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COMMUNITY INSPIRED IMPACT

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**2025  
EDUCAUSE AI  
Landscape  
Study |  
Into the  
Digital AI  
Divide**



# Agenda

- Survey Overview
- Strategy and Leadership
- Policies and Guidelines
- Use Cases
- Workforce
- The Digital AI Divide Between Institutions
- Q&A



<https://bit.ly/2025AILandscape>

# Survey Overview

- 52 closed- and open-ended questions
- In the field Nov 4-19, 2024
- 788 responses meeting inclusion criteria

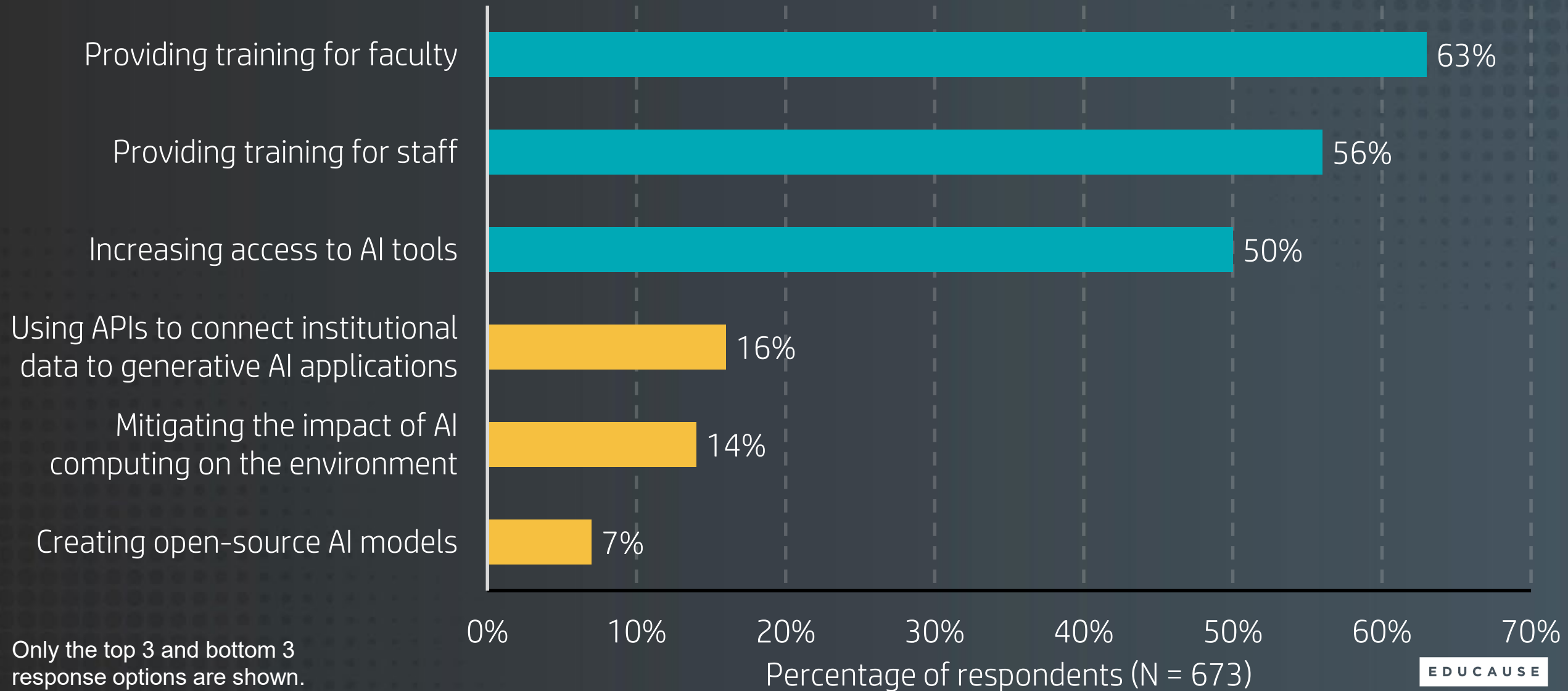
## Main topics

- Strategy and Leadership
- Policies and Guidelines
- Use Cases
- Workforce
- The Digital AI Divide Between Institutions

