



Artificial Intelligence & ChatGPT for Central Office Efficiency

June 6, 2025
Central MSBO

Welcome from Saginaw ISD



David Smith, MBA, CFO

Executive Director of Finance

- 9th year in education
- From Saginaw, MI
- MSBO Certification, CFO
- BPA - SVSU (2008)
- MBA - SVSU (2016)
- Henry Marsh Institute for Public Policy
- Executive Finance Director, SISD (6 yrs)
- Family: Stephanie, Charlie, 1 dog and 4 cats.

Welcome to Saginaw ISD



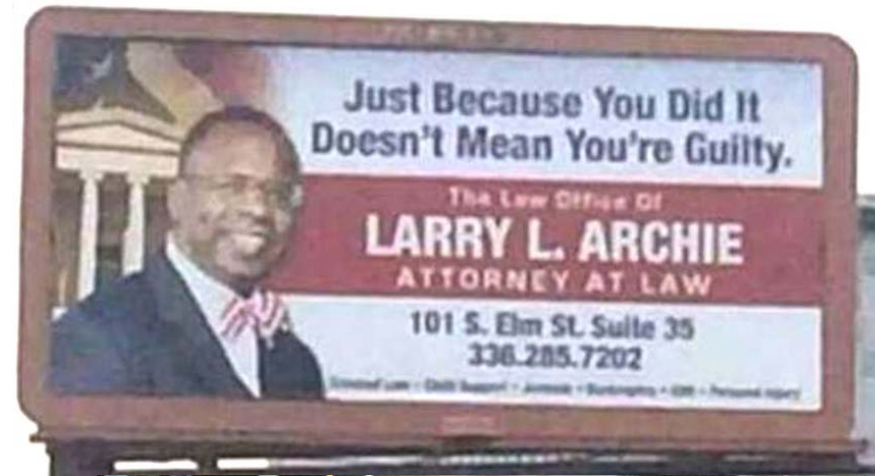
Scott Sawyer, JD

Deputy Superintendent of Operations

- 22nd year in education, 18th in admin
- From Hastings, MI
- BA - Alma (2003)
- JD - WMU (2015)
- PhD - WMU (2025) *in progress*
- Certs: CFO, HRS, Admin, Teacher, Accounting
- MS/HS Math Teacher, **Chesaning** (8 yrs)
- Finance Director, **Chesaning** (5 yrs)
- Finance Director, **Birch Run** (5 yrs)
- HR Director, **SISD** (3.5 yrs)
- HR & Finance Director, **SISD** (1.5 yrs)
- Deputy Superintendent, **SISD** (4 yrs)
- MSBO Business Official of the Year (2021)
- MSBO Meridian Award (2024)
- Family: Christine, 6 cats

Caution

- These slides reflect general legal standards for the related presentation and are not intended as legal advice for specific situations
- Future legal developments may affect these topics



**AI will not take
your job; People
who know how to
use AI will.**

Agenda

- What is AI
- What is generative AI
- What are some AI tools and how can they help you
 - ChatGPT
 - Notebook LM
 - HeyGen



AI Background

Where did AI come from?

- Academic: AI as a research field: 1956
- Applied AI:
 - **Spell check**, grammar check, grammarly
 - Search engine, early Google
 - Digital assistants: Siri, Alexa
 - Autocorrect, autofill
 - Social media algorithms
 - **Music or video suggestions**
 - Maps & navigation
 - Facial recognition
 - **Chatbots**
 - Medical: mapping genome, RNA for vaccines
 - Large mathematical problems, cybersecurity



What is AI?

