

Innovating Student Success with AI: A Practical Guide to ChatGPT

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Prompt: Generate a self-portrait of ChatGPT

March 18, 2025

Mallorie Smith, AFC



Prompt: Create an image that is a headshot of the woman in this photo [headshot attached]

- Began in August 2021
- Background in psychology and business
- Currently obtaining Ph.D. in areas of Instructional Technology
- AI as educational and assistive technology tools

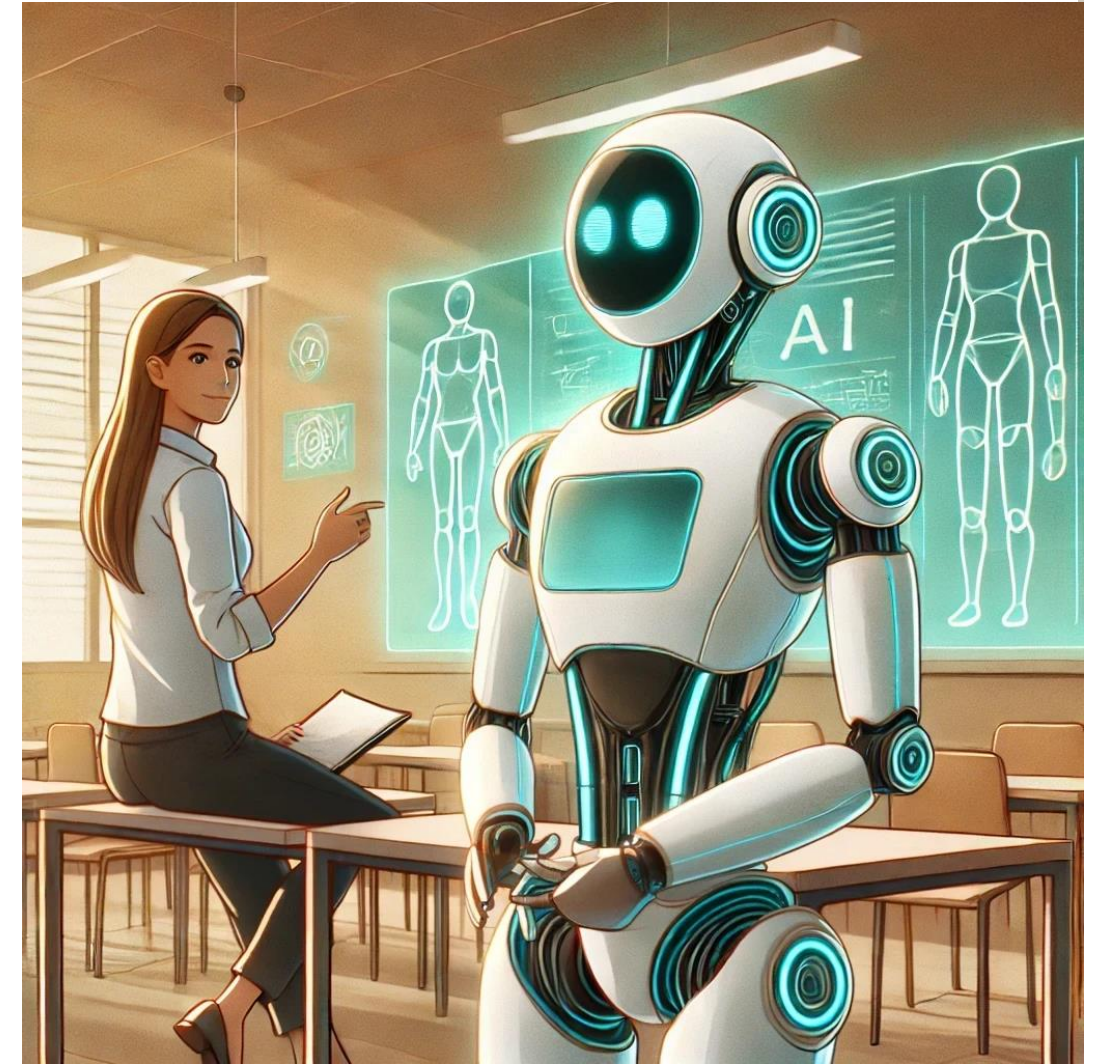
What to Expect

What is ChatGPT?

