SARAH GIBSON

AI Strategy · Human Formation · Institutional Change

This page outlines detailed consulting offerings. *For workshops and keynotes, visit professorgibson.com.*

Human formation isn't one service. It's the backbone of everything.

Sarah Gibson works with colleges, universities, nonprofits, and organizations navigating the intersection of human formation, institutional change, and AI adoption.

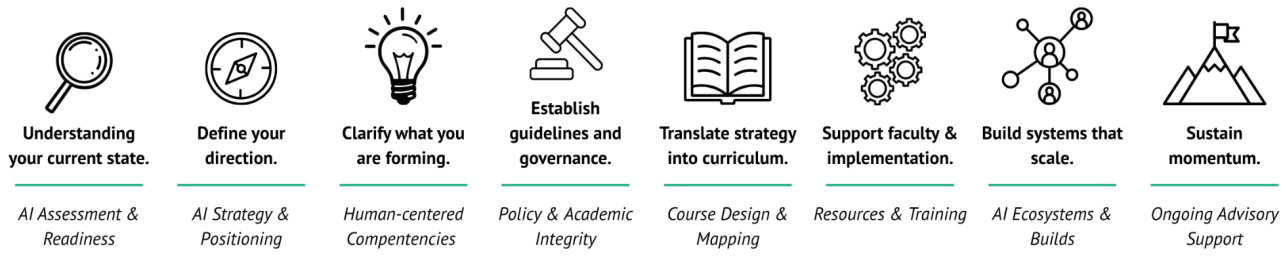
She helps institutions not just adopt AI, but use it in ways that deepen mission, develop people, and strengthen what makes them distinct.

With 17 years in higher education, including leadership in institution-wide AI adoption, she brings both the theory and lived experience required to move institutions forward. Her current advisory work includes partnerships with the Council of Independent Colleges and leadership in institution-wide AI adoption at one of the first independent institutions to implement AI tools universally.

This work is tailored to each institution's context and goals. ***If you don't see exactly what you need, it can be built to fit your institution.***

How this work comes together.

Institutions don't need to do everything at once. This work is designed to meet you where you are and build from there.



Most engagements, especially long-term partnerships, follow a progression:

1. **Understand your current state:** AI assessment or readiness work
2. **Define your direction:** AI strategy, positioning, and human formation
3. **Clarify what you are forming:** Define the human-centered competencies your institution is committed to developing
4. **Establish guidelines and governance:** Policy, governance, and academic integrity frameworks
5. **Translate strategy into curriculum:** Curriculum mapping and course design
6. **Support faculty and implementation:** Instructional resources, tools, and training support
7. **Build systems that scale:** AI ecosystems, workflows, and custom builds
8. **Sustain momentum:** Ongoing advisory and leadership support

Most institutions begin with an assessment or workshop, then move into strategy and implementation over time.

STRATEGY & POSITIONING

For institutions that need clarity before they can move forward

AI Positioning Framework Development — AI Strategy

Design a clear, mission-aligned approach to AI that gives your institution a shared language, strategic direction, and distinct identity in an AI-enabled world.

This is not a generic AI strategy. It is a collaborative process that aligns your institutional mission, academic priorities, and stakeholder perspectives into a unified framework that guides decision-making across departments, curriculum, and communications.

Deliverables:

- Custom AI Positioning Framework (institution-specific, mission-aligned)
- Stakeholder input synthesis (faculty, leadership, key groups)
- Strategic language and framework for internal and external use
- Implementation roadmap for institutional rollout
- Positioning language for marketing, recruitment, and institutional communications

Process & Timeline: This engagement is typically conducted over **one to two academic semesters**, allowing for structured listening, stakeholder alignment, and iterative development.

The process includes facilitated listening sessions, targeted feedback instruments, and collaborative working sessions to ensure the framework reflects your institution's mission and is owned across the community.

