

The background of the slide is a white surface covered with various black ink splatters and blotches. These splatters are irregular in shape and size, some appearing as large, soft-edged clouds of ink, while others are smaller, sharper droplets or streaks. The overall effect is a textured, artistic, and somewhat chaotic pattern that frames the central text.

Generative AI

January 26, 2024

Agenda

- The Magic Behind the Machine
- It's Not Just Sunshine and Rainbows!
- Harnessing AI's Superpowers
- Custom Experiences, the AI Way
- AI for PR and Marketing
- The AI Swiss Army Knife
- Ask Away! AI Doesn't Bite
- Give It a Try
- GA4 Basics

Quick Poll

How much do you know about AI?

A. I've heard of it

B. I've dabbled a bit

C. I use it regularly

The Magic Behind the Machine

- How generative AI works
 - It looks at a LOT of data
 - Then it makes predictions
- Where generative AI works
 - Text
 - Images
 - Data
 - Code
 - Videos
 - Audio/Music
 - Possibly apps?

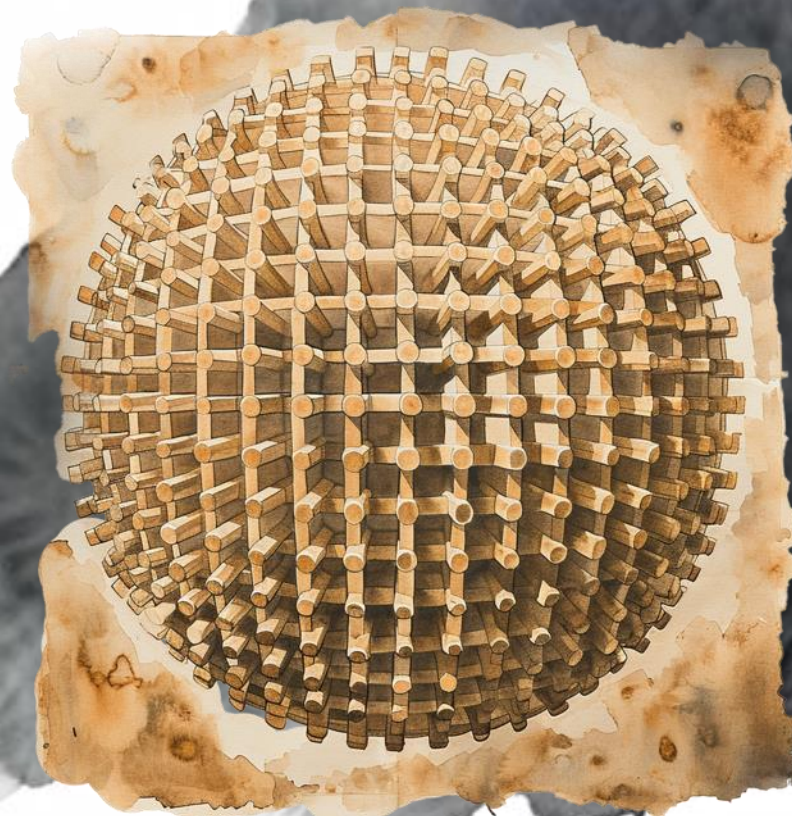


Image created by Midjourney

Key Terms

- Artificial Intelligence (AI)
 - Machine Learning (ML)
 - Natural Language Processing (NLP)
 - Neural Network
 - Simple Neural Net
 - Deep Learning
 - Large Language Models (LLMs)
 - Image Generation Model
 - Generative AI
 - Large Language Model (LLM) (For example, models like ChatGPT)
 - Image Generation Model (For example, models like DALL-E)
 - Large Action Model (Rabbit R1)



Image created by Adobe Firefly

It's Not All Sunshine and Rainbows!

- Ethics
 - Is it ok to use AI?
- Limitations
 - Hallucinations
 - Data sources
- Considerations
 - Proprietary or secret information
 - Legally protected information



Image created by Adobe Firefly

Boring Stuff To Do

- Create an AI policy
 - ID decision-makers
 - Decide when it's ok/not to use
 - Consider what DEI/ethical considerations to include
 - Set limits re: privacy/security
 - Consider consulting a lawyer
 - Decide on transparency measures
 - Internal training and policy distribution
 - Content verification process



