**2 - Overarching Principles**

0:01  
Hello and welcome to the overarching principles and framing questions for organizations module of the AI Governance framework for Nonprofits.

0:09  
My name is Afua Bruce, and I am happy to dive in a little deeper today with you about guiding principles for you to set for your organization as you consider adopting AI.

0:26  
This is the second of six modules in the series that will guide you through important considerations for nonprofits when implementing AI.

0:35  
The materials shared here reflect the insights and expertise shared by a number of nonprofit leaders who participated in a series of community listening sessions in the summer of 2024.

0:49  
At the end of this module, you will understand why having stated values can help your organization responsibly adopt AI.

0:57  
You'll also be able to define less sensitive and more sensitive data sources within your organization, including personally identifiable data.

1:06  
And you will know questions that you will need to answer internally to your organization that will provide your staff with broad guidelines for when to use AI, even as specific products evolve.

1:20  
AI principles are critical for successful AI implementation for a variety of reasons, but perhaps most importantly, because AI should be used in service of something, and AI principles can decide what that something is.

1:36  
By having AI principles, you can set the direction and the tone for AI within your organization, ensuring that it supports your organizational mission, vision, and value.

1:48  
Ensuring that it supports your staff and your communities that you serve, as opposed to having AI drive your organization.

1:58  
By taking into account specific AI principles and values, it can minimize harm that could take place, and it can provide key principles to positively guide the impact of AI within your organization.

2:13  
The AI implementation process is influenced by your organization's principles, mission, and values, but we offer to you today a series of principles specifically for AI.

2:24  
Accountability and responsibility are important because we encourage you to hold the individuals using AI tools accountable for their decision making.

2:32  
Processes based on the tools, AI tools and systems support the work of staff and ensure you remain committed to the communities you serve.

2:43  
Equity in access matters because you will want to use AI in ways that do not create new inequities or barriers to accessing vital services.

2:52  
It is important to maintain safeguards that promote fair access to your services.

2:57  
Fairness and non discrimination matter because you want to aim to use AI tools in ways that do not discriminate against the communities you serve.

3:05  
You should seek to use AI tools that minimize bias and ensure fair outcomes for everyone, regardless of race, gender, ethnicity, or other factors.

3:15  
Reliability and accuracy are also important.

3:19  
These matter because you will want to use AI tools that perform as intended.

3:23  
You'll need to select AI tools that consistently produce accurate outputs.

3:28  
Transparency is a critical principle here as well.

3:32  
Transparency matters because you will want to ensure that you can explain when and how you use AI products.

3:39  
When you're asked by your stakeholder communities, trust matters as well.

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You'll want to use AI in ways that allow you to maintain trust with the community that you support.

3:51  
And finally, as you decide to use AI, the principle of making sure that AI is in service of mission matters.

3:58  
This is critical to the nonprofit sector especially.

4:02  
You'll want to use AI in ways that support human decision making, expertise, and creativity, and not in place of human expertise.

4:11  
AI tools should be selected because there is a way for them to support the mission, not just because it is a new fancy technology.

4:21  
Now, sometimes conversations around AI can seem intimidating or confusing because it is sometimes presented as something that is completely new, completely different, and completely outside the scope of nonprofit organizations.

4:35  
But while organizations discussing AI is new, technology is not new, and AI is just another technology.

4:43  
And so as you think about having conversations about AI in your organization, remember that data powers AI.

4:50  
It's important to engage in efforts to understand what data you have, who can access it, and how that data is updated and deleted.

4:58  
You also want to make sure that you're considering what assumptions and bias may be in your data.

5:03  
So because of different laws that were in a place, because of different collection methods that were in place, is 1 ethnicity?

5:11  
Is one gender overrepresented or underrepresented in your data?

5:15  
For example, is everyone treated fairly in your data?

5:18  
Can you identify people based on that data?

5:22  
Vendors, developers, and program staff must all work together to make sure smart decisions about AI are made.

5:29  
It's important to ensure that everyone, regardless of their technology expertise, has a seat at this decision making table.

5:37  
Because technology doesn't just affect the tech teams in your organization.

5:41  
If you even have a tech team at your organization, but technology affects your programs and how they're run, it affects your staff and vendors.

5:51  
If you are bringing in new technology, need to understand what that looks like and what that means.

5:56  
So you want to ensure that all roles have a space to ask questions and get answers as you consider new AI based technologies.

6:05  
And finally, it's important to remember to revisit principles and guidelines as part of strategic planning processes.

