EIT Presents: Teaching and Learning with AI

February 28, 2025

University of Houston

Stephen Power Farish Hall

Conference Schedule

Time	Session
7:45 a.m. - 8:30 a.m.	Check-in / Light Breakfast
8:30 a.m. - 8:45 a.m.	Welcome
9:00 a.m. - 9:30 a.m.	Session 1
9:40 a.m. - 10:10 a.m.	Session 2
10:20 a.m. - 10:50 a.m.	Session 3
11:00 a.m. – 11:50 a.m.	Keynote/Session 4
12:00 p.m. - 1:00 p.m.	Lunch/Session 5
1:10 p.m. - 1:40 p.m.	Session 6
1:50 p.m. - 2:20 p.m.	Session 7
2:30 p.m. - 3:00 p.m.	Session 8

Presentations will occur concurrently in the Kiva Room, Room 211, and Room 307. Please refer to this program for each presentation's location.

You can also view the schedule online by visiting https://uh.edu/eit/ai-event/ or scanning this QR code:

Session 1 – 9:00 a.m. - 9:30 a.m.

Kiva Room

The Professor and the AI: Redefining Roles in Advanced Learning

Dr. Cristian Morosan & Tucker Johnson

GenAI has created a context where basic knowledge has become democratized. This session presents several GenAI strategies/tools that can be instrumental to students' learning by creating an advanced learning environment. This environment divides learning into (1) basic concepts (now available through GenAI) and (2) deep knowledge, disseminated by professors.

Room 211

Empowering Student Success: Using AI to Transform Personal Learning Experiences Through Caring

Ngozi Onwuama & Andrea Arias-Rodriguez

This presentation will equip faculty with strategies for designing inclusive, supportive, and personalized learning environments that foster student success. We will explore how AI-driven tools, including GPTs and apps, can enhance faculty's ability to implement caring strategies that address students' unique needs, promote mental well-being, and support their holistic development.

Room 307

Experiential Research through AI to Enhance Learning Dance History

Dr. Maria Gabriela Estrada

Incorporating instructional technology and AI into dance history classes can improve students' life-long learning, demystify research, entice curiosity through inquiry-based learning, amplify multidisciplinary perspectives, foster best practices, and enhance discernment.

Session 2 – 9:40 a.m. - 10:10 a.m.

Kiva Room

Teaching Students Conversation Design for Artificial Intelligence

Dr. Elizabeth (Liz) Rodwell

I will present my TIP course in progress, which creates an opportunity for students to train in conversation design and conversational user experience for AI. Using Voiceflow software and devices like Google Home and Alexa, students in this class are developing conversational interfaces, fostering interdisciplinary collaboration and exploring the ethical, social, and technical aspects of AI.

Room 211

Leveraging GPTs to Improve Personalized Learning in Large Classrooms

Dr. MariVi Tejada-Simon

Addressing the challenge of scaling one-to-one tutoring in large classrooms, we have explored a solution using GPT technology. Using an AI-powered personal assistant designed to provide biochemistry support to first-year pharmacy students, we aimed to offer individualized guidance like traditional tutoring. We will delve into the development, deployment, and evaluation of the tool, sharing the impact on enhancing learning outcomes and accessibility.

Room 307

Piloting On-Demand AI Tutoring Using 'Tailored Tutor' in Applied Thermodynamics

Dr. Jamison Kovach & Ahir Chatterjee

What level of student engagement in tutoring could be achieved if students could get help any time? This presentation will discuss a pilot test of an AI tutoring platform, Tailored Tutor, in an applied thermodynamics course. The results of this pilot test will demonstrate the merits of this technology.

Session 3 – 10:20 a.m. - 10:50 a.m.