Image created by Adobe Firefly

Harnessing AI's Superpowers

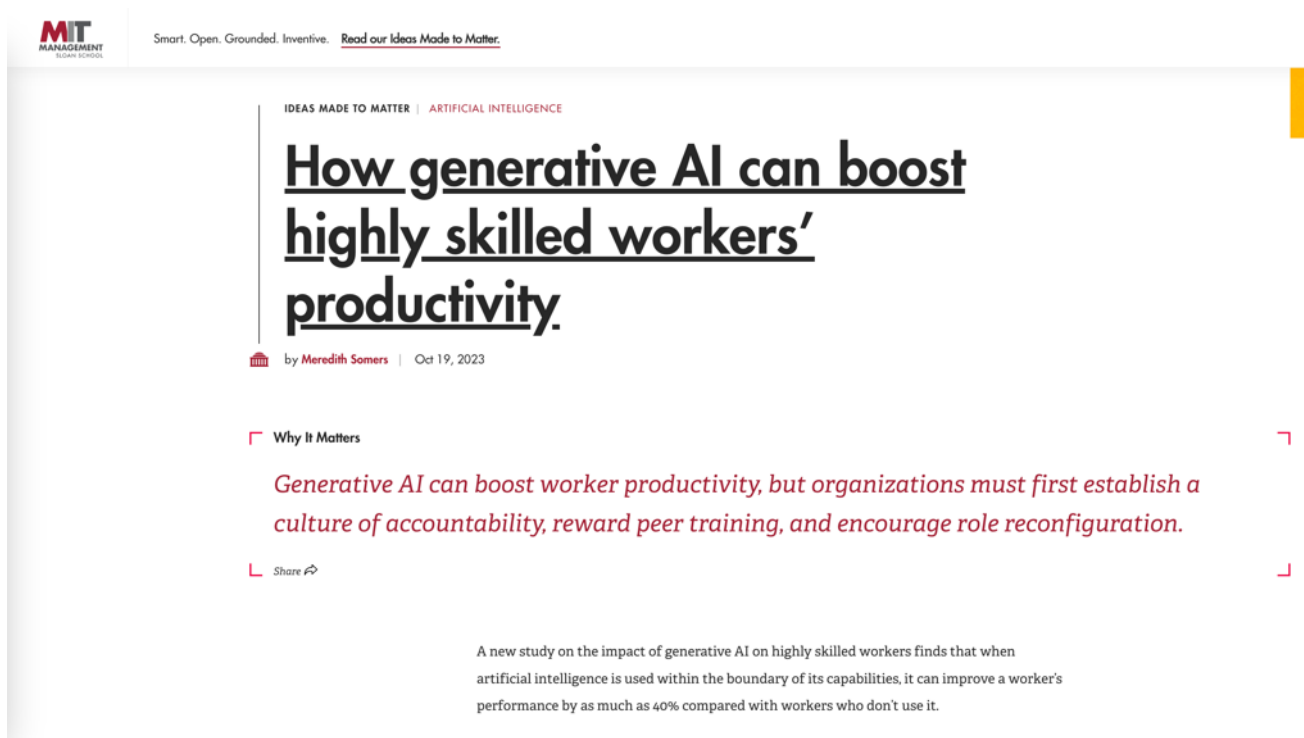
- Using AI for generating creative content
 - Knowing when to reach for AI is the most important thing to learn.
 - Text
 - Blogs, newsletters, social media, ideas
 - Email, education, presentations
 - Images
 - All styles, including photorealistic
 - Data
 - Organize and format spreadsheets, analyze data
 - Code
 - Plugins for websites
 - Videos
 - Content for social media, or quick edits, note taking
 - Audio/Music
 - Podcasts, background music, copying voices



Image created by Adobe Firefly

Understand When to Use AI

- According to one study, when artificial intelligence is used within the boundary of its capabilities, **it can improve a worker's performance by as much as 40%.**
- When AI is used outside that boundary to complete a task, worker performance **drops by an average of 19 percentage points.**



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IDEAS MADE TO MATTER | ARTIFICIAL INTELLIGENCE

How generative AI can boost highly skilled workers' productivity.

by Meredith Somers | Oct 19, 2023

Why It Matters

Generative AI can boost worker productivity, but organizations must first establish a culture of accountability, reward peer training, and encourage role reconfiguration.

Share ↗

A new study on the impact of generative AI on highly skilled workers finds that when artificial intelligence is used within the boundary of its capabilities, it can improve a worker's performance by as much as 40% compared with workers who don't use it.

