

Strategic Priorities

Enterprise Technology

Accomplishments July - September 2024



FY25 Strategic Priorities

Enterprise Technology empowers a global community of students, faculty and staff by enabling human-centered digital experiences that elevate the future of education, discovery and societal advancement. Our priorities are anchored in ASU's Design Aspirations, and position us as a global beacon for integrating emerging and disruptive technology into learning ecosystems, communications and operations, all in support of amplifying human potential throughout our community's educational journeys.

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- A silhouette of a city skyline at sunset, with various buildings and a crane visible against a warm, orange-hued sky.
1. Student and learner success
 2. Generative AI for scaled learning
 3. Transformation towards an AI-centric organization
 4. Alignment and agility
 5. Cybersecurity
 6. Social impact and inclusive excellence
 7. Data, analytics and insight
 8. Technology enablement and digital infrastructure
 9. Digital transformation

1. Student and learner success

Accelerate learning solutions and dynamic technologies to empower and enable students and learners to thrive.

Accomplishments & Important Activity:

- Next Lab students designed and built a game for ASU Prep students to explore 16 different careers and their associated ASU courses. Career exploration whilst at high school leads to better alignment of academic choices with career goals, building confidence and direction also maximizes the college experience and can reduce costs and time to graduation. FutureScape was released in partnership with EOSS and was funded by a grant from SRP. It is now being used by ASU Prep students in class. The game is designed to work on virtual reality headsets and chromebooks. <https://nextlab.asu.edu/futurescape/>
- Adobe Ready, Set, Go premiered! ASU recently completed a multi-week engagement program that provisioned faculty, staff, and students with Adobe Express and Creative Cloud Pro, fostering enhanced creative skills, generative AI competencies, and digital literacy. The event also introduced attendees to the Adobe Education Exchange, unveiling resources and potential future collaborations to expand creative approaches in education. 194 event participants, 10,627 Creative Cloud Pro accounts activated in CY, and 3,499 Adobe Express accounts activated since the contract change in August.
- The launch of the Tri-U (University of Arizona, Northern Arizona University, and Arizona State University) AI Community of Practice took place with the goal of exploring use-inspired practical research that supports teaching and learning systems at scale.
- The “AI Literacy for Design & the Arts” course, developed with Dr. Lance Gharavi, is an innovative collaboration between EdPlus, the Provost’s Office, and ASU’s Learning Experience Design teams. This interdisciplinary course equips students with foundational AI literacy, focusing on AI’s role in arts and design and fostering meaningful engagement across diverse fields.
- In collaboration with the Bill and Melinda Gates Foundation (BMGF) and through Trusted Learner Network’s (TLN) continually growing community members, several institutions have been shortlisted for TLN enablement affiliated with BMGF funding (anticipated Q2 2024). These include an urban online community college and state public university in the Midwest.



2. Generative AI strategy for scaled learning

Leverage AI and emerging technologies to advance learning at scale.

Accomplishments & Important Activity:

- Enterprise Technology (ET) partnered with Learning Enterprise (LE) to successfully launch the ASU4Life Recommendation Engine's AI services on CreateAI, with the front-end on the Learning Sparks website. ET and LE will align roadmaps in the upcoming quarter, aiming to deliver the ability for learners to set their learning goals and receive an AI-powered personalized learning pathway by May 2025.
- ET is partnering with EdPlus to move the successful Degree Exploration Engine Proof of Concept (POC) into production, to be published on the ASUO website to support prospective students exploring degrees. In Q1, ET supported detailed usage data exports to EdPlus. Efforts are underway to implement project-based API keys and an identity endpoint for improved tracking and usage management.
- Notable updates to several of our AI products.
- CreateAI Platform: The CreateAI platform is expanding with new features like voice-to-voice, image generation, document analysis, and an Ethical AI Engine, alongside a re-architecture for scalable, granular API control. Preparations are also underway for Enterprise Data Mart and Identity Management integration, with multi-agent framework and Canvas integration R&D slated to conclude by Q2. We continue to make available emerging models to the platform, including OpenAI's sO1 and O1 mini and Google Gemini Pro 1.5. Further, observability enhancements across LLM infrastructure were completed.
- CreateAI Toolkit: In Q1, MyAI Builder usability enhancements focused on improving onboarding, knowledge database management and permissions, and launching automated role-based access for all CreateAI toolkit apps. ASU GPT saw successful releases of voice-to-text and image analysis features, and Model Comparison was improved to enable side-by-side AI comparison.
- Ethical AI Engine: Planning is underway to scale the Ethical AI Engine, allowing users to view evaluation results directly within projects on MyAI Builder.
- Launched AY24 monthly AI Community of Practice series and [new website](#) presence.
- The AI Innovation Challenge approved all 44 proposals submitted, distributing a total of 626 licenses - marking the first round with no denials.
- Introduced the API Innovation Challenge program, now in the planning stages and contingent on the implementation of CreateAI's API key management.

