UWM Generative AI Taskforce Charter

1. Purpose

This charter establishes the GAI (Generative Artificial Intelligence) Taskforce to make recommendations that enable the broad adoption of technologies enabled by Artificial Intelligence capabilities, make resources available to support those services and maximize their impact. The Provost and Vice Chancellor for Academic Affairs, the Senior Vice Chancellor for Finance and Administrative Affairs and the Chief Innovation and Partnership Officer are co-sponsors of this taskforce.

2. Background

The University recognizes the great potential for GAI technologies to significantly enhance our work while delivering new capabilities and experiences. If leveraged, these opportunities would deliver significant efficiencies in support of educational, research, and operational areas of our mission. To that end, we seek the means to enable the development and broad adoption not only of current, but also emerging, capabilities while providing a path for future enhancements and growth. The work of this taskforce is designed to establish the foundations which enable these outcomes.

3. Scope

The scope of work for the GAI Taskforce includes the following.

- **Enhancing Pedagogy, Research, Engagement and Operations:** Ensure that UWM utilizes Artificial Intelligence to its fullest ability to innovate and advance a) pedagogy and learning, (b) developing, executing, and delivering research, (c) the university's operations and (d) UWM's positive impact on the communities and stakeholders it serves.
- **Leadership & Engagement:** Engage campus leadership, campus expertise, and the UWM community to generate excitement about the great potential of GAI technology while promoting a broad awareness of current capabilities, seeking early adopters, and ensuring the progress of a campus-wide implementation of GAI services.
- **AI Literacy:** Formally establish a web presence for **Panther-AI** to serve as a shared information repository for the work this Taskforce, other GAI groups, and what follows to promote AI literacy and guide would-be campus users to services and assistance for their use.
- **Policy and Guidelines:** Review existing policies at the UWM and Universities of Wisconsin levels and recommend changes or additions to current policies to establish appropriate "guardrails" for use of AI that is safe, fair and in keeping with existing policies. Establish clear guidelines which align protected data to GAI services capable of aligning to these needs.
- **Showcase Use Cases & Foster Experimentation:** Identify a plan to stimulate and showcase use cases and create an environment for experimentation of new AI applications (i.e. creation of a "sandbox" for development of new AI use cases).
- **Develop and Sustain Infrastructure:** Identify infrastructure and resource needs for campus to create, support, grow, and adopt GAI technologies and services throughout campus, develop a structure to manage and protect data, and develop a financial model to maintain and enhance UWM infrastructure and supporting resources moving forward.

- **Connect to the IT and Data (ITD) Adaptive Strategic Plan:** As the new ITD plan is adaptive, connect outcomes we seek to this plan so that the resulting prioritized campus IT efforts are inclusive of these deliverables.

- **Measuring Success:** Establish near-term and long-term progress and impact metrics for success.

- **Explore new Center for Digital Innovation:** Help to create the foundations of this new center to elevate AI-related innovation broadly throughout campus.

- **Advisory Group:** Establish a permanent Advisory Group upon the completion of deliverables from this taskforce to (a) monitor developments in (G)AI, and (b) stimulate and support adoption of the new developments in operational, educational and research activities of UWM.

4. Deliverables.
The Taskforce will produce the following deliverables:

Communications & Engagement:

- **Communications Plan:** Establish and oversee a communications plan which promotes the awareness of this Taskforce and our work. Utilize this plan for ongoing communication to the campus community of all things (G)AI at UWM and broader trends and developments in the (G)AI space.

- **Campus Engagement:** Create and execute a campaign plan which governs how we will engage with the campus to shape our work.

- **Website:** Identify, produce as needed, and connect appropriate contents to support the Panther-AI website.

Policy:

- **Recommendations:** Develop recommendations for changes to policies and guidelines which maximize the value and impact of GAI technologies while reducing the potential for risk as a byproduct of use

- **Governance:** Make recommendations to appropriate governance groups for policy changes

Showcase Early Adopters and Foster Experimentation:

- **Identify and Showcase Early Adopters:** Establish the means for how early adopters and their work with and through GAI technologies are showcased.

- **Experimentation Sandbox:** Develop a "sandbox" environment and identify initial use cases to foster broader campus experimentation and adoption

Infrastructure & Finances:

- **Identify Seed Funding Resources:** Develop a plan for how resources available through campus initiatives (e.g., NMDSI and CSI) can serve as seed funds for the development of proposals by campus faculty and staff for funding by national agencies like NSF.

- **Resource Plan:** Create a proposal which establishes the initial GAI infrastructure and plans to acquire resources required to enable our initial early adopters.

- **Update IT & Data Strategic Plan:** Amend the ITD adaptive strategic plan as appropriate with outcomes we seek.

Sustaining Efforts:

- **Charter for GAI Advisory Group:** develop the charter for a reformed GAI Advisory Group who will carry forward these responsibilities when this taskforce completes its work and explore future options for related Center in Digital Innovation.
- **Define and Publicize Metrics:** Define progress and impact metrics. Establish practice for maintaining and publishing these materials.

5. Composition.

The GAI Taskforce is composed of an Oversight Team and Planning Team. It is also expected that the GAI Taskforce will establish working groups to support our work and will engage SMEs as needed.

Executive Sponsors Steering Team:
- Andrew Daire, Provost/Vice Chancellor for Academic Affairs
- Robin Van Harpen, Senior Vice Chancellor for Finance and Administrative Affairs
- Brian Thompson, Chief Innovation and Partnership Officer

Co-Leads:
- Scott Genung, Associate Vice Chancellor for IT and CIO
- Purush Papatla, Northwestern Mutual Data Science Institute Professor of Marketing and Co-Director, Northwestern Mutual Data Science Institute

Planning Team:
- Scott Genung, Associate Vice Chancellor for IT and CIO, co-chair
- Purush Papatla, Northwestern Mutual Data Science Institute Professor of Marketing; Co-Director, Northwestern Mutual Data Science Institute, co-chair
- Brian Thompson, Chief Innovation and Partnership Officer
- Chair – Education & Curriculum Workgroup, Sarah Riforgiate, Interim Director of the Center for Excellence in Teaching and Learning
- Chair – Research Workgroup - Kris O'Connor, Interim Vice Provost for Research and Dean of the Graduate School
- Chair – Business Operations Workgroup, Amanda R Obermeyer, Director of Divisional Finance, Business & Financial Services
- Chair – Student Success Workgroup, Dave Clark, Vice Provost for Student Success
- Chair – Infrastructure & Data Workgroup, Beth Schaefer, Deputy Chief Information Officer, University IT Services