, and sentences function together. Deep learning is a type of machine learning that can recognize complex patterns and make associations in a similar way to humans. Deep learning involves the analysis of unstructured data, which eventually enables the model to recognize distinctions between pieces of content .

LLMs are then fine-tuned or prompt-tuned to the particular task that the programmer wants them to do.

The Potential of Generative AI Towards the Institutional Goal of Technology Equity and Inclusion

One of the most transformative aspects of Generative AI (GenAI) is its ability to reduce educational disparities by providing personalized, on-demand learning experiences. For students from underrepresented backgrounds, those with disabilities, or others facing barriers to traditional education, AI can offer tailored tutoring, real-time feedback, and access to resources that were previously difficult or tedious to obtain. GenAI technology can automate routine tasks, provide accessible content formats, and enhance self-help options, making support more readily available to students and constituents. This automation frees up educators and administrative professionals to focus on more meaningful student interactions and instruction.

Equity Impact of Generative AI:

Generative AI has the potential to close gaps in access to quality education. For example, AI tutoring can provide personalized learning experiences for students who may not have access to one-on-one tutoring, or who may benefit from accessible, individualized content. For students with disabilities, GenAI can enhance accessibility through speech-to-text functions, and tailored content that accommodates various learning and sensory needs. According to a report from The Brookings Institution, "AI-based education technologies, if implemented with care, can play a key role in leveling the educational playing field, helping to close equity gaps in ways that traditional classroom settings may not be able to achieve". GenAI not only has the power to innovate education but also to democratize it, providing tools and resources to students regardless of socioeconomic background, geographic location, disability, or institutional prestige. However, it is crucial to navigate these tools responsibly and ethically, ensuring they serve all students equitably.

AI Technology and its Potential Negative Impact on Equity and Inclusion

While AI holds tremendous promise in improving education and promoting equity, it can also unintentionally undermine these goals if not used carefully. A primary concern with AI tools, such as Large Language Models (LLMs) like ChatGPT, Copilot, and others, is that biases present in the real world can be reflected in the outputs generated by these systems. AI algorithms pool their information from massive datasets, and if those datasets include biased, incomplete, or historically discriminatory information, the AI models may perpetuate or even amplify these biases.

For example, if a GenAI tool like ChatGPT is trained on data that overrepresents certain demographics or excludes marginalized voices, the responses it generates might inadvertently reflect stereotypes, cultural insensitivity, or exclude diverse perspectives. This contradicts the values of equity and inclusion, which are core to the mission of higher education.

Other concerns include GenAI tools creating barriers to equitable access for students with disabilities, particularly when accommodations rely on accuracy and consistency. For example, GenAI transcription services may struggle with mispronunciations, heavy accents, or background noise, which can lead to errors that diminish accessibility for users relying on accurate captioning. Limitations in AI technology may require individualized support options for students with disabilities to ensure they can benefit equitably from these tools.

Additionally, free or basic versions of AI-powered tools often impose limits on usage, which may restrict access for students and users who need these services frequently and cannot afford subscriptions. Similarly, some GenAI tools are only compatible with high-performance devices, which can pose equity issues for students who may not have the financial means to purchase advanced IT equipment. This limitation can hinder access to essential resources and create disparities in learning opportunities.

Guidelines for Ethical Use of AI at Chico State

To ensure that AI is used responsibly and aligns with Chico State's commitment to being a welcoming, inclusive institution, personnel should follow these guidelines:

1. **Evaluate the Source of Data:** Understand that AI models are only as unbiased as the data they are trained on. Be cautious when using AI-generated content and assess whether it reflects a broad, diverse, and inclusive perspective.

2. **Monitor for Bias**: Regularly review AI-generated content for potential biases. For example, check if certain groups are disproportionately represented or if stereotypes are being perpetuated. This includes being aware of gender, race, disability, or socioeconomic biases.

3. **Maintain Academic Integrity:** Generative AI tools can sometimes produce plagiarized or non-original content. It's crucial to ensure that all outputs align with academic integrity standards and do not infringe on intellectual property or violate copyright laws.

4. **Promote Inclusive Language:** Be mindful of how AI outputs may influence perceptions, and always proofread for offensive or oppressive language. Ensuring that the content produced reflects Chico State's values of diversity and inclusion is key to maintaining a positive academic environment.

