

## **2025 Generative AI Survey - Staff**

### **Response Rates, Visualizations, and Analysis of Open-Ended Responses**

Response Rates for the staff survey: **26% = 370 of 1449**

Contents of this document:

Staff Survey Results: Visualizations only

Staff Survey Results: Sentiment Analysis of Open-ended responses

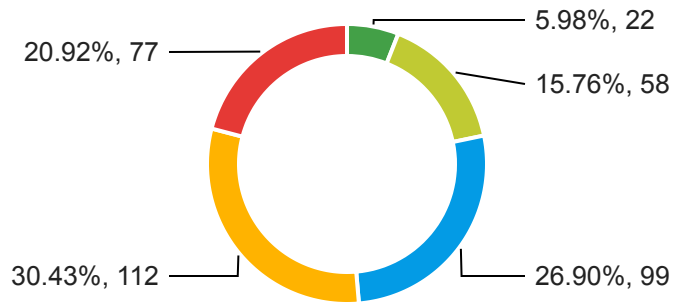
Original Staff Survey Questions

## 2025 - Generative AI at Lehigh Staff Survey - Visualizations Only

Q2 - How often do you use generative AI tools in your work at Lehigh?

368 Responses

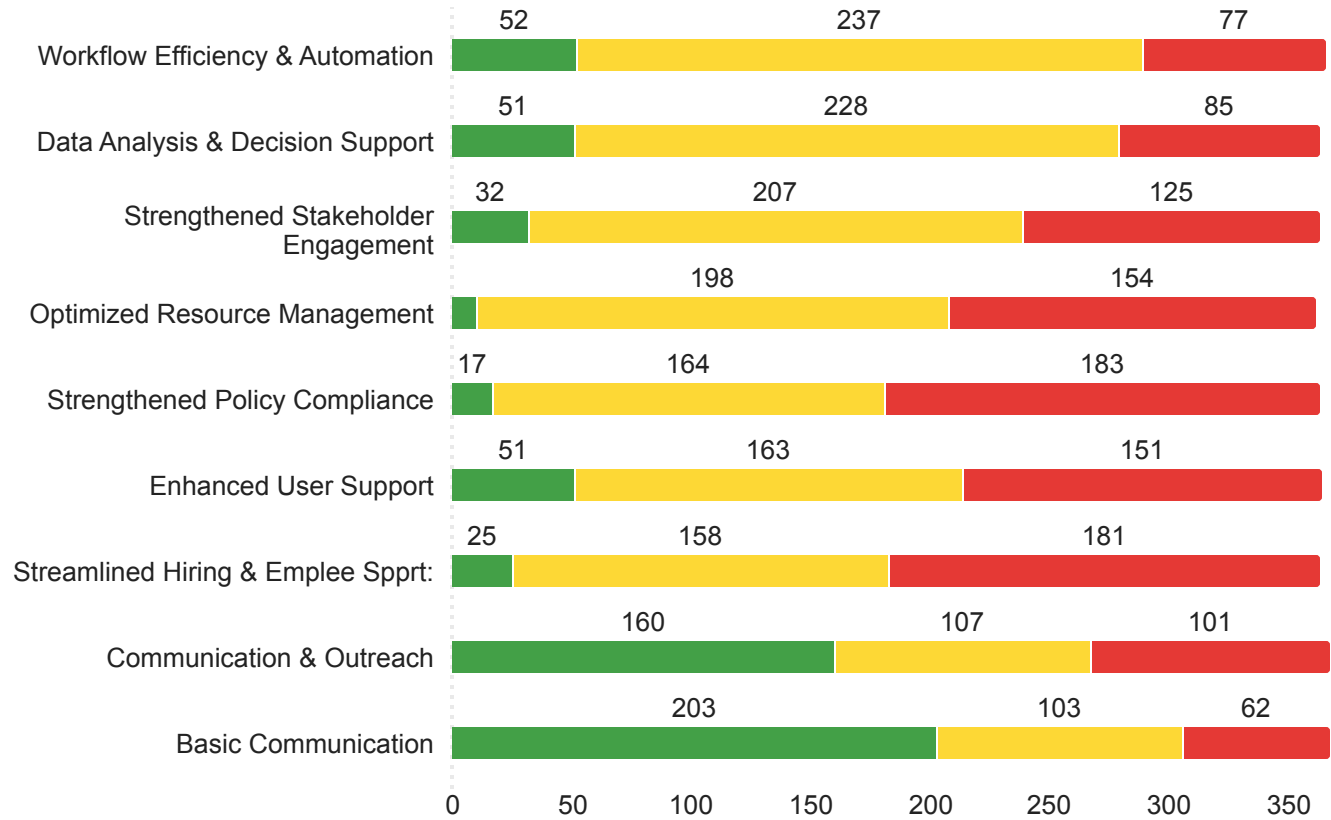
Very Often   Often (daily)   Sometimes   Rarely   Never



