

Application: 4393

Dr. Ravi Pendse - Bringing Generative Artificial Intelligence to the University of Michigan

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| <b>Page: General Information</b>  |
| Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.  |
| <b>Name of Organization/Company</b><br>University of Michigan Information & Technology Services   |
| <b>Additional Contacts</b><br>I do not wish to list additional contacts   |
| <b>Page: Entry Information</b>  |
| <b>Entry Title</b><br>Dr. Ravi Pendse - Bringing Generative Artificial Intelligence to the University of Michigan   |
| <b>Category</b><br>J10. Executive of the Year - Educational Technology  |
| <b>Executive Nominee Submission Format</b><br>Written Answers   |
| <b>a. Briefly describe the nominated executive's employer: the organization's history and past performance (up to 200 words). Required</b><br><p>Dr. Ravi Pendse has led the adoption and integration of generative artificial intelligence (GenAI) at the University of Michigan. As U-M's Vice President for Information Technology and Chief Information Officer, he leads the development and delivery of world-class computing and digital resources to U-M faculty, staff, and students. Dr. Pendse has consistently been a creator of cultural change, breaking down silos and creating trust across the university since he joined in 2018. Bringing emerging technologies to U-M is at the forefront of Dr. Pendse's pedagogy, and he feels strongly that the community should guide how these technologies are utilized.</p> <p>From leading the creation of the technology accessibility standard practice guide for U-M to bringing services like NameCoach online, he has ensured everyone feels included at the university. This expands beyond ITS, facilitating conversations with technology leaders from across the university and the world with the Michigan IT Steering committee. In 2023, Dr. Pendse was named as U-M's first-ever Special Advisor to the President for India. In this role, he collaboratively leads and coordinates efforts to engage with U-M alumni and industry leaders in India and promote U-M to exceptional Indian students looking to continue their education abroad.</p> |

**b. Outline the nominated executive's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

For the 2023-2024 school year, Dr. Pendse wanted to make sure that U-M was not just teaching its students, faculty, and staff about AI. He also wanted to give them the access to use GenAI for themselves and make their own conclusions. With that goal in mind, Dr. Pendse and U-M's Information and Technology Services (ITS) department (which he leads) got to work and started building. In just a few short months, Dr. Pendse and ITS created a suite of custom GenAI tools for U-M students, faculty, and staff. In August 2023, U-M became the first university anywhere to provide custom generative AI models to the entire campus. These AI tools also included what is believed to be the first accessible web chat interface for generative AI.

The services include U-M GPT, a tool that makes large language models like GPT-4.0 Turbo, Llama 2, and DALL-E 3 available to its users at no cost, and U-M Maizey, a service that allows users to create customizable AI tools, which can query and question their own datasets. There is also the U-M GPT Toolkit that allows advanced users to build AI models using U-M's APIs.

ITS constructed the entire platform in a mere two months. Operating with the agility and drive of a start-up, ITS ensured the rapid and robust delivery of cutting-edge tools for the start of the academic year. Most importantly, the platform is inclusive, equitable, secure, and accessible.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other executives in your industry and/or to the nominee's past performance (up to 250 words). Required**

No other university released a suite of custom-made generative AI tools to their community last year. Many schools and universities adopted out-of-the-box or online AI services or offered AI education classes. But Dr. Pendse made sure that U-M faculty, staff, and students had access to something unique.

Why was it important to develop a unique AI platform? Because most open web AI tools are not built with equity, accessibility, and privacy in mind.

U-M GPT was designed and tested for accessibility to meet international standards (WCAG 2.1 AA standard) from the ground up, when most commercially available products had significant accessibility barriers. In addition to its innovative approach to accessibility, U-M's AI services were also built with privacy in mind – all data shared with the tool is private, will not be shared with outside organizations, and will not be used to train AI models. Finally, to address equity concerns, the majority of U-M's AI tools are available at no-cost to the campus community. U-M GPT, which provides access to popular subscription models like GPT 4.0 Turbo and DALL-E 3, are free to use for any student, faculty, or staff member.

As a non-profit institution, U-M measures ROI in how their investments benefit the larger community that they serve. Using those metrics, U-M's AI Services launch has been an unmitigated success.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Here are some supporting documents that will help you better understand the significance of the U-M AI platform and Dr. Ravi Pendse's role in developing it:

The University of Michigan's Generative Artificial Intelligence Advisory Committee Final Report:  
<https://genai.umich.edu/committee-report>

This wide-ranging report, co-sponsored by Dr. Pendse, represents an important first step in U-M serving as a global leader in fostering the responsible, ethical, and equitable use of GenAI in its community and beyond. This report has been vitally important to everyone at U-M. It has been a guide and a compass that has helped the campus navigate its first year with widespread GenAI use.

U-M's Custom AI Services:  
<https://its.umich.edu/computing/ai>

Dr. Pendse led the development of a suite of custom generative AI tools that have been made available to the U-M campus community. These tools are used by thousands of students, faculty, and staff daily. They not only help the community augment their ongoing work, but they have allowed the university to make amazing strides when it comes to AI literacy.

U-M President Santa Ono Talks About Ravi Pendse and His Work with Generative AI:  
[https://www.youtube.com/watch?v=DsN\\_dILsqs8](https://www.youtube.com/watch?v=DsN_dILsqs8)

This video, released by the President of the University of Michigan in March 2024, does a wonderful job summarizing the university's innovative approach to GenAI and how Dr. Pendse has been one of the main leaders in bring AI to U-M.

**Webpage Link**

<https://genai.umich.edu/committee-report> (<https://genai.umich.edu/committee-report>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://its.umich.edu/computing/ai> (<https://its.umich.edu/computing/ai>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

[https://www.youtube.com/watch?v=DsN\\_dILsqs8](https://www.youtube.com/watch?v=DsN_dILsqs8) ([https://www.youtube.com/watch?v=DsN\\_dILsqs8](https://www.youtube.com/watch?v=DsN_dILsqs8))

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://genai.umich.edu/> (<https://genai.umich.edu/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://youtu.be/u3ROj3Cz5kY?feature=shared> (<https://youtu.be/u3ROj3Cz5kY?feature=shared>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://www.youtube.com/watch?v=MHH33aDDPmU> (<https://www.youtube.com/watch?v=MHH33aDDPmU>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 7**

<https://agb.org/trusteeship-article/artificial-intelligence-and-the-future-of-higher-education-part-1/>  
(<https://agb.org/trusteeship-article/artificial-intelligence-and-the-future-of-higher-education-part-1/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 8**

<https://www.bestcolleges.com/news/university-of-michigan-to-introduce-two-new-ai-assistants-this-fall/>  
(<https://www.bestcolleges.com/news/university-of-michigan-to-introduce-two-new-ai-assistants-this-fall/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 9**

<https://www.detroitnews.com/story/news/local/michigan/2023/08/21/university-of-michigan-to-provide-custom-ai-tools-to-school/70643140007/> (<https://www.detroitnews.com/story/news/local/michigan/2023/08/21/university-of-michigan-to-provide-custom-ai-tools-to-school/70643140007/>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 10**

<https://record.umich.edu/articles/its-debuts-customized-ai-services-to-u-m-community/>  
(<https://record.umich.edu/articles/its-debuts-customized-ai-services-to-u-m-community/>)

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

No

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