Kiva Room

AI-Enhanced Instructional Tools for Digital Marketing Analytics

Dr. Seshadri Tirunillai

We experimented using Artificial Intelligence (AI) tools for teaching marketing analytics at the graduate level. This addressed some of the key challenges in contemporary marketing education including high material costs, rapid obsolescence of technology and associated case studies, and the growing importance of AI literacy in the field. We develop and implement AI-enhanced instructional materials including simulated datasets and interactive case studies for hands-on exercises in marketing analytics. Our approach encompasses the creation of scenario-based simulations, AI-generated case materials, and interactive learning modules that allow students to engage with current marketing analytics practices. Through this presentation, I will share some of my experience. AI-enhanced curriculum not only makes complex analytical concepts more accessible to students but also provides them with valuable exposure to emerging technologies in the field.

Room 211

Deflating the Hype: Normalizing AI Use in Higher Ed to Empower Teaching, Learning & Research Methods

Dr. Jacqueline Ekeoba

Artificial Intelligence (AI) is fast-growing in global society, creating a continuum of technophobia and technophilia. Practical examples of AI in education (AIED) will be discussed, including research assistance, data analyses, and individualized learning methods as well as recommendations for its normalized use in higher education.

Room 307

AI-Powered Building Information Modeling as an Interactive Learning Platform

Dr. Kinam Kim

The project presents an innovative teaching method that harnesses artificial intelligence (AI) and Building Information Modeling (BIM) to enhance student's ability to identify design problems and evaluate the constructability of construction projects.

Keynote/Session 4 – 11:00 a.m. - 11:50 a.m.

Kiva Room

Generative Artificial Intelligence and Higher Education

Professor Sid Dobrin

In the past 24 months, one of the most pressing conversations in the US (and, frankly, everywhere else in the world) has been about the emergence and implications of a technology called "generative artificial intelligence," or "GenAI." While this technology is not new, its widespread adoption and use have created a fervor and, in some cases, panic over its implications for the way we work, communicate, and live. It is no surprise, therefore, that nearly every college in the country is currently reimaging higher education in an effort to leverage the power of GenAI – and to preserve relevant aspects of traditional academic practices and values. From defining and integrating "AI literacies" across curricula to rethinking the fundamentals of what and how we teach, educators are confronting a host of thorny questions about the relationships between technology, knowledge, and human intelligence – all of which are emerging amidst rapid student adoption and use. This presentation will begin to demystify many of these emerging technologies and will address many of the concerns educators have expressed regarding AI and GenAI technologies in order to provoke conversations about the relationship between AI/GenAI and the traditions of higher education.

Lunch/Session 5 – 12:00 p.m. - 1:00 p.m.

The lunch sessions will be drop-in/drop-out. Feel free to take you lunch in one of the rooms or outside, if the weather is nice.

Kiva Room

Escape from the Doctor's Office: An AI-Focused Educational Escape Room in Healthcare

Dr. Susie Gronseth, Dr. Martha Lopez, Amani Itani, Kelly Davis, Sarah Stokes & Kathryn Seastrand

This interactive session introduces "Escape from the Doctor's Office: An AI-Focused Educational Escape Room in Healthcare," a 30-minute educational escape room that fosters AI/ML literacy in healthcare. Participants will explore AI concepts and their implications for health equity, finishing with a discussion on applications and policy impacts.

Room 211

Employing A.I. Platforms To Create Virtual Tutor Avatars Who Are Customized To "Fit" The Unique Learning Styles Of Each Student

Dr. Michael Kraten

As class rosters have grown, educators have explored emerging technologies to supplement the limited availability of human instructors. I am now developing a pair of virtual avatars; they are tutors who represent CPAs and who provide students with customized explanations, case examples, and practice questions about accounting topics.

Room 307

Leveraging Generative AI to Evaluate Student Reflections and Improve Teaching Effectiveness

Rob Brownell

This presentation explores leveraging GPT to enhance student reflection analysis and streamline data preparation. It demonstrates using GPT for summarizing trends, identifying challenges, and improving teaching strategies. Additionally, it details how GPT-assisted scripting anonymizes and combines reflections for efficient analysis, showcasing its transformative role in education.

Session 6 – 1:10 p.m. - 1:40 p.m.