# Strategy & Leadership

**57%** of respondents agreed or strongly agreed that "we view AI as a strategic priority," up from 49% in 2024.

# AI strategy is focused on people, not technology.

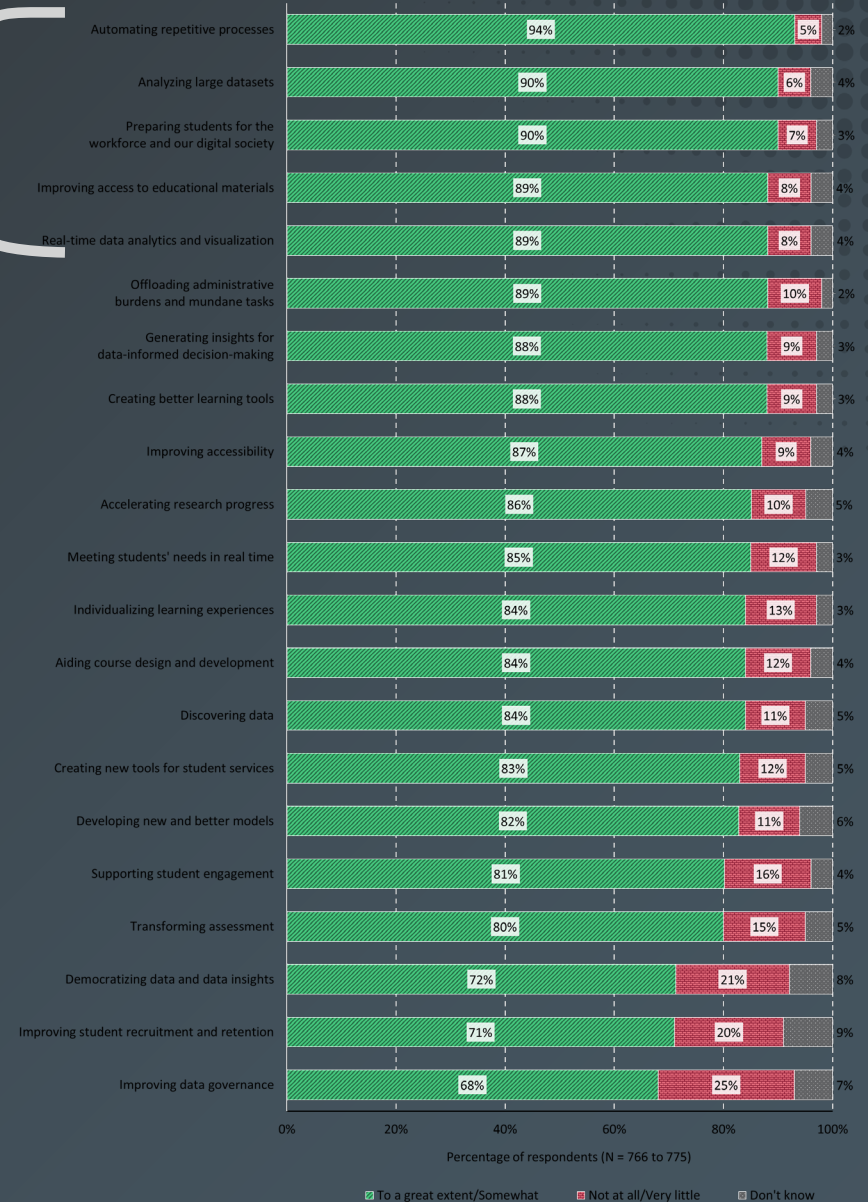




# Most respondents are optimistic about many opportunities.

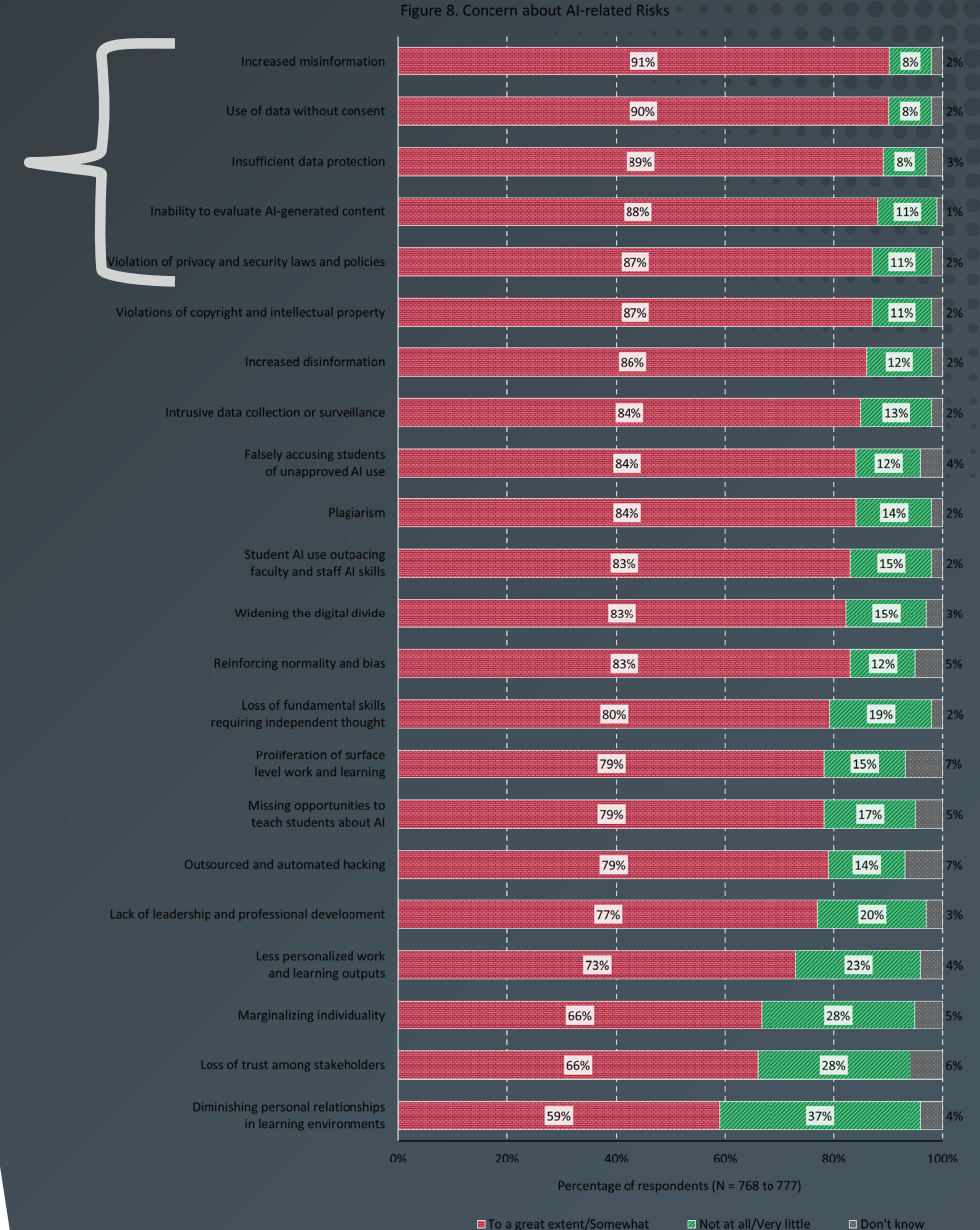
- Automating repetitive processes
- Analyzing large datasets
- Preparing students for the workforce and our digital society
- Improving access to educational materials
- Real-time data analytics and visualization

Figure 9. Optimism About AI-Related Opportunities



# Most respondents are concerned about many risks.

- Increased misinformation
- Use of data without consent
- Insufficient data protection
- Inability to evaluate AI-generated content
- Violation of privacy and security laws and policies

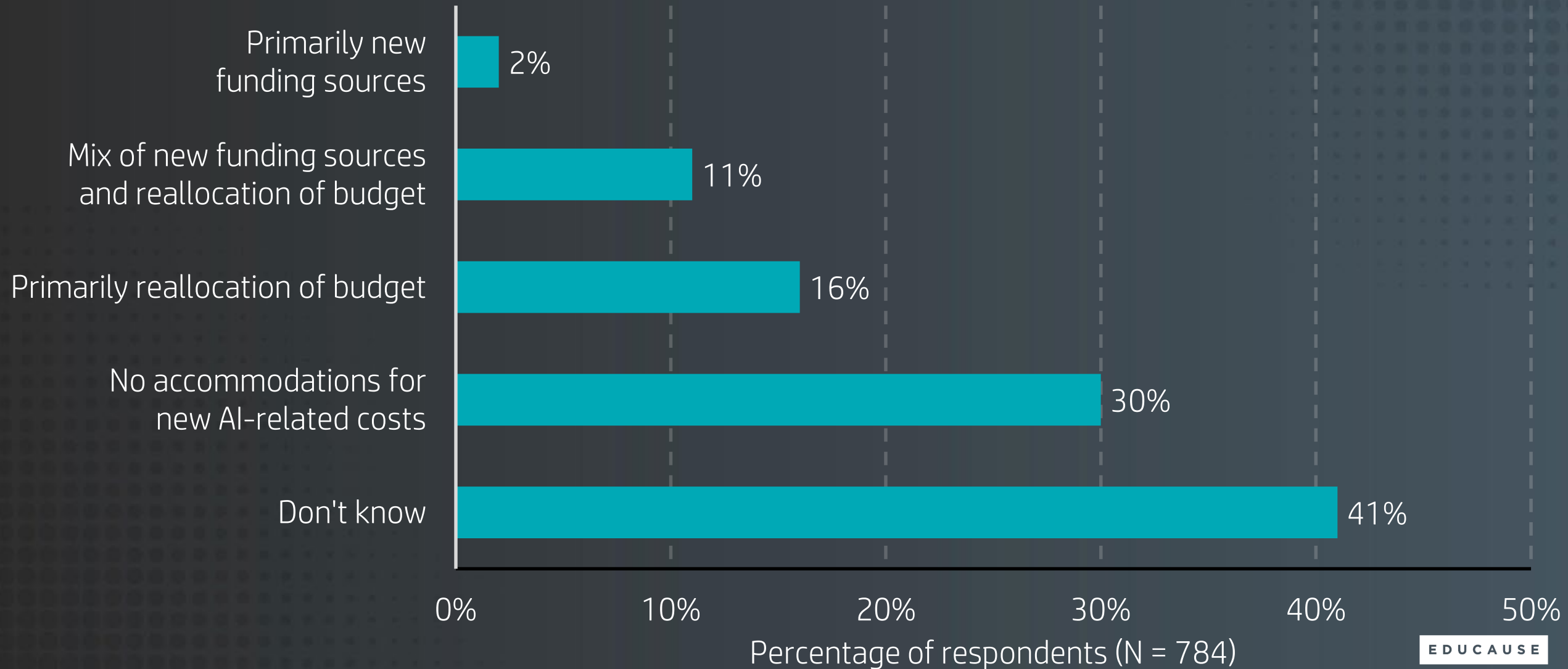




Division among faculty and staff is a particularly concerning challenge.

"There is a **lack of collegiality** between the two sides of faculty. Our faculty are in two camps, either they love it, or they hate it. When they meet, it is often not a positive interaction because of the personal biases toward AI use."