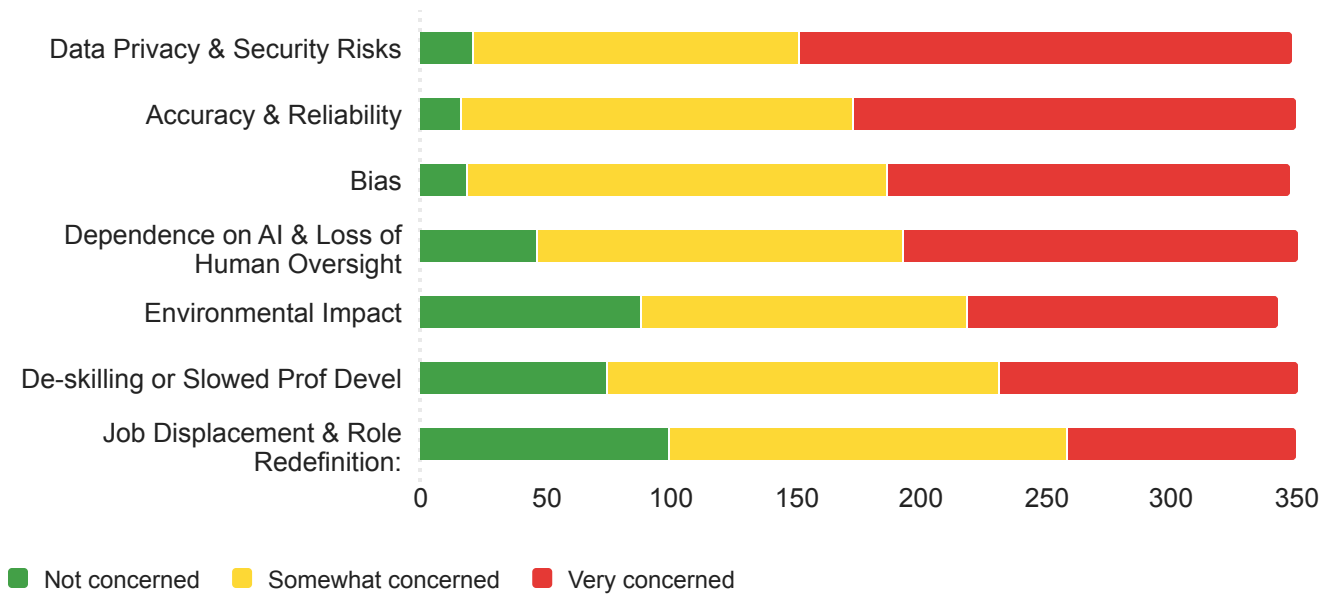
Q2 - For each of the following uses of AI, please indicate your current level of use.

369 Responses

■ I am already using   ■ I am considering using / curious about   ■ I would not use