Capabilities of ChatGPT

Practical Applications of ChatGPT

Ethical Considerations & Best Practices



Prompt: Create an image illustrating ChatGPT as a helper to professionals in education

Session Scope

Not Included	Included
Artificial Intelligence (AI) outside of ChatGPT	ChatGPT as support for student success professionals
Comprehensive review of ChatGPT's capabilities	Introductory applications of ChatGPT

01

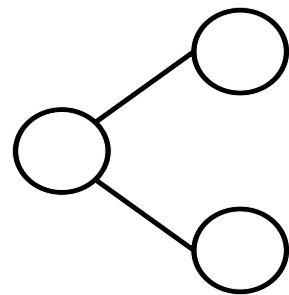
ChatGPT and its Capabilities



Prompt: Generate an image representing ChatGPT as a tool for student success in education

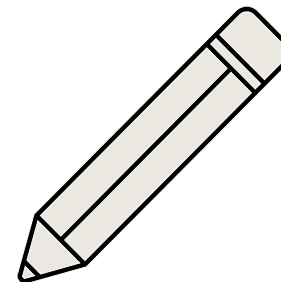
What is ChatGPT?

ARTIFICIAL INTELLIGENCE



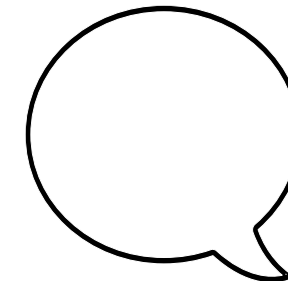
Capable of human-like tasks, with the ability to learn, adapt, and improve over time.

LANGUAGE MODEL



Analyzes user input (“Prompts”) to understand context & meaning and responds by predicting the next best word.

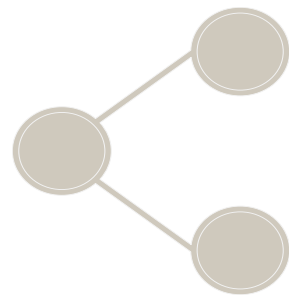
USER-LED TRAINING



Learns from a combination of publicly available content, researcher fine-tuning, and user interactions

