Action Group on the Futures of Higher Education and Artificial Intelligence

AI Learning Lab Webinar Series:

Harnessing AI for Smarter, Sustainable University Management

Date: 26 September 2025

Time: 11:00–12:30 UTC (Virtual)

Registration link: <u>Click here to register</u>

Session Background & Overview

In recent years, higher education institutions have grappled with mounting operational complexity, the pressures of digital transformation, and the imperative to support the 2030 Agenda. In response, many have adopted digital tools, and increasingly artificial intelligence (AI), into university management and administrative functions. Yet, disparities in staff capacity, access and alignment with sustainability principles continue to pose significant challenges.

As AI offers new ways for enhancing strategic planning, resource optimization, and institutional responsiveness, a pivotal question arises: How can university leadership ensure the thoughtful integration of AI, that is anchored in ethics, robust data stewardship, and a firm commitment to equity?

This webinar will explore how AI can enable smarter, sustainable university management. It aims to surface good practices across regions on topics including how AI can identify at-risk students, predict staff turnover and utilize AI agents effectively in university admissions, positioning universities as more agile, responsive and outward-facing institutions.

This webinar is organized by the member universities of the AI in University Management and Administration Implementation Team.

AI in University Management and Administration Implementation Team

AI in University Management and Administration (AIUMA) is one of the four pillars of the Futures of Higher Education and Artificial Intelligence Action Group co-led by the United Nations University and UNESCO International Institute for Higher Education (UNESCO IESALC), under the **United Nations Higher Education Sustainability Initiative** (HESI).

Its members, comprising the AIUMA Implementation Team, have organized two collaborative sub-teams—one for the policy brief and one for the webinar—working together to deliver the initiative's two main outputs. Through this initiative, the AIUMA Implementation Team aims not only to present expert insights but also to create space for critical dialogue and collective reflection on how AI is transforming governance and operations in higher education. By fostering global exchange, the group supports the development of inclusive, responsible, and future-ready approaches to AI in universities.

Objectives

This webinar will explore the evolving role of AI in university management and administration, drawing on good practices from member universities of the AIUMA Implementation Team. Through the lens of human-AI collaboration, the discussions will examine mechanisms to strengthen institutional effectiveness and engagement. Key topics include the deployment of AI personas to support academic and administrative functions, the utilization of AI agents in teaching and admissions, and the advancement of whole-institution sustainability strategies enabled by responsible AI.

Target Audience

University leaders, institutional researchers, policymakers, higher education professionals, students and other education stakeholders interested in AI's role in sustainable university management.

Modality

The webinar will be held online via Zoom, combining live presentations, pre-recorded contributions, and an interactive session. To set the stage, a framing presentation will introduce the session by exploring a human-centered approach to AI in university management. Following this, three expert presentations will showcase real-world application cases, each lasting 12

minutes. In the final segment, participants will be invited to engage directly with experts and discuss practical AI applications, governance, and human-AI collaboration for sustainable university management.

Participants are kindly requested to join the Zoom meeting at least 10 minutes prior to the start of the webinar to ensure a timely and smooth commencement.

Language

This webinar will be conducted in English. Please note that interpretation services will not be available.

Programme

5 mins	**Welcome to AI Learning Lab Webinar Series** *By: Jonghwi Park, Head of Innovation and Education, UNU-IAS*
15 mins	**Framing Presentation: Human-Centered Approach to AI in University Management** *By: Gunter Saunders, Professor, University of Westminster*
12 mins	**Theme 1: Predictive Analytics for Student Success and Institutional Effectiveness** *By: Naruhiko Shiratori, Professor, Tokyo City University* • Identifying at-risk students through data models • Forecasting enrolment and academic outcomes • Institutional KPIs and early interventions
12 mins	**Theme 2: Ethical AI Applications in Academic and Operational Contexts (Pre-recorded)** *By: Laurent Cleenewerck, Professor, Euclid University* • Use of AI personas for academic and administrative staff • AI agents in teaching and admissions • Transparency, accountability, and responsible deployment • Monitoring and governance in operational AI systems

12 mins	**Theme 3: AI Governance, Human-Centred Design, and Institutional Sustainability** *By: Atsufumi Yokoi, Professor, Okayama University* • Human-centred AI design and ethical alignment • Governance frameworks for oversight and accountability • Promoting equity and data justice • Advancing sustainability through a whole-institution approach to AI
30 mins	**Idea Exchange** *Open discussion with audience members at the plenary* By: Gunter Saunders, Professor, University of Westminster
5 mins	**Closing & Next Steps** *By: Jerome Silla, Research Associate, UNU-IAS*