

AI-Powered Learning: Revolutionizing Course Creation



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“...hardly anyone understood the impact that widespread literacy would have. Today, I think hardly anyone understands the impact that democratizing access to AI will have.”

- Dr. Andrew Ng, *How AI could empower any business*





Agenda

1. The Current Landscape: Tackling AI Anxiety
2. The Critical Role of Human Experts
3. Accelerating eLearning Maturity with AI
4. Ethical & Practical Considerations
5. Actionable Steps



The Current Landscape: Tackling AI Anxiety



Commons Fears

- Concerns around IP and ownership
- Lack of privacy
- Inaccuracy and bias
- Replacing staff and experts



Understanding Capabilities



AI-Assisted

In this scenario, we use AI tools to **enhance** our work, streamline processes, or generate ideas, but the final product still requires substantial human involvement and decision-making.



AI-Generated

The generation of an output by AI without human intervention. Though, within the context of education development, this functionality **still requires a human!**



Artificial General Intelligence (wide AI)

AI that is capable of decision-making, problem-solving, and executing any task.

Popular Consumer AI Tools

- Platforms and services with a central focus on delivering AI-assisted or AI-generated capabilities
- Existing tools and platforms that are leveraging AI capabilities to supercharge your workflows and outputs
- Different tools for different stages of course development

Chatbots	ChatGPT	Claude	Bing Chat
Content Generation	Jasper	Writer	Notion AI
Spreadsheets	Numerous		
Meeting Recording	Vowel	Fireflies	
Personal Productivity	Rewind	Mem	
Audio Editing	Descript	Adobe Podcast	
Image Generation	Midjourney	Adobe Firefly	
Slide Decks	Gamma	Tome	
Chat with PDF	ChatPDF		
Synthetic Voices	ElevenLabs	Play.ht	

Top AI tools for knowledge work by Mark Carrigan



The Role of Human Experts



Importance of SMEs in the Age of AI

- Experts are the trusted source
- Leveraging AI as a tool, not a replacement
- AI can help shape and provide structure to content, but emotional intelligence & perspective are crucial
- Deep understanding of learning objectives, subject matter, and context



Collaboration Between Experts and AI Tools

Course development & strategy

Instructional designers and learning strategists can leverage AI tools to help with planning, support SMEs and streamline development.

Subject matter experts and thought-leaders

SMEs and industry leaders can leverage AI to brainstorm topics, refine existing ideas, generate new content centered around learning outcomes, and reduce tedious revisions.

Administrative

Organizational staff and strategists can leverage AI-assisted capabilities to eliminate routine tasks and focus more on strategy.

Functional

Experts in events, hybrid learning experiences, packaging offerings, etc. can leverage generative and assisted AI to optimize their output and influence.



Accelerating eLearning Maturity with AI



Ideation & Planning

Integrating AI into your processes

- Starting small with brainstorming
- Experimenting with applicable tools
- Consider where you'd want your LMS to support vs. What would be external with other tools

Planning and tool review

- Designing program goals and audiences
- Learning mapping, journey design
- Refining tool usage and continued experimenting



Growing and Refining

CONTENT DEVELOPMENT

- Reduce tedious post-production with content development tools such as AI video and audio editing
- Improve the accessibility of your content with AI captioning, image alt text, etc.
- Text editing to improve readability
- Translations



INCREASE LEARNING OPPORTUNITIES

- Increase learning application through functionality like AI-generated question creation
- Content reuse and identifying topics, leverage out-of-the-box functionality within your systems to expand your existing offerings
- Generate discussion prompt ideas from the course objectives and topics

CONTINUE EXPERIMENTING

- Learn new tools even if you aren't ready to fully adopt them just yet
- Consider pilot programs or courses as a venue for exploration