At its simplest form , artificial intelligence is a field, which combines computer science and robust datasets, to enable problem -solving (IBM)



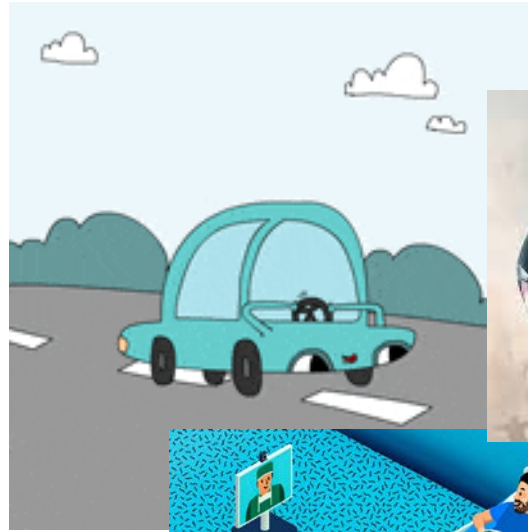
AI is here to stay: AI-Related Forecasts



- **By 2025, 95% of customer interactions will be powered by AI (Servion Global Solutions)**
- AI is expected to contribute \$15.7 trillion to the global economy by 2030 (PwC Global)
- The rise of AI will eliminate 85 million jobs and create 97 million new ones by 2025 (World Economic Forum)
- In the healthcare industry, 38% of providers use computers as diagnosis assistants (Gartner)
- The self-driving car industry could be worth more than \$600 billion over the next five years (MarketWatch)
- 2/3 of teachers not using AI in the classroom ; 29% of teachers don't intend to use it (EdWeek Research)

Frontier of AI

- Generative AI
- Advancement in Chatbots
- Self-driving cars
- Manufacturing robots
- Healthcare management
- Smart assistants
- Language adaptation
- Plagiarism detection



ChatGPT

What is a Chatbot?

A computer program designed to simulate conversation with human users, especially over the internet.

- Conversation
- Writing
- Synthesizing



What is ChatGPT?

- Generative chatbot AI designed to carry one conversation
- Released in 2018
- 2019 ChatGPT 2.0 - 1.5 billion parameters
- 2020 Free version: ChatGPT-3.5 - 175 billion parameters
 - Knowledge cutoff: September 2021
- Paid version: ChatGPT Plus (v 4.0), \$20/month
- Parent company: OpenAI
 - Financial backed by lead Microsoft investors
 - Current: partnership with Microsoft Enterprise and imbedding with Edge



How does ChatGPT work?

- Can login with Google/gmail account
- Ask it questions, “Prompts”
- The more detail in your prompt, the better the output
- Designed for conversation with humans
- Can be used:
 - As a search engine (through September 2021)
 - To generate content, letters, written word, speeches, etc



How can you leverage ChatGPT?

- Write a letter of recommendation
- Write a speech for graduation
- Write a letter to employees
- Create policy, procedures, guidelines
- Refine things you already wrote
- Change tone of a writing
- Create excel formulas
- Give you ideas of what to say



Prompting ChatGPT

Crafting Prompts

- **Good:** “Write a letter of recommendation for my AP clerk.”
- **Better:** “You are the Director of Finance for St. Charles Community Schools and you must write a letter of recommendation for your current AP clerk who is applying for a director of finance position at Chesaning Union Schools.”
- **Best:** “You are the Director of Finance for St. Charles Community Schools and you must write a letter of recommendation for your current AP clerk who is applying for a director of finance position at Chesaning Union Schools. You’ve known her for 10 years and her resume is pasted below. Emphasize her attention to detail. Do this in under 1,000 words”



Crafting Prompts

- “Do the same, but include her skills as an expert in benefits.”
- “Revise the below email and make it professionally direct.”
- “Revise the below email to make it sound nicer.”
- “Hey ChatGPT, I want to learn more about _____”
- “Draft interview questions for a school AP clerk.”
- “Pretend you are interviewing me for Director of Finance for Chesaning Union Schools”
- “You are a friend of mine whose father passed away and I want to talk to you.”