Ideal for: *Provosts, academic leadership, and institutions seeking cohesive strategic clarity*

Next step: *Leads to AI-integrated curriculum mapping.*

Human Formation Framework Development — AI Strategy

Define what it means to develop the whole person in an AI-integrated world, and build a framework that makes that vision actionable across your institution. This work ensures your institution is not just responding to AI, but intentionally forming students within it.

This moves beyond abstract conversations about "being human" and translates your institution's values, traditions, and educational philosophy into a clear, shared framework for formation in an AI-native context.

It is a collaborative process that aligns leadership, faculty, and institutional priorities around the distinctly human competencies your graduates should carry forward, and ensures those commitments are visible in curriculum, co-curricular experiences, and institutional identity.

Deliverables:

- Custom institutional definition of human formation in an AI-integrated world
- Core human competencies and learning outcomes (institution-specific)
- Framework architecture aligned to mission, values, and academic priorities
- Curriculum and co-curricular integration model
- Assessment strategies for formation outcomes
- Strategic language for internal alignment and external positioning

Process & Timeline: This engagement is typically conducted over **one to two academic semesters**, allowing for deep institutional reflection, structured stakeholder engagement, and iterative development.

The process includes facilitated listening sessions, faculty and leadership workshops, targeted feedback instruments, and collaborative design sessions to ensure the framework is both **owned by the community and actionable in practice**.

Ideal for: *Chief academic officers, mission leaders, faculty committees, and institutions engaged in strategic planning, accreditation, or curricular redesign*

Next step: *Leads to AI-integrated curriculum mapping.*

AI Policy & Governance Consulting — AI Development

Develop AI policies and governance structures that are principled, practical, and built to evolve.

This engagement helps institutions move beyond reactive or restrictive policies and instead build a governance approach that reflects their mission, supports their people, and adapts as AI continues to change.

Rather than treating policy as a static document, this work establishes a living framework for decision-making, clarifying how AI should be used, who is responsible for oversight, and how institutional values guide ongoing choices.

Deliverables:

- Institutional AI use policy (faculty, staff, and/or student-facing)
- Governance model (roles, responsibilities, and oversight structures)
- Decision-making framework for emerging AI use cases
- Communication language for internal rollout and external transparency
- Considerations for alignment with academic and instructional practices (optional bridge line)

Process & Timeline: This engagement typically spans over **8–12 weeks**, depending on institutional scope and stakeholder involvement.

The process includes policy review (if existing), stakeholder consultation, facilitated working sessions, and iterative drafting to ensure policies are both aligned with institutional values and usable in practice.

Ideal for: *Provosts, general counsel, academic affairs teams, and institutional leaders navigating AI-related risk, compliance, or governance decisions*

AI Academic Integrity Framework — AI Development

Define what academic integrity means in an AI-integrated learning environment and build an institution-wide framework that is clear, consistent, and workable for both faculty and students.

This engagement helps institutions move beyond reactive or unclear policies and instead establish a shared understanding of appropriate AI use across courses, assignments, and disciplines.

Rather than focusing only on detection or enforcement, this work centers on **clarity, transparency, and alignment,** helping faculty design courses and assessments where expectations are explicit and integrity is built into the learning process.

Deliverables:

- Institutional academic integrity framework for AI-integrated learning
- Clear definitions of acceptable, guided, and prohibited AI use
- Assignment design guidance aligned with AI-aware teaching
- Faculty-facing language for syllabi and course policies
- Student-facing communication to support understanding and accountability
- Alignment recommendations across departments and programs

Process & Timeline: This engagement is typically conducted over **6–8 weeks**, depending on institutional scope and faculty involvement.

The process includes faculty consultation, review of current policies and practices, and collaborative development of a framework that is both **pedagogically sound and practical to implement across disciplines**.