Custom Experiences, the AI Way

- AI for DEIA
 - Include in prompt:
 - “Ensure that your answer is unbiased and does not rely on stereotypes.”
 - Customizing content for accessibility
 - Including instructions
 - Writing meta descriptions
 - Creating closed captions
 - Translation first draft (video too)
- Tailoring marketing content and headlines
 - Personalization at scale
 - Tailor messages and headlines to different stakeholder groups and audiences



Image created by Midjourney

The PR Whisperer: AI Edition

Ways to use AI for PR

- Mine for trends and pitch ideas
- Create a list of ideas for an annual PR calendar
- First draft or outline of press releases
- Create a list of interview questions to prep for or ask
- Record a transcript of interviews
- Remove parts of images for use in media
- Check for grammar/AP Style
- Apply research and best practices
- Find journalists or trade publications
- Draft awards entries or grants



Image created by Firefly

The Savvy Marketer: AI Edition

- Ways to use AI for Marketing
 - Create a list of ideas for a content calendar
 - Outline a strategy document
 - Draft or improve post copy
 - Teach it to speak in your brand to your audiences
 - Leverage it for social images/engagement
 - Check for grammar/AP Style
 - SEO optimization
 - SEM assistance
 - Analyze data to refine audiences
 - Apply research and best practices



Image created by Firefly

Marketing Across Generations



Aspect	Millennials (28-43 years old)	Gen Z (12-27 years old)
Social Media Use	Facebook, LinkedIn, Twitter, Instagram	TikTok, Snapchat, Instagram, YouTube
Content Preference	Long-form content, blogs, podcasts	Quick, engaging content, short videos
Email Marketing	Responsive to email marketing	Less engagement with emails
Brand Loyalty	High brand loyalty	Less brand loyalty, more brand switching
Experience vs Product	Value experiences over products	Attracted to unique, customizable products
Authenticity and Transparency	Value authenticity and brand story	Prefer raw , unfiltered content
Corporate Responsibility	Prefer brands with strong CSR , especially environmental	Emphasis on activism and social issues
Content Consumption	Engage with longer content forms	Shorter attention span, quick content
Communication Style	Prefer polished, professional approach	Prefer raw, unfiltered, behind-the-scenes content
Tech-Savviness	Tech-savvy , early adopters	Immersed in technology from a young age
Values and Ethics	Value ethics , slightly less focus on activism	High emphasis on ethics and activism
Influencer Marketing	Respond to traditional and peer influencers	Prefer peer or 'real people' influencers

Image created by Firefly

Traditional vs. Digital Marketing

Dynamic Marketing Strategy Scoresheet

Marketing Strategy	Audience Age	Attention	Time to Execute	Cost	Outcomes	Score
Pay-per-click advertising	All Ages	High Attention	More Time	High Cost	High Result	17
Social media marketing	43-28	Low Attention	Less Time	Low Cost	Medium Result	14
Content marketing	All Ages	Medium Attention	Moderate Time	Low Cost	Low Result	12
Email marketing						#N/A
Direct mail marketing						#N/A
Television advertising						#N/A
Radio advertising						#N/A
Outdoor advertising						#N/A
Influencer marketing						#N/A
Sponsored content						#N/A
Event marketing						#N/A
Webinars						#N/A
White papers						#N/A
Case studies						#N/A
Testimonials						#N/A

The AI Swiss Army Knife

- Knowing when to reach for AI is the most important thing to learn.
 - Many current tools are incorporating AI
- Image tools
 - Dall-e 3 – sometimes manages text
 - Adobe Firefly – realistic images
 - Adobe Illustrator – create vector images
 - Adobe Photoshop – generative edits
 - Google Slides/Duet – generative images
- Text tools
 - ChatGPT– multipurpose and internet if paid
 - Claude – analyzes data
 - Google Bard – searches internet
 - Microsoft CoPilot – Uses GPT 4 but tuned differently
 - Perplexity AI
- Recording tools
 - Zoom/Microsoft Teams
 - Otter
- Presentation/Course Building
 - Plus Docs – works with Google Docs
 - Tome – standalone presentations and images
 - Mini Course Generator – Creates mobile lessons
- Excel spreadsheets
 - Google sheets – auto formatting
 - ChatGPT – builds spreadsheets with formulas



Image created by Dall-E3

Ask Away! AI Doesn't Bite.

What questions do you have?



Image created by Midjourney

Give it a go!

1. Pair up with the folks near you.
2. Sign in to one of the text tools - Bard, ChatGPT, Claude, Microsoft CoPilot, Perplexity
3. Ask it to write or revise something for you. If possible, make it relevant to something you're working on or have worked on. Or pick a number 1-23 and try one of the use cases at: **recapideas.ai/generative-ai-use-cases**
4. Make note of what it did that you didn't want. See if you can get it back on track. If not, please plan share it with the group! We can talk about possible ways to get it to work.
5. Make note of what it did that worked for you, so we can share successes with the larger group.