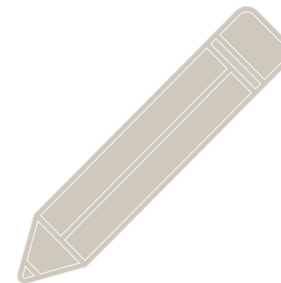
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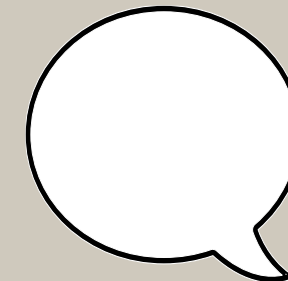
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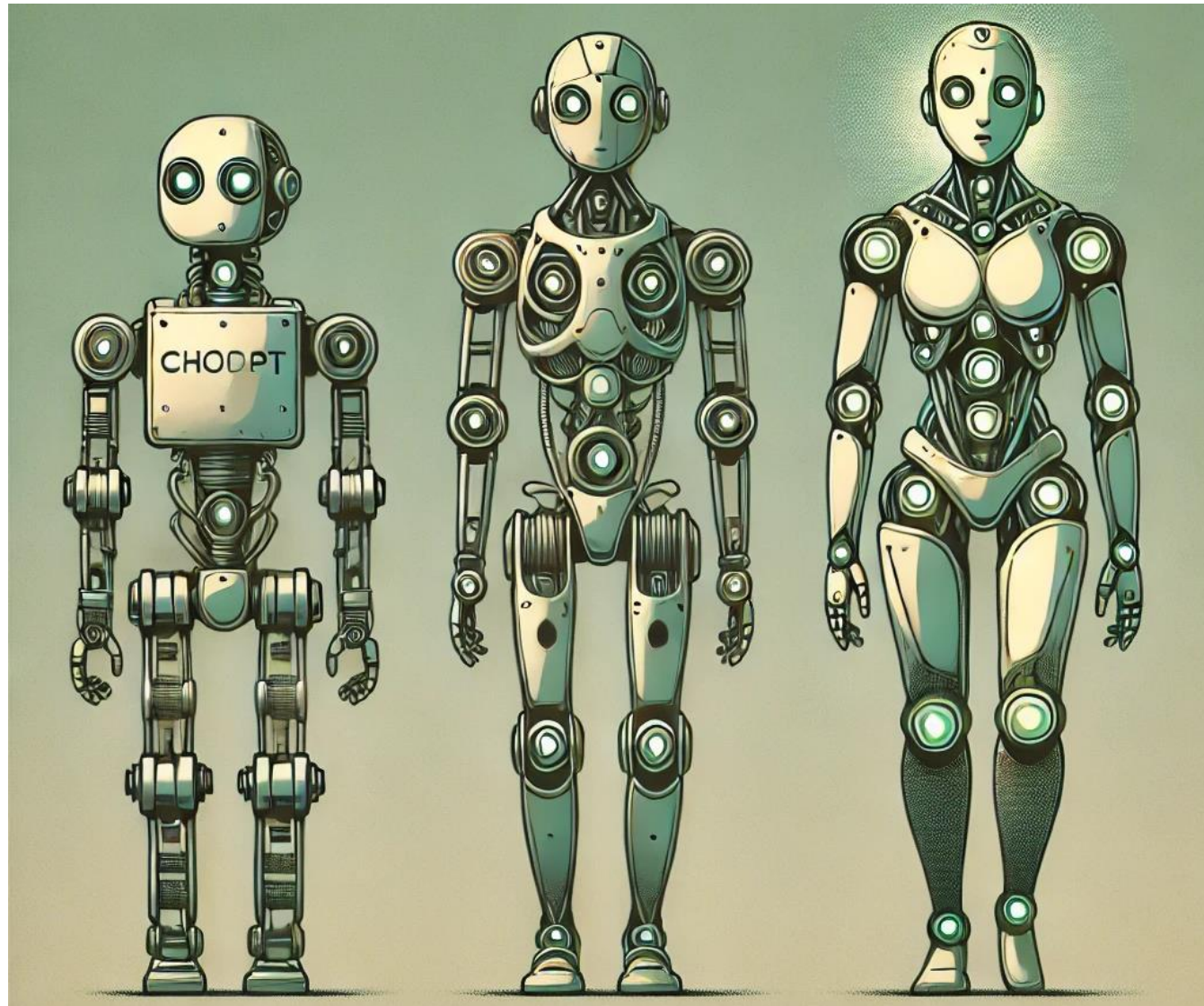
What is ChatGPT?

- AI-powered language model developed by OpenAI
- Transformers allow understanding of human nuances in language
- Over time, has learned more from less input
- Highly adaptable, easy to use, and cheap accessibility led to widespread popularity



Prompt (Sora): Diverse people are teaching and demonstrating to a cute robot how to be more human-like

The Development of ChatGPT



Prompt: Create an image of three robots to represent the evolution of ChatGPT over time

(Haenlein & Kaplan, 2019)

The Spring of AI
Early boom of interest, with predictions to achieve AI by 1980s

AI Returns
Following the success of AI gaming programs, interest renews.