5. **Foster Diverse Perspectives:** When using AI in educational settings, encourage the exploration of multiple viewpoints. Avoid over-reliance on AI tools for content generation and ensure that diverse voices are included in decision-making processes.

6. **AI as a Support, Not a Replacement:** While AI can be a valuable tool, it should complement, not replace, the human elements of teaching and learning. Encourage collaboration with AI but emphasize critical thinking, creativity, and personal insight, which are central to a well-rounded education. Additionally, avoid requiring the use of AI tools that may not be accessible or available to all participants, ensuring equitable opportunities for everyone involved.

7. **Continuous Learning and Adaptation:** As AI technology evolves, it's essential to stay informed about new developments and continuously assess the tools in use. Chico State personnel should remain committed to learning about AI's limitations, and proactively address any emerging issues related to bias or inclusivity.

8. **Differentiate fact from AI-generated fiction:** Understand that while GenAI content aims to provide useful responses, it can sometimes produce information that is inaccurate or misleading. Fact-checking is essential to verify the accuracy of information, ensuring that decisions and actions are based on reliable sources rather than AI-generated content alone.

By adhering to these guidelines, Chico State can ensure that the use of AI remains aligned with the institution's higher purpose—to foster an environment where education is a powerful equalizer, embracing diversity and inclusion. As educators and staff, we must be diligent in maintaining the integrity of our academic mission while embracing the powerful tools that AI can offer.

For additional resources on addressing bias in AI and promoting equity in its usage, see the AI and Ethics in Education report from the Brookings Institute. For guidance on professional responsibilities and ethical considerations, please refer to the Faculty Code of Ethics in the Faculty Personnel Policies and Procedures (FPPP).

Guiding Principles

1. AI technologies should augment existing work.
2. Any adoption of GenAI-generated material must be carefully reviewed, fact- checked, edited, approved and managed by a human author. All work is to remain human-led.
3. GenAI technology is never to be used to deceive, spread misinformation, privilege any specific group or make claims that human sources have not substantiated.
4. Understanding that GenAI has the potential to capture copyrighted materials, a human editor must ensure that any final piece of content (whether written text or computer code or in the form of audio, video, or photo) has been carefully reviewed.
5. Because transparency about the adoption of GenAI is important to maintaining the trust of our campus community, community members, and audiences, the use of GenAI must be cited.

As GenAI is a rapidly changing technology, skills development (Chico State offers online resources for employ ees) and adherence to guidelines and best practices are strongly encouraged.

Generative AI Adoption Guidelines at Chico State

Chico State professionals are encouraged to adopt GenAI tools appropriately and ethically. GenAI tools should augment work and not be autonomous as such tools can provide additional support in many ways during several phases of their work. Chico State professionals should strictly follow the guidelines below:

- **Pre-writing or pre-production:** Before creating content, content producers may use GenAI tools to brainstorm ideas and concepts, research topics, collect samples or examples, develop outlines, identify themes, or organize calendars and plans.
- **Drafting content:** Some GenAI tools support generating and editing content based on prompts, including initial and draft versions of scripts, letters, translations into multiple languages, descriptions, and social media posts.
- **Editing:** GenAI tools can edit, and revise content based on style and tone and serve as a thesaurus to work or rework content sections.
- **Revising:** After original content is generated, many GenAI tools aid content producers in identifying and altering style/tone, spelling, punctuation, and grammar, and can also provide a check for inclusive language and implicit bias but should not supersede Chico State's editorial guidelines.
- **Content testing:** GenAI tools can help anticipate potential questions or concerns.

- **Search engine optimization (SEO):** GenAI tools may assist with keyword research to improve content readability, keyword usage, and word relevancy, thus improving webpage quality and performance.

- **Content testing:** GenAI tools can help anticipate potential questions or concerns.

- **Aiding efficiency or productivity:** GenAI tools can assist with and/or augment tasks such as generating summaries, drafting outlines, interpreting data, and generating transcripts. Aiding efficiency or productivity: GenAI tools can assist with and/or augment tasks such as generating summaries, drafting outlines, interpreting data, and generating transcripts.

- **Improvement / Troubleshooting / Quality Check:** Some GenAI tools can improve computer code. Also, general troubleshooting or check for overall quality and consistency, or aiding in debugging.