Appendix A - Trend Example

- Prompt format: You are [Insert expertise] who wants [Insert output] for [Insert audience] to accomplish [Insert goal]. For example [insert example]
- You are a PR expert with knowledge in education and independent schools in Colorado and the nation. You want to create a list of trends that would make interesting connections to an independent school in Denver, CO to pitch successfully to journalists. Please cite your sources.

Appendix B - Spreadsheet

	A	B	C	D	E
1	Place	Description	Priority	Completed	Notes
2	Powell's City of Books	The largest independent bookstore in the world	High	<input type="checkbox"/>	It's a must-see for any book lover.
3	Japanese Garden	A beautiful and tranquil oasis in the middle of the city	Med...	<input type="checkbox"/>	Wear comfortable shoes, as it's a large garden.
4	International Rose Test Garden	A stunning display of roses	Low	<input type="checkbox"/>	Visit in the spring or summer for the best blooms.
5	Lan Su Chinese Garden	A traditional Chinese garden with beautiful architecture and landscaping	High	<input type="checkbox"/>	Be sure to check out the teahouse.
6	Portland Art Museum	A world-class museum with a wide variety of art	Med...	<input type="checkbox"/>	Plan to spend at least a few hours here.
7	Saturday Market	A vibrant outdoor market with a variety of vendors	Low	<input type="checkbox"/>	Be sure to try some of the food
8	Voodoo Doughnut	A popular doughnut shop with unique and delicious doughnuts	High	<input type="checkbox"/>	The line can be long, so be prepared to wait.
9	Multnomah Falls	A beautiful waterfall just outside of Portland	High	<input type="checkbox"/>	It's a bit of a drive, but it's worth it.
10	Timberline Lodge	A historic lodge located in the Cascade Mountains	Med...	<input type="checkbox"/>	It's a great place to stay if you're planning on doing some hiking or skiing.
11	Mount Hood	Oregon's highest mountain	Low	<input type="checkbox"/>	You can hike to the top, but it's a challenging hike.
12	Crater Lake National Park	A beautiful national park with a stunning blue lake	High	<input type="checkbox"/>	It's a bit of a drive, but it's worth it.
13	The Oregon Coast	A beautiful coastline with stunning views	Med...	<input type="checkbox"/>	Be sure to stop at some of the small towns along the way.
14	Cannon Beach	A popular beach town with beautiful sand dunes	Low	<input type="checkbox"/>	It's a great place to relax and enjoy the beach.
15	Astoria	A historic town with a beautiful waterfront	High	<input type="checkbox"/>	Be sure to visit the Columbia River Maritime Museum.

Help me organize

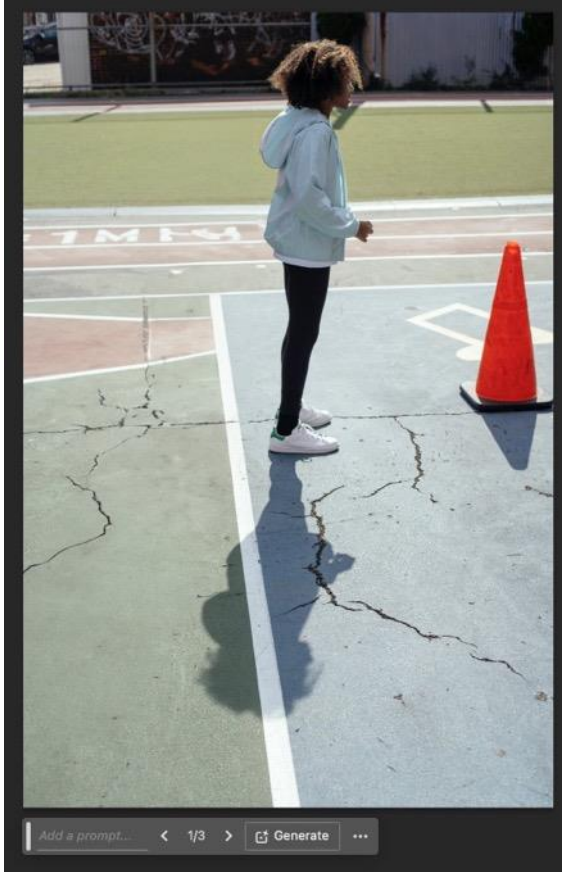
Create a custom template

Help organize a two-day trip to Portland Oregon. Make columns for Place, Description, Priority, Completed and Notes

