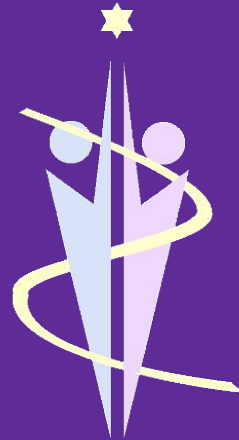


Beyond ChatGPT: Responsible and Ethical AI Use at Jewish Camp

Dr. Sarah Rubinson Levy



Part II - AI at Camp and
Evaluating Tools



SARAH RUBINSON
consulting & contracting

This Session

- How you might already be using AI
- How you can tell if you're using AI
- How you can evaluate tools for use (checklist)



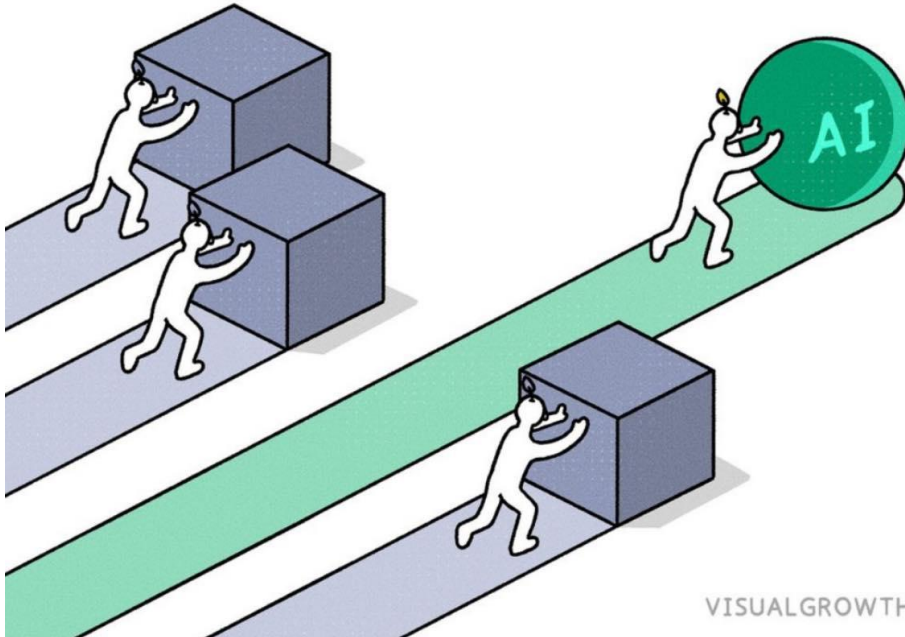
What's in it for me?

**AI is only going to become more powerful and pervasive,
and it can be our friend if we embrace it!**

AI can be your virtual assistant, intern, thought partner, and more!



AI WON'T REPLACE YOU,
PEOPLE USING AI WILL



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How can we
use AI to
enhance HI?



SARAH RUBINSON
consulting & contracting

How are you already using AI?

How do you already know you could be using it in camp? (But aren't quite yet)



How might you already be using AI (without even realizing it)?

1. Camp Management Tools

- Staff Scheduling Software: Many platforms use AI to optimize schedules based on staff availability, skills, and compliance with regulations.
- Camper Enrollment Platforms: AI can analyze trends in registrations, flag errors, or suggest ways to boost enrollment based on past data.

2. Marketing and Outreach

- Email Marketing Platforms: Tools like Mailchimp or Constant Contact use AI to recommend optimal send times, personalize content, and analyze campaign performance.
- Social Media Algorithms: AI determines which camp posts get boosted or shown to target audiences, helping with visibility and engagement.
- Chatbots on Websites: Some camps use chatbots to answer common questions from parents, often powered by AI for natural language processing (e.g., responding to queries about registration, activities, or schedules).