Regardless of the tool adopted or phase of work, initial drafts produced by GenAI should never be presented as a final product in the creation of emails, articles, general messaging, marketing materials (e.g., brochures and flyers), fact sheets, media releases, or other information, whether for an internal or external audience. Data, facts, and other information must continue to be rigorously reviewed and approved by university professional team members (including but not limited to accessibility, marketing and communications professionals) before being published or shared.

Cybersecurity and Data Privacy When Using Public Generative AI Platforms

Public generative AI platforms, such as ChatGPT, Copilot, and other LLMs, provide powerful tools for creativity, productivity, and problem-solving. However, when using these platforms, it's essential to understand the security and privacy risks associated with them, particularly regarding the data you input. Once you enter information into a public AI platform, that data is often processed by external servers, and it may be stored, analyzed, or reused in ways that are beyond your control. This poses a potential risk to sensitive and confidential data, including that which belongs to an institution like Chico State.

What Happens to Your Data When Using Public AI Platforms

When you provide or upload data into a GenAI platform, the data may be:

1. **Stored on External Servers:** Data entered into public AI platforms is often stored on third-party servers. This increases the chances that data could be involved in security breaches or be accessed by unauthorized third parties.

2. **Used for Training and Improvement:** Some public AI platforms may use the data provided by users to further train and refine their models. This means that your input might be incorporated into future versions of the tool.

3. **Shared with Other Parties:** Depending on the terms of service of the AI platform, the data you input could potentially be shared with third parties, raising concerns about privacy and data ownership.

4. **Irretrievable Once Entered:** Once sensitive data is shared on a public AI platform, it can be impossible to retrieve or delete, meaning it might exist indefinitely in the cloud.

To mitigate these risks, it is essential to adhere to the following guidelines when using AI tools to protect your privacy and ensure your information is safeguarded from disclosure.

Guidelines for Using Generative AI at Chico State

1. **Do Not Enter Confidential Information:** It is never appropriate to upload information that is confidential into any public AI platform. This includes, and is not limited to:
   - Social Security numbers
   - Bank account or credit card details
   - Personal health information (PHI)
   - Student records or FERPA-protected information
   - Passwords or user credentials of any kind

2. **Limit Sharing of Internal Documents**: Avoid uploading proprietary documents, internal communications, or sensitive institutional information into public AI tools. These could inadvertently become part of the platform's training data.

3. **Be Aware of the Terms of Service:** It is always best practice to review the terms of service and data usage policies of the AI platform you are using to understand how your data may be stored, processed, or shared.

4. **Use Secure, Institutional AI Solutions:** It is best practice to prioritize use of enterprise and commercially licensed AI platforms that includes enhanced data privacy. These AI platforms will provide additional controls than what free subscriptions can provide.

5. **Verify the Source of AI Recommendations:** When AI-generated content is provided, ensure that sensitive decisions (particularly those involving confidential information) are reviewed by a human to avoid automated errors or biases that could arise from AI algorithms.

6. **Notify the Division of IT of Any Suspicious Activity:** If you suspect that private data may have been exposed through an AI platform, report it immediately to the Division of IT's Information Security Office (ISEC) team for further investigation by contacting isec-help@csuchico.edu

By following these guidelines, we can safeguard sensitive data and ensure that Chico State's commitment to privacy, cybersecurity, and compliance remains intact, even as we explore and utilize the cutting-edge possibilities of generative AI technology.

Intellectual Property Rights, Copyright Basics

Chico State campus community members must take proactive steps by respecting intellectual property rights when creating and using GenAI-generated content, and must not infringe upon copyrights, trademarks or any other legal protections held by third parties. Never upload or modify existing copyrighted using GenAI tools without the express permission of the owner of said content. The following resources published by Rutgers Uni versity provide expert guidance for making sure uses of copyrighted materials do not violate the rights of others, and are highly recommended for all users of GenAI tools to become familiar with:

- Copyright Basics
- Fair Use
- Contract and Licensing Basics
- Copyright in Academic Research and Publication

Ethical Considerations

Consider the ethical implications of using GenAI. Avoid creating content that perpetuates hurtful or harmful stereotypes, discriminates against individuals or groups of people based on their backgrounds and experiences, or promotes unethical or illegal behaviors. If you have questions and need support, contact Student Rights and Responsibilities at scrr@csuchico.edu

Plagiarism Considerations

For policies regarding the use of technology within the teaching and learning environment, including GenAi, please refer to the Chico State policy for the use of digital technologies in teaching and learning: EM 21-029.