Create

Continue refining by editing your original request and by selecting "Create template" again. Help me organize creates templates with sample data and won't always get it right. Soon, Help me organize will be able to accurately edit and analyze content in your spreadsheet. [Learn more](#)

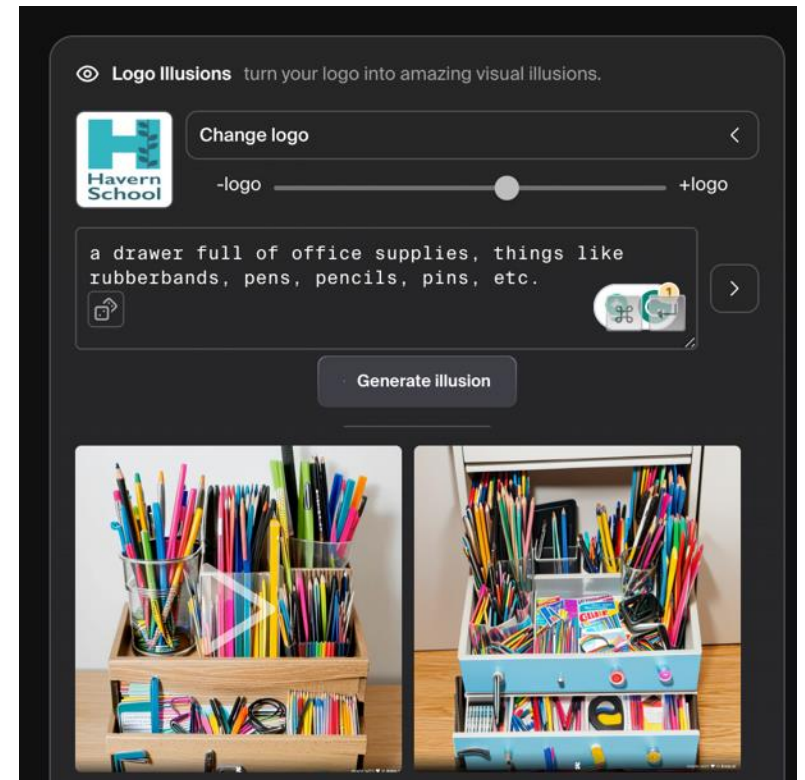
Appendix C - Photoshop AI



Appendix D – AI in Education

- Reading Coach is now open to any users. Reading Coach works by having learners identify words they struggle with the most and presenting them with tools to support independent, individualized practice.<https://educationblog.microsoft.com/en-us/2024/01/unlocking-productivity-and-personalizing-learning-with-ai>
- AI in education newsletter – more focused on curriculum
https://nickpotkalitsky.substack.com/?utm_source=substack&utm_medium=email

Appendix E – Logo Illusions





GA4 Basics

January 26, 2024

GA4 Agenda

What we'll go over

- Important GA4 dates
- Briefly, GA4 setup
- How to think about GA4
- Tour of GA4 Reports
- What's important for independent schools to look at
- Where to find resources for your transfer

What we won't

- Exact step-by-step of setting things up

Important GA4 Dates

- Starting **March 2023**: If you didn't manually migrate your standard Universal Analytics (UA) property and didn't opt out of an automatic property creation, Google created a Google Analytics 4 (GA4) property on your behalf.
- **July 1, 2023**: standard Universal Analytics properties stopped processing new data.
- **July 1, 2024**: All customers will lose access to the Universal Analytics interface and API. All data from that property will be deleted.
- Note: Data from UA is not available in GA4. These are two distinct platforms with different data models and structures. As a result, historical data from UA cannot be directly transferred or viewed in GA4. *You'll need to download your historical UA data.*

GA4 Set Up

- You've got GA4 - some things to do to set it up.
 - If you haven't already, go to the Admin area and complete the "setup assistant" This page outlines the effort level: <https://support.google.com/analytics/answer/10759417>

The screenshot displays the Google Analytics Setup Assistant interface. On the left, a navigation sidebar includes 'Admin', 'My preferences', 'Setup Assistant' (highlighted with a green arrow), 'Account settings', 'Account', 'Property settings', 'Property', 'Data collection and modifica...', 'Data display', and 'Product links'. A green arrow points to the 'Setup Assistant' menu item. The main content area features a warning box at the top, followed by the 'Setup Assistant' title and a progress indicator showing '0 / 7 marked complete'. Below this, three setup tasks are listed: 'Start data collection' (with a sub-task 'Collect website and app data' marked as 'PRIORITY' and 'Not Started'), 'Customize data collection and display' (with a sub-task 'Turn on Google signals' marked as 'Not Started'), and 'Set up conversions' (marked as '2 CONVERSIONS'). A green arrow points to the 'Start data collection' section. In the bottom left corner, a green arrow points to a gear icon.