6:13  
So as with most of the strategic planning processes that your organization undergoes, this isn't something that you do once and it is set for the entire lifetime of your organization.

6:25  
But you want to periodically revisit it as your organization grows, as your communities grows, as the environment changes, as the technology evolves, you'll want to revisit some of the principles and guidelines periodically.

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Now, there are several topics which should be considered for the most effective AI implementation.

6:45  
You want to look at data, of course, because again, data is what powers AI.

6:51  
And so this means taking a look at what permissions mean for your organizational data.

6:58  
Who has access to it?

6:59  
When is access given?

7:00  
When is access revoked?

7:02  
How is it protected?

7:03  
That ties to the privacy of data as well.

7:07  
So considering how you keep the information safe and secure for your organization, you want to recognize that the data that your organization holds reflects key information for the communities you serve and for your donors and for your staff.

7:24  
And so you want to treat that information with the appropriate care.

7:27  
And that often ties to specific privacy concerns.

7:32  
Now, because many nonprofits rely on vendors or developers, external developers, to work on their technology solutions, It's also important to consider how vendors and developers fit into your environment.

7:47  
So are they familiar with how to develop technology, specifically AI technology, for the communities you serve, for your type of organization?

7:57  
It's important to ask those questions and ensure there is alignment about ideas around diversity, ideas around meeting community needs, ideas around centering humans.

8:10  
Now there are a series of questions that you could ask to guide your organization.

8:14  
And the first series of questions that you want to answer have to do with permissions.

8:19  
So does staff need approval to use or develop AI tools?

8:23  
And if yes, who or what level?

8:26  
Is that your CEO for every decision?

8:29  
Is that a manager for every decision?

8:31  
Is it something that any person can decide to use if they find a free tool?

8:37  
You want to be clear on what approval processes look like.

8:40  
The second permission related question to ask is can you use AI to generate or modify external facing written content and if so, do you need to disclose and in what circumstances?

8:52  
If you use, if you end up using an AI tool to create a first draft, is that OK?

8:57  
If you use it to refine and to tighten up language before posting something on social media or submitting to a grant application, is that OK?

9:09  
Setting some of those guidelines matter.

9:11  
And then the third permissions related question to ask is, can you use AI to generate or modify external facing visual content and internal facing visual content as well?

9:21  
And again, if yes, do you need to disclose and in what circumstances?

9:26  
Your answer, your organization's answers to these questions will depend on your own internal preferences and risk tolerances.

9:35  
The next set of questions to ask is around privacy, so thinking about what data can be used in generative AI tools.

9:42  
This is important because in many cases, generative AI tools continue to be trained based on what information you give it, and so you want to take care to decide what data to disclose and what to keep to yourself.

9:57  
You also want to consider terms of service for AI tools.

10:00  
What data will be shared with the vendor, for example, and what data you will hold onto and keep safe within your organization.

10:09  
And in thinking about this, it can be helpful to think about your data in two categories.

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One of less sensitive information such as publicly available program names and descriptions, high level budget information, the descriptions about the areas in which you work.

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That type of information is generally not that sensitive and it could be easily and of very low risk shared with generative AI tools.

10:36  
Some of your more sensitive data, the personally identifiable data that includes things like staff names, Social Security numbers, financial information tied to specific individuals, and other very sensitive information.

10:50  
You want to think twice about being able to and allowing people in your organization to put that information into generative AI tools depending on what is shared and stored with the vendor.

11:07  
The next set of questions to ask to guide your organization have to do with figuring out the root cause of some of the challenges within your organization and assessing the vendor and developer fit.

11:20  
So the first thing to ask as you think about when to use AI in your organization, is this a technology problem or a people problem?

11:30  
If your organization is struggling to make decisions based off of data and is instead making decisions based off of whims, regardless of what they say, but regardless of what the data says, you might have a people problem and not a technology problem.

11:46  
So that's probably not somewhere that AI can help with your decision making process and with the operations of your organization.

11:55  
So considering if when you are trying to use AI, making sure it's a technology problem and not a people problem that you're solving.

12:03  
The second question here is to ask vendors or developers if they have clear positions on AI safety and responsibility.

12:11  
Do they have a set of AI principles and how do those align with your organization's principles?

12:17  
And are these vendors and developers familiar with working with your community and with diverse teams?

12:23  
These are questions that will matter for how the AI is developed and how well the tools may suit your, your environment and your customers, your community members.

12:35  
So thank you for your time.

12:36  
And that concludes this module.