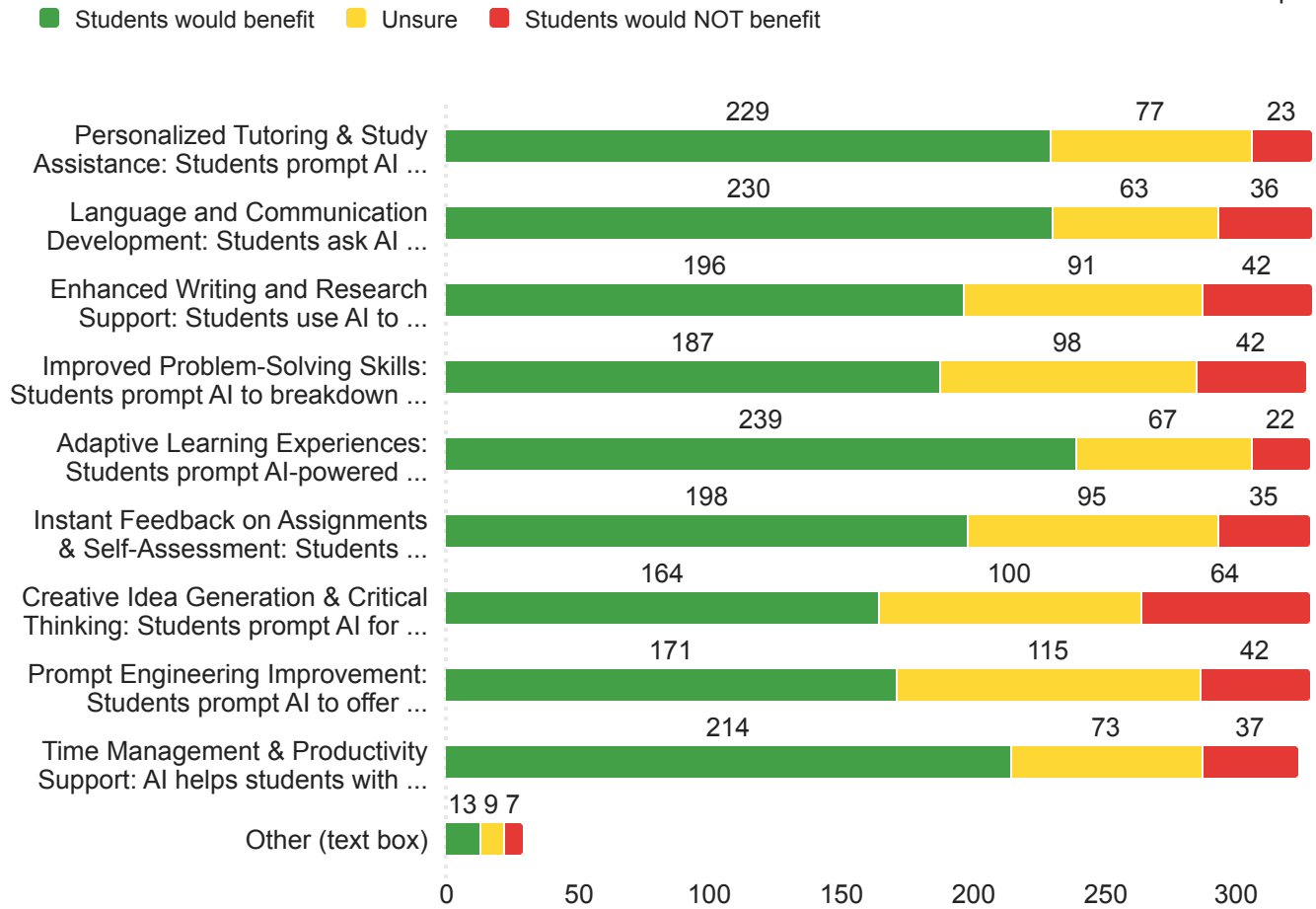


### Q3 - Rate each of the following potential areas of concern regarding the use of generative AI tools



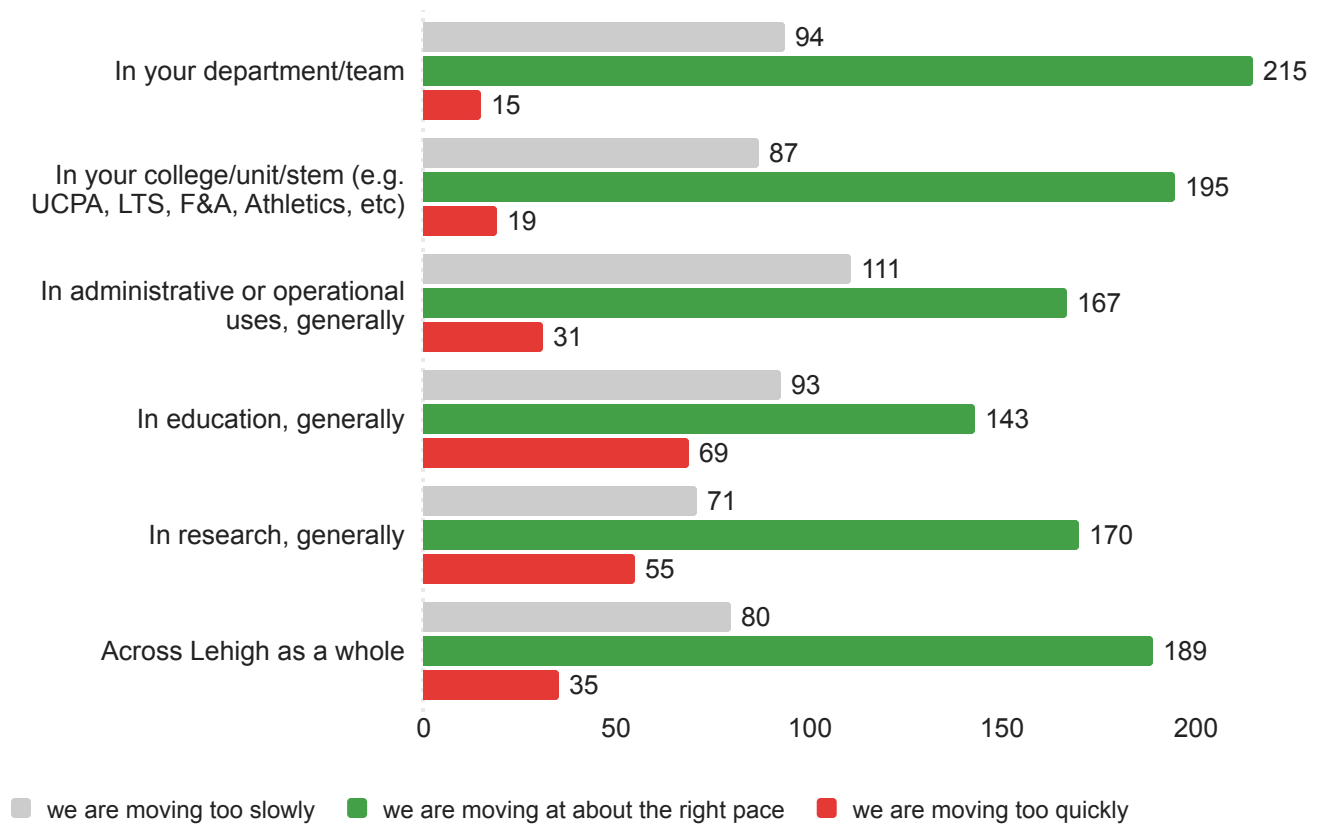
Q6 - Thinking now about AI in education at Lehigh, indicate whether you think Lehigh students would/would not benefit from using AI in the way described.

329 Responses



## Q7 - What is your view on the pace of AI adoption in the following areas?

325 Responses



Q8 - Lehigh provides a number of generative AI tools and professional development opportunities (guidance pages, academic talks, workshops, seminars, Teaching and Learning Symposium, the AI@Lehigh Summit, etc) related to generative AI. Are these meeting your needs? What else, if anything would you find helpful? (Select all that apply) - Selected Choice

Field	Choice Count	
The AI tools Lehigh currently provides are meeting my needs.	40%	118
I'd prefer discounted access to paid-versions of generative AI tools	29%	87
The professional development opportunities Lehigh provides are meeting my needs	23%	68
I'd prefer more or different visiting speakers on this topic	15%	44
I'd prefer more or different workshops, training, and hands-on seminars	42%	125
I'd prefer more or different guidance documents and best practices	35%	103
I'd prefer more or different self-paced online learning opportunities	30%	90
More discussions and forums with colleagues (communities of practice)	28%	83
I think my department/program/team would be interested in AI workshops and tools tailored to our needs	46%	136
Other (please specify):	7%	20
I currently use paid-versions of generative AI tools, beyond what Lehigh provides	19%	56
Total		297

## 2025 Generative AI at Lehigh Survey- Staff

### Sentiment analysis

*Gemini Prompt "This is a survey of university staff. Conduct a sentiment analysis by reviewing the responses in this column to find trends in the responses, then create a list of the top five conclusions based on frequency of ideas mentioned. For each item in the list give three representative quotations using actual text from the data."*