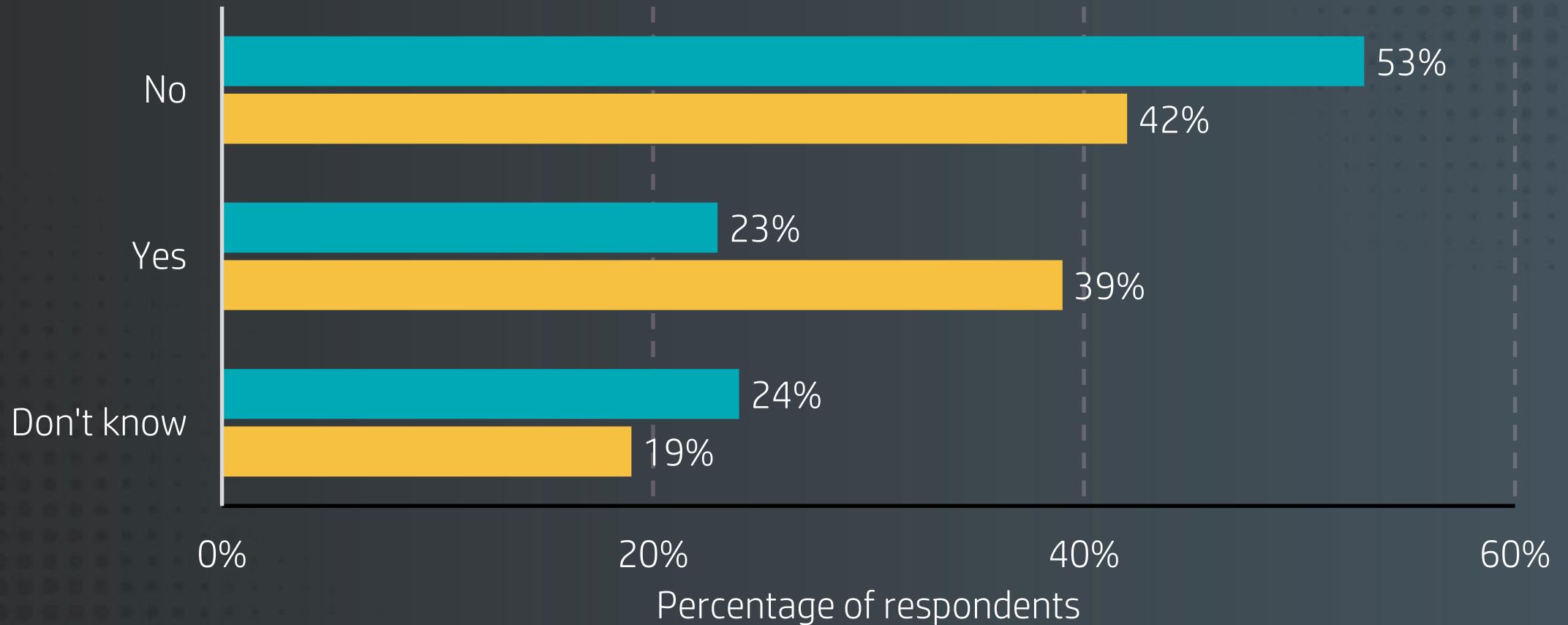
# Funding new AI-related costs could be challenging.



# Policies & Guidelines

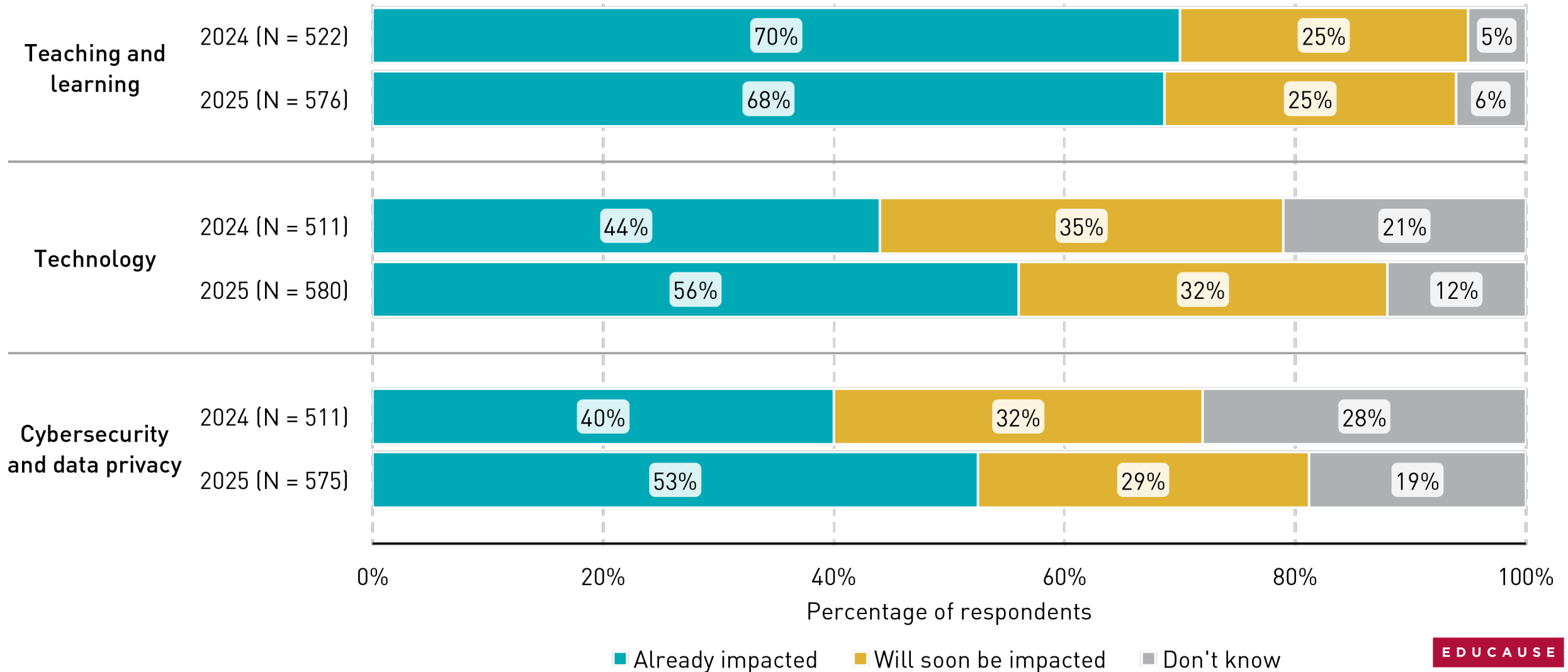
# AI's impact on policies and guidelines has increased...

Does your institution have any AI-related acceptable use policies?

