

# Catch up to Keep Up

AI Beginner Users Break Out Session

Nolan Ojeda, Executive Director

Alamogordo MainStreet





# What is AI?

Artificial Intelligence refers to computer systems that can perform tasks that typically require human intelligence.

- Tasks:
  - Learning
  - Reasoning
  - Problem-solving
  - Language Understanding
  - Decision Making



# Why is it important for us?



Faster Content  
Generation



Faster Data Analysis



Stakeholder  
Engagement



Cost Savings Long  
Term



# AI for writing

AI's that help you create text-based content can be used for:

- A. Grants
- B. Fundraising Letters
- C. Thank You Letters
- D. Speeches
- E. Press Releases
- F. Emails
- G. Newsletters





# AI For Photos/Videos

AI can be used in various ways when it comes to image content:

- A. Automated Generation
- B. Editing/Enhancement
- C. Automatic Captioning
- D. Object/Scene/Face Recognition
- E. Style Transfer and Filters
- F. Image Restoration
- G. Automatic Tagging/Summarization
- H. Virtual Presenters/Avatars
- I. Dynamic Ad Insertion in Video





# AI for Social Media

AI programs can be used in several ways to both enhance social media content but also to better understand trends and the social media environment.

- A. Automatic Content Generation
- B. Content Recommendation
- C. Sentiment Analysis
- D. Chat Bots and Virtual Assistants
- E. Content Moderation
- F. Image and Video Analysis
- G. Ad Targeting
- H. Trend Analysis
- I. Influencer Marketing





# Pros of AI

- Efficiency
- 24/7 Availability
- Data Analysis
- Automation
- Precision/Accuracy
- Problem Solving





# Cons of AI

- Job Displacements
- Lack of Creativity
- Bias and Fairness
- Security
- Social Isolation
- Ethical Concerns
- Loss of skill/knowledge

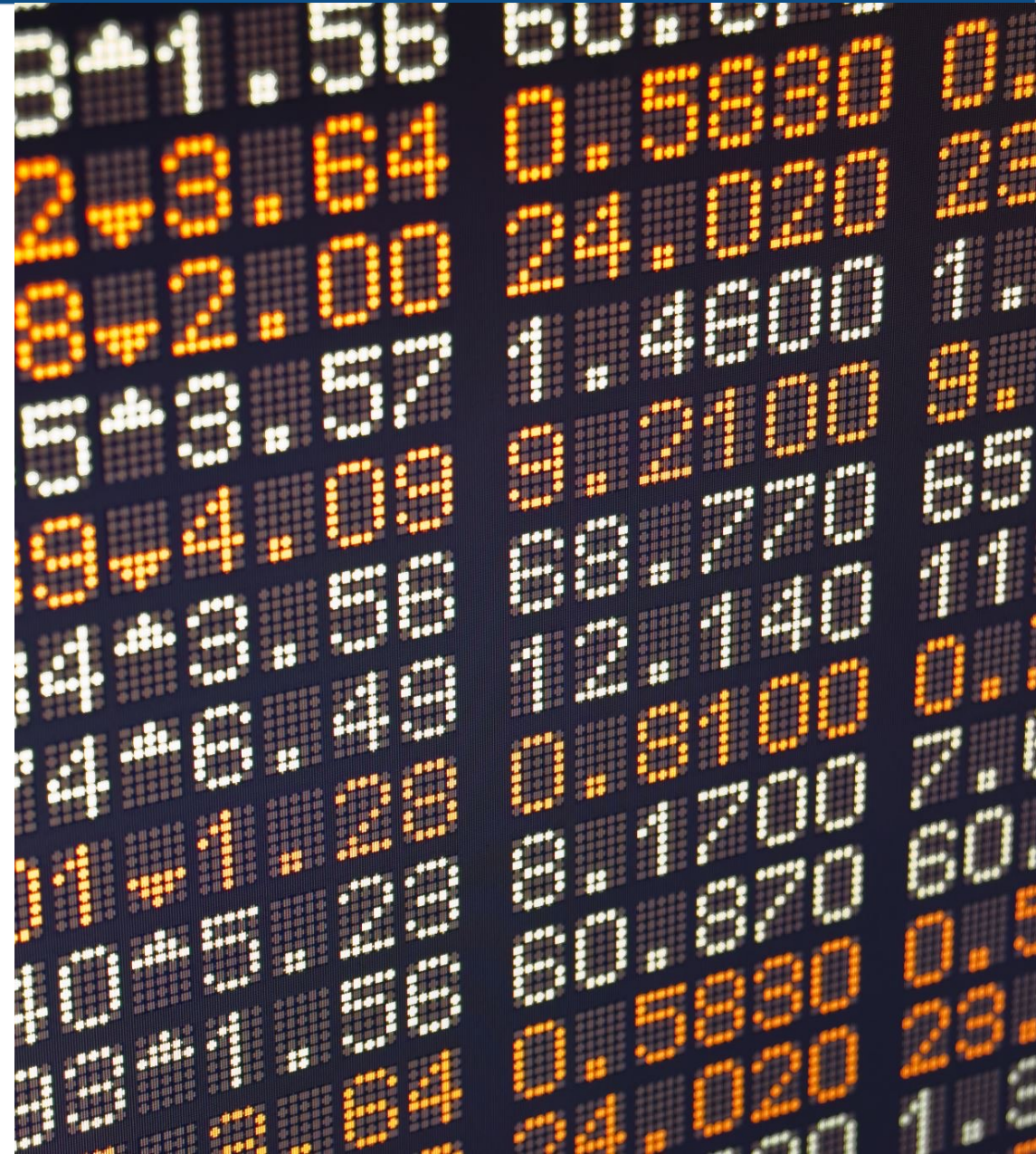






# Leading AI Software

- ChatGPT: Free | Plus \$20 monthly
- Grammarly: Free | Premium \$12 monthly | Business \$15 monthly
- Otter AI: Free | Pro \$10 monthly | Business \$20 Monthly
- Jasper AI: Creator \$49 Monthly | Pro \$69 Monthly | Business Tailored Cost
- Synthesia AI: Starter \$22 Monthly | Creator \$67 Monthly | Enterprise Tailored Cost
- Canva AI Photo Generator: Free | Pro \$120 Yearly | Teams \$300 Yearly | Non-Profit Rate







# Best Practices

- Review! Review! Review!
- Edit
- Consider your audience, will they think it's plagiarizing?
- “ChatGPT is basically high-tech plagiarism and a way to avoid learning” – Noam Chomsky





# Take AI a Step Further

More complex uses of AI software could include:

- A. Language Translation
- B. Project Planning
- C. Generating Trackable Outcomes
- D. Survey Creation
- E. Procedure Development
- F. Job Description Development
- G. Social Interaction
- H. Emotional Encouragement





# Try it at Home

- Visit [chat.openai.com](https://chat.openai.com)
- Let's try it!
- Use the example inputs provided in your handout and see how the software responds.







# Questions?

Nolan Ojeda  
575-446-3612  
[director@alamogordomainstreet.org](mailto:director@alamogordomainstreet.org)

