



**Illinois ASBO &
IASPA**

**2025 Regional
Conference**

October 29 & 30, 2025

*Presented by:
Dr. David Bruno
&
Dr. Dale Fisher*

About Us...

Dr. Dale Fisher

Assistant
Superintendent

Illinois

28 Years in Education

Fun Fact: I like to
build things out of
wood.



Dr. David Bruno

Assistant
Superintendent

Illinois

22 Years in Education

Fun Fact: I like to
run...like really far.



Drink the Kool-Aid

Our Story

How We Got To Today



October 2025

AASPA National
Conference

September 2025

IASPA HR Essentials
Conference

August 2025

IASPA Webinar
Wednesday

January 2025

IASPA State Conference
Presentation

October 2024

AASPA National
Conference



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A Thought Provoking Quote...

“AI won’t replace you, but people using AI might.”

Chrissie Popper

Admin Assistant to the Director

Stevenson High School District 125



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**Goals of this
Presentation**



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Goals of This Presentation

- AI in Plain Language
- Don't Fear AI — Embrace its Power
- The Mechanics of AI
- Prompt Engineering
- We're Going Live – Sort Of...
- Disclaimers – Legal, Ethical, and Bias



**AI in Plain
Language**

AI in Plain Language



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What is AI?

- At its core, Artificial Intelligence (AI) is the ability of computers to perform tasks that usually require human intelligence.
- **Work Examples:** learning patterns, making predictions, answering questions, generating text or images.

AI in Plain Language



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What is AI?

- Everyday examples:
 - **Smart Assistants:** Devices like Amazon Alexa, Google Assistant, or Siri that help set reminders, play music, or control lights.
 - **Smart TVs & Streaming:** Netflix, Hulu, and YouTube use AI to suggest shows and videos based on your viewing habits.
 - **Robot Vacuums:** Products like Roomba use AI to map rooms and clean efficiently.
 - **Smart Thermostats:** Nest and similar systems learn your temperature preferences and adjust automatically.

AI in Plain Language



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What is AI?

- **More everyday examples:**
 - **Photo Organization:** Apps like Google Photos or Apple Photos use AI to sort images, recognize faces, and create albums.
 - **Text Prediction & Autocorrect:** AI powers autocomplete in texting and email.
 - **Voice-to-Text:** Dictation or voice messaging uses speech recognition AI.
 - **Personalized Feeds:** Social media platforms (Instagram, TikTok, Facebook) use AI to curate content tailored to your interests.

AI in Plain Language



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Types of AI in the Workplace

- **Automation AI** → Handles repetitive tasks (scheduling, payroll, resume sorting).
- **Predictive AI** → Uses data to forecast trends (e.g., staff turnover, training needs).
- **Generative AI** → Creates content (emails, job descriptions, presentations, lesson plans).
- **Assistive AI** → Helps humans work faster (chatbots, drafting tools, analytics dashboards).

AI in Plain Language

Why AI Matters for HR? It COULD...

- Save time by automating routine work.
- Support fairer, data-driven decisions.
- Improve employee experience through quicker support.
- Position HR as strategic leaders, not just administrators.



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**Don't Fear AI
— Embrace
its Power**



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Don't Fear AI — Embrace its Power

Time & Efficiency Gains

- AI automates manual processes, saving hours of repetitive work every week.
- Faster workflows mean HR teams can respond to employee needs in real time instead of being bogged down by paperwork.



Don't Fear AI — Embrace its Power

AI Supports, Not Replaces

- AI handles repetitive, time-consuming admin tasks (like resume sorting, scheduling, compliance paperwork).
- This frees HR professionals to focus on what truly matters: strategy, culture, and **RELATIONSHIPS.**



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Don't Fear AI — Embrace its Power

Better Decision-Making

- AI provides data-driven insights (e.g., staff turnover trends, training needs, recruitment patterns).
- Instead of guessing, HR can make confident, evidence-based decisions.