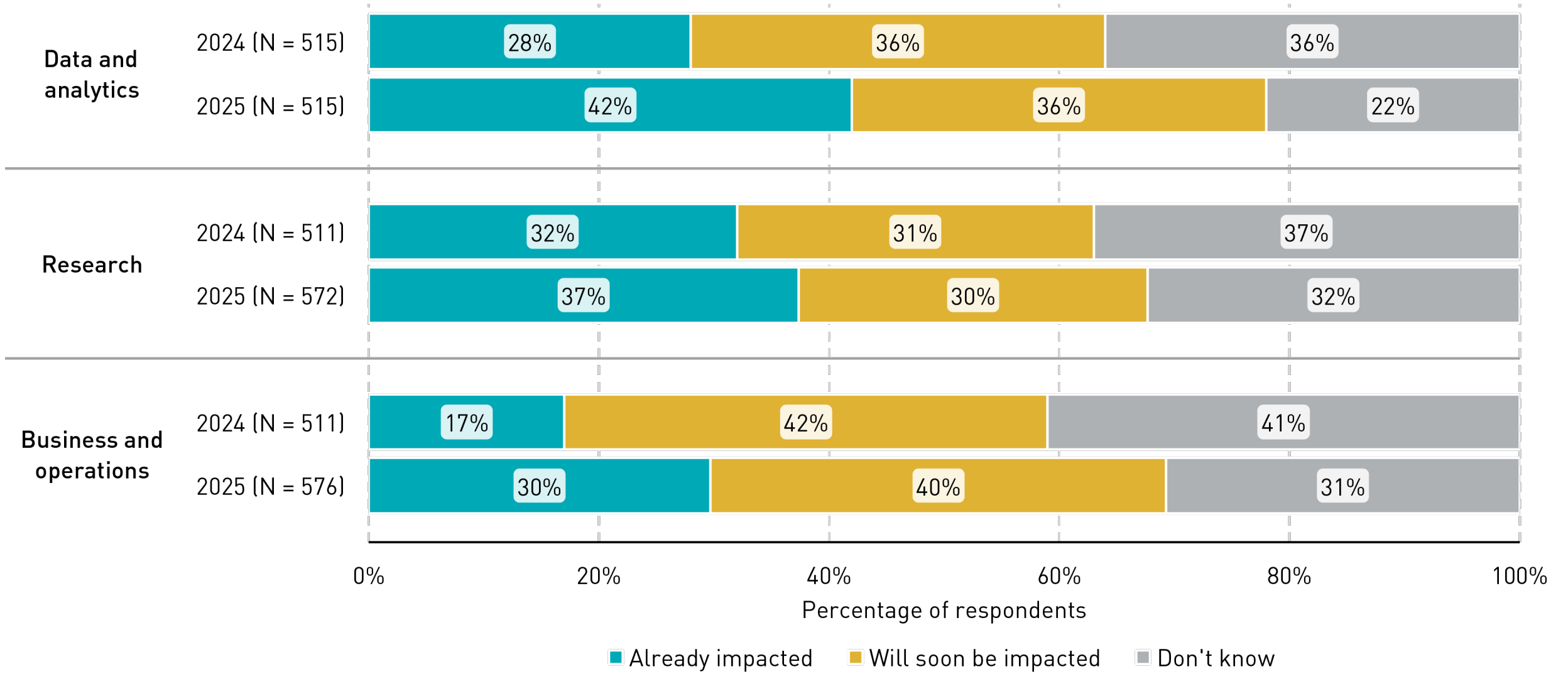


■ 2024 (N = 830) ■ 2025 (N = 783)