**In your opinion, what is the most promising use of Generative AI in your work / your department's work in the near future (1-3 years)?**

1. **Improving Efficiency and Automating Tasks:** Many staff members believe that generative AI's most promising use is to enhance efficiency and automate repetitive or administrative tasks, freeing up time for higher-level work.
  - "Using AI to handle the repetitive tasks that my office does."
  - "Automating processes that are currently manually done."
  - "Reducing administrative tasks, repetitive data entry, etc."
2. **Enhancing Communication and Writing:** Staff see potential in using AI to improve communication, including drafting emails, creating content, proofreading, and assisting with language.
  - "Email writing"
  - "Communication with prospective students across all mediums."
  - "The most promising use will be with drafting emails/radio ads..."
3. **Data Analysis and Summarization:** There is significant interest in using AI for data analysis, summarization, and extracting insights from large datasets.
  - "Improving communication/language and processing large data sets"
  - "Simple data analysis/summarization. Question answering based on data."
  - "Analysis of our GPS data, emails..."
4. **Assisting with Stakeholder Engagement and Outreach:** Staff believe AI can help with engaging stakeholders, including prospective students, alumni, and others, through personalized communication and targeted outreach.
  - "Strengthening stakeholders engagement"
  - "Communication with prospective students across all mediums."
  - "AI assisted outreach and engagement to applicants to Lehigh's programs..."
5. **Supporting Decision-Making and Strategy:** Some staff members see AI's potential in supporting decision-making, strategy development, and resource management through data-driven insights and trend analysis.
  - "Looking at trends, reports, and helping us improve our potential of putting together the best class possible."
  - "Use it to make data informed strategy decisions"
  - "Enhanced data analysis and decision support"