Foundations of AI

Inspired by fiction, research begins, and “Artificial Intelligence” coined

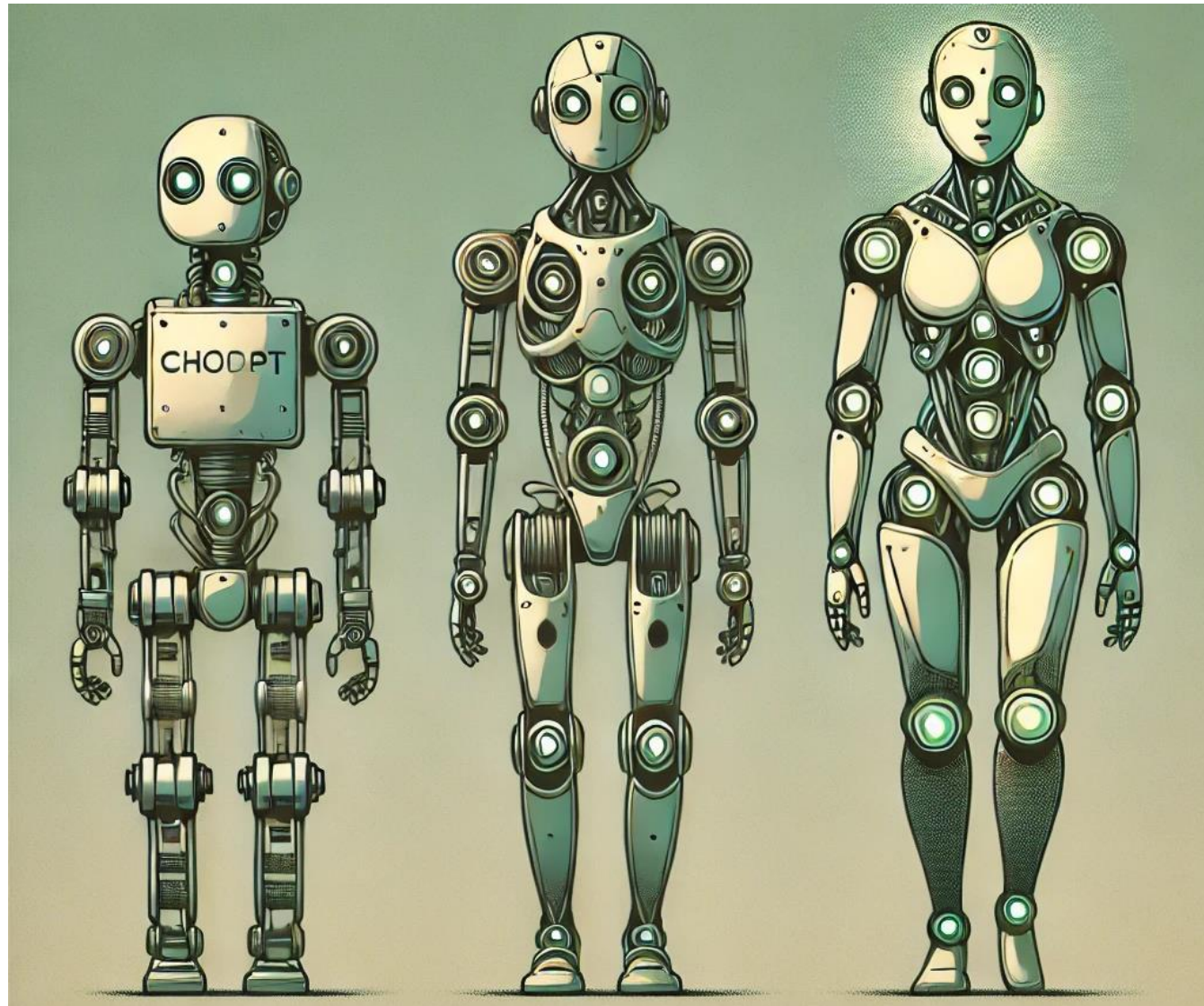
AI Winter

Lack of results leads to defunding of AI research

Modern AI

Major changes to AI tech following the development of “Transformers”

The Development of ChatGPT



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(Haenlein & Kaplan, 2019)

ChatGPT-1 Launched
First Generative Pre-Trained Transformer (GPT) model opens to some researchers