Don't Fear AI — Embrace its Power

Fairness & Objectivity

- AI can reduce unconscious bias in hiring and evaluations by anonymizing or standardizing candidate data.
- This helps HR administrators champion diversity and inclusion more effectively.



Don't Fear AI — Embrace its Power

Enhanced Employee Experience

- Chatbots and virtual assistants can handle everyday HR queries (leave requests, benefits info) instantly.
- Employees feel supported 24/7, while HR staff focus on strategic engagement initiatives.



Don't Fear AI — Embrace its Power

But Remember...

- *HR Still Holds the Human Touch*
 - AI CANNOT authentically replace empathy, conflict resolution, coaching, or cultural leadership.
 - HR administrators remain the heart of workplace relationships—AI is simply a powerful tool in their toolkit.



The Mechanics of AI



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The Mechanics of AI

Harnessing My Inner Science Teacher





The Mechanics of AI

How AI Actually Works (Simple Explanation)

- AI learns from data (historical information, documents, patterns – 0's and 1's).
- It recognizes patterns (e.g., which resumes match certain job descriptions).
- It produces outputs (makes suggestions, predictions, or generated content).
- Think of AI as a smart assistant — it helps, but humans make the final call.

The Mechanics of AI

Input → Process → Output

- Think of AI like a vending machine:
 - Input = Your request (prompt, question, or data).
 - Process = AI looks (0's and 1's) at patterns in its training data.
 - Output = The result (text, prediction, image, recommendation).



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The Mechanics of AI

AI Doesn't Think, It Predicts

- AI doesn't have emotions or common sense. It is not SKYNET from The Terminator...yet!
- It predicts the most likely answer based on patterns (0's and 1's) — like autocomplete on your phone, but much more powerful.



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The Mechanics of AI

Pattern Recognition

- AI doesn't "think" like humans — it spots patterns and trends (0's and 1's).
- Example: Netflix recommending shows because it recognizes your viewing habits.
- In HR: AI can spot patterns in employee turnover or engagement surveys.



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**Prompt
Engineering**



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Prompt Engineering

How Should I Interact with AI?

- It starts with a question
 - ...or in prompt engineer language: “How do I ask nicely without sounding like I’m negotiating with Siri?”
- Remember AI is your friend- treat it like one!

Prompt Engineering



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What does it contain

- A prompt **MAY** contain any of the following elements
 - **Instruction** - a specific task or instruction you want the model to perform
 - **Context** - external information or additional context that can steer the model to a better responses.
 - **Input Data** - the input or question that we are interested to find a response for
 - **Output Indicator** - the type of format of the output.



Prompt Engineering

Basic Principles

- **Be clear and concise:**
 - Simple and direct prompts often yield better results.
- **Use full sentences:**
 - Complete instructions help models understand your intent.
- **Be specific:**
 - The more detail you include, the better the AI can tailor responses.



Prompt Engineering

Intermediate Principles

- **Role-based prompting**
 - "Act as a data analyst and explain this chart in plain English."
- **Step-by-step prompting**
 - "List the steps to install the software platform Python, then explain each one."
- **Format instructions**
 - "Give me a 3-paragraph article with a heading, subheading, and conclusion."



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Prompt Engineering

Intermediate Principles

- **Contextual prompting**
 - "Assume I'm a beginner in photography. Explain aperture settings to me."
- **Few-shot prompting**
 - Provide examples in the prompt.



Prompt Engineering

Advanced Principles

- Controlling and Engineering Prompts
 - **Prompt Chaining** (Multi-step tasks)
 - Break a complex request into several steps.
 - **Meta Prompting**
 - Have the AI reflect on its own answer or modify its behavior.
 - **Multimodal Prompts**
 - Combine text + images (in tools that support it).



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Prompt Engineering

Master Principles

- Engineering PATTERNS
 - **ReAct (Reasoning + Action)**
 - “Think step-by-step, check your logic, then answer.”
 - **Tree-of-Thought**
 - Ask the model to explore multiple branches before making a final decision.
 - **Socratic Prompting**
 - Ask the model to question its assumptions before answering.