**In your opinion, what is the most important aspect of your work that you believe should not involve the use of generative AI?**



1. **Human Connection and Relationship Building:** A dominant theme is the importance of maintaining human connection and building relationships, especially with students, families, and colleagues. Staff feel these interactions should not be replaced by AI.
  - "Talking to families and students on the phone. People often say to me 'I am so glad I'm not talking to a robot.'"
  - "Development of personal relationships through effective communication and collaboration"
  - "the human connection and building relationships"
2. **Personal and Confidential Data:** Many staff members are concerned about protecting personal, confidential, and sensitive data, including student data (FERPA), employee information, and donor data. They believe AI should not handle such information.
  - "Anything to do with student data - FERPA, etc."
  - "I do not think personal data information including decision making on admittance should rely on AI."
  - "Personal information for employees and coworkers"
3. **Decision-Making and Critical Thinking:** Staff express concern that AI should not replace human decision-making, critical thinking, and strategic planning. AI can inform decisions but should not be the sole determinant.
  - "Rely on AI for decisions and lose the human factor of critical/strategic thinking in real world setting"
  - "Strategic decision making without human input."
  - "Final decision making. We may use AI to inform us, but carefully. Human involvement and critical thinking is still important."
4. **Content Creation and Authenticity:** There's a strong sentiment that content creation, especially when it involves personal voice, branding, or artistic expression, should remain human-driven. Staff worry about losing authenticity and quality.
  - "ANY video or image generated content (due to the unethical sourcing of this content and extremely dangerous usages it may lead to)."
  - "Writing and Critical Thinking. It should show the evidence (real one) and then the writing and analysis should be done by humans."
  - "Content creation (video, audio, written)."
5. **Direct Communication and Interaction:** Many staff emphasize the importance of direct, personal communication, including phone calls, emails, and face-to-face interactions. They believe AI should not replace these real-time exchanges.
  - "Become too automated and reliant on electronic means of communication and lose face to face/phone communication and interaction."
  - "AI should not replace direct communication with stakeholders. It can aid it, but I would not want responses to emails being generated directly by AI."
  - "Answering phones and emails - I believe that a physical person should be responding to/answering phone calls and emails."

**Please share any comments, perspectives, or recommendations you would like to share with the Generative AI Advisory Committee about the role of generative AI at Lehigh.**

1. **Concerns about Over-Reliance and Loss of Critical Thinking:** Many staff members expressed concerns that over-reliance on AI could lead to a decline in critical thinking skills, independent thought, and the ability to learn and develop necessary skills.

- "I think the utilization of AI is important to an extent, however I do believe AI is negatively impacting the way students and staff communicate and educate themselves due to its reliance."
  - "Rely on AI for decisions and lose the human factor of critical/strategic thinking in real world setting"
  - "Will students truly be able to think for themselves or will they rely on AI?"
2. **Need for Ethical Considerations and Guidelines:** There is a strong call for ethical frameworks, guidelines, and oversight regarding the use of generative AI, including data privacy, bias, and responsible usage.
    - "Ethics and how to understand the utility of AI in our day to day."
    - "Overall, however, I am very concerned with the lack of an ethical framework for the development and use of AI."
    - "Generative AI has the potential to support creativity at Lehigh, but its use should have clear policies that prioritize ethical considerations, data security, and integrity."
  3. **Importance of Human Element and Connection:** Several staff members emphasized the importance of maintaining human connection, personal interaction, and the human element in education and work, warning against AI replacing these aspects.
    - "We need to stop with the artificial intelligence and spend more time on real human intelligence!!!"
    - "It should support, not replace, original thought and effort—especially in academic work."
    - "AI can assist in administrative tasks, it should never replace human connection, particularly in areas like student support."
  4. **Need for Training, Education, and Information about AI:** Many staff members indicated a need for more information, training, and education about AI, its capabilities, limitations, and how to use it effectively and responsibly.
    - "I do not know enough about how AI is being utilized at Lehigh in different stems and what options are available to staff to utilize and incorporate into day to day work"
    - "I need more information and knowledge on AI to know how to use it best. I get its benefits, but its risks scare me."
    - "I believe that if faculty and staff are trained on using AI the overall department efficiency will be much higher than without training."
  5. **Concerns about Accuracy, Bias, and Disinformation:** There are worries about the accuracy of AI-generated information, potential biases in AI models, and the risk of spreading disinformation.
    - "I worry about bias in the AI models, I worry that people will rely on AI and not fact check/ actually read what is being generated because it looks good at first glance"
    - "Understanding its ability to create and amplify disinformation, its impact on the environment and underserved communities, its potential to incorporate and amplify bias"
    - "I don't think students are savvy enough to recognize when AI tools return incorrect information."