Caution:

- FERPA, HIPAA, FOIA, privacy
- Who owns what is put into ChatGPT
- Whose market research are you now a part of?
- What is feeding ChatGPT?
 - Someone is deciding what content is in the database
 - Bias and human history
- “Hallucinations”
- Speed - sometimes slow, depending on volume of use
 - It is free, after all



What are some uses in Schools or Central Office?

- Curricular: Your student David, who loves space and the wild west, does not like to read. He hates all the books in the classroom .
 - Prompt: “Write a story at the 5th grade reading level about Davy Smith the astronaut who became a cowboy. It should be a 15 minute read.”
- Finance: A new business official doesn’t know how interfund transfers work (due to/due from s)
 - Prompt: “Give an example of how to do an interfund journal entry using the Michigan Public School Accounting manual to show an entry that impacts expenses in two different funds, with the appropriate interfund entries.”

What are some uses in Schools or Central Office?

- Human Resources: You have a new procedure for requesting paid time off, instead of texting the maintenance director, the custodians are to enter it into Skyward.
 - Prompt: “You are the director of human resources for Birch Run Area Schools and need to write a letter to custodians indicating that they need to put their paid time off requests into Skyward instead of texting their supervisor.”
- Finance: Excel Tricks:
 - Prompt: “Can you show me an example in Excel using the index and match function”

What are some uses in Schools or Central Office?

- Create Content: You need a small paragraph describing “Orange Frog” training for the district website to accompany its Credly badge.
 - Prompt: “Write an abstract in under 150 words about the Saginaw ISD Orange Frog training to accompany its Credly badge for staff to go on the website.”
- Create Content: Oh No, Another Pandemic!
 - Prompt: “Write a work from home policy and procedure for the district staff to work from home during a pandemic closure of the school buildings.”

What are some uses in Schools or Central Office?

- Human Resources: You are moving the library aid to a lunch aid
 - Prompt: “You are the superintendent of Birch Run Area Schools. Write a letter to the library aide indicating her position will now report to the cafeteria to supervise students during lunch. Indicate there will be no change in hours or pay.”
 - Updated prompt: “Rewrite the letter in a more professionally directed manner.”
- Create Content:
 - Prompt: “Create guidelines to edit social media posts that acknowledge DEI”
- Create Content:
 - Prompt: “Make a presentation for HR roundtable with HR leaders as the audience on how to use AI in the HR office.” NOTE: Gamma?

Have some fun with it!

- Rewrite this email in the tone/style of Ernest Hemingway or Julius Caesar
- Write a sequel to “Goodnight Moon”
- Write a story about a dragon and unicorn starting a bakery
- Describe a day in the life of Sherlock Holmes if he was in Star Wars
- What if Cinderella went to Hogwarts?
- Write a dialogue between the sun and moon
- Provide a guide on how to babysit a group of mischievous gnomes
- What would a diary entry of a book in a library be like?
- Imagine if electricity wasn’t discovered. How would the modern world look?
- Explain how dragons regulate their internal fire.
- Help me draft feedback for a team member who struggles with deadlines.
- Here’s a list of what’s in my fridge, what can I make?
- Do a step by step solution for: $2x^2 + 4x - 3 = 0$

Self Reflection

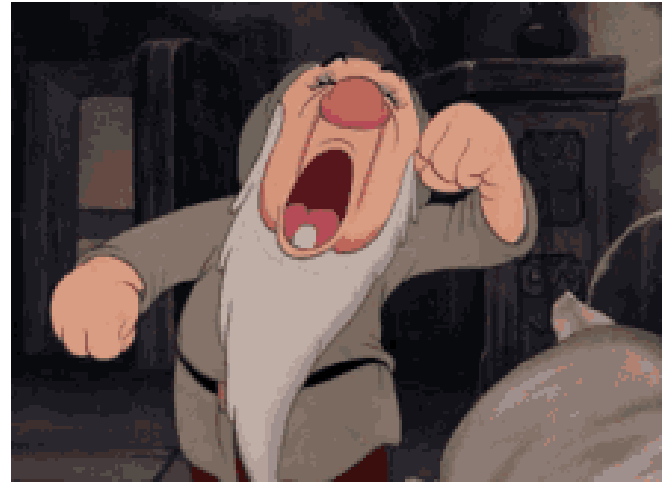
- What do you know about me?
 - Personalization of ChatGPT
 - Add your resume and/or bio
 - “Input” your profile
- What are my strengths?
- What are my weaknesses?
- How can ChatGPT best support me in my work?