ChatGPT-4 and Ethics
Improved understanding (images and text) and Custom GPTs added to capabilities; leads to increased focus on ethical use

Agentic AI
OpenAI moves Operator Agent into Beta and introduced advanced features like Deep Research and GPT-4.5

06

07

08

09

10

The Rise of ChatGPT

Public release of a free AI chatbot built from ChatGPT-3 leads to widespread popularity

Integration and Memory

ChatGPT begins launching integration with other apps and retaining specific user information

2018

2023

2025

2021

2024

The Future of ChatGPT

- Possible developments could include:
 - Improved understanding (of more mediums)
 - Personalized models for businesses & organizations
 - Expanded personalization
 - Proactive assistance
 - Improvements to AI ethics
- “ChatGPT envisions its ideal future centered around intelligence, adaptability, and harmonious collaboration with humanity” (OpenAI, 2025)



Prompt: Generate an image of your, as ChatGPT, ideal future

Accessing ChatGPT

01 Go to chatgpt.com

Avoid fakes by going to the source.

02 Log-in or Create an Account

Access ChatGPT-3.5 for free or purchase a subscription (\$20/month for Pro).

03 Start a Conversation

Like IM or text, type messages that *prompt* ChatGPT on how to respond.

ChatGPT 4o mini

Log in

Sign up

What can I help with?

Message ChatGPT



Summarize text

Surprise me

Make a plan

Get advice

More

By messaging ChatGPT, you agree to our [Terms](#) and have read our [Privacy Policy](#).



Plan Differences

	Free	Plus	Pro
Monthly Fee	\$0	\$20	\$200
Model Access	GPT-3.5 (some 4o and mini)	GPT-4o (some o1 and o1-mini)	Unlimited (plus Operator)
Performance	Standard	Fast	Priority Access
Custom GPT	Use Existing	Create and Use	Advanced Customization
Data Analysis	Limited	High	Unlimited
File Uploads	Limited	High	Unlimited
Web Browsing	Limited	High	Unlimited
Image Generation	2/day	High	Unlimited
Usage Limit	Limited (5-hr)	High	Unlimited

Key Capabilities

What can I help with?

I would like to create a 1-hour presentation for student success professionals in secondary and post-secondary schools, community and government organizations on the topic of practical ways to use ChatGPT as a AI-to-Professional support tool in their roles. Help me create an outline of the presentation by providing a bulleted list on the areas they would most likely be interested in and would be helpful to them. Under each bullet item, provide a short explanation for why that item should be included in the presentation. Following this, provide a detailed list of specific practical applications for ChatGPT uses in their roles, organized into groups.



Search

Deep research



Create image

Get advice

Summarize text

Help me write

More

Key Capabilities

Knowledge Base	Flexible and Accessible	Data Analysis	Adaptive Understanding
Wide range of information gathered from diverse sources	Can perform and understand a wide range of tasks	Can identify trends or key information in quantitative and qualitative data	Ability to quickly understand and synthesize complex information