### Reviewing all three questions together:

Prompt: This is a survey of university staff. Conduct a sentiment analysis by reviewing the responses in columns B, C, and D to find trends in the responses. Present your response into two sections. In Section 1, highlight the five most common responses given for how generative ai can be useful for faculty and students. In section 2, highlight five major concerns expressed by faculty

respondents. For all ten items in the list give three representative quotations using actual text from the data."

### **Section 1: Most Common Positive Uses of Generative AI for Staff**

Here are the five most common responses given for how generative AI can be useful for staff, along with representative quotations:

1. **Improving Efficiency and Automation:** Many staff members see AI as a tool to automate repetitive tasks, streamline processes, and increase overall efficiency.
  - "Automating processes that are currently manually done."
  - "Using AI to handle the repetitive tasks that my office does."
  - "Reducing administrative tasks, repetitive data entry, etc."
2. **Enhancing Communication and Writing:** AI is viewed as helpful for drafting emails, creating content, and improving overall communication.
  - "Improving communication/language and processing large data sets"
  - "Drafting email messages on behalf of senior leadership"
  - "Email writing"
3. **Data Analysis and Summarization:** AI can assist with data analysis, summarization, and identifying trends.
  - "Simple data analysis/summarization. Question answering based on data."
  - "Looking at trends, reports, and helping us improve our potential of putting together the best class possible."
  - "Analysis of our GPS data, emails, strengthening stakeholders engagement, recruitment communication"
4. **User Support and FAQs:** Some staff see AI as a valuable tool for answering frequently asked questions and providing user support.
  - "The most promising use of Generative AI in my work is helping answer FAQ. I answer phones and emails, so our HawkBot Chat is very helpful for quick questions!"
  - "Enhanced user support, having a bot help with FAQs; processing documents/generating reports/making predictions"
  - "Brainstorming outreach and marketing initiatives. Creating FAQ documents and handling common questions. The idea of a chatbot or something along those lines is appealing"
5. **Content Creation and Ideation:** AI can aid in generating ideas, creating content, and assisting with creative projects.
  - "CollegeVine has been amazing to work with! We also use Gemini and ChatGPT"
  - "The most promising use will be with drafting emails/radio ads as well as hopefully assisting in the efficiency of graphic design efforts."
  - "draft of content for video, emails, news stories, video for creation, cuts, language versions analyze data sets personalize admissions marketing programs"

### **Section 2: Major Concerns Expressed by Staff Respondents**

Here are five major concerns expressed by staff respondents, along with representative quotations:

1. **Loss of Human Connection:** Many staff members worry that AI will replace or diminish the importance of human interaction and personal connections.

- "Talking to families and students on the phone. People often say to me 'I am so glad I'm not talking to a robot.' Having conversations in real time with people is very important..."
  - "My ability to have a job, and losing the human connection with our prospective students."
  - "the human connection and building relationships"
2. **Data Privacy and Security:** There are concerns about handling sensitive data, especially student and donor information, with AI tools.
    - "Anything to do with student data - FERPA, etc."
    - "I do not think personal data information including decision making on admittance should rely on AI."
    - "We should not be including identifiable information and should leave those as placeholders (names, FERPA-related, HIPAA-related, PHI, etc); We should not use it where we have L..."
  3. **Accuracy and Reliability:** Some staff members are concerned about the accuracy and reliability of AI-generated content and decisions.
    - "The accuracy and reliance on a system that can be easily manipulated in a negative way."
    - "Proofing, branding our copy with Lehigh voice, accuracy"
    - "Accuracy"
  4. **Ethical Considerations and Bias:** There are worries about ethical implications, potential biases in AI models, and the need for human oversight.
    - "ANY video or image generated content (due to the unethical sourcing of this content and extremely dangerous usages it may lead to)."
    - "I worry about bias in the AI models, I worry that people will rely on AI and not fact check/ actually read what is being generated because it looks good at first glance, and wi..."
    - "Dealing with confidential information. Processes that require ethics and professional best practices."
  5. **Job Displacement and Automation:** Some staff express concern about AI potentially replacing their jobs or automating essential tasks.
    - "My ability to have a job, and losing the human connection with our prospective students."
    - "1. Rely on AI for decisions and lose the human factor of critical/strategic thinking in real world setting 2.Become too automated and reliant on electronic means of communication."
    - "Brainstorming and team collaboration, content creation could be significantly reduced which leads to loss of motivation and connectivity for employees."