Kiva Room

Use of AWS and Nvidia resources in teaching neural networks and machine learning

Dr. Heidar Malki

This proposal aims to incorporate advanced topics, real-world data projects, modern computational resources, and current software packages to meet industry demands. The Principal Investigator, qualified through AWS and Nvidia certifications, brings in-depth knowledge and resources that actively enhance student learning in AI and neural networks courses.

Room 211

Leveraging Generative AI with Renewable Assignments

Dr. Emese Felvegi & Munema Termezy

We tried funneling student energy into researching best practices for using generative AI in their preferred field with the intent of students learning about generative AI in the process. Students had to create Canvas learning Modules about AI with their group and present their findings to our class' guests. The results were amusing to great, horrendous to excellent. Sometimes off topic, often "off key", always educational.

Room 307

AI-powered Hospitality Business Analytics for Prediction and Decision Making

Dr. Minwoo Lee & Dr. Agnes DeFranco

This presentation provides the audience with comprehensive information and examples of developing flexible education modules for teaching AI-powered business analytics in the hospitality context. Students will learn AI and business analytics concepts and practices, identify opportunities and challenges, and select and apply AI analytic tools and concepts through innovative approaches.

Session 7 – 1:50 p.m. - 2:20 p.m.

Kiva Room

AI as a Partner in Clinical Education: From Care Plans to Patient Simulations

Dr. Layci Harrison & Dr. Ashlyne Elliott

This presentation explores innovative uses of AI to enhance clinical reasoning in healthcare students. Through AI-assisted care plan activities and simulated patient scenarios, we demonstrate methods to build critical thinking, decision-making, and ethical awareness. Educators, clinicians, and developers will learn how AI supports responsible, evidence-based practice in healthcare training.

Room 211

Scenarios in Ethical Approaches to Generative AI in Higher Education

Dr. Michael Ahlf & Dr. Sara McNeil

This interactive session explores ethical challenges of generative AI in higher education through scenario-based group discussions. Participants analyze real-world cases involving academic integrity, copyright, and pedagogical concerns. Through structured dialogue, attendees develop practical strategies for managing AI integration while identifying key themes and priorities for institutional policy development.

Room 307

From Research to Action: Presenting Structured, Inclusive, and Reflective Learning Environments

Dr. Jaesub Lee & Dr. Youmei Liu

This presentation highlights an innovative approach to integrating AI technology, specifically ChatGPT, into classroom instruction to enhance student learning, critical thinking, and digital literacy. The session will focus on a detailed lesson plan that transitions students from understanding the basics of ChatGPT to applying it in real-world, action-oriented tasks, culminating in the creation of professional portfolios.

Session 8 – 2:30 p.m. - 3:00 p.m.

Kiva Room

Adopting AI on a Shoestring Budget

Jatindera Singh Walia

Jatindera is the Director of Information Technology at UH, bringing over two decades of experience in designing and implementing cost-effective software and hardware solutions. He and his team are strategically integrating artificial intelligence to accelerate the delivery of innovative IT solutions.

Room 211

The Use of Artificial Intelligence in Making Long Letters Short and Swirling Ideas into Organized Thoughts

Alexander Kelly

Struggling to begin writing, with ideas swirling but unorganized? AI aids in starting and structuring writing, streamlining our thoughts. As Blaise Pascal once said, 'I have only made this letter longer because I have not had the time to make it shorter.' AI helps make those long letters shorter.

Room 307

Transforming Critical Visual Culture Education Through AI-Powered Hybrid Learning

Dr. Sheng Kuan Chung

This innovative redesign of ARED 2310 integrates AI-powered discussion forums, visual analysis tools, and creative media production to enhance student engagement and critical thinking. The hybrid format combines traditional visual culture studies with cutting-edge AI technology to create personalized, accessible learning experiences for diverse student populations, offering a scalable model for incorporating AI into humanities education.