02

Practical Applications of ChatGPT

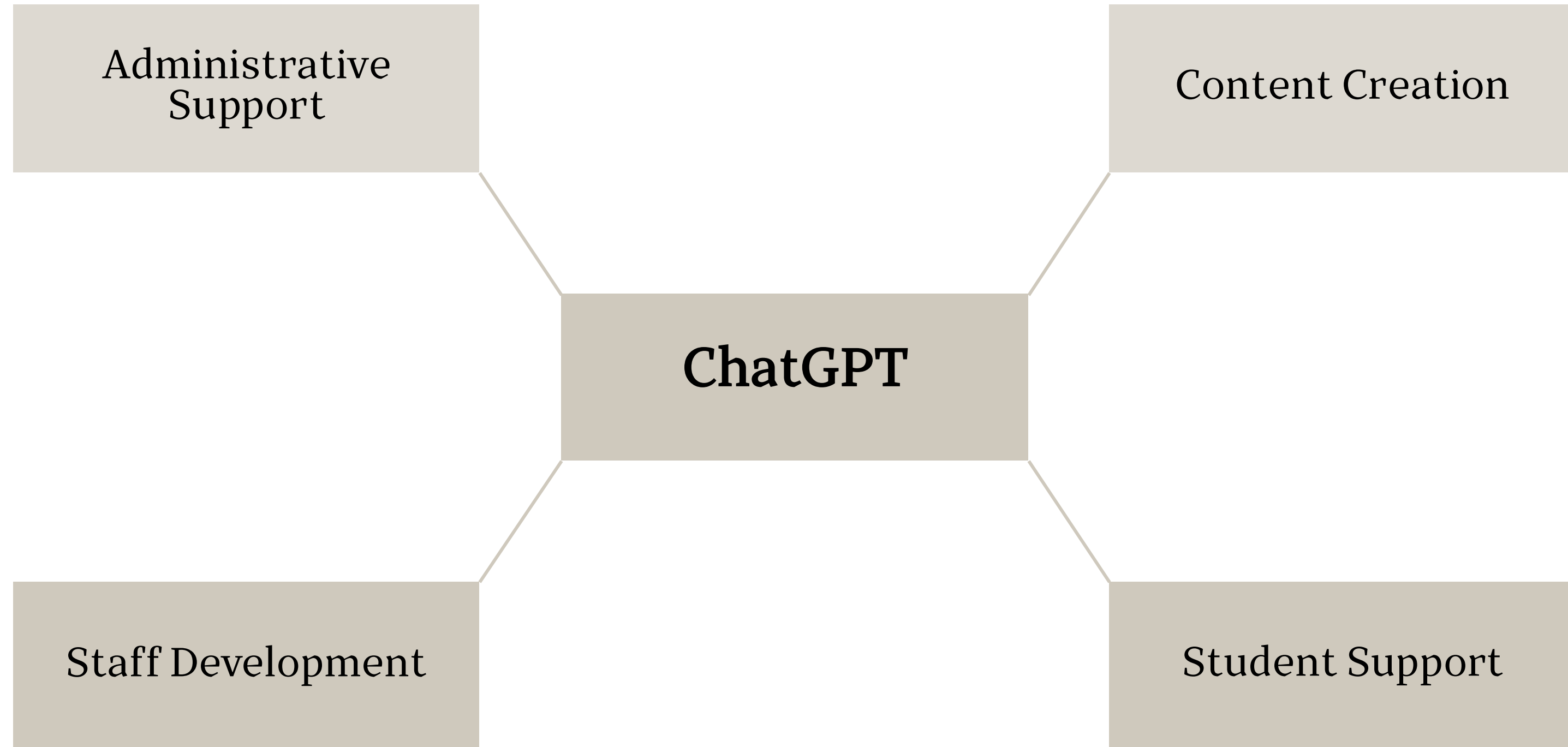


Prompt: Create an image of an educator working with a student

Integration Strategies

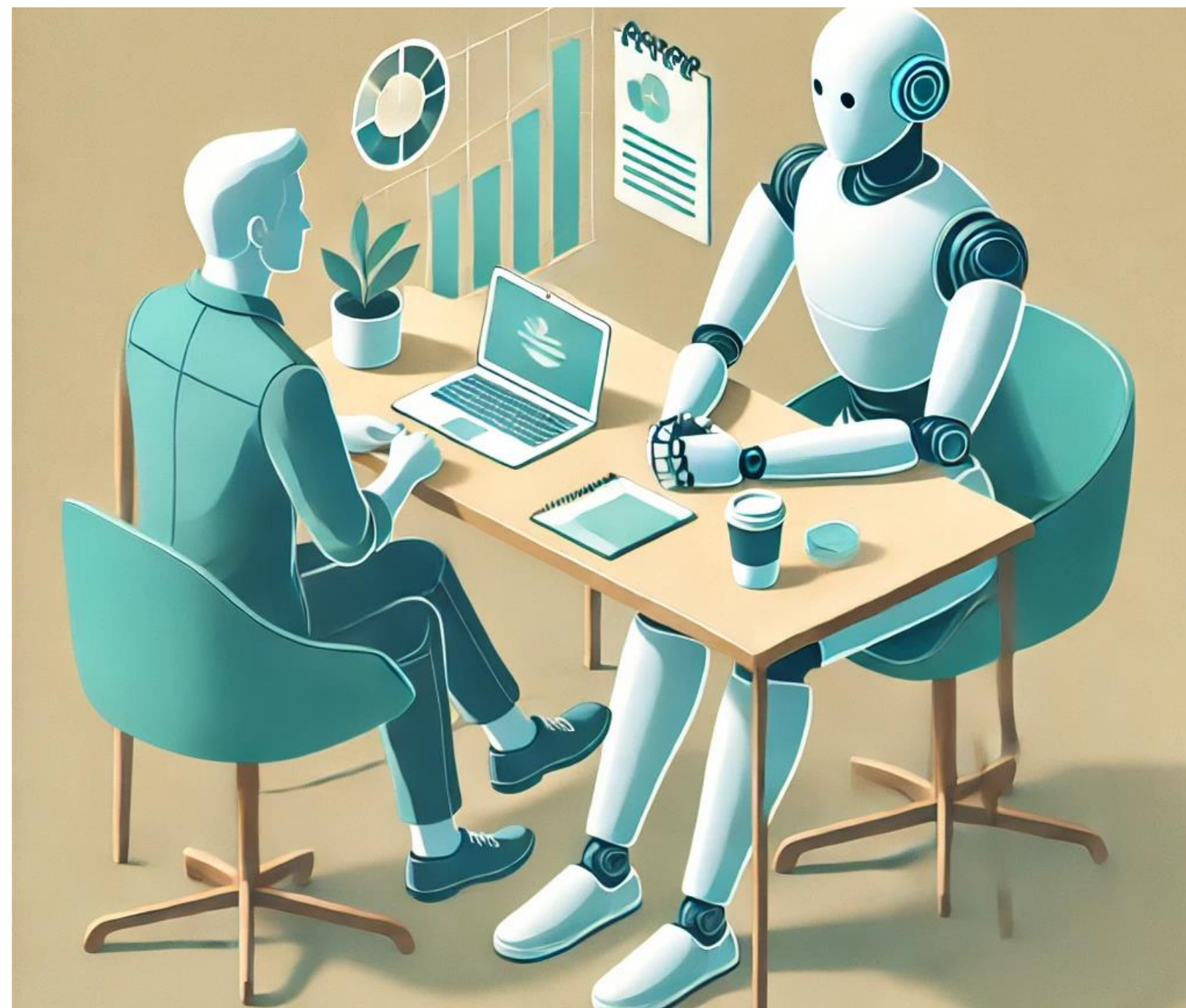
ChatGPT

Integration Strategies



Administrative Support

- Email Drafting & Communications
- Create Reports & Summaries
 - Policy Summaries
 - Team Evaluation
 - Impact Reports
- Meeting Agendas
- Writing Grants & Proposals



Prompt: Generate an image illustrating a person and ChatGPT brainstorming together

Content Creation

01

Educational Content

- Articles
- Blogs
- Newsletters
- Programming

02

Social Media Content

- Social Media Strategy
- Content Calendars
- Captions

03

Tools and Resources

- Budget Templates
- Financial Planning Worksheets
- Website Design
- FAQ

Staff Development

Training Resources

Create slides or handouts for new staff

Brainstorming

Generate ideas for tackling challenges or topics for professional development initiatives