## **Default Question Block**

This survey invites Lehigh staff to share their perspectives on topics related to Generative AI at Lehigh University. Your participation will directly contribute to our recommendations on how best to support faculty, staff, and students in the effective and ethical use of generative AI in education, research, and university operations at Lehigh. The survey should take approximately 10 minutes to complete.

Your name will not be associated with your responses in any of our reports or recommendations. However, at the end of the survey you can opt in if you are willing to be contacted with follow-up information or opportunities related to your responses.

If you have any questions, please do not hesitate to reach out to me or any other member of the Generative AI Advisory Group. Thank you for your time and contribution.

Sincerely,  
Greg Reihman, Vice Provost, Library and Technology  
Services  
-writing on behalf of the Generative AI Advisory Group

How often do you use generative AI tools in your work at  
Lehigh?

- ☐ Never
- ☐ Rarely (a few times a month)
- ☐ Sometimes (a few times a week)
- ☐ Often (daily)
- ☐ Very Often (AI is a regular part of my daily work)

For each of the following uses of AI, please indicate your  
current level of use.

	I am already using	I am considering using / curious about	I would not use
Basic Communication: using AI to proofread my writing and make suggestions for improvement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	I am already using	I am considering using / curious about	I would not use
Communication & Outreach: using AI to draft my writing (emails, newsletters, social media posts, or press releases).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased Workflow Efficiency & Automation: using AI to help handle repetitive administrative tasks such as processing forms, scheduling meetings, answering frequently asked questions, or managing routine communications, allowing me to focus on higher-value work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced Data Analysis & Decision Support: using AI to help me process large datasets, identify trends, generate reports, improve decision-making, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced User Support: In my area, we use AI-powered chatbots and virtual assistants to respond to inquiries, reducing response times and improving service quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	I am already using	I am considering using / curious about	I would not use
Strengthened Policy Compliance, Information Security & Risk Assessment: AI helps me or my team automate compliance monitoring, analyze potential risks in university policies and contracts, detect and prevent cybersecurity threats, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optimized Resource Management: using AI to optimize use of physical and financial resources, reducing operational costs, enhancing sustainability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streamlined Hiring & Employee Support: using AI to support my work in the hiring process (drafting position descriptions, assessing candidate qualifications, automating onboarding processes, improving hiring efficiency and employee engagement, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthened Stakeholder Engagement: using AI to personalize outreach, recommend strategies, and enhance engagement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <div></div>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



In your opinion, what is the most promising use of Generative AI in your work / your department's work in the near future (1-3 years)?

Rate each of the following potential areas of concern regarding the use of generative AI tools

Not concerned                      Somewhat concerned                      Very concerned

Data Privacy & Security  
Risks: AI tools may process sensitive personal, financial, and institutional data, raising concerns about data breaches, compliance with privacy laws (e.g., FERPA, GDPR), and unauthorized access to confidential information.

☐☐☐

	Not concerned	Somewhat concerned	Very concerned
--	---------------	--------------------	----------------

Accuracy & Reliability of AI-Generated Content: AI models can produce incorrect, misleading, or biased information, requiring staff to carefully verify AI-generated reports, communications, and analyses to ensure accuracy and reliability.



Bias: AI systems can unintentionally reinforce biases present in training data, potentially leading to discriminatory outcomes in admissions, hiring, financial aid decisions, and other critical university processes.



Job Displacement & Role Redefinition: Increased AI automation could reduce the need for certain jobs or significantly change traditional responsibilities, requiring new skills and adaptation.



