

Generative AI Guidelines for SF State Employees

Introduction

San Francisco State University seeks to explore, adopt, and benefit from generative artificial intelligence (GenAI) technology. The technology can be transformative with opportunities to support efficiencies and improvements for any range of business or academic activities. But it also carries risks for which users must be aware as they seek to integrate GenAI into their work at SF State.

GenAI is a quickly evolving technology used in tools such as Microsoft Copilot, ChatGPT, Claude, and Gemini. It also appears as features in campus-licensed software such as Zoom and Adobe Creative Cloud. As with all technology, there are best practices guiding their effective use subject to recommendations related to data security, accessibility, and compatibility in the campus technology infrastructure and support environment.

About These Guidelines

These guidelines intend to support the responsible and effective use of GenAI by all SF State employees (including staff, administrators, and faculty) to foster a culture of accountability and quality at SF State. This is not a policy document, but it does highlight existing CSU and SF State policies that are relevant to the use of GenAI (see table below). The document broadly addresses foundational topics which are prerequisites to the responsible and effective use of GenAI within SF State and does not address instructional or student-specific needs which will be developed in conjunction with campus governance. As GenAI evolves, this document will be periodically reviewed and updated.

Policy	Area of Observance
CSU Information Security Responsible Use Policy: https://calstate.policystat.com/policy/14685892/latest/	Users should help maintain secure use of software, ensure their own personal data privacy, and not violate other state and CSU regulations.
SF State Sensitive Data Policy: For definitions of Sensitive Data (Confidential, Level 1, Level 2) please refer to the University Confidential Data practice directive: https://qaservices.sfsu.edu/confidential-data	Do not upload or input sensitive data into GenAI tools or platforms. For projects or tasks that may require the upload of sensitive data, consult with an IT provider.
SFSU Academic Integrity Policy (#S22-298): https://sfsu.policystat.com/policy/11521145/latest & Spring 2024 Resolution (#RS24-466): https://sfsu.policystat.com/policy/16405204/latest	Instructors can refer to Academic Senate academic integrity policy and the Spring 2024 Resolution on the Use of GAI in Teaching and Learning for guidance on teaching or student integrity concerns.
San Francisco State University Brand Guidelines https://marcomm.sfsu.edu/brand	Guidelines for representing the University brand in the creation and sharing of information assets or publications should be followed. AI-generated assets should not be used to represent SF State’s brand.

Guidance for Using Generative AI at San Francisco State University

The recommendations listed below guide employee use of GenAI technology as it may be generally used in work and other activities at SF State. Campus GenAI training is also recommended and will reinforce this guidance in greater detail. For training workshop dates and other guidance, visit the campus AI website (<https://ai.sfsu.edu>).

- **Supplement to Human Work:** GenAI is intended to support and enhance human work, not replace it. GenAI should serve as a complement to work and employees should maintain an active role in the creation of work products that utilizes it. Human work plays a critical role in maintaining accuracy, fairness, and integrity. The use of GenAI in work should be decided in consultation with an appropriate administrator. GenAI work should be documented in work products through citation or notes (refer to section below). Methods should be used to cross-check and corroborate the output generated by GenAI tools and platforms.
- **Professional Development in GenAI Proficiency:** Users should strive to enhance their knowledge and skills in using GenAI technologies. GenAI proficiency ensures informed use and maximizes the benefits of AI. Users should take advantage of campus-based or CSU GenAI trainings that educate users on basic awareness, hands-on use, and critical AI literacy (see training opportunities at <https://ai.sfsu.edu/ai-events>).
- **Data Privacy and Security:** Sensitive University data can be put at risk when using GenAI tools (see Sensitive Data policy <https://qaservices.sfsu.edu/confidential-data>). Sensitive or FERPA-related university data or materials should not be uploaded or input into any GenAI system (including the campus licensed Microsoft Copilot). GenAI tools ingest data into their training model putting sensitive data at-risk. Before using GenAI tools, consult your unit's IT provider on proposals or projects that may benefit from the inclusion or use of sensitive data generated by the University. Additionally, consult with the appropriate campus administrator and IT provider on proposals or projects impacting confidential campus processes or critical decision-making, such as recruitment and hiring.
- **Accuracy and Quality:** GenAI tools can produce inaccurate, outdated, biased or fabricated output called "hallucinations". Employees are responsible for ensuring content created with the support of GenAI is accurate and free from errors or bias. Units seeking to use GenAI in their processes should consider review and approval steps to verify content. Use of GenAI in any confidential or critical campus process which may generate liability or similar issues requires prior consultation with your IT provider, as well as other campus administrators (Human Resources, Risk Management, ORSP, Faculty Affairs, etc.).
- **Bias In GenAI Output:** Datasets used to train GenAI tools may produce biased output from GenAI tools. Users should be aware of implicit or systemic biases, how they occur in GenAI systems, and include that in their critical review of GenAI output.
[Source guidance instructing general users on identifying bias in AI output.]
- **Citation and Attribution of GenAI Content:** Employees should acknowledge the use of GenAI in University work or product that includes significant AI contributions. Document the source of GenAI content (for example: OpenAI. (2023). ChatGPT (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>). Methods used to develop output should be explainable.

Currently, formal citation for GenAI can be found here:
(<https://libguides.brown.edu/c.php?g=1338928&p=9868287>).

- **Copyright and Intellectual Property:** Broad national concerns about whether GenAI tools are violating copyright law based on the training data used is still being determined. For SF State employees using GenAI in their work, copyrighted work such as writing, images, and other content should not be uploaded or input into GenAI tools without the owner's expressed permission.
<https://library.sfsu.edu/j-paul-leonard-library-copyright-policy>

Tools and Recommendations

Microsoft Copilot is the recommended chat-based GenAI tool for SF State. The licensed version is available to all current faculty, staff, and students under the campus Microsoft 365 license (users must login with their SF State login). An additional fee-based version, Copilot 365, integrates with Office products (Word, Excel, PowerPoint, etc.) allowing for AI-related functionality in those applications. Investment in the fee-based version of Copilot is recommended in cases where a unit has developed a beneficial plan for its use and key staff have received training.

SF State employees are free to use non-supported GenAI tools such as ChatGPT or Claude, but all data privacy and security measures should be followed strictly. To purchase/acquire non-supported GenAI tools, users must complete the BuyIT technology acquisition review process and submit a GenAI Responsible Use Acknowledgement form via DocuSign (forthcoming).

An increasing number of software applications within the university are introducing GenAI features. For example, meeting applications such as Microsoft Teams and Zoom have incorporated GenAI in ways that allow meetings to be recorded and data to be collected. This trend is likely to continue with new GenAI features expected in Canvas and Box. Users should be aware of these features in their software, learn how to use them effectively, and inquire with their IT provider about any questions or concerns.

Where to Get Help

- Visit the campus AI website for workshops, events, and training support (<https://ai.sfsu.edu>).
- AT Help Desk Information (<https://at.sfsu.edu/get-help>)
- ITS Help Desk Information (<https://its.sfsu.edu/support>)