Ideal for: *Academic affairs teams, faculty senates, teaching and learning centers, and institutions seeking clarity and consistency in academic integrity practices in an AI-enabled environment*

Institutional AI Audit — AI Assessment

Before you build a strategy, you need to know where you actually stand. Understand how AI is actually being used across your institution, formally and informally, and identify where alignment, support, and strategy are needed.

This engagement provides a structured, human-centered diagnostic of your current AI landscape, surfacing real usage patterns, perceptions, and gaps across faculty, staff, and students.

It is not a checklist. It is a guided process that moves beyond assumptions to reveal how AI is actually shaping work, learning, and decision-making across your institution.

Deliverables:

- Customized audit design aligned to institutional priorities
- Survey instruments and/or interview protocols
- Stakeholder input synthesis (faculty, staff, and/or students)
- Clear findings report identifying patterns, risks, and opportunities
- Prioritized recommendations for next steps (strategy, policy, or implementation)

Process & Timeline: This engagement is typically conducted over **4–6 weeks**, depending on institutional scope and stakeholder groups involved.

The process includes survey distribution and/or interviews, facilitated conversations, and synthesis of findings into a clear, actionable report that supports informed decision-making.

Ideal for: Institutions at the beginning of AI strategy work, experiencing misalignment across departments, or seeking a clear understanding before making major decisions

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Fractional AI Strategist — Advisory Retainer

Ongoing strategic partnership for institutions that need embedded AI leadership without a full-time hire.

This engagement provides consistent guidance, continuity, and forward momentum, ensuring your institution moves beyond isolated initiatives toward a coordinated, mission-aligned approach to AI. Rather than a one-time engagement, this is a sustained relationship that supports decision-making, aligns leadership, and adapts as priorities and technologies evolve.

The role functions as a strategic partner to institutional leadership, helping translate emerging developments into clear direction, practical action, and measurable progress.

Deliverables:

- Monthly strategic advisory sessions with institutional leadership
- Ongoing guidance on AI strategy, policy, and implementation decisions
- Customized frameworks, resources, and tools aligned to your context

- Strategic planning support with defined priorities, benchmarks, and milestones
- Responsive support between sessions for emerging questions and decisions
- Alignment across departments and initiatives as adoption evolves

Process & Timeline: This engagement is structured as a **monthly retainer**, with scope and level of involvement tailored to institutional needs.

The process includes regular advisory touchpoints, ongoing collaboration with leadership and key stakeholders, and iterative support to ensure progress remains aligned, intentional, and sustainable over time.

Ideal for: *Institutions and organizations seeking consistent strategic guidance, leadership alignment, and sustained progress without the need for a full-time AI leadership role*

CURRICULUM & IMPLEMENTATION

For institutions ready to translate strategy into courses and faculty practice

AI-Integrated Curriculum Mapping AI Strategy

Translate your AI Positioning or Human Formation Framework into the actual courses students experience. This is where strategy becomes visible in the student experience.

This engagement works alongside faculty and curriculum teams to map framework outcomes across your existing course catalog, identify gaps and redundancies, and design a coherent sequence of learning experiences that build student capacity from first year through graduation.

The outcome is not a set of isolated course changes, but a **program-level structure** that intentionally develops AI fluency and human formation across the student journey.

Next step: *Builds on AI Positioning or Human Formation Framework Development.*

Deliverables:

- Curriculum map aligning AI and/or human formation outcomes across programs
- Gap analysis identifying strengths, redundancies, and missed opportunities
- Developmental sequence for student learning (first-year → capstone)
- Course-level integration recommendations (where and how AI shows up)
- Faculty-facing guidance for implementation within disciplines
- Strategic recommendations for program and general education alignment

Process & Timeline: This engagement is typically conducted over **one academic semester**, depending on institutional scope and number of programs involved.

The process includes curriculum review, faculty working sessions, targeted feedback collection, and collaborative mapping sessions to ensure the resulting structure is both **academically sound and practically implementable**.