# ...in almost every area of the institution.

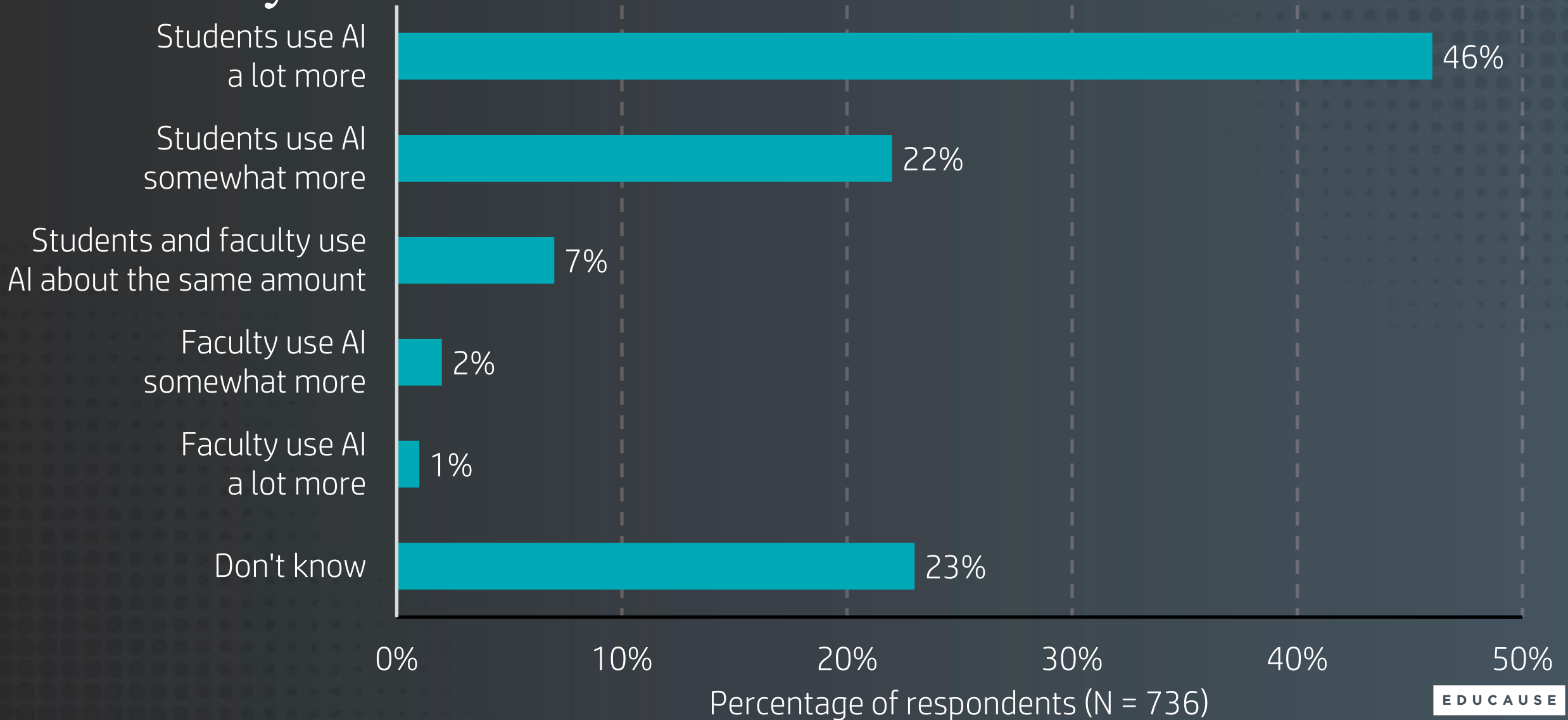






# Use Cases

# Respondents believe students use AI more than faculty.



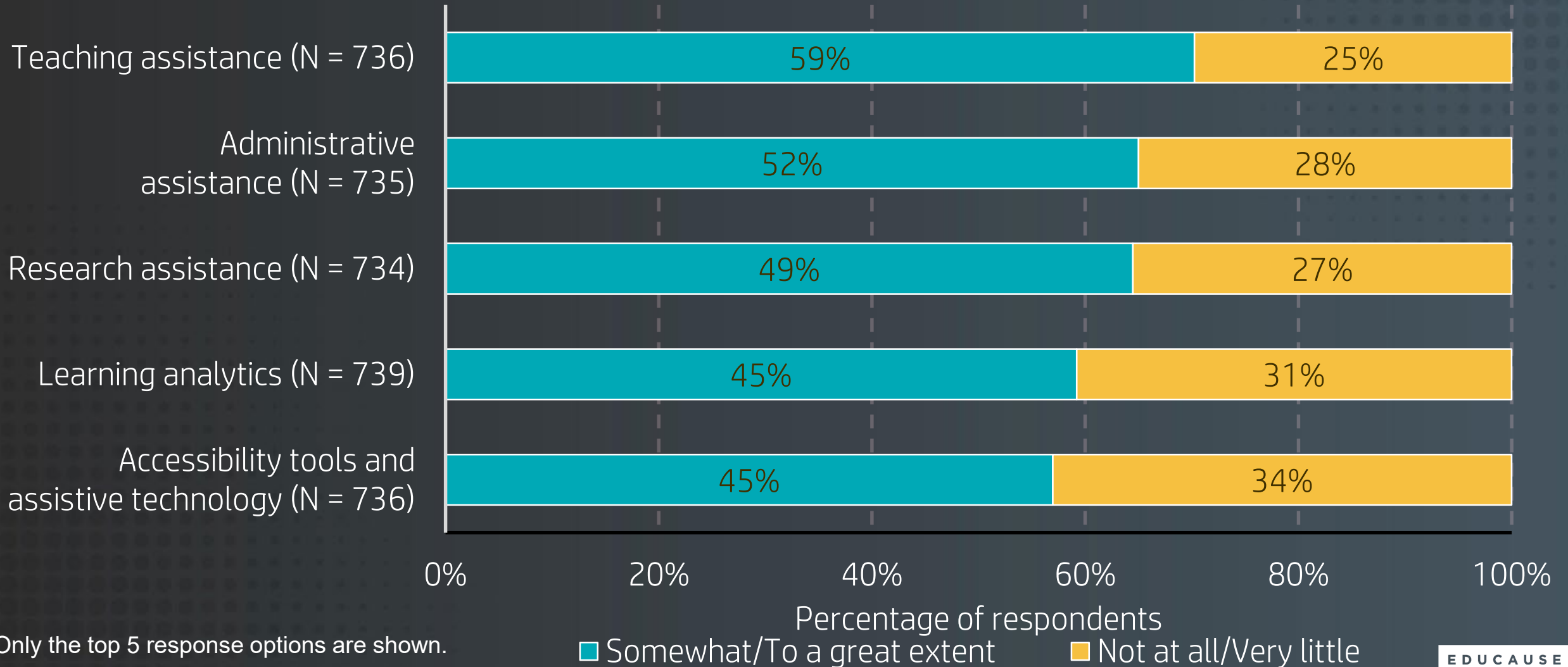
## Top 5 student uses

- Getting answers to problems (69%)
- Proofreading & editing (67%)
- Summarizing content (61%)
- Brainstorming (55%)
- Image & audio generation (54%)

## Top 5 respondent uses

- Summarizing content (74%)
- Brainstorming (71%)
- Creating presentations (51%)
- Writing email (49%)
- Creating meeting notes (48%)

# Institutions are using AI for all key functions.





# Workforce

Most people have AI-related responsibilities.

**61%** of respondents said that they have work responsibilities related to AI, compared to 54% in 2024.

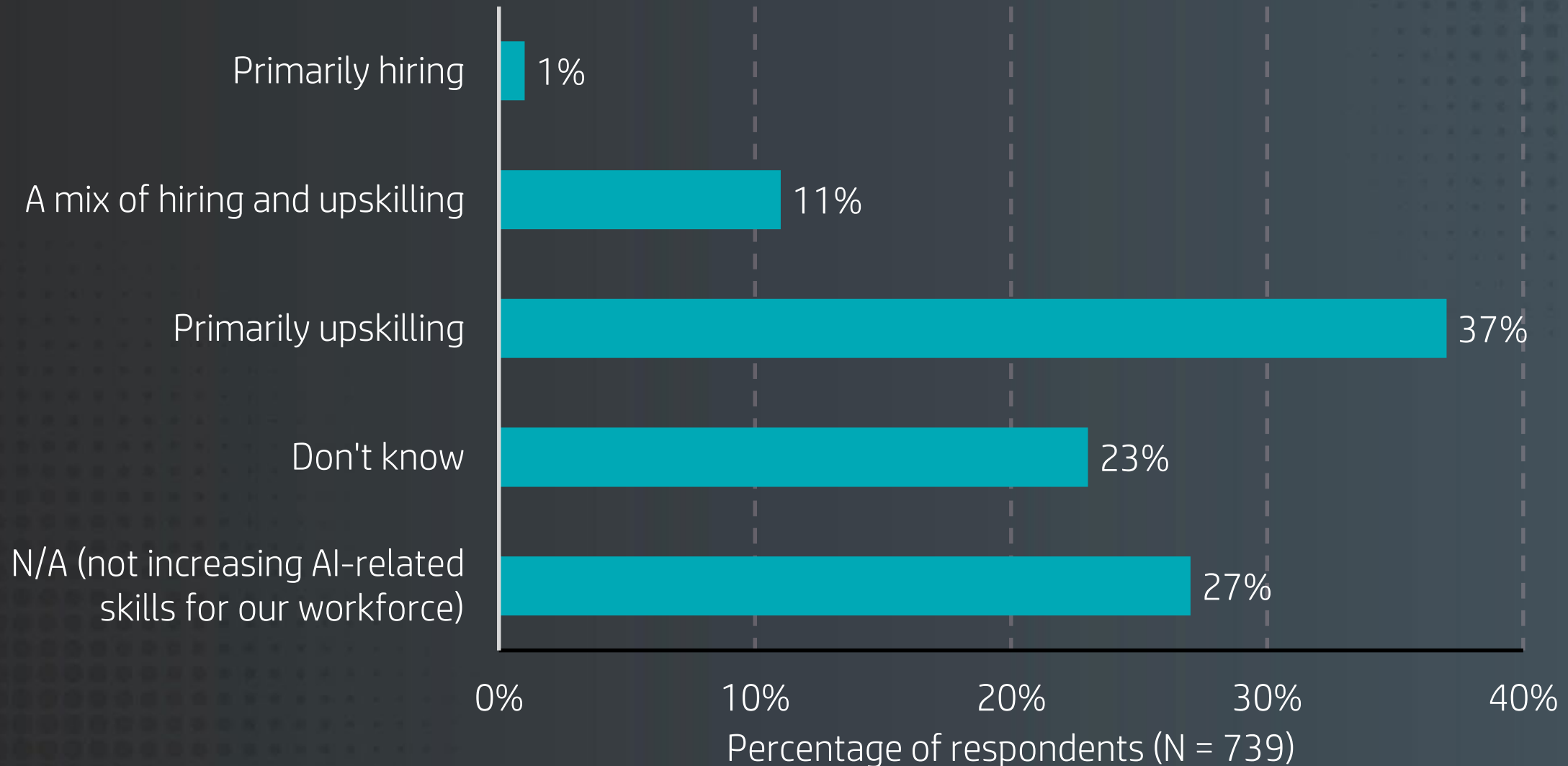
## Top 5 skills for staff

- AI literacy (80%)
- Best practices for boosting productivity (79%)
- Data literacy (74%)
- Data privacy (73%)
- Data governance (69%)