Keynote Speaker: Professor Sid Dobrin

Sid Dobrin, Chair of the University of Florida's English department, has become one of the world's most sought-after academic experts on Generative AI, having delivered more than 70 talks worldwide. He is the Founding Director of the Trace Innovation Initiative at UF and has been named a Digital Thought Leader by Adobe. He serves as a member of the Florida Institute for National Security, part of the University of Florida's AI Initiative, and he serves on the Steering Committee of the Florida AI Learning Consortium (FALCON). He is the author and editor of numerous books and articles, including Talking about Generative AI: A Guide for Educators, AI and Writing, and the forthcoming collection AI and the Humanities. His current research project examines enduring questions motivated by AI. In addition to his work in Digital Humanities, he is prolific in writing about Environmental Humanities, specifically focused on Blue Ecocriticism and Blue Humanities.

Presenter Bios

Session 1

Dr. Cristian Morosan

Dr. Cristian Morosan is the Donald H. Hubbs Professor and Director of Undergraduate Digital Education at the Conrad N. Hilton College of Global Hospitality Leadership with expertise in information technology and innovation. He has accumulated over 20 years of teaching in higher education and over 30 years of involvement with the hospitality industry.

Tucker Johnson

Extensive direct hotel sales experience with independent, branded, luxury, extended-stay, conference center and airport properties; as a corporate director of sales and marketing with full topline responsibility for a seven hotel portfolio, created and implemented marketing plans, comprehensive budgets and overall revenue management strategy; six years' experience in the food and beverage industry, including a position as a manager for Outback Steakhouse, before transitioning into hotel sales.

Ngozi Onwuama

Ngozi Onwuama is a lifelong learner, educator, and UI/UX Designer passionate about leveraging media and technology to enhance in-class and online learning experiences. Ngozi currently serves as an Application Developer at the College of Natural Science and Math IT Department.

Andrea Arias-Rodriguez

Andrea Arias is a lifelong learner and educator, passionate about leveraging AI and technology to enhance in-class and online learning experiences. Andrea currently serves as the Director of Distance and Online Operations at the College of Natural Science and Math.

Dr. Maria Gabriela Estrada

Dr. M. Gabriela Estrada is a bilingual, multicultural, and interdisciplinary artist and educator invested in collaborative global creative projects explored and preserved through choreography, filmmaking, and published documentation. She holds an M.F.A. in Dance from UC Irvine and a Ph.D. in Flamenco Interdisciplinary Studies from the University of Seville.

Presenter Bios

Session 2

Dr. Elizabeth Rodwell

Elizabeth Rodwell is an Assistant Professor of Digital Media and founding director of the University of Houston User Experience (UX) Lab. Her current research is about conversational artificial intelligence and UX. Her new book is Push the Button: Interactive Television and Collaborative Journalism in Japan.

Dr. MariVi Tejada-Simon

MariVi Tejada-Simon is an associate professor at UH-College of Pharmacy. She earned an MS and a PhD from Michigan State University, postdoctoral Neuroscience training from Baylor College of Medicine, and a MEd in Teaching from UH. Her educational research focuses on creating tools that promote learning and improve student engagement, integrating technology and active learning strategies. Her expertise in neuroscience and behavior also advances research on the biological mechanisms of learning and cognition.

Dr. Jamison Kovach

Dr. Kovach is the Associate Dean for Student Success in the Cullen College of Engineering. She is an avid user of active learning techniques and innovative instructional technologies and a strong proponent of student-centered learning. In addition, she has received both local and national awards for teaching in her field.

Ahir Chatterjee

Mr. Chatterjee is the founder of Tailored Tutor, a company bringing AI powered tutors to higher education. He has over a decade of programming experience and has worked with generative AI since the launch of ChatGPT. His company currently works with UH, UT Austin, Michigan State, Washington, and CU Boulder.

Presenter Bios

Session 3

Dr. Seshadri Tirunillai

Seshadri (Sesh) Tirunillai is an Associate Professor and Marvin Hurley Professor of Marketing & Entrepreneurship at the C.T. Bauer College of Business. His research interests are in digital marketing, analytics, and marketing strategy. He has published extensively in premier journals in marketing. His work has been recognized with several awards in the field. He teaches digital marketing and analytics at all levels at the Bauer College of Business.