Data <3



How to think about GA4

- The big shift

Hit Type in Universal Analytics property	Measurement in Google Analytics 4 property
Page View	Event
Event	Event
Social	Event
Transaction/e-commerce	Event
User timing	Event
Exception	Event
App/screen view	Event




Chart by SEMrush

How to think about GA4 - Definitions

- Users – Individuals who visit your website
- Views – Number of times a page is viewed, a user could have multiple views of the same page if they leave and come back in the same session.
- Sessions – A users visit to your site, a session ends after the user leaves the site or after 30 minutes of inactivity
 - Engaged session: A session that lasts 10 seconds or longer, or includes at least one conversion event or more than one page view
- Events - Interactions during a session, including file downloads, video play, scrolling down, clicking a link, or completing a form
- Conversions – Determined by org as an ultimate goal. Events can become conversions.

GA4 Events

- Event types
 - Automatically collected
 - These are already running in GA4, click, download etc.
 - List of automatically collected events:
<https://support.google.com/analytics/answer/9234069?hl=en>
 - Enhanced
 - Turn these on, includes page_view
 - Recommended
 - Don't seem particularly applicable to independent schools, login, purchase, refund etc.
 - List of recommended events:
<https://support.google.com/analytics/answer/9267735?hl=en>
 - Custom
 - Build your own unique events not in one of the other categories

Turning on enhanced measurement

The screenshot displays the Google Analytics interface. On the left, a sidebar menu is visible with a green arrow pointing to the 'Settings' gear icon at the bottom. The main content area is titled 'Events' and features a toggle for 'Enhanced measurement' which is turned on, indicated by a blue switch and a checkmark, with a green arrow pointing to it. Below this, the 'Measuring' section lists 'Page views', 'Scrolls', and 'Outbound clicks', along with a '+ 4 more' link and a settings gear icon. The 'Google tag' section includes options for 'Configure tag settings', 'Manage connected site tags' (showing '1 connected'), and 'View tag instructions' (showing 'Data flowing').

This property's setup is not complete

Analytics All accounts

+ Create

Admin

My preferences

Setup Assistant

Account settings

Account

Property settings

Property

Data collection and modification

Data streams

Data collection

Data import

Data retention

Data filters

Settings

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: Page views Scrolls Outbound clicks [+ 4 more](#)

Modify events
Modify incoming events and parameters. [Learn more](#)

Create custom events
Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets
Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

Redact data
Prevent specific data from being sent to Google Analytics. [Learn more](#)

Email inactive URL query parameter keys inactive

Google tag

Configure tag settings
Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)

Manage connected site tags
Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#)

1 connected

View tag instructions
Get instructions for how to implement your Google tag for this data stream. [Learn more](#)

✓ Data flowing

Turn An Event Into a Conversion

The screenshot shows a web analytics dashboard interface. On the left, a sidebar contains navigation items: Home, Reports, Events, Conversions, Audiences, Custom definitions, Channel groups, and Attribution settings. A green arrow points to the 'Events' item. The main content area shows a 'Data display' section with a 'Create' button and a 'Data import' section. Below this is a notification banner about custom dimensions and metrics. The main table displays 'Existing events' with columns for Event name, Count, % change, Users, % change, and Mark as conversion. A green arrow points to the 'Mark as conversion' toggle for the 'click' event.

Home Reports Events Conversions Audiences Custom definitions Channel groups Attribution settings

+ Create

Data import

Data retention

Data filters

Data deletion requests

Data display

Events

Conversions

Audiences

Custom definitions

Channel groups

Attribution settings

Last 28 days Dec 14, 2023 - Jan 10, 2024
Compare: Nov 16 - Dec 13, 2023

You can now create and manage custom dimensions and metrics in Custom definitions. [Dismiss](#) [Try it now](#)

Modify event Create event

Existing events

Event name ↑	Count	% change	Users	% change	Mark as conversion ?
click	59	↓26.3%	46	↓35.2%	<input type="checkbox"/>
file_download	12	↑500.0%	2	0.0%	<input type="checkbox"/>
first_visit	1,278	↑4.5%	1,278	↑4.6%	<input type="checkbox"/>
form_start	15	↑50.0%	15	↑50.0%	<input type="checkbox"/>