Ideal for: Academic affairs teams, curriculum committees, general education leadership, and institutions ready to move from framework to classroom practice

Next step: *Leads to AI & Human formation course design.*

AI & Human Formation Course Design AI Strategy

Translate your institutional frameworks into a fully designed, faculty-ready course or module. This is where institutional vision is embedded in the student experience.

This engagement builds courses that integrate AI fluency alongside human formation goals, grounded in your mission and designed for your students. Whether developing a first-year experience, general education course, or capstone, this work ensures that your institutional commitments are not just defined, but taught.

This is not starting from scratch. It begins with who you are as an institution and translates that identity into a structured, teachable learning experience.

Deliverables:

- Full course or module design (scope, sequence, and learning outcomes)
- Syllabus aligned to institutional framework and program goals
- Assignments and assessments integrating AI and human formation
- Instructional materials (lesson structures, activities, prompts)
- Faculty implementation guide (how to teach, adapt, and evolve the course)
- Alignment with accreditation and program-level outcomes (as needed)

Process & Timeline: This engagement typically runs over **8–12 weeks**, depending on the course's scope and level of customization.

The process includes collaborative design sessions, iterative feedback with faculty or curriculum leaders, and structured development to ensure the course is both **pedagogically sound and ready for immediate implementation**.

Ideal for: *General education committees, chief academic officers, and institutions ready to move from curriculum mapping to fully realized course experiences*

AI Readiness Assessment AI Assessment

Understand how prepared your institution, programs, or faculty are to integrate AI into teaching and learning, and identify the specific supports needed to move forward.

This engagement provides a focused assessment of current awareness, confidence, practices, and gaps related to AI use in academic contexts. It surfaces where faculty and programs are ready to act, where hesitation or confusion exists, and what structures are needed to support consistent implementation.

The goal is not to evaluate performance, but to create a clear, actionable picture of readiness that informs next steps in curriculum, training, and strategy.

Deliverables:

- Customized assessment design aligned to institutional priorities
- Survey instruments and/or faculty input tools
- Readiness profile across selected departments, programs, or roles
- Analysis of strengths, gaps, and variation in adoption
- Targeted recommendations for training, curriculum, and support structures

Process & Timeline: This engagement is typically conducted over **3–12 weeks**, depending on scope and number of participants.

The process includes assessment design, data collection (survey and/or facilitated input), and synthesis into a clear, actionable summary that supports immediate decision-making.

Ideal for: *Academic affairs teams, teaching and learning centers, and institutions preparing to launch or scale AI integration in teaching and curriculum*

AI Training & Course Content Review — AI Assessment

Ensure your AI-related course materials, workshops, and training content are accurate, effective, and aligned with your institutional context before delivery. This is often the first step for institutions that want to move forward and get it right.

This engagement provides an expert review of existing materials, evaluating content accuracy, pedagogical approach, and alignment with your audience and institutional priorities.

The goal is not to rewrite everything, but to ensure what you are already using is **clear, current, and positioned to land**.

Deliverables:

- Annotated review of training materials (slides, handouts, modules, etc.)
- Recommendations for clarity, structure, and instructional design
- Feedback on alignment with institutional context and audience needs
- Identification of gaps, risks, or outdated content
- Suggested revisions or enhancements (as appropriate to scope)

Process & Timeline: This engagement is typically conducted over **2–4 weeks**, depending on the volume and complexity of materials.

The process includes content review, written feedback, and (if desired) a follow-up consultation to discuss recommendations and next steps.

Ideal for: *Institutions preparing to deliver AI training, workshops, or courses and seeking confidence that their content is accurate, effective, and aligned*

Available as a one-time pre-delivery review or on a recurring basis.

Instructional AI Asset Design — AI Development

Develop custom instructional materials that help faculty integrate AI into their courses in clear, practical, and pedagogically sound ways. This is where strategy becomes something faculty can actually use in practice.

This engagement creates ready-to-use assets that support teaching and learning in an AI-integrated environment designed specifically for your institution's context, disciplines, and student population.