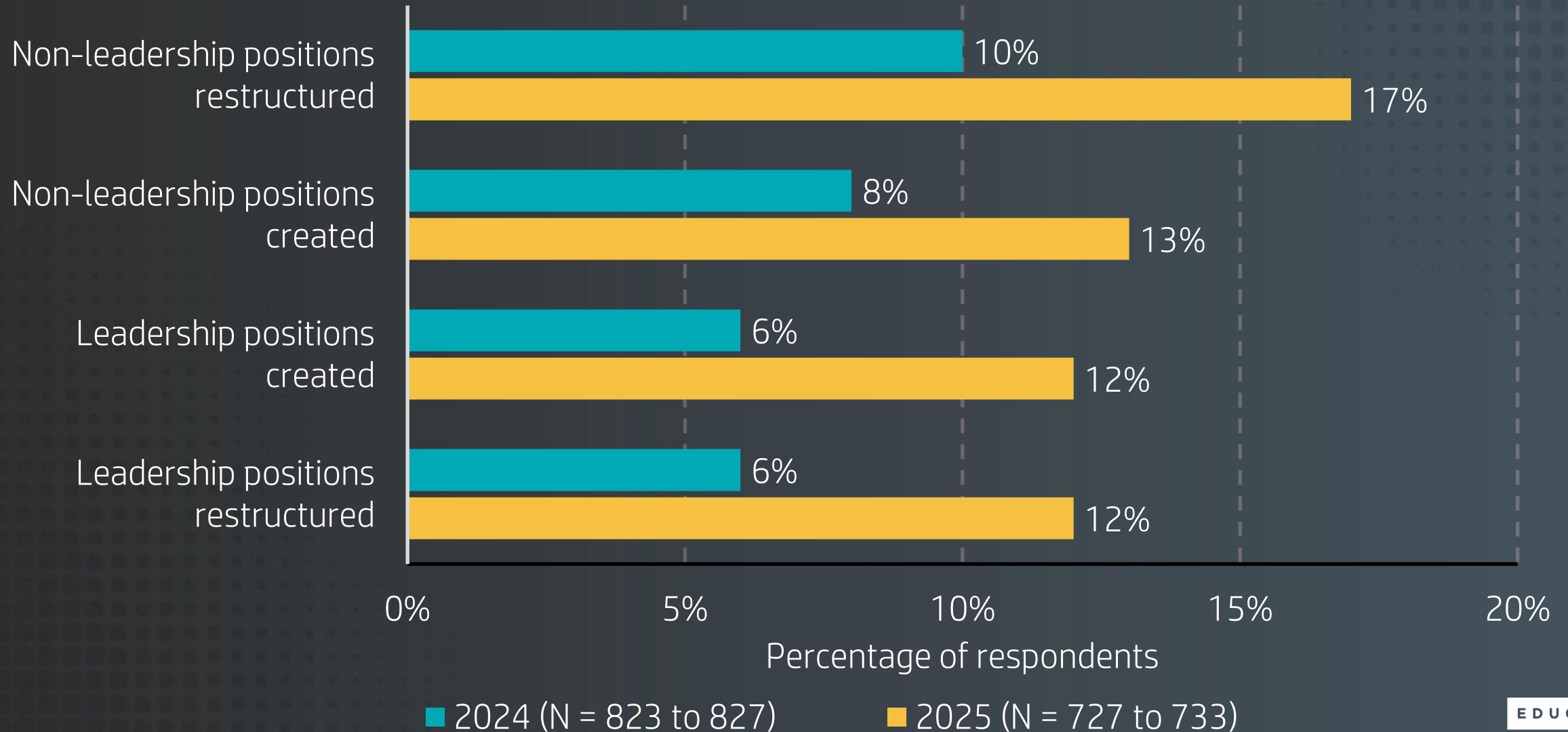
## Top 5 skills for faculty

- Best practices for teaching (85%)
- AI literacy (81%)
- Evaluating impacts of tools (71%)
- Developing course policies (70%)
- Best practices for boosting productivity (68%)

# Institutions are primarily increasing AI-related skills by upskilling existing faculty and staff.



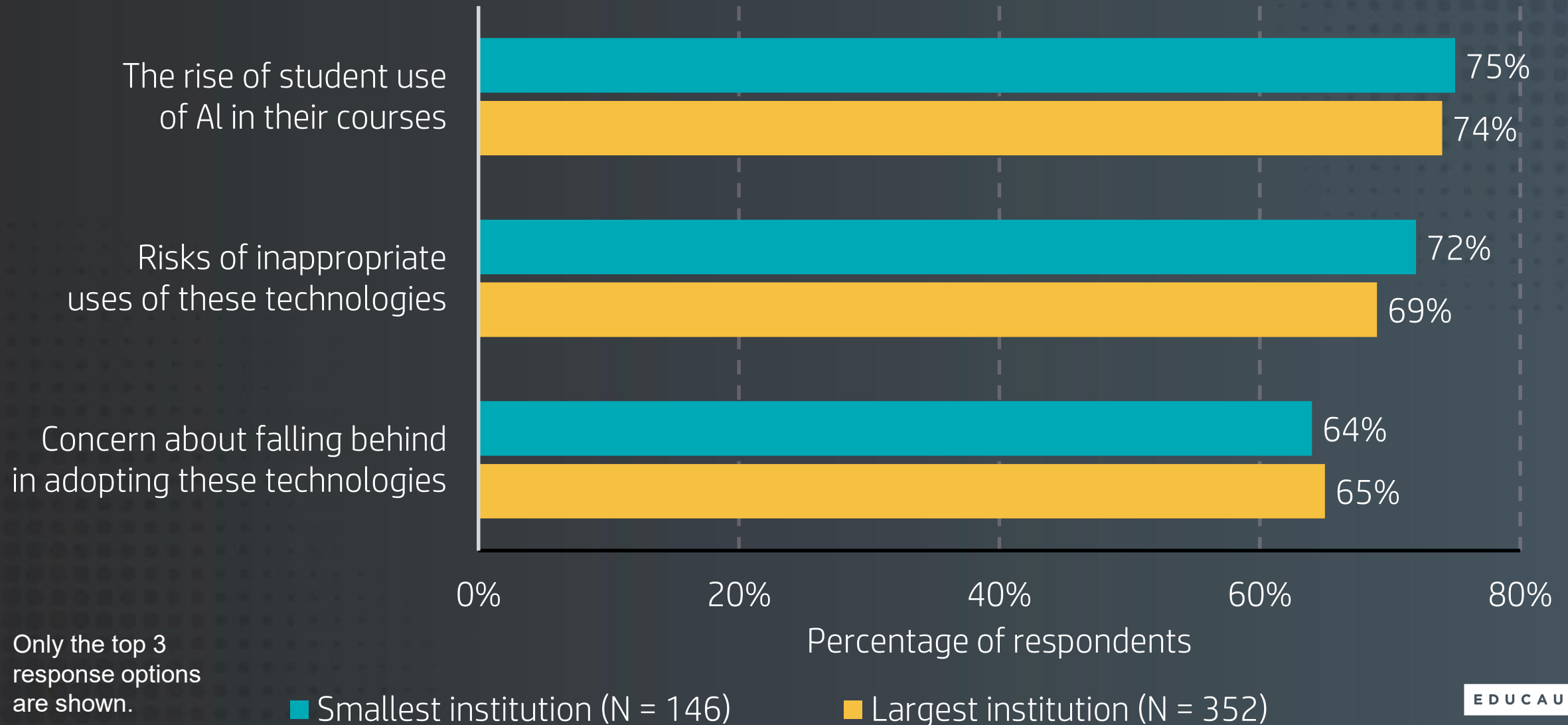
# Workforce impacts are increasing.