Tour of Useful Reports

- Reports -> Acquisition -> User Acquisition
 - See which marketing efforts are working and where you might want to lean in
- Reports -> Search Console->Queries
 - Review what terms are driving traffic and what content strategies you might want to put in place
- Reports -> User -> User Attributes -> Overview
 - Segment audiences to see what interests you can use as marketing hooks
- Explore -> Path Exploration -> Start Over -> Choose ending point
 - See what information people look at before landing on your admissions form
 - <https://support.google.com/analytics/answer/9317498?hl=en>

Audience Segmentation

- Segment for insights: Current families, prospective families, job seekers

The screenshot displays a dashboard for audience segmentation. On the left, a navigation menu includes sections for Reports snapshot, Realtime, Life cycle, Acquisition, Engagement, Monetization, Retention, Search Console, and User. The 'User' section is expanded to show 'User attributes', with 'Audiences' selected. A green arrow points to the 'Audiences' icon in the navigation menu. Another green arrow points to the 'Audiences' tab in the main header, which also features an 'Add filter +' button. A third green arrow points to the 'Build filter' panel on the right, which is currently open. This panel shows a condition being built: 'Page path and screen class' with a 'contains' match type and the value '/admissions'. A summary box at the bottom of the panel reads 'Page path and screen class contains /admissions'. The main content area shows a line chart titled 'Users over time' for the period from Dec 15, 2023, to Jan 11, 2024. The chart shows a fluctuating number of users with a significant peak around Jan 07. A fourth green arrow points to the 'Add filter +' button in the Audiences header.

Building Audiences

- If you [link your Analytics account to Google Ads](#) and keep the default option to *Enable Personalized Advertising*, then your audiences are available in your [shared library in Google Ads](#), and you can use them in your ad campaigns. You can remarket to existing or previous users, and you can create similar audiences to prospect for new users.

The screenshot shows the 'Untitled audience' configuration page in Google Analytics. The interface includes a left sidebar with navigation options, a main configuration area with two 'Include users when' sections, and a right sidebar with 'Additional audience settings' and a 'Summary' section. Green arrows with numbers 1 through 5 point to specific elements: 1 points to the gear icon in the sidebar; 2 points to the 'Audiences' menu item; 3 points to the 'Audience' menu item; 4 points to the first 'Include users when' condition; 5 points to the 'Include users when' label. The first condition is 'Page path and screen class' containing '/careers/'. The second condition is 'Country' containing 'United States'. The 'Additional audience settings' section shows 'MEMBERSHIP DURATION' set to 30 days and 'AUDIENCE TRIGGER' set to '+ Create new'. The 'Summary' section shows 155 users in this audience (10.6% of all users) and 233 total sessions.

Analytics

Admin

Management

Setup Assistant

Account settings

Account

Property settings

Property

Data collection

Data display

Events

Conversion

Audiences

Custom

Channel

Attribution

Reporting

Untitled audience

Help center Cancel Save

Provide a short description

Include users when: 5

Page path and screen class contains /careers/ at any point in time Or

And

AND

Include users when: 2

Country contains United States at any point in time Or

And

+ Add condition group to include | Add sequence to include

+ Add group to exclude

Additional audience settings

MEMBERSHIP DURATION

30 days

Set to maximum limit

AUDIENCE TRIGGER

+ Create new

Summary

USERS IN THIS AUDIENCE

155

10.6% of all users

INCLUDE 155 EXCLUDE -

TOTAL SESSIONS

233

1

3

4

GA4 + Google Ads

- Connect Google analytics to Google Ads

The screenshot illustrates the steps to connect Google Analytics to Google Ads. The interface is divided into a left sidebar and a main content area.

Left Sidebar:

- 1. A green arrow points to the settings gear icon at the bottom of the sidebar.
- 2. A green arrow points to the 'Property settings' dropdown menu.
- 3. A green arrow points to the 'Product links' dropdown menu.
- 4. A green arrow points to the 'Google Ads links' option within the 'Product links' menu.

Main Content Area:

The main content area is titled 'Google Ads links'. It features a search bar and a blue 'Link' button. A green arrow points to the 'Link' button, labeled with the number 5.

Account Name	Account ID	Account type	Personalized Advertising	Date linked	Linked by
No links yet. Click "Link" to create one.					