Rather than generic examples, these materials are built to align with your institutional frameworks and course goals, helping faculty move from uncertainty to confident implementation.

Deliverables:

- Custom instructional materials (assignments, activities, prompts, and exercises)
- AI-integrated lesson structures and teaching examples
- Discipline-specific use cases for faculty application
- Student-facing materials to guide appropriate AI use
- Adaptable templates for use across courses and departments

Process & Timeline: Typically conducted over **4–6 weeks**, depending on scope and number of assets developed.

Includes collaborative scoping, iterative development, and refinement to ensure materials are **usable, adaptable, and aligned with faculty needs**.

Ideal for: *Faculty development teams, teaching and learning centers, and institutions seeking practical tools to support AI integration in courses*

Institutional AI Resource Development AI Development

Develop a centralized, institution-specific collection of AI resources that supports faculty, staff, and students in consistent, aligned, and responsible use of AI. This is where individual efforts become institutional systems.

This engagement creates a structured repository of materials that reflects your institutional frameworks, policies, and priorities, ensuring that guidance is not fragmented across departments, but accessible, coherent, and continuously usable.

The goal is not just to provide resources, but to establish a **shared foundation for practice** that supports adoption, reduces confusion, and reinforces institutional alignment over time.

Deliverables:

- Curated and structured AI resource repository (faculty, staff, and/or student-facing)
- Institutional guidance documents aligned to policy, curriculum, and frameworks
- Templates, examples, and tools for consistent AI use across roles
- Integration recommendations for learning platforms or internal systems
- Governance recommendations for maintaining and evolving resources over time

Process & Timeline: Typically conducted over **4–8 weeks**, depending on scope and number of user groups supported.

Includes resource audit (if existing), content development, and structured organization to ensure materials are **accessible, aligned, and sustainable for ongoing use**.

Ideal for: *Institutions seeking to scale AI adoption, reduce fragmentation, and provide consistent guidance across faculty, staff, and student communities*

DESIGN & CUSTOM BUILDS

For institutions needing usable resources and custom builds

Custom AI Bot Development

Design and deploy custom AI-powered tools that solve specific institutional needs, built using platforms your team can understand, manage, and extend.

This engagement focuses on creating targeted, high-impact bots that support real workflows such as advising, onboarding, resource navigation, internal support, and communication. Each build is grounded in your institutional context, voice, and goals, ensuring it is not only functional, but aligned and usable.

These are not experimental tools. They are **purpose-built solutions** designed to reduce friction, save time, and support your people in their daily work.

Deliverables:

- Discovery and workflow definition for targeted use case
- Custom AI bot built using BoodleBox or JotForm
- Prompt design and logic tailored to institutional context
- Testing, refinement, and deployment-ready tool
- Basic documentation for internal use and adaptation
- Optional maintenance and iteration support *(charged separately)*

Process & Timeline: Typically conducted over **3–6 weeks**, depending on complexity and number of use cases.

Includes discovery, design, build, testing, and refinement to ensure the final tool is **functional, aligned, and ready for immediate use**.

Ideal for: *Institutions and organizations with repeatable workflows, high-volume communication needs, or areas where staff time and consistency can be improved through targeted AI support*

Institution must maintain an active license to BoodleBox and/or JotForm for implementation.

AI Ecosystem Design

Design and implement a coordinated system of AI tools and workflows that work together across your institution by reducing fragmentation and supporting scalable adoption.

This engagement moves beyond individual tools to create an integrated AI ecosystem aligned with your strategy, governance, and operational needs. It maps your current landscape, identifies gaps and redundancies, and designs a system where tools connect across departments, roles, and workflows.

The outcome is not just a set of tools, but a **coherent, multi-bot infrastructure** that supports consistent use, reduces duplication, and enables long-term growth.