Dr. Jacqueline Ekeoba

Jacqueline Ekeoba, PhD is a clinical assistant professor and STEM Master Teacher in the Department of Mathematics for teachHOUSTON at University of Houston. She is the instructor of BIOL, CHEM and PHYS 4340, Research Methods in STEM for future secondary STEM teachers and other courses affiliated with teachHOUSTON.

Dr. Kinam Kim

Dr. Kinam Kim, Assistant Professor in the Department of Construction Management, He teaches fundamentals, cloud-based systems, computer applications, and best practices in construction management. His recent research includes AI-driven construction worker behavior monitoring, BIM applications in the safety planning of temporary structures, an IoT-based work zone proximity sensing system, and human-robot collaboration in construction.

Presenter Bios

Lunch/Session 5

Dr. Susie Gronseth

Susie Gronseth, Ph.D., is clinical professor in Curriculum and Instruction in the College of Education at UH. Her expertise is in the applications of learning technologies, instructional design and evaluation, health sciences education, and inclusive educational frameworks that strategically address diverse learner needs in online, face-to-face, and blended contexts.

Amani Itani

Amani Itani is a Ph.D. student at UH, studying curriculum and instruction with a focus on learning, design, and technology. During her doctoral studies, she has worked as a research assistant with the NIH-funded AIM-AHEAD Consortium. Her research interests focus on integrating artificial intelligence into education.

Dr. Martha Lopez

Dr. Lopez recently completed her Ph.D. in Curriculum and Instruction with a specialization in Learning, Design, and Technology. She works at a non-profit association that collaborates with local governments where she uses her expertise to develop self-paced, instructor-led, and hybrid learning experiences. She has recently incorporated AI into her design and development process to create unique learning experiences.

Kelly Davis

Kelly Davis is a current doctoral student and teaching fellow in the Department of Curriculum and Instruction with a specialization of Learning, Design, and Technology. Her research interests include developing technology integrated supports for pre-service teachers such as virtual reality and simulated scenario-based experiences.

Sarah Stokes

As the Marketing Coordinator for University of Houston Population Health, I lead Design and Communication initiatives to support AIM-AHEAD's community engagement strategies, including creating visually engaging materials, managing web content, and designing customized tools for the South Central Hub.

Kathryn Seastrand

Kathryn Seastrand is a high school Digital Media CTE teacher with over a decade of teaching experience. In 2023, she earned her Master's degree in Curriculum & Instruction with emphasis in Learning, Design, and Technology from the University of Houston.

Presenter Bios

Lunch/Session 5 (continued)

Dr. Michael Kraten

Michael Kraten, PhD, CPA is Director of Accounting Program Initiatives at Bauer. He designs and teaches the accounting program's graduate elective courses in entrepreneurship and sustainability accounting; he also teaches the program's undergraduate intermediate accounting courses. He specializes in risk management, modeling, decision analysis, and educational gaming activities.

Rob Brownell

Rob Brownell is a librarian and a legal research instructor at the law center.

Presenter Bios

Session 6

Dr. Heidar Malki

Heidar A. Malki has conducted extensive research on the application of neural networks in industry including, well log analysis in oil and gas, design of neuro-fuzzy controllers, and the of AI in smart grid forecasting. He teaches a graduate course in applied neural networks including deep learning, reinforcement learning, and generative AI.

Dr. Emese Felvegi

Emese Felvégi is a senior professor of practice in the department of Decision & Information Sciences and serves as Executive Director of Digital Learning and at the C.T. Bauer College of Business. She teaches Business Computer Applications to 2,200 students annually.

Munema Termezy

Munema Termezy is an undergraduate student in Bauer's Honor College. She is an Academic Support Assistant in the Office of Digital Learning.

Dr. Minwoo Lee

Dr. Minwoo Lee is Associate Professor and Director of Hospitality Analytics and Innovation Lab at the Conrad N. Hilton College of Global Hospitality Leadership, University of Houston. His research and teaching focuses on big data and business analytics, machine learning, innovation, persuasion and decision-making, and corporate digital responsibility (CDR) in the hospitality and tourism context. Dr. Lee has won more than 15 research excellence and best paper awards and received several research and teaching grants on data analytics, technology-driven innovation, and CDR.