Items per page: 5 0 of 0 < >

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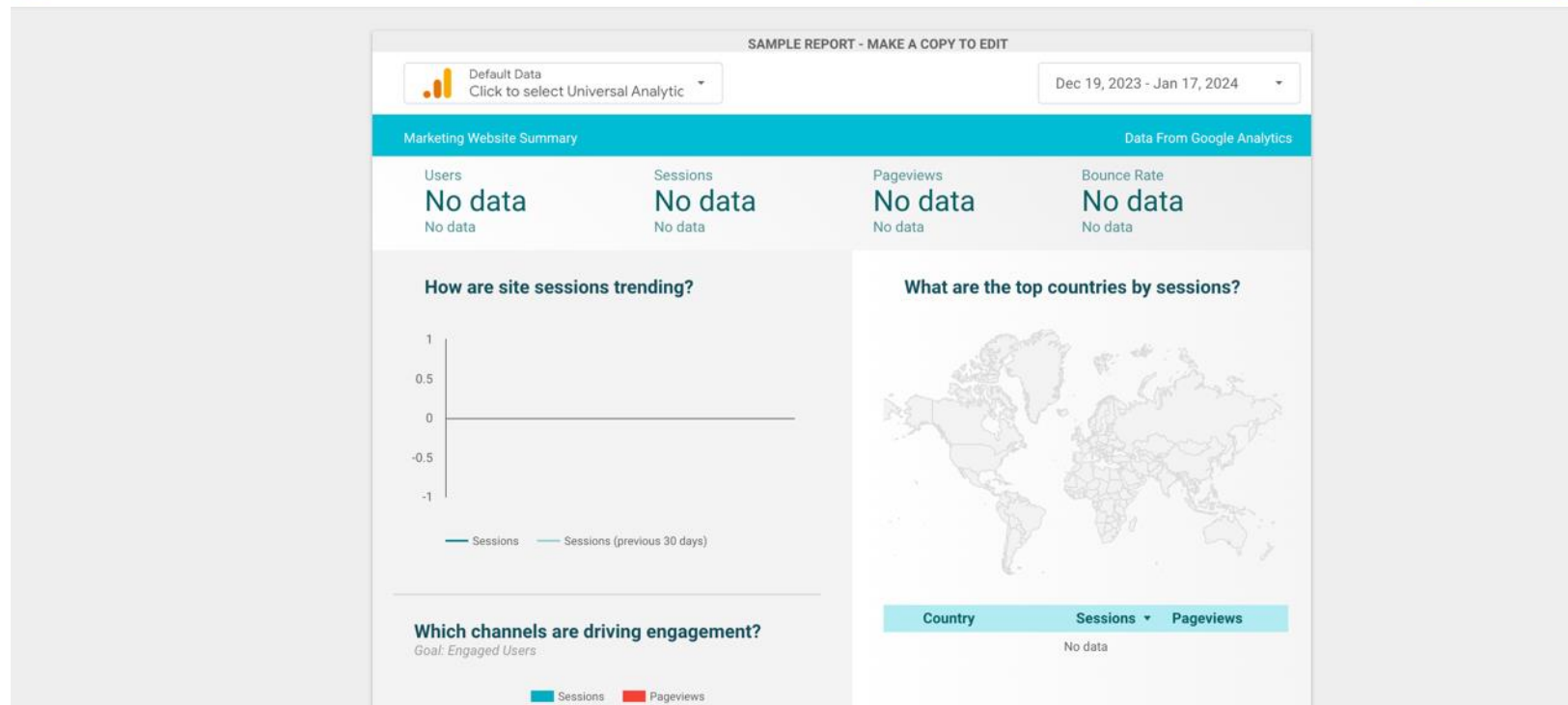
Google Looker Studio

- <https://lookerstudio.google.com/navigation/reporting>

[Sample] Google Analytics Marketing Website

Use my own data

Edit and share



GA4 Questions?

- Any questions?

Next Steps

- AI
 - Create org guidelines
 - Start using it!
 - Look for use cases that will save you time and/or increase quality
- GA4
 - Check your setup
 - Think about the questions you'll want to answer and set up events
 - Connect it to Google Ads

Resources

- AI Help

- recapideas.ai

- AI tools list
 - AI definitions
 - Ideas of what to include in AI guidelines

- Recap Ideas: Adrienne Schafer adrienne@recapideas.ai

- AI org guidelines review/draft (non-legal)
 - Staff training
 - Use case ideation
 - Personal AI coaching

- GA4 Help

- GFM|CenterTable: Jack Barsch jbarsch@gfmcentertable.com

- Special package for ACIS members
 - Check of current GA4 setup
 - Universal Analytics Data Preservation Template (Google Sheets)
 - Looker Studio Dashboard Creation



Thank you!!