Dependence on AI & Loss of Human Oversight: Over-reliance on AI for decision-making and communication could reduce personalized interactions, hinder critical thinking, and create risks if AI tools malfunction or provide flawed recommendations.



Not concerned      Somewhat concerned      Very concerned

De-skilling or Slowed Professional Development: Over-reliance on AI, or use of AI in the wrong ways or at the wrong point on one's career, can keep people from developing key skills needed for long-term career success.

☐☐☐

Environmental Impact : AI systems can have significant environmental costs, including energy consumption, water usage, issues with resource extraction, etc.

☐☐☐

Other

☐☐☐

In your opinion, what is the most important aspect of your work that you believe should not involve the use of generative AI?

Thinking now about AI in education at Lehigh, indicate whether you think Lehigh students would/would not benefit from using AI in the way described.

	Unsure	Students would NOT benefit	Students would benefit
Personalized Tutoring & Study Assistance: Students prompt AI to get instant explanations, summaries, or alternative explanations of complex topics, acting as an on-demand tutor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language and Communication Development: Students ask AI for help with grammar correction, language translation, or basic written communications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced Writing and Research Support: Students use AI to brainstorm ideas, structure essays, refine writing, and locate relevant research sources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improved Problem-Solving Skills: Students prompt AI to breakdown complex problems or generate step-by-step explanations tailored to individual learning needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unsure	Students would NOT benefit	Students would benefit
Adaptive Learning Experiences: Students prompt AI-powered tools to recommend study plans, quizzes, and resources based on a student's learning pace and comprehension levels.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instant Feedback on Assignments & Self-Assessment: Students prompt AI to analyze their work and provide immediate feedback on clarity, accuracy, and structure, helping students improve before final submission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative Idea Generation & Critical Thinking: Students prompt AI for help brainstorming and exploring diverse perspectives on projects, essays, and case studies; use AI to review a document, suggest what is missing etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prompt Engineering Improvement: Students prompt AI to offer guidance on how best to prompt AI to get more useful responses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time Management & Productivity Support: AI helps students with scheduling, summarizing readings, and generating to-do lists, and creating study guides.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unsure	Students would NOT benefit	Students would benefit
Other (text box)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div></div>			

What is your view on the pace of AI adoption in the following areas?

	we are moving too slowly	we are moving at about the right pace	we are moving too quickly
In your department/team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In your college/unit/stem (e.g. UCPA, LTS, F&A, Athletics, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In administrative or operational uses, generally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In education, generally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In research, generally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Across Lehigh as a whole	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lehigh provides a number of generative AI tools and professional development opportunities (guidance pages, academic talks, workshops, seminars, Teaching and Learning Symposium, the AI@Lehigh Summit, etc) related to generative AI.

Are these meeting your needs?

What else, if anything would you find helpful? (Select all that apply)

- ☐ The AI tools Lehigh currently provides are meeting my needs.
- ☐ I currently use paid-versions of generative AI tools, beyond what Lehigh provides
- ☐ I'd prefer discounted access to paid-versions of generative AI tools
- ☐ The professional development opportunities Lehigh provides are meeting my needs
- ☐ I'd prefer more or different visiting speakers on this topic
- ☐ I'd prefer more or different workshops, training, and hands-on seminars
- ☐ I'd prefer more or different guidance documents and best practices
- ☐ I'd prefer more or different self-paced online learning opportunities
- ☐ More discussions and forums with colleagues (communities of practice)
- ☐ I think my department/program/team would be interested in AI workshops and tools tailored to our needs
- ☐  Other (please specify):

Please share any comments, perspectives, or recommendations you would like to share with the Generative AI Advisory Committee about the role of generative AI at Lehigh.

What is your primary affiliation at Lehigh?

- ☐ Admissions and Financial Aid
- ☐ Athletics
- ☐ College of Arts and Sciences
- ☐ College of Business
- ☐ College of Education
- ☐ College of Health
- ☐ Communications & Public Affairs
- ☐ Creative Inquiry
- ☐ Development and Alumni Relations
- ☐ Equity and Community
- ☐ Entrepreneurship
- ☐ Finance and Administration
- ☐ General Counsel
- ☐ International Affairs



- ☐ Investment Office
- ☐ Library & Technology Services
- ☐ President's Office
- ☐ Provost's Office
- ☐ Research
- ☐ Rossin College of Engineering and Applied Sciences
- ☐ Strategic Planning & Initiatives
- ☐ Student Affairs
- ☐  Other

May we contact you with information about tools or professional development opportunities based on your responses?

- ☐ Yes
- ☐ No