Position Title:
AI Success Strategist

Position Term:
12 months

FLSA Status:
Exempt (salaried, not overtime-eligible)

Unit Designation:
APA (bargaining unit)

Essential Status:
Non-Essential (not required during closures)

Remote Work:
Eligible – Hybrid, 1–5 days per week

Position Summary

The AI Success Strategist supports Bridgewater State University's efforts to adopt artificial intelligence in ways that measurably improve the student experience and advance student success. This hybrid role combines technical fluency, ethical stewardship, and business relationship management to co-design and scale student-facing AI services — including retention and advising tools, engagement interventions, and learning supports — while protecting student data, promoting equity and accessibility, and aligning projects to clear student-outcome KPIs. The strategist manages an AI use-case pipeline from intake through validation and production handoff, partners with Academic Affairs, Student Life, and campus support units, runs responsible AI pilots with student involvement, oversees the AI Ambassadors program, and maintains dashboards and playbooks that surface impact on retention, persistence, completion, and student satisfaction.

---

1. Strategy & Portfolio / Business Relationship Management

- Serve as the primary Business Relationship Manager (BRM) for AI across assigned portfolios; build and maintain strategic partnerships with administrative units, Academic Affairs, Student Life, HRTM, and other campus stakeholders.
- Build and manage an AI use-case pipeline and roadmap: intake, evaluate, prioritize, resource, and track AI initiatives; align initiatives with institutional strategy and measurable KPIs tied to student success and operational efficiency.
- Support needs assessments and vendor evaluations for AI tools and services.
- Manage the AI Ambassadors program — onboard liaisons; define roles, responsibilities, goals, and metrics; provide regular training, resources, and convenings so ambassadors can support local professional development, AI bot projects, and adoption across divisions.

2. Responsible AI Pilots & Implementation

- Design, run, and evaluate ethical AI experiments and pilots; produce recommendations that include ROI, risk, equity, accessibility, and scalability assessments.
- Embed responsible AI practices into development and deployment: bias mitigation, data minimization, consent, explainability, and accessibility checks.
- Partner with technical and operational teams to move validated pilots to production or recommend sunset/rework where appropriate.
- Support the enforcement and communication of student data protections (FERPA, data minimization, consent for all student-facing projects.

3. Student Success, Outreach & Professional Development

- Lead student outreach and AI literacy programming (workshops, micro-credentials, orientation modules); collaborate with Student Life, AI Ambassadors, and others to test prototypes and gather feedback.
- Support faculty centers in the integration of AI-enabled learning tools that demonstrably improve student outcomes.
- Design and deliver professional development for students and employees on generative AI, prompt engineering, and output evaluation; plan and co-lead campus AI events (e.g., BSU AI Summit).

- Represent BSU at regional and national AI, edtech, and higher-education conferences and via regional/national AI committees; synthesize external learnings and transfer best practices to campus stakeholders.

4. Knowledge Management, Metrics & Continuous Improvement

- Curate and maintain an AI knowledge hub (playbooks, templates, approved prompts, vendor guides, case studies, and evaluation protocols) to accelerate safe, repeatable adoption.
- Provide consultative AI services and support for employees and AI Ambassadors.
- Maintain dashboards and regular reports for leadership tracking impact metrics (student success, student outcomes, time saved, cost savings, adoption rates, risk incidents); use assessment results to iterate on pilots and operational practices.

Required Qualifications

- Bachelor's degree in a relevant field such as data science, education, information systems, public administration, or a related discipline.
- Minimum of two years of professional experience in technology adoption, student success initiatives, or business relationship management.
- Demonstrated understanding of artificial intelligence concepts, tools, and ethical considerations, especially in student-facing applications.
- Strong project management and stakeholder engagement skills.
- Excellent written and verbal communication skills.
- Commitment to equity, accessibility, and student-centered design.
- Ability to work independently and collaboratively across departments.

Preferred Qualifications

- Experience leading AI-related initiatives in a higher education setting.
- Familiarity with FERPA, data privacy, and ethical AI frameworks.
- Demonstrated success in cross-functional collaboration with academic and student support units.

- Experience designing or delivering professional development or student-facing training on emerging technologies.
- Strong data analysis and visualization skills using tools such as Power BI, Tableau, or similar platforms.
- Active participation in regional or national AI, edtech, or higher education networks.