Prompt Engineering



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Tips and Tricks

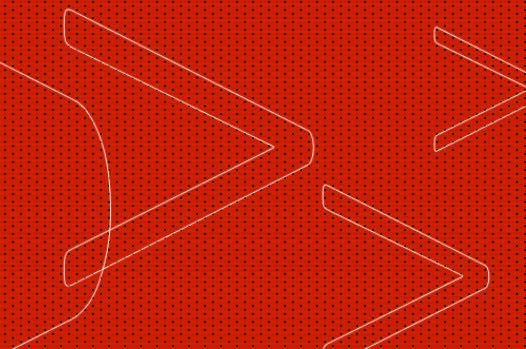
- Experiment often. Prompting is an interactive process.
- Refine iteratively. Adjust and retry.
- Leverage examples, tone, and structure to get closer to your desired result.
- Stay aware of the AI's limitations (e.g., hallucination, outdated data).
- Avoid ambiguity: AI fills in gaps, sometimes INCORRECTLY.
- Be explicit with tone, style, and format.



**We're Going
Live...Sort
of!?!?!?**



We're Going
Live...Sort
of!?!?!?



We're Going Live...

Prompt 1: Basic Request (Beginner Level) – *“...write a social media post advertising a job opening for a guidance counselor.”*

- This is a simple command with minimal context.
- The output will be generic—suitable for any setting, but not specific or compelling.



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We're Going Live...

Prompt 2: Add Specific Details (Job + Audience + Tone) –
“...write a social media post advertising a job opening for a guidance counselor at a K-12 public school. The post should sound professional and inviting, targeting educators and school counselors.”

- Now we've added context about the sector (K-12 public school), the audience, and tone.
- This helps the AI tailor the voice and content to your target viewers.



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We're Going Live...

Prompt 3: Include Key Job Information – “...create a compelling social media post for a job opening for a guidance counselor at Deerfield Public Schools. Include location (Deerfield, IL), grade level focus (middle school), and mention the district’s focus on student well-being and inclusive support services.”

- We now provide rich content: location, grade level, and district values.
- The ad becomes personalized and attractive to ideal candidates.



We're Going Live...

Prompt 4: Add Format Constraints and Call to Action – “...write a 250-character social media post (for Twitter/X or LinkedIn) advertising a middle school guidance counselor position at Deerfield Public Schools in Deerfield, IL. Emphasize student well-being. Include a link placeholder and a strong call to action.”

- **Format matters. This prompt considers platform limitations.**
- **It guides the AI to use clear, concise language and include a CTA.**



We're Going Live...

Prompt 5: Style and Emotional Impact (Advanced Level) – “...write a short and emotionally compelling social media ad for a middle school guidance counselor position at Deerfield Public Schools (Deerfield, IL). The tone should be inspiring, empathetic, and mission-driven. Emphasize student wellness, DEI, and a supportive team culture. Limit to 250 characters and include a clear CTA and a link placeholder.”

- This is prompt engineering mastery—it combines all previous elements with emotional tone and storytelling.
- The result is likely to feel authentic, mission-aligned, and persuasive.



**Disclaimers –
Legal, Ethical,
and Bias**



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Disclaimers – Legal, Ethical, and Bias

Legality

- Legal firms are VERY apprehensive about AI. Exercise caution.
- Ensure compliance with labor laws, education regulations, and data protection acts (e.g., FERPA, HIPAA where relevant, and GDPR (European)).
- Maintain accurate records of AI-driven decisions for accountability.



Disclaimers – Legal, Ethical, and Bias

Ethical

- Clearly state when AI tools are being used. There is nothing to be embarrassed about. It is here to stay. We expect everyone is using it, including your applicants and employees.
- Remind stakeholders that AI assists decision-making but final responsibility lies with humans.