Deliverables:

- Current-state assessment of AI tools and workflows
- Future-state ecosystem design aligned to institutional priorities
- Multi-bot architecture and workflow system design
- Workflow mapping across departments and use cases
- Governance and oversight considerations for system sustainability
- Ecosystem playbook (“ecosystem bible”) for structure, use, and scaling
- Maintenance and iteration plan for ongoing system evolution
- Optional maintenance and iteration support *(charged separately)*

Process & Timeline: Typically conducted over **6–10 weeks**, depending on institutional size and complexity.

Includes discovery with leadership and stakeholders, system mapping, system architecture design, and development of a structured, scalable ecosystem with a clear plan for implementation and long-term maintenance.

Ideal for: *Institutions and organizations with multiple AI tools, fragmented adoption, or a need to move from isolated use to coordinated, system-level implementation*

Institution must maintain an active license to BoodleBox and/or JotForm for implementation.

NON-PROFIT & ORGANIZATION SERVICES

For mission-driven organizations navigating AI adoption without losing sight of what matters most

Mission-Aligned AI Strategy AI Strategy

Develop a clear, values-driven approach to AI that aligns with your organization’s mission, stakeholders, and long-term priorities.

This engagement helps organizations move beyond uncertainty and define how AI should be used in ways that support, not compromise, their purpose. It translates your mission into a practical strategy that guides decision-making, tool adoption, and day-to-day use.

The outcome is a grounded, actionable approach that enables your team to engage AI with clarity, confidence, and consistency.

Deliverables:

- Mission-aligned AI strategy tailored to your organization
- Identification of priority use cases and boundaries
- Risk and opportunity assessment specific to your context
- Strategic guidance for implementation and next steps
- Language for internal alignment and team adoption

Process & Timeline: Typically conducted over **4–6 weeks**, depending on organizational size and complexity.

Includes leadership consultation, structured input, and iterative development to ensure the strategy is both **practical and aligned with your mission**.

Ideal for: *Executive directors, leadership teams, and organizations seeking clarity before adopting or expanding AI use*

AI Position Statement Development AI Development

Define your organization's position on AI in a way that reflects your values, builds trust, and communicates clearly to stakeholders.

This engagement helps organizations articulate how they approach AI, what they will do, what they will not do, and why, grounded in their mission and responsibilities to those they serve.

The outcome is a clear, authentic statement that supports internal alignment and strengthens external credibility.

Deliverables:

- AI position statement aligned to mission and values
- Clear language for internal use and external communication
- Messaging guidance for stakeholders, partners, and funders
- Recommendations for applying the statement in practice

Process & Timeline: Typically conducted over **3–5 weeks**, depending on stakeholder involvement.

Includes leadership consultation and iterative drafting to ensure the final statement reflects your organization's voice and priorities.

Ideal for: *Leadership teams, boards, and organizations preparing for strategic planning, funder communication, or public-facing positioning around AI*

AI Use Case & Workflow Design AI Strategy

Identify where AI can meaningfully support your organization's work and design workflows that are practical, responsible, and aligned with your mission.

This engagement focuses on real operational needs such as communication, reporting, donor engagement, and internal workflows. It translates broad interest in AI into clearly defined use cases and step-by-step workflows that your team can realistically implement within your current capacity.

The goal is not to introduce complexity, but to create **focused, high-impact applications** that improve consistency, reduce manual effort, and support your team's work.

Deliverables:

- Identification of high-impact AI use cases aligned to your mission and operations
- Workflow design for selected use cases (step-by-step processes)
- Tool recommendations appropriate to your team's capacity and resources
- Implementation guidance for immediate application
- Optional templates or examples to support early adoption

Process & Timeline: Typically conducted over **2–4 weeks**, depending on scope and number of use cases.

Includes discovery conversations, workflow design, and delivery of practical, ready-to-use recommendations.

Ideal for: Organizations ready to move from strategy to practical application in day-to-day operations

All engagements begin with a complimentary discovery conversation.

Let's talk about where your institution is and what it's ready to build next.

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