3. Transformation towards an AI-centric organization

Cultivate and advance an appreciative, inclusive, and AI-forward culture to enhance the employee experience and support ongoing professional growth, aligning with ASU's Charter and Design Aspirations

Accomplishments & Important Activity:

- Teams across Enterprise Technology crafted Culture Action Plans for FY25. Engagement continues with Collaboration Corps members in support of our commitment to being a values-led organization informed by our positive core and leadership principles. Collaboration Corps is a working group across all levels of the organization who have become champions of collaboration. This team is dedicated to building and reinforcing a thriving workplace culture that empowers individuals and propels the organization toward success.
- The Tech Hub at the Creativity Commons proudly hosted three AI-focused hackathons, including one sponsored by OpenAI, to drive innovative solutions to real-world challenges. These hybrid events brought together students, faculty, and industry experts in a collaborative space where AI was a powerful problem-solving and discovery tool. With a blend of in-person and virtual sessions, participants gained unique opportunities to deepen their AI expertise and develop practical ideas addressing critical issues across diverse fields.
- The next cohort of Empowering Leaders has launched. This yearly program is designed to elevate new and emerging leaders within Enterprise Technology.
- Over the past year, ASU's Learning Experience Design team has trained more than 200 participants in AI fundamentals through the imaginative lens of Dungeons & Dragons (D&D). This innovative, game-based approach uses D&D's collaborative storytelling to teach essential AI skills like prompt engineering, critical problem-solving, and ethical reasoning. In these immersive workshops, participants engage directly with AI concepts, navigating scenarios that reveal biases in AI outputs, much like character choices in D&D reflect creativity and values. Through this unique method, participants don't just learn about AI - they experience it, transforming complex ideas into memorable, hands-on insights.