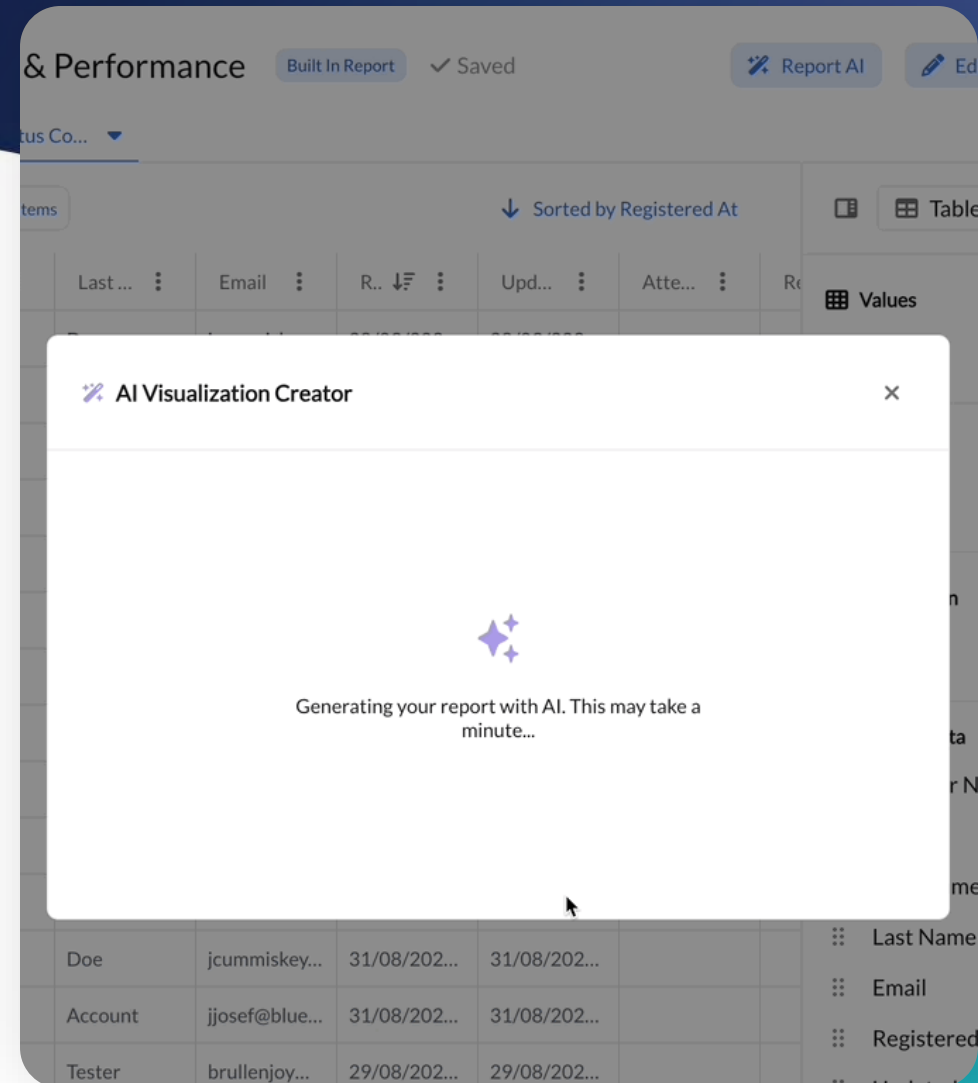
Ensuring Quality & Outcomes

- Now is also the time to review your guidelines and best practices.
- Focus on building a strategy to develop core topics and courses that you can expand on using AI – this can be done using a Learning Map.



Expanding Horizons

- Insights/analysis - data interpretation
- What's on the horizon for Path LMS includes the capabilities to support adaptive and personalized learning within a course – start thinking about how this could be applied to your larger learning programs.



Ethical & Practical Implications



Awareness & Transparency



Build in risk mitigation from the start

Start small and ensure that your organization is aware of how you plan to use AI (whether assistive or generative) to assist with content development and course creation.

Standard processes

Build processes around when and how you are leveraging generative vs assisted.

Quality assurance

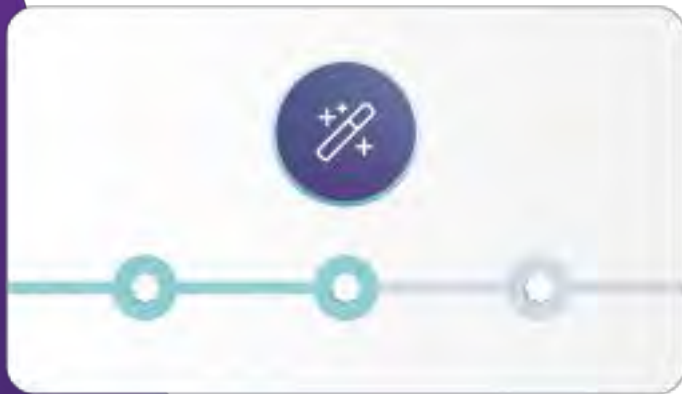
Ensure that someone knowledgeable about the content is available to review any ai-generated content.



Actionable Steps



Where do you go from here?



1. [LMS + Technology] Start small and experiment with minor enhancements to existing content
2. [Policy] Discuss hesitations upfront and showcase the value of leveraging assistive or generative ai where appropriate
3. [Policy] Develop processes and guidelines
4. [LMS + Learning Services] Break-ground on that larger initiative by leveraging generative AI for brainstorming and planning
5. [LMS + Reporting] Seek out tools that help you **accelerate your growth** through surfacing insights using AI so you can better understand what's next for your content development strategy





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Thank you!



Please reach out with any questions and comments.

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