

This email is being sent to Official Faculty & Official Staff.

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Technology Training and Tidbits

Technology training information, updates, and tips for
Goucher faculty and staff.

Volume 3
Issue 2

Prompt Engineering: Get Better AI Responses

Last month during the Staff Development Seminar we shared information and tips on using AI safely. Following the enthusiastic interest in AI (with a tad bit of skepticism), we want to provide you with tips on how to get better results from tools like ChatGPT, search engines and other AI powered applications, so you can work smarter, save time, and feel confident using these technologies in your daily tasks.

The secret to getting improved responses is **prompt engineering** - the skill of asking AI the right questions in the right way to get the best possible answers and avoid those “that’s not what I meant” moments. Think of it like giving directions to a super-smart but very literal friend.

To start, the key to a good prompt is **clarity, context, and specificity**. Instead of asking, “*Tell me about marketing,*” try, “*What are three digital marketing strategies for small businesses in 2024?*” The more details you provide, the better the AI can understand what you’re looking for.

Another trick is **formatting your request properly**. If you need a summary, say “*Summarize this article in three bullet points.*” You can also ask AI to **take on a role**, such as, “*Act as a customer service expert and explain how to handle an angry client.*” You can even request the response at a certain level of reading comprehension, like “*Explain blockchain to a five-year-old.*”

If you are asking for something creative like a poem or story, **describe the style** you want. For example, “*Write a short story in the style of a mystery novel, with a twist at the end.*”

Iteration is also important. If the AI's first response isn't quite right, tweak your prompt by adding details, rephrasing, or breaking it into smaller parts.

As AI becomes a bigger part of our work and daily lives, mastering prompt engineering is a valuable skill. Explore different approaches and see how small tweaks can lead to better results.

To view these and other informative editions of the Technology Training & Tidbits newsletters, [click here](#).

Tip: Potential Risks Using AI

Staying informed is essential for using AI responsibly. While we often hear about its many benefits, understanding AI risks and pitfalls is equally important. In the chart below, test your knowledge of AI risks by matching the scenario in the table to the potential risk underneath it. Check your answers using the key at the end of this section.

AI Use Scenario	Potential Risk
1. Your AI-powered content generator starts creating realistic news articles... but they weren't factual.	
2. An AI marketing tool accidentally collected sensitive customer data without their knowledge.	
3. A fake AI generated voice recording of a co-worker is creating chaos in the company.	
4. An AI system used for hiring selected fewer women for management roles, despite their qualifications.	
5. Employees have become so reliant on AI for decision-making that they struggle with manual problem-solving when the system crashes.	

Potential Risks – (A) Data privacy and security, (B) Increased dependency on AI, (C) Bias and discrimination, (D) Misinformation and inaccuracy, (E) Misuse of content

How many risks did you identify correctly? Share this with your colleagues as a reminder or to start a conversation about the potential pitfalls using AI. It's important to be aware, be vigilant and be in control of the AI, not the other way around!

Answers: 1 (D), 2 (A), 3 (E), 4 (C), 5 (B)

IT Training Events

This spring, we're excited to bring back our popular workshops, offering valuable opportunities to enhance your skills. Meanwhile, we are actively designing and preparing new workshops aimed at equipping you with advanced professional tools and techniques to help take your expertise to the next level. So, stay tuned for advanced workshops being added in the coming months.

Feel free to register for all that interests you. Seats are limited, and sessions with low interest could be cancelled, so please [register](#) soon to save your spot!

Basics - Workshops for getting started.

Introduction to OneNote

March 3, 2025 / 2:00 – 3:00 p.m. / Online

Beyond the Basics - Workshops that build on foundational training.

Teams Interactive Features for Online Meetings

March 13, 2025 / 10:00 – 11:00 a.m. / Online

Excel PivotTables

April 1, 2025 / 2:00 – 3:00 p.m. / Online

Design and Deliver – Workshops to enhance content delivery.

Enhancing Visual Presentations

March 18, 2025 / 11:00 – 12:00 p.m. / Online

Creating Short Instructional Videos

February 18, 2025 / 11:00 – 12:00 p.m. / Online

Productivity Pros – Workshops geared toward adding new skills for productivity.

Getting Started with Microsoft Forms

April 11, 2025 / 1:00 – 2:00 p.m. / Online

Process Mapping with Flowcharts

February 27, 2025 / 1:00 – 2:00 p.m. / Online

April 15, 2025 / 9:00 – 10:00 a.m. / Online

[Click here to view course descriptions and register for IT workshops.](#)

To make a training request for yourself or your department, please contact the Help Desk at helpdesk@goucher.edu.

For information on other IT technologies visit the [Goucher College Technology Knowledgebase](#).