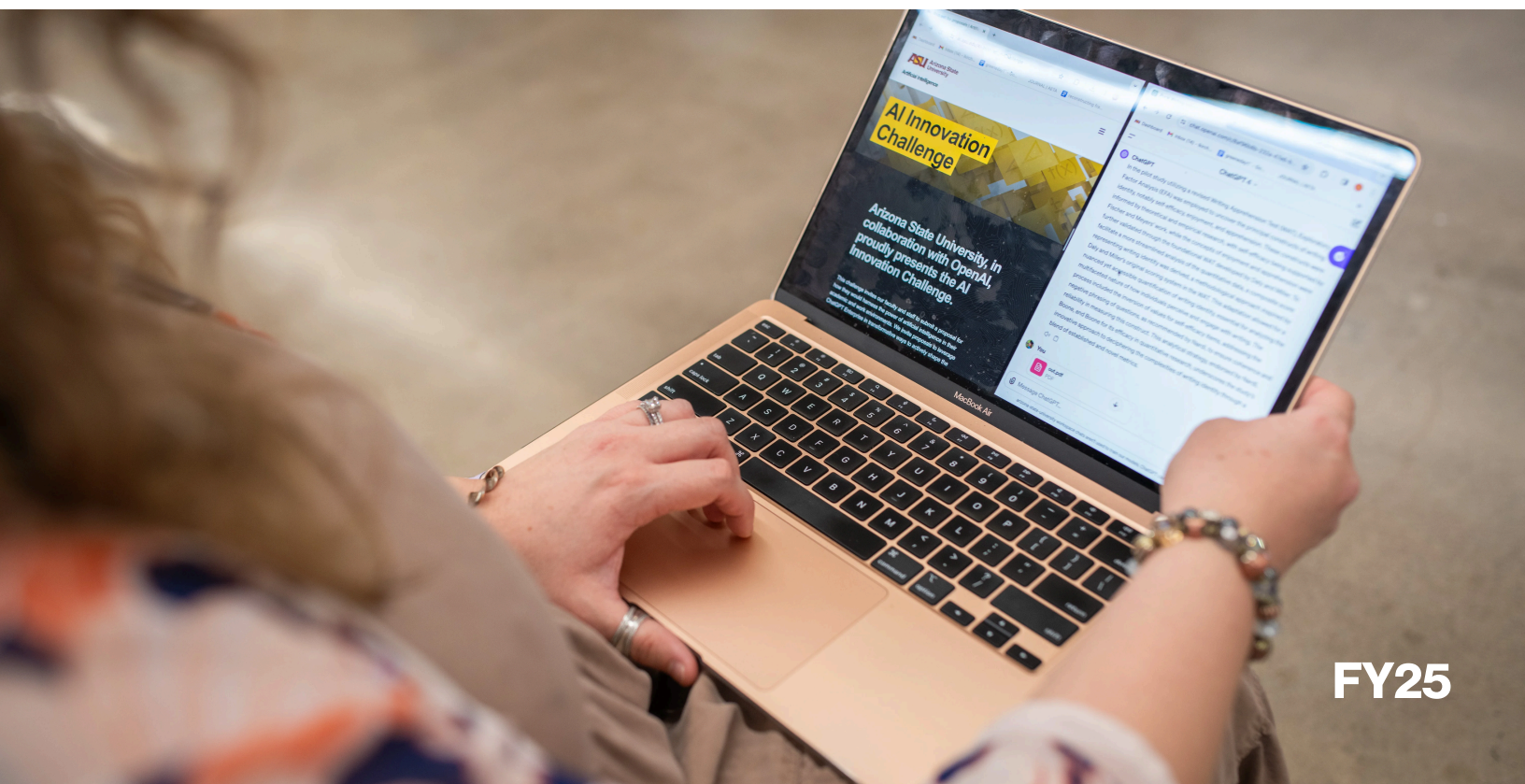


4. Alignment and agility

Advance operational alignment and ensure strategic execution through maturation of how we identify, define, prioritize and deliver work with directives from the President's Office, Office of the Chief Operating Officer and the ASU Enterprises

Accomplishments & Important Activity:

- In an effort to support the advancement of ASU Health, technology teams conducted information sessions to share existing learning technology resources available to ASU Health faculty. We engaged in field visits to learn about the systems of other medical schools in the valley. Lastly, we held initial design discussions to identify initial pedagogical and curricular structures.
- Launched “Patient in Your Pocket” in collaboration with Mayo Clinic. Enterprise Technology Next Lab signed an agreement with Mayo Clinic for studio employees to deliver a proof-of-concept using Unreal Metahuman, creating a highly realistic simulation of stroke symptoms to enhance medical training and awareness.
- Unveiled Enterprise AI Tools for the fall 2024 semester in collaboration with Learning Experience, AI Acceleration and Creative x Communications. The community now has access to AI tools such as Gemini, Copilot, ChatGPT, and internal platforms like CreateAI and MyAI Builder, alongside workflow, approval, and financial tracking systems for faculty and staff this fall.
- This quarter, the AI website (ai.asu.edu) was enhanced with new product pages for tool information and access requests, sections for product release notes, detailed insights on the CreateAI platform and expanded AI tools.



5.Cybersecurity

Elevate cybersecurity posture and ensure a safe, trusted and secure digital ecosystem.

Accomplishments & Important Activity:

- ET's Cybersecurity core expanded with the addition of three senior analysts, each bringing significant industry expertise, which increased our team capacity by 10% to 32 members. This growth directly supports the FY25 strategic priority of enhancing ASU's digital resilience. With this strengthened team, we are advancing our capacity to safeguard university assets, prioritize proactive risk management, and uphold a secure environment for innovation and learning.
- In alignment with our strategic objective to mature our cybersecurity and risk management framework, we successfully deployed ServiceNow as a centralized IT risk register. This initial rollout represents a significant step forward in formalizing and centralizing IT risk tracking across the Enterprise, directly contributing to our goals of bolstering cybersecurity and operational resilience.
- Completed the discovery phase of a collaboration with Cybersecurity & Trusted Foundations to enhance cybersecurity awareness content development, resulting in a list of recommended training improvements. A formal search for a training provider is underway, with an expected completion by the end of Q2. This initiative is designed to support cybersecurity awareness, aligning with our objective to foster a robust culture of digital trust across ASU.
- In support of National Cybersecurity Awareness Month, our cyber teams delivered five weeks of focused community awareness and training sessions. This collaborative effort with Creative x Communications and Events provided targeted training sessions to strengthen cybersecurity practices across the ASU community, advancing our goals for increased digital literacy and resilience. Events included Tri-U participation along with colleagues from Harvard Business School and Louisiana State University.