Notebook LM

Let's Upload to Notebook LM quickly

Did you read the
latest ORS
MPERS
newsletter? Yeah,
me either...



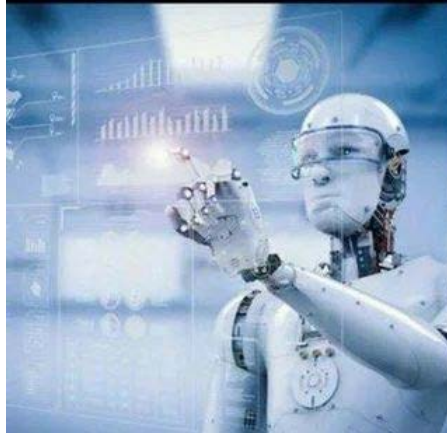
Try ChatGPT

You Do:

1. Google “OpenAI ChatGPT”
2. Click “sign-up”
3. Create an account or sign-in with Gmail
4. Start chatting or prompting
 - a. 5 minutes

People in 1990: AI will probably be very advanced in 30 years

The AI they expected:

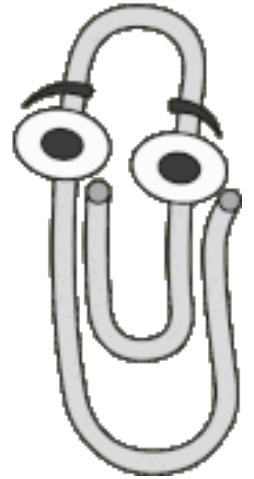


The AI now:



Prompts

- What have you tried?
- What's working well for you?
- Anything creative you've come up with?



What Else?

Notebook LM

Remember that
ORS Newsletter?



Images

- ChatGPT

**Let's make
an image!**

Free version
of ChatGPT
let's you
make three
images per
day.



Create Images

Email Tone

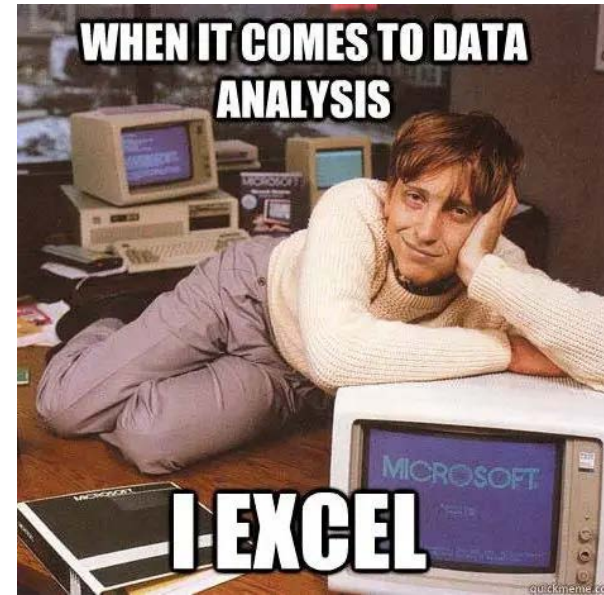
Email from Jason Helsen:

Elimination of the 3% starts Oct 1, 2025. For FY2024-25, the Sec. 147g and district reimbursement will go into effect. Many questions remain on timing and guidance. More to come.