As technology continues to evolve, it is essential to stay informed about existing institutional policies. For guidance on Academic Integrity and plagiarism, please refer to the most recent policy outlined in EM 18-011.

Additionally, the Student Learning Center provides valuable resources and guidance on the use of AI tools in academic work. For more information, please visit their AI Statement page.

Generative AI Guidelines for Graphic Designers and Marketing Professionals

At Chico State, authenticity and integrity are core values that we uphold in all communications, including visual media. Generative AI (GenAI) tools within design platforms like Photoshop offer exciting opportunities to enhance creativity and streamline workflows. However, it's important to use these capabilities responsibly, especially when representing our campus and community. Below are clear guidelines for using AI-powered design tools in ways that align with the university's ethical standards and visual identity.

Appropriate Uses of Generative AI in Photoshop

1. **Enhancing Visuals:**
   - **Background Adjustments:** Using GenAI to extend or blur backgrounds to bring focus to the main subject is acceptable. This helps refine visuals without altering the original meaning or context of the image.
   - **Lighting and Color Corrections:** Adjusting brightness, contrast, or color balance using AI is allowed, as long as it doesn't change the factual representation of what was captured on campus.
   - **Stylized Graphics:** When using AI to create clip art graphics, ensure that these visuals are clearly distinct from realistic imagery. Utilize stylized representations—such as computer-generated objects, animated characters, and abstract backgrounds—to enhance your visuals without misleading viewers about their authenticity.
2. **Efficiency Tools:**
   - **Time-Saving Predictive Edits:** AI features that automate repetitive tasks, such as removing small blemishes or enhancing sharpness, are valuable time-savers and are encouraged for efficiency. GenAI can be used as a predictive tool to help streamline these routine tasks.
   - **Removal of Profane Imagery** To maintain an inclusive and positive environment, we will remove or blur any profane imagery or text on clothing that does not align with our university's values. This commitment ensures that all members of our community feel welcome and respected, fostering a culture of understanding and support.

Inappropriate Uses of Generative AI in Photoshop

1. **Altering the Facts:**
   - **Misrepresentation:** It is not acceptable to use Photoshop's AI capabilities to manipulate or change the facts of what was photographed. This includes adding, removing, or distorting elements in a way that misleads the viewer or inaccurately reflects the campus environment.
2. **Cultural and Identity Sensitivity:**
   - **Respect for Diversity:** Chico State is committed to fostering a diverse and inclusive environment. Any use of AI that alters a person's identity or appearance in a way that undermines this commitment is not allowed.

Upholding Chico State's Authenticity and Visual Standards

- **Authenticity:** We value the authentic representation of our campus and community in all communications. GenAI should be used to enhance, not distort, our reality.
- **Consistency with Visual Identity:** All designs, whether created using AI tools or not, must adhere to Chico State's University Style Guide. This includes using approved colors, fonts, logos, and other elements that reflect our institution's brand standards.

Refer to the University Style Guide for detailed guidance on best practices.

By following these guidelines, graphic designers and marketing professionals can leverage the powerful tools of GenAI while maintaining the integrity and values that Chico State upholds in all its communications.

Academic Applications of AI (AAAI) Micro-Credential

The Academic Applications of AI (AAAI) Micro-Credential was developed by our friends at San Diego State University. They have opened enrollment up to all CSUs. From the CSU Generative AI Resources page, "The Academic Applications of AI (AAAI) Faculty Micro-Credential, is a comprehensive program designed by SDSU to enhance your understanding of generative AI is now available. Whether you are a researcher, support staff, or simply curious about AI, this course offers valuable insights. Members of the CSU community may self-enroll and choose the "CSU Employee & Student Login In" button, select your campus from the dropdown menu, and click the "Enroll in Course" button on the top right."

For University Faculty and Researchers

These guidelines are not university policy, they do not govern academics or research. The guidelines are designed more broadly for university staff, they may not address all your questions or needs. If you have questions about the use of Generative AI in instruction or research contact the Technology and Learning Program or Faculty Development. All faculty are encouraged to complete the Academic Applications of AI (AAAI) Micro-Credential.