Guidelines for Safe and Responsible Usage of Generative AI at Marquette University

For Faculty, Staff, and Students

Introduction

Given the recent advancements in artificial intelligence, Marquette University realizes it is crucial to establish guidelines that ensure the safe and responsible usage of Generative AI (GenAI) tools. These guidelines apply to all faculty, staff, and students and aim to protect university data, ensure content accuracy and ownership, maintain academic integrity, and provide protocols for procuring and acquiring AI tools.

Protection of University Data

Data Sensitivity and Confidentiality

GenAI tools must be used in a manner that protects the sensitivity and confidentiality of university data. Users must ensure that data fed into AI systems does not include personally identifiable information (PII), electronic personal health Information (ePHI), confidential student records, or proprietary university information.

Data Security Practices

Faculty, staff, and students must adhere to university policies and procedures when using generative AI tools. This includes using secure platforms to prevent unauthorized disclosure of university data to GenAIs. IT Services will use available tools to monitor the usage of GenAI tools on university-owned equipment to ensure that Confidential or Controlled information is not uploaded into GenAIs that have not been properly vetted and reviewed.

Compliance with University Policies and Procedures

GenAI should be used in a manner that aligns with the Marquette's mission, values, and Jesuit identity, and must adhere to existing University policies. These include policies related to academic integrity, Protection of Confidential Information, and Acceptable Use Policy,

Furthermore, when using GenAI tools, any input or activity must strictly adhere to the terms of service and use policies established by the tool providers. Review these terms as they outline the acceptable use of each respective tool and any restrictions. IT Services (ITS) will serve as a resource for you in reviewing these terms.

Responsibility for Content Accuracy and Ownership

Verification of AI-Generated Content

Users are responsible for verifying the accuracy of content generated by AI tools. Generative AI can produce plausible yet incorrect information; thus, it is essential to cross-reference AI outputs with reliable sources and ensure factual accuracy before dissemination.

Intellectual Property and Copyright

Content created using generative AI might have complex ownership implications. Users must be aware of the intellectual property rights associated with AI-generated content and ensure compliance with copyright laws. Infringement, whether intentional or not, could lead to legal claims against users and/or the University. When in doubt, users should consult the university's legal counsel for guidance.

Academic Integrity and Ethical Considerations

CTL and the Academic Integrity Office

The Academic Integrity office and the Center for Teaching and Learning (CTL) have partnered to create a guiding statement and instructor resources to promote a shared understanding of acceptable and unacceptable use of large language model based chatbots in coursework at Marquette. The joint statement can be found here. Additional resources to the use of emerging technologies in the classroom can be found here.

This video will support further dialogue surrounding machine learning, generative technologies on campus, especially for foundational knowledge on the technologies themselves and on how we can all work together around and/or with these technologies honestly and confidently.

Bias and Fairness

Be aware that GenAI can produce biased or discriminatory content. This bias can originate from biased data used to train the AI algorithms or when the output reflects harmful social inequities. Before using AI-generated materials, ensure they adhere to principles of fairness, diversity, and inclusion. Further, be conscious of both implicit and explicit biases that may be embedded in the output.

Misinformation

AI is a powerful tool but should not be used as an independent or primary source itself. AI is susceptible to “hallucinations” in which its output is presented in a logical and coherent manner but is not based on real-world facts. Always verify the accuracy and authenticity of AI-generated content before incorporating it into any academic or administrative materials and communications.

Sensitive Topics

Exercise caution when using GenAI to explore and discuss sensitive topics. Ensure the generated content is respectful and does not cause harm or offense. Any decision resulting in an outcome for a person, including but not limited to grades, employment, discipline, promotions, etc. should be ultimately decided by a human, not a computer or AI system.

Citation and Attribution

Students and faculty that choose to use generative AI tools for course assignments, academic work, or other forms of published writing, should give special attention to how they acknowledge and cite the output of those tools in their work. Students should consult with their instructors prior to using to the use of GenAI tools in their coursework.

As with all new technology, the norms and conventions for citing AI-generated content are lin the early stages, yet most of the major style guides have released preliminary guidelines. Individual publishers may also have their own guidance on citing AI-generated content. Below is list of recommendations for APA, MLA, and Chicago style citations.

- How to Cite ChatGPT

Procuring and Acquiring Generative AI Tools

Approval and Vetting Process

The procurement of GenAI tools must go through an approval and vetting process. This ensures that the tools meet the university's standards for security compliance. GenAI tools, including embedded GenAI, should be reviewed by IT Services, Office of the General Counsel, and Purchasing to ensure that contractual guarantees are met. These guarantees include, but are not limited to, retention of data ownership, secure storage and processing, on-demand data deletion, and preventing the use of university data for Large Language Model (LLM) training.

Conclusion

The responsible use of generative AI at Marquette University requires a collective effort to protect data, ensure content accuracy and ownership, uphold academic integrity, and follow proper procurement processes. By adhering to these guidelines, the university community can harness the potential of AI while maintaining a commitment to ethical and responsible practices.