6. Social Impact and Inclusive Excellence

Advance communities we serve through strategic partnerships, digital inclusion and technological innovation. Our commitment to fostering inclusive environments and empowering communities enables us to deliver on ASU's Charter.

Accomplishments & Important Activity:

- Several new Hives launched this semester. Two new Hives have been stood up by the Institute for Digital Inclusion and Acceleration (IDIA) in Maricopa County in the past quarter, bringing the total count to five in Tempe, Phoenix, Guadalupe, and Chandler. IDIA has also purchased an electric mobile Hive to reach and serve more unserved and underserved areas across Maricopa County and the state.
- Under our telehealth grant, there is active support for 98 unhoused individuals at the Central Arizona Shelter System (CASS). With strong backing from the new CASS CEO, transition to Phase Two of the program has begun at the Haven Senior site. Additionally, the program reached 52 participants in the at-risk youth behavioral telehealth program, serving middle and high school students in Wickenburg and Buckeye, as well as a small group of elementary students facing crisis situations. This program is expanding to include Dysart as well.
- Conducted a comprehensive, all-day suicide prevention training for the entire Wickenburg Unified School District, engaging over 100 teachers, administrators, staff, and counselors. A similar program tailored for students will be rolled out in the coming months to continue building awareness and support within the community. Contracted a specialist to run the training as part of the broader telehealth program which holistically supports the health and wellbeing of the kids.
- Partnered with the Maricopa County Workforce Board to run two workforce and job readiness sessions reaching a total of 18 attendees. After the workshop one of the attendees came to the Hive and was helped to navigate Indeed and was subsequently offered a job. Similar programs are being launched with City workforce boards in Chandler, Phoenix, and Tempe.
- Executed a contract with Enterprise Technology NextLab to run a series of VR health programs for seniors at each of the Hives, as well as a similar series for gaming with Unity for youth.
- In Collaboration with the Rob and Melani Walton Center for Planetary Health, ET helped host the Falling Walls Lab, where a diverse and interdisciplinary pool of students and early-career professionals pitch solutions to the world's most pressing challenges that bring together breakthrough ideas globally and locally.
- Our teams [received national recognition](#) in October, receiving a sustainable IT impact award for social impact. SustainableIT Impact Award winners demonstrate how cutting-edge technology and strategic leadership can drive environmental, social and governance transformation.

7. Data, analytics and insight

Advanced enterprise-wide data maturity to drive data-informed outcomes.

Accomplishments & Important Activity:

- Initiated implementation project for Open Metadata, an open source data discovery tool. Not only will this improve the usability of our data for the ASU data community (better data dictionary, new data lineage tool), but the dictionary/glossary components will serve as a foundational component of any generative AI projects that use the data in our data warehouse.
- Increased focus on operational performance and success metrics within Enterprise Technology. Work has started with assessing current metrics and available data pertaining to Cybersecurity, Learning Experience, and Service Partnership Agreement teams.
- Enabled near real time data feed into Operational Data Store from Peoplesoft and four-hour feed from Canvas. Traditionally, our data sources (ODS, DW) are updated on a nightly cycle. By providing more recent/frequent data, our customers can rely on the data sources for more effective reports



8. Technology Enablement and Digital Infrastructure

Ensure ASU has a reliable, future-ready digital environment.

Accomplishments & Important Activity:

- Advanced network transformation with over 100 buildings transformed with 30% of network ports in the new Arista platform.
- Fiber Infrastructure Re-architecture Phase II in progress in Tempe Campus with 3 Fiber hubs deployed.
- Completed Zoom Phone migration project with 12,829 phone lines migrated reducing the Cisco telephony footprint to zero.
- Completed first phase of vacating ISTB1 data center.
- Outlined a strategy for multi-cloud infrastructure.

