

## Summary of the Presentation and Discussion

Leveraging GenAI for Qualitative Research in Institutional Assessment  
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 Bridgewater State University Office of Assessment  
 Advancing a Massachusetts Culture of Assessment (AMCOA) Monthly Meeting  
 February 7, 2025

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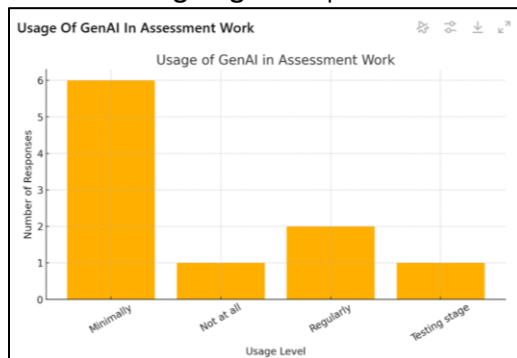
## Poll Results

Bar charts visualizing the poll results:

1. **Usage of GenAI in Assessment Work:** This chart displays how frequently participants use GenAI, with the majority reporting minimal usage.
2. **Interest in GenAI in Assessment Work:** This chart captures the level of interest, showing a range of responses from skepticism to enthusiasm.

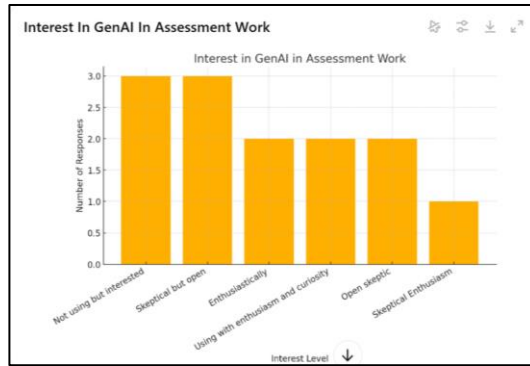
### Poll 1: How much do you use GenAI in your assessment work?

- **Minimally:** 6 responses
- **Not at all:** 1 response
- **Regularly:** 2 responses
- **Testing stage:** 1 response



### Poll 2: What is your level of interest in GenAI in your assessment work?

- **Not using but interested:** 3 responses
- **Skeptical but open:** 3 responses
- **Enthusiastically:** 2 responses
- **Using with enthusiasm and curiosity:** 2 responses
- **Open skeptic:** 2 responses
- **Skeptical Enthusiasm:** 1 response



Valuable insights and the key themes that emerged:

### 1. Usage of GenAI in Assessment Work

- Most participants use **GenAI minimally** or are still **in the testing stage**.
- A few **use it regularly**, while at least one participant stated they **do not use it at all**.

### 2. Interest in GenAI for Assessment

- Many participants expressed **skepticism but openness** to exploring AI.
- A notable portion described themselves as **enthusiastic or curious users**.
- Several said they were **not using AI yet but were interested in learning more**.
- Some participants called themselves “**open skeptics**”, indicating they see potential but remain cautious.
- A unique response was “**skeptical enthusiasm**”, suggesting both excitement and reservations.

### 3. Concerns & Barriers

- **Cost & Budget Constraints:**
  - Several participants from **community colleges** noted that **cost is a significant concern** when considering GenAI adoption.
  - One participant quoted:
 

*“The company that needs a new machine tool, and hasn't bought it, is already paying for it.”*

 This suggests some believe delaying AI adoption could be a hidden cost.
- **AI in Institutional Review Board (IRB) Processes:**
  - Some institutions **do not yet have IRB protocols for AI research**, but discussions on this topic are emerging.
  - Salem State University is considering it and is looking at **New England College's** approach.

### 4. Additional Discussions & Shared Resources

- **Studies & Reports Shared:**
  - A research study on how students and faculty perceive AI in assessment.
  - **‘Where’s the line? It’s an absurd line’: towards a framework for acceptable uses of AI in assessment** <https://www.tandfonline.com/doi/epdf/10.1080/02602938.2025.2456207?needAccess=true>
  - A **GitHub repository** of AI tools for higher education: <https://github.com/best-of-ai/ai-directories>
  - An **ITHAKA S+R tracker** of AI tools marketed for higher ed: <https://sr.ithaka.org/our-work/generative-ai-product-tracker>
- **AI Use Cases:**
  - Many agreed that **real-world AI use cases** are helpful in understanding its role in assessment.

- **Podcast:** Brooke Talks AI With Ed Zitron <https://www.wnycstudios.org/podcasts/otm/articles/brooke-talks-ai-with-ed-zitron?tab=transcript>

#### 5. Closing Thoughts & Reflection

- Several attendees **thanked the presenters**, mentioning that the session:
  - Helped **reduce their apprehension** about AI.
  - Provided **useful insights and resources**.
  - Encouraged them to **continue exploring AI in their work**.