Dr. Agnes DeFranco

Dr. Agnes DeFranco is Professor and Conrad N. Hilton Distinguished Chair at the Conrad N. Hilton College of Global Hospitality Leadership, University of Houston. Her research and teaching focuses on accounting, finance, and corporate digital responsibility (CDR) in the hospitality and tourism context.

Presenter Bios

Session 7

Dr. Layci Harrison

Dr. Layci Harrison is a Clinical Associate Professor in the Master of Athletic Training Program at the University of Houston where she serves as the coordinator of interprofessional education and patient simulation. Dr. Harrison serves as a consultant for the Astronaut Strength, Conditioning, and Rehabilitation program at Johnson Space Center.

Dr. Ashlyne Elliott

Ashlyne Elliott, PhD, ATC, LAT, is a Clinical Assistant Professor at the University of Houston, specializing in orthopedic rehabilitation, wellness, and interprofessional healthcare learning opportunities. With a PhD from Baylor and five years in education, she has expertise in adult learning, Graston Technique, Myofascial Decompression, and has fostered collaborative learning in health professions.

Dr. Michael Ahlf

Michael Ahlf is a Lecturer and Assistant Manager for Faculty and Staff IT Support in the UH College of Education. He specializes in systematic reviews and applications of genAI in education. His research interests include sustainability of Open Education Resources, lifelong learning, and applications of game theory to educational settings.

Dr. Sara McNeil

Sara McNeil is an Associate Professor in the UH College of Education. She specializes in the design of online learning, curriculum development, and the design, development, and evaluation of educational graphics. Her research includes online engagement strategies, using drawings to understand mental model development and moderation in asynchronous online discussions.

Dr. Jaesub Lee

Dr. Jaesub Lee is a full professor and director of undergraduate studies at the Valenti School of Communication. His research and teaching interests include human relationship development and maintenance and AI in teaching and learning environments. His research has appeared in numerous journals.

Dr. Youmei Liu

Dr. Youmei Liu serves as a Director of Assessment & Accreditation Services at UH and has taught a communication and technology course for over 20 years. She has numerous publications relating to course design, innovative use of educational technology, distance education, mobile learning and student learning outcome assessment.

Presenter Bios

Session 8

Jatindera Singh Walia

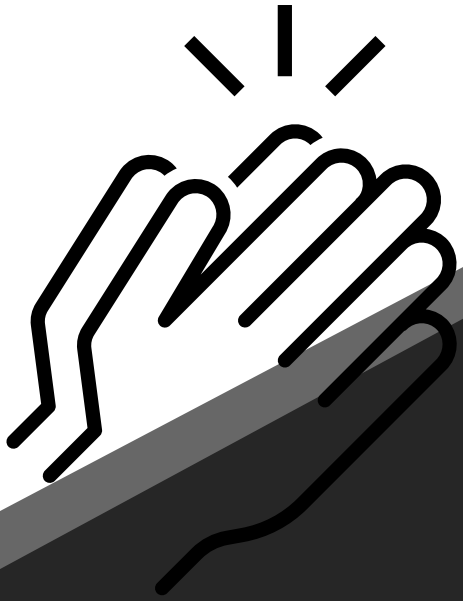
Jatindera is the Director of Information Technology at UH, bringing over two decades of experience in designing and implementing cost-effective software and hardware solutions. He & his team are strategically integrating artificial intelligence to accelerate the delivery of innovative IT solutions.

Alexander Kelly

Alexander Kelly is a Master of Anthropology student and an Instructional Assistant for the Department of Psychology. Has a Bachelor of Arts Degree in both Art History and Psychology from the University of Houston. Alexander has represented UH previously at a Graduate Conference at SMU in October of 2024.

Dr. Sheng Kuan Chung

Dr. Sheng Kuan Chung is a Professor of Art Education in the Department of Curriculum and Instruction. He has published over 65 academic articles in art and visual culture education in national and international journals. His scholarly contributions have earned him prestigious recognition from both the National Art Education Association and the United States Society for Education through Art.



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