Disclaimers – Legal, Ethical, and Bias

Bias and Fairness

- Monitor AI systems regularly for potential bias in hiring, evaluation, or retention.
- Use diverse training data and human oversight to minimize discrimination.
- **What to do:**
 - *Ensure that AI systems are regularly tested for biases, and that HR professionals are trained to recognize when AI might be inadvertently favoring or excluding certain groups. Diversifying training data and monitoring the outcomes are critical.*



Disclaimers – Legal, Ethical, and Bias

Data Privacy and Security

- Protect sensitive employee and student data through encryption and secure storage.
- Limit access to personal information and use only for intended purposes.
- **What to do:**
 - *Make sure that AI systems are designed with robust security measures, and that data is collected and processed in compliance with privacy laws. You'll need clear consent from employees and candidates when using their data, especially for anything beyond the basic purpose.*





Disclaimers – Legal, Ethical, and Bias

Transparency

- Be open about how AI systems are used in HR processes.
- Provide employees with explanations of how AI-driven decisions are made.
- **What to do:**
 - *Advocate for explainable AI—systems that provide transparency about how decisions are made. HR professionals **SHOULD** be able to explain the role AI played in any decision-making process.*

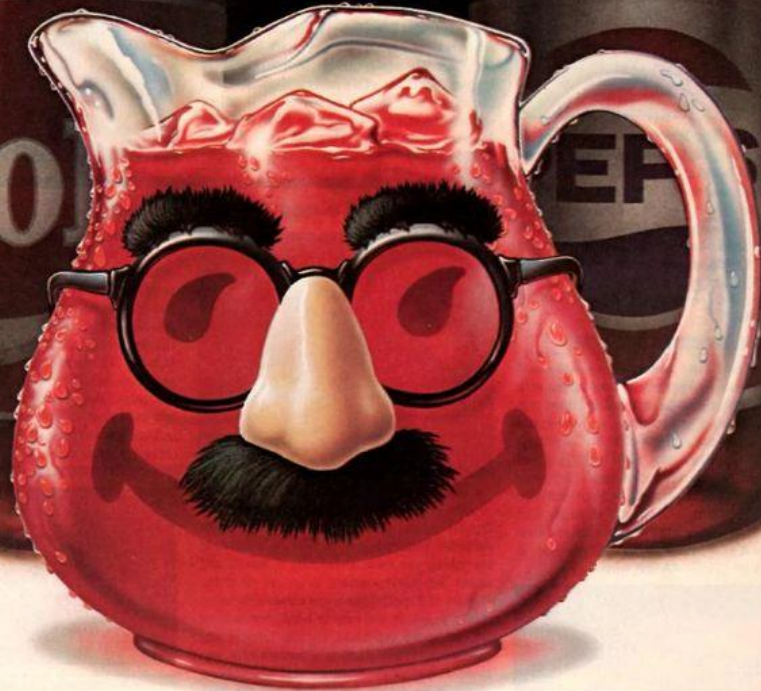


Disclaimers – Legal, Ethical, and Bias

Our Thoughts

- An over-reliance on AI without adequate human oversight can be a problem. HR professionals should be involved in the process of interpreting AI results and not rely on AI systems alone for making final decisions.
- ***AI is a tool, but people remain responsible for people.***

**Guess who's the
third largest selling
soft drink in America?***



HINT: It's the one with Vitamin C and no caffeine...

HINT: It's the one with fruity flavors kids love...

HINT: It's the one that's only ½ the price of soda†...

HINT: It's the one for kids...

It's Kool-Aid®!
BRAND SOFT DRINK MIX
We're big...for a lot of little reasons.



*Based on gallon sales for total trademark. †Based on national average retail prices.
Kool-Aid and the Smiling Pitcher are registered trademarks of the General Foods Corporation. © 1986 General Foods Corporation.

You Made It!
Now Take a Long
Tug on that Tall
Glass of Delicious,
AI Enhanced, Kool-
Aid!

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