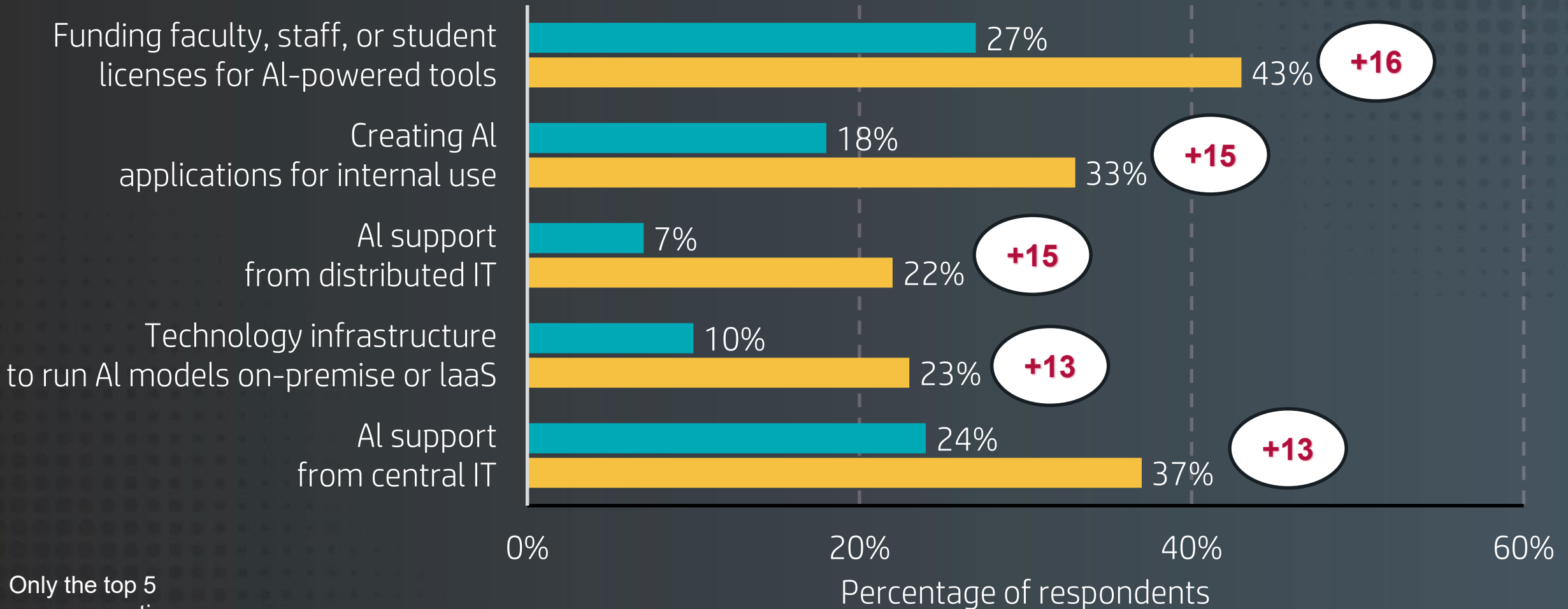


# The Digital AI Divide between Institutions

# Large and small institutions share similar AI-related motivations and interests.



# Experiences with and resources for AI differ appreciably between smaller and larger institutions.



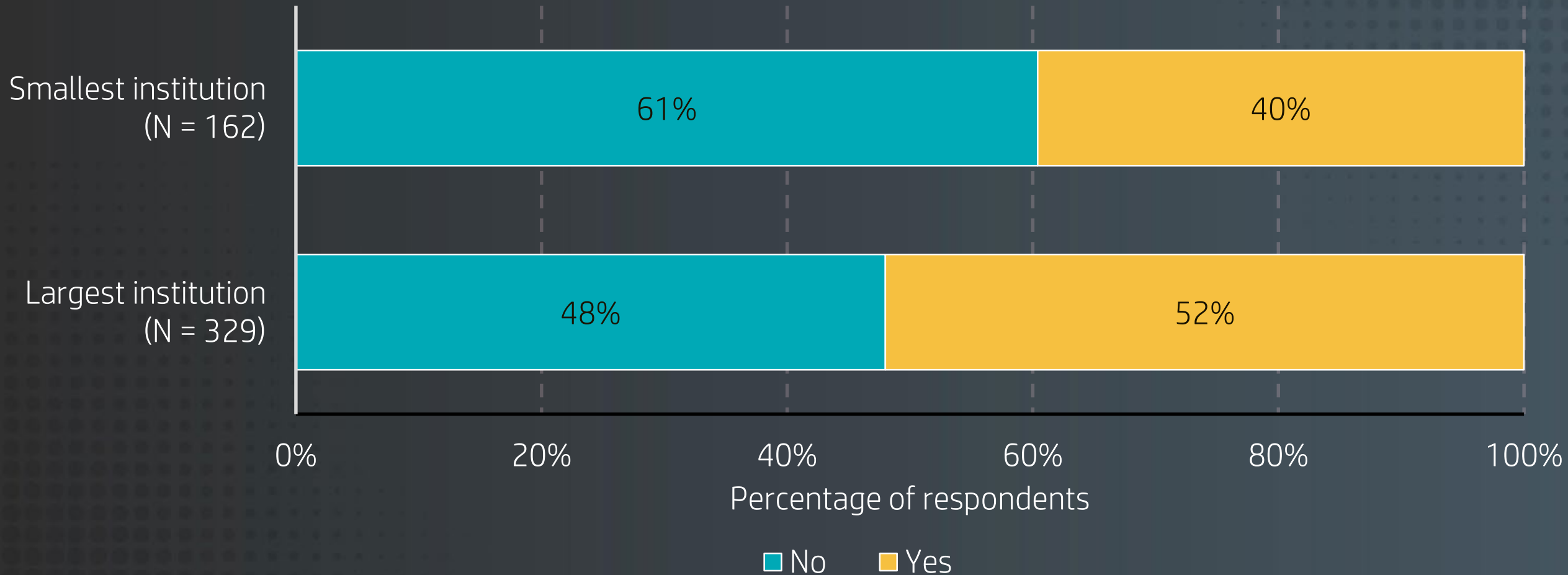
Only the top 5 response options (by difference) are shown.

■ Smallest institution (N = 143)

■ Largest institution (N = 350)

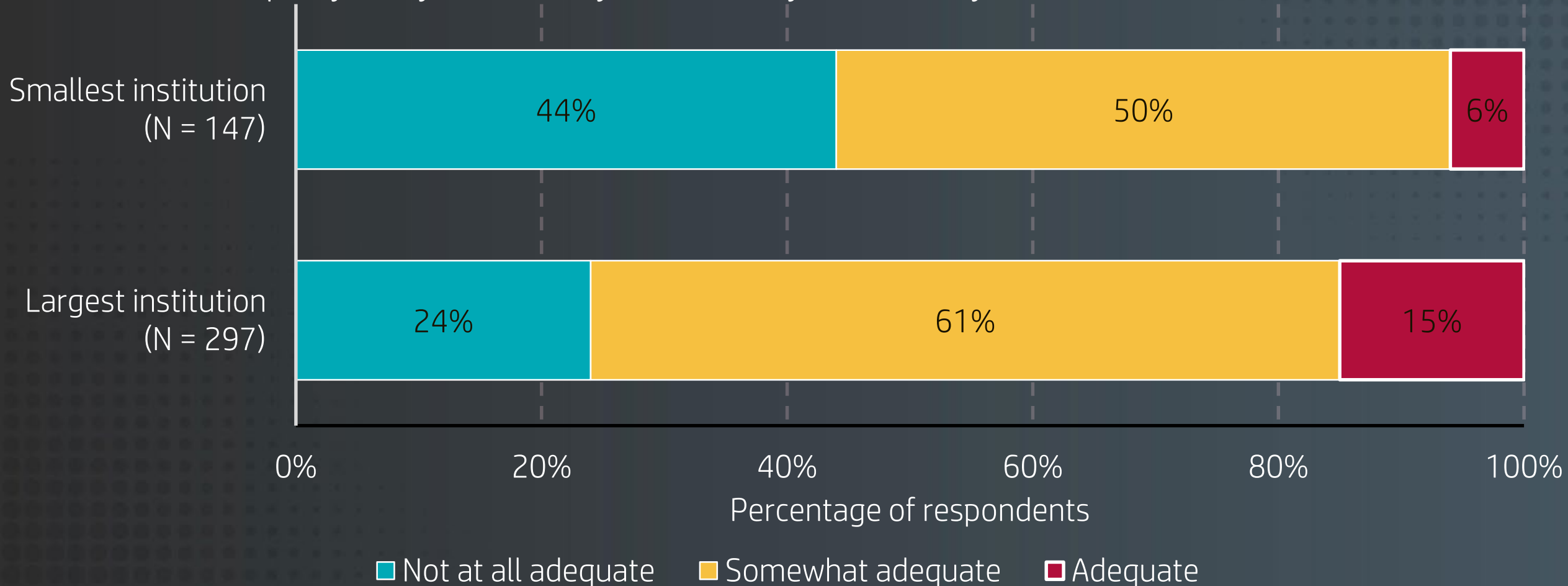
# Larger institutions outpace smaller institutions in policy development.