Thanks,

Jason

Analyze Data



Alt Text for Images



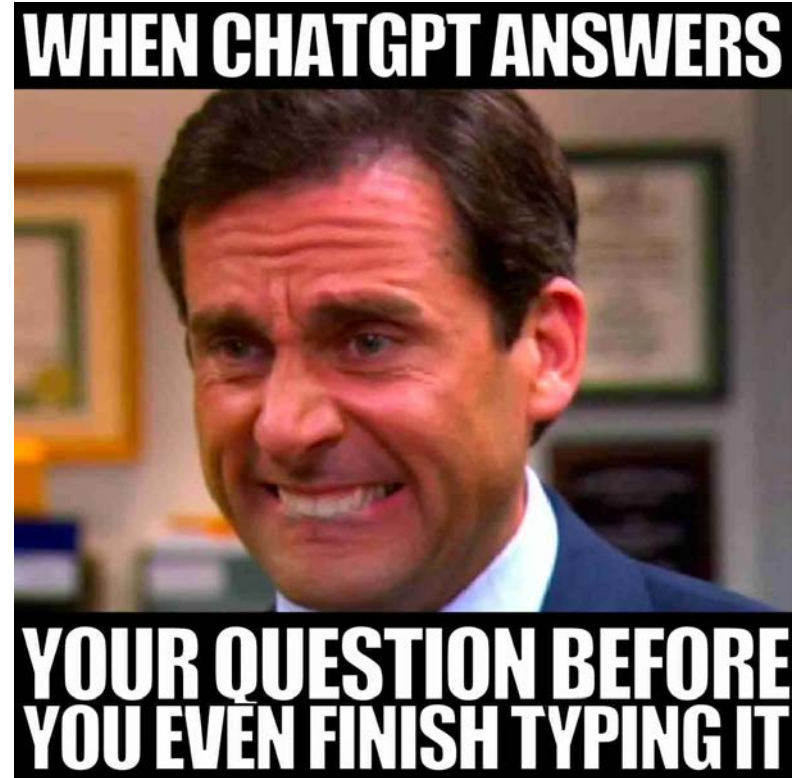
Writing Letters

	Line-Items	Foundation / SAF	Xfer to Univ / Stu
FY05	27	73%	\$0
FY19	74	64%	\$618
FY24	149	50%	\$730

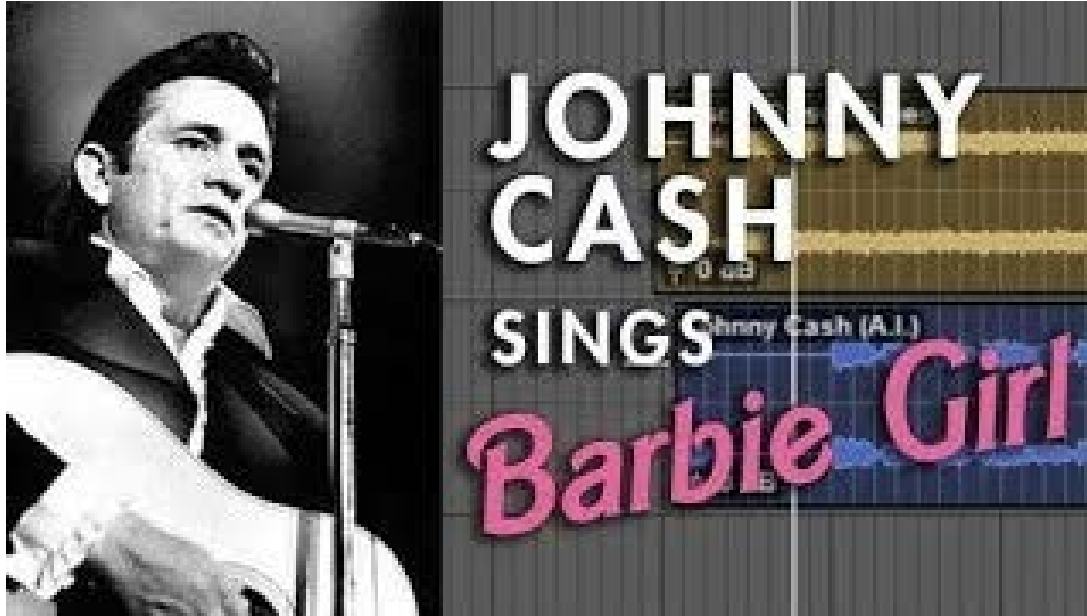
Write a letter to my legislator expressing high concern that the state budget has gotten too many line-items (“grants” or “categoricals”), too few dollars are in the per pupil foundation, and too much money is being transferred from the School Aid Fund to universities.