3. Camp Photography and Communications

- Facial Recognition for Photos: Apps like Waldo Photos use AI-powered facial recognition to help parents easily find pictures of their children in daily camp photo uploads.
- Photo Curation and Editing: AI tools like Google Photos or Canva assist with photo organization, automatic enhancements, or creating social media-ready content.

4. Safety and Security

- Access Control Systems: AI-driven facial recognition or pattern detection may be used for monitoring entry points to enhance security.
 - Behavioral Monitoring Tools: Some camps may use AI in cybersecurity to detect unusual activity on their networks or flag concerning patterns in online communication.
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How might you already be using AI (without even realizing it)?

5. Training and Development

- AI-Powered Learning Platforms: Staff training tools may use AI to personalize learning experiences, suggest relevant courses, or track training progress.
- Performance Feedback Systems: AI-based tools analyze feedback surveys to identify trends in staff or camper satisfaction.

6. Food Service Management

- Inventory Management: AI can optimize food orders by predicting usage patterns based on camper numbers, dietary preferences, and historical data.
- Menu Planning: Tools may suggest meal options to meet diverse dietary needs while minimizing waste.

7. Health and Wellness

- Digital Health Records: AI systems in camper medical record software might flag potential health risks or alert staff to medication schedules.
- Health Screening Tools: AI may be part of symptom-checker tools used for monitoring camper health during outbreaks or flu season.

8. Program Planning and Personalization

- Activity Management Software: AI can help match campers with activities based on their preferences, skills, or past participation.
- Camper Feedback Analysis: AI might analyze surveys or feedback forms to suggest program improvements.

9. Transportation Coordination

- Route Optimization: AI is often used in software to create efficient bus or shuttle routes for transporting campers or staff.
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How can we tell if we're using AI?

- **Look for Buzzwords:** Common terms like "machine learning," "predictive analytics," "neural networks," and "AI-powered" often indicate the presence of AI.
- **Analyze the User Experience:** If the tool adapts or "learns" over time, it likely uses AI.
- **Search for Integration Features:** Tools that integrate with other systems and adapt dynamically often leverage AI.
- **Explore AI Use Cases in Similar Products:** Check competitors' tools to see how AI is being used in similar contexts.



How do we evaluate tools for future use?

How do you currently evaluate potential tools?

What needs to be different about evaluating an AI tool?

Steps to consider:

1. Understand the Tool's Functionality
2. Look for Common AI Features
3. Check the Vendor's Documentation
4. Ask the Vendor Key Questions
5. Assess the Output
6. Evaluate Transparency and Accountability
7. Consider Ethical and Practical Implications

[Full checklist](#) to evaluate AI tools



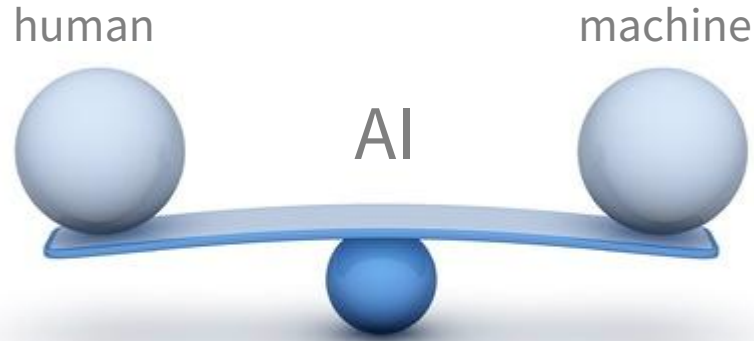
Wrap Up

Next steps:

- Review the resources
- Submit your questions through the platform
- Feel free to connect with me:
 - SarahRubinsonCC.com
 - [linkedin.com/in/sarah-rubinson](https://www.linkedin.com/in/sarah-rubinson)
- Catch Part I and Part III



Anthropomorphizing AI – Is it human?



Wrap Up

Next steps:

- Review the resources (including case study)
- Check out the ways to stay updated
- Submit your questions through the platform
- Feel free to connect with me:
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- Catch Part I and Part II

Learn. Experiment. Iterate. You got this!