Implemented AUP, by institution size



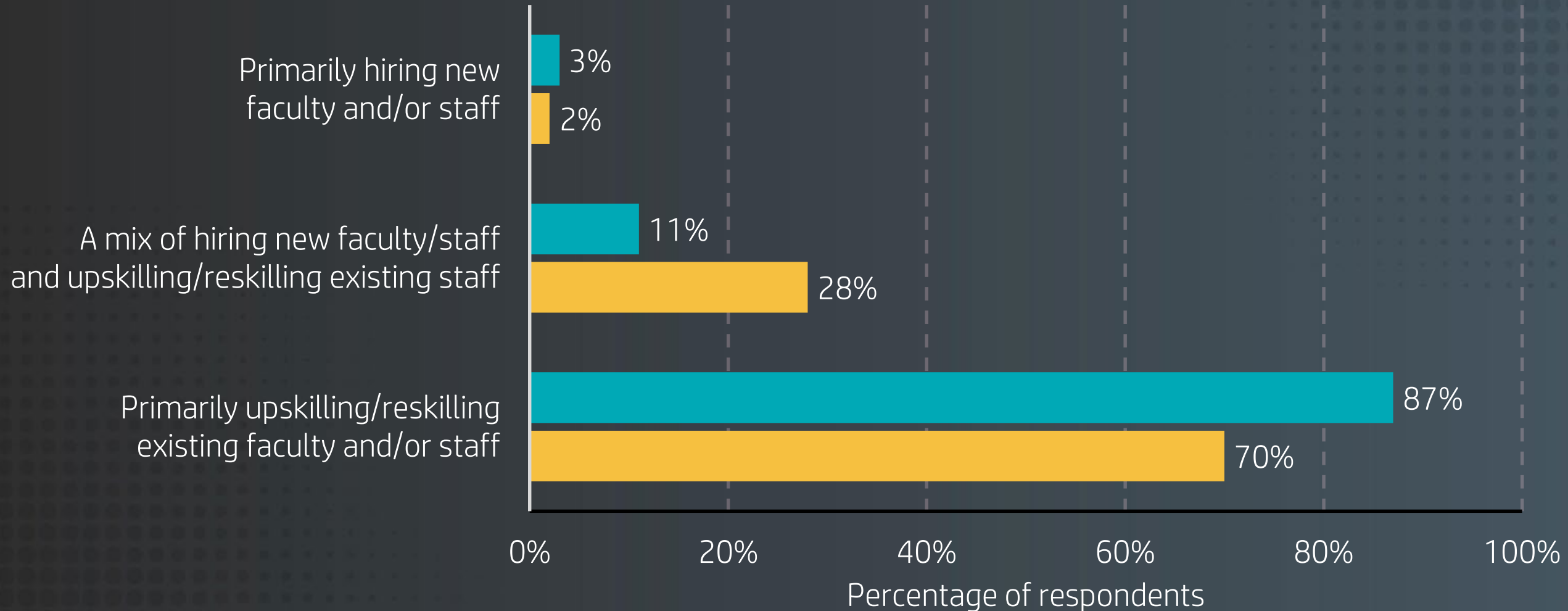
# Larger institutions outpace smaller institutions in policy development.

Adequacy of Cybersecurity and Privacy Policies, by Institution Size





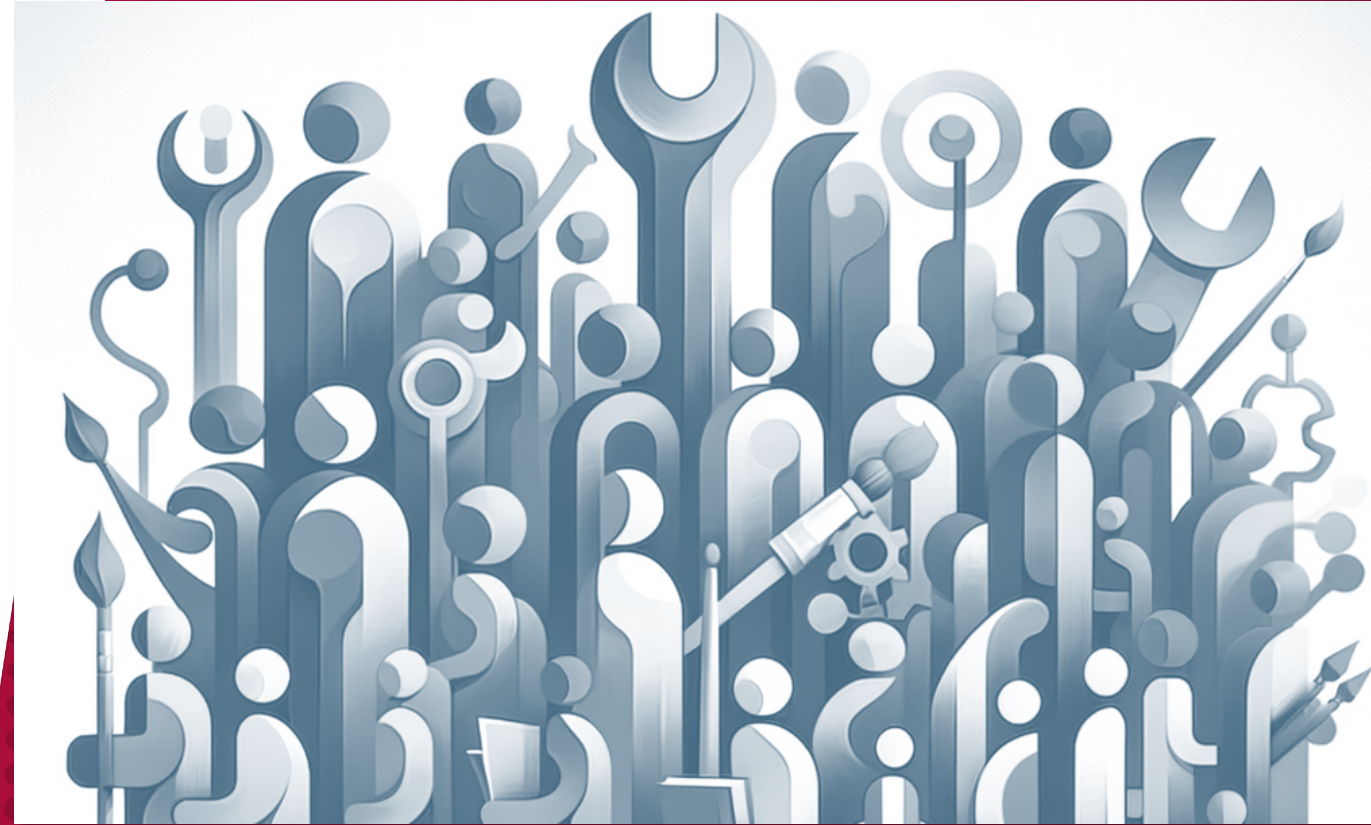
# Smaller institutions are more likely to focus on upskilling existing faculty and staff.



■ Smallest institution (N = 74) ■ Largest institution (N = 223)

# EDUCAUSE Resources

- AI Community Group – [connect.educause.edu](https://connect.educause.edu)
- AI library – [library.educause.edu](https://library.educause.edu)
- Teaching with AI – 2-week online program
- Applying Generative AI to Open Educational Resources: Enhancing Learning and Solving Ethical Challenges – 4-part learning lab
- Applying AI Literacies: 8 Dimensions for Transforming Teaching, Course Design, and Assessment – 4-part learning lab



# Thank you!



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