Other AI

- Other Chatbots
 - Analyzes text databases to produce new (“averaged”) text responses
- AI picture/photo generators
 - Analyzes picture databases to produce new (“averaged”) images
- AI music
 - Analyzes audio databases to produce new (“averaged”) audio



Not
ChatGPT,
but is AI...



Wrap-Up

Implications???

- Authenticity of images, video, and audio?
- Authenticity of authorship?
 - Analogy:
 - Writing through the 1300s
 - 1436 Printing press
 - 1971 Spell check
 - 1974 Word processing (copy/paste)
 - 1992 Grammar check (add on program)
 - Autocorrect, autofill, grammarly
 - When does authorship matter?
- How will this change instruction?

**Those who cannot remember
the past are condemned
to repeat it.**

— *George Santayana*

Guidelines

- Does your district have policy?
 - Restrictive or Open?
- Acceptable Use
- Different for Students or Staff
- Authorship/Authenticity
- FERPA/data collection
 - Sensitive information
- Ethical Use
 - Reading?

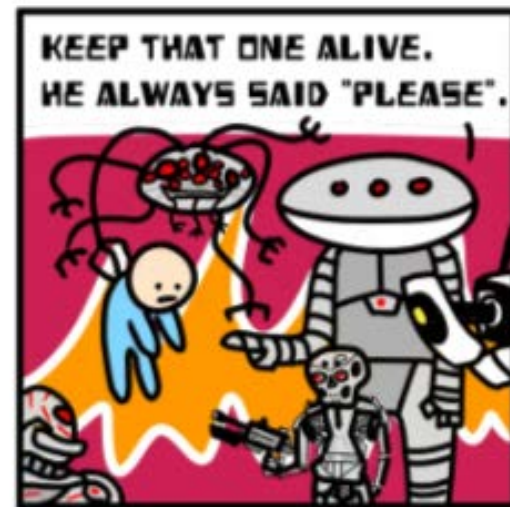
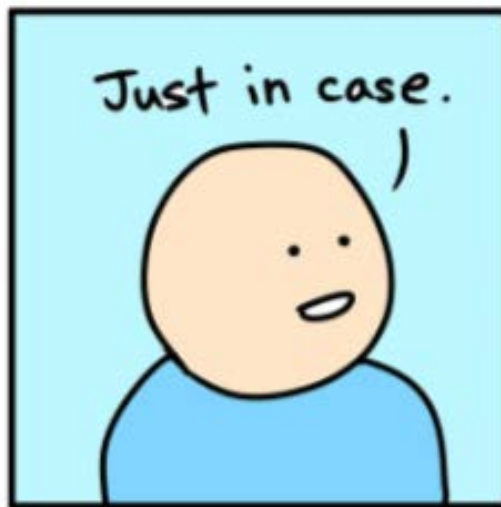


Notes and Updates!

- ChatGPT Enterprise
 - Has data safety controls
 - Chat doesn't learn/eat from your prompts, inputs
 - HIPAA and FERPA safe



Rule of Thumb...



**AI will not take
your job; People
who know how to
use AI will.**

Saginaw ISD Human Resources Contacts

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