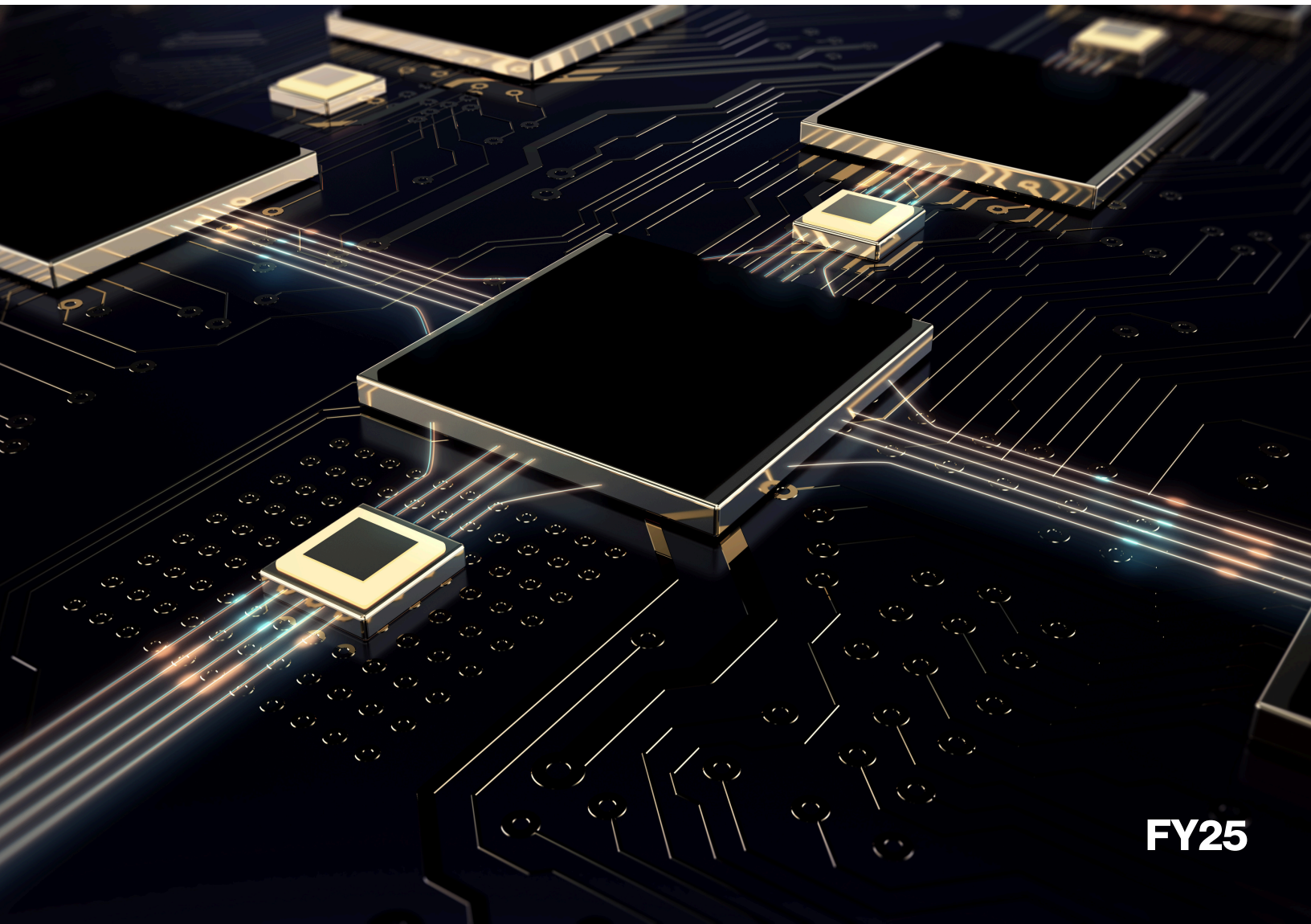


9. Digital Transformation

Enhance faculty and staff success through unified and optimized technology experiences.

Accomplishments & Important Activity:

- Inform the constituent experience leveraging a robust customer data platform for personalized and streamlined digital interactions with ASU in partnership with all key stakeholder groups
- Optimize processes and technologies for financial aid and matriculation to increase the speed of admissions
- Advance enterprise-scale solutions for service management activities, collaboration, and workflow optimization for an integrated yet independent experience
- Leverage AI-powered tools and proactively evaluate emerging technologies to enhance operations and drive innovation across ASU
- Partner with Business & Finance on advancing automation for efficiency gains in transactional and service delivery areas.





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