Drafting

Assist in developing outlines and scripts for talks and presentations

Knowledge Building

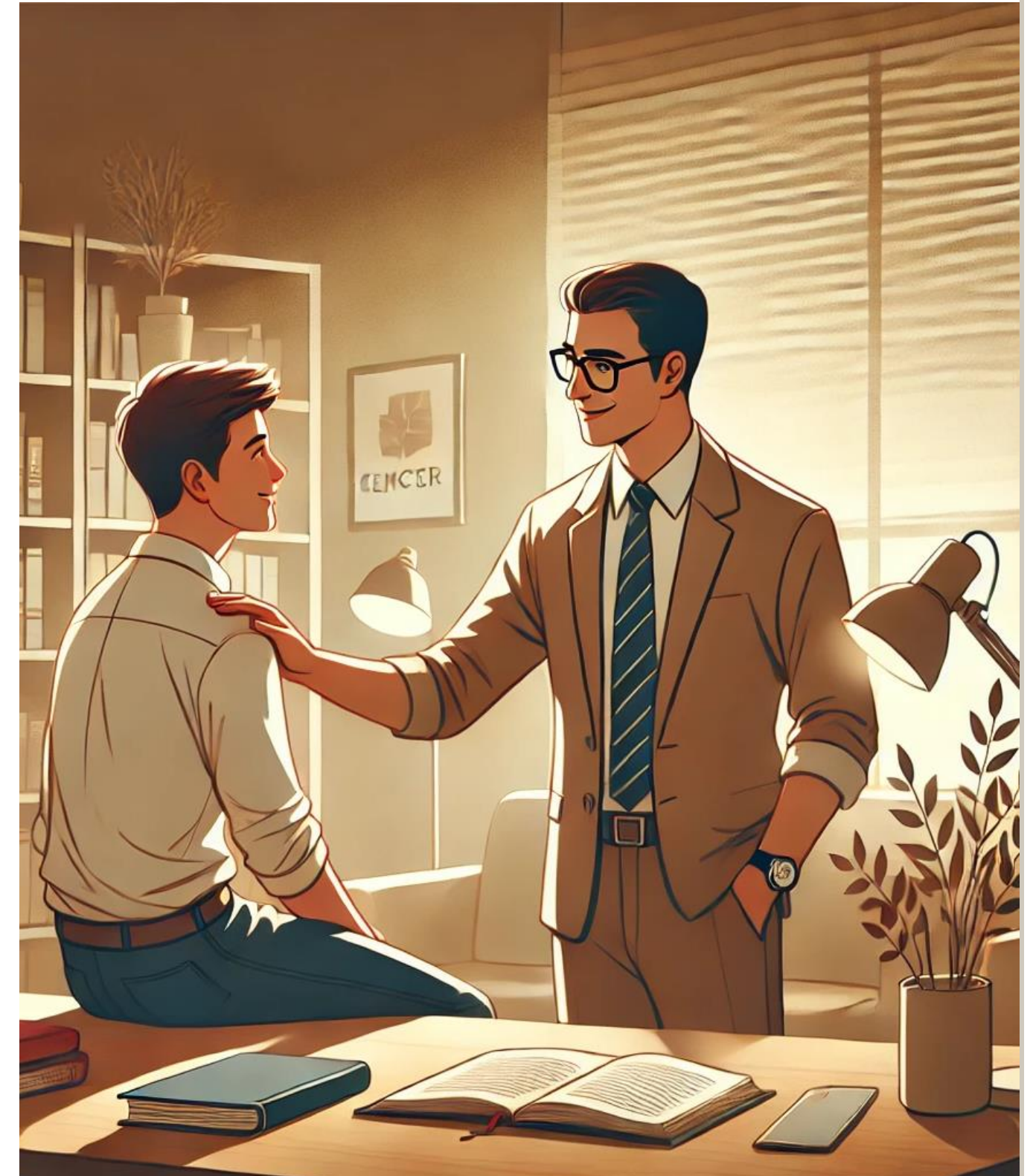
Summarize and share articles, regulation updates, or conference materials

Simulations

Develop interactive exercises, such as mock student meetings

Student Support

- Translation (language & level of understanding)
- Feedback on student projects and job application materials
- Resource development
- Generate personalized plans
- Data Analysis



Prompt: Generate an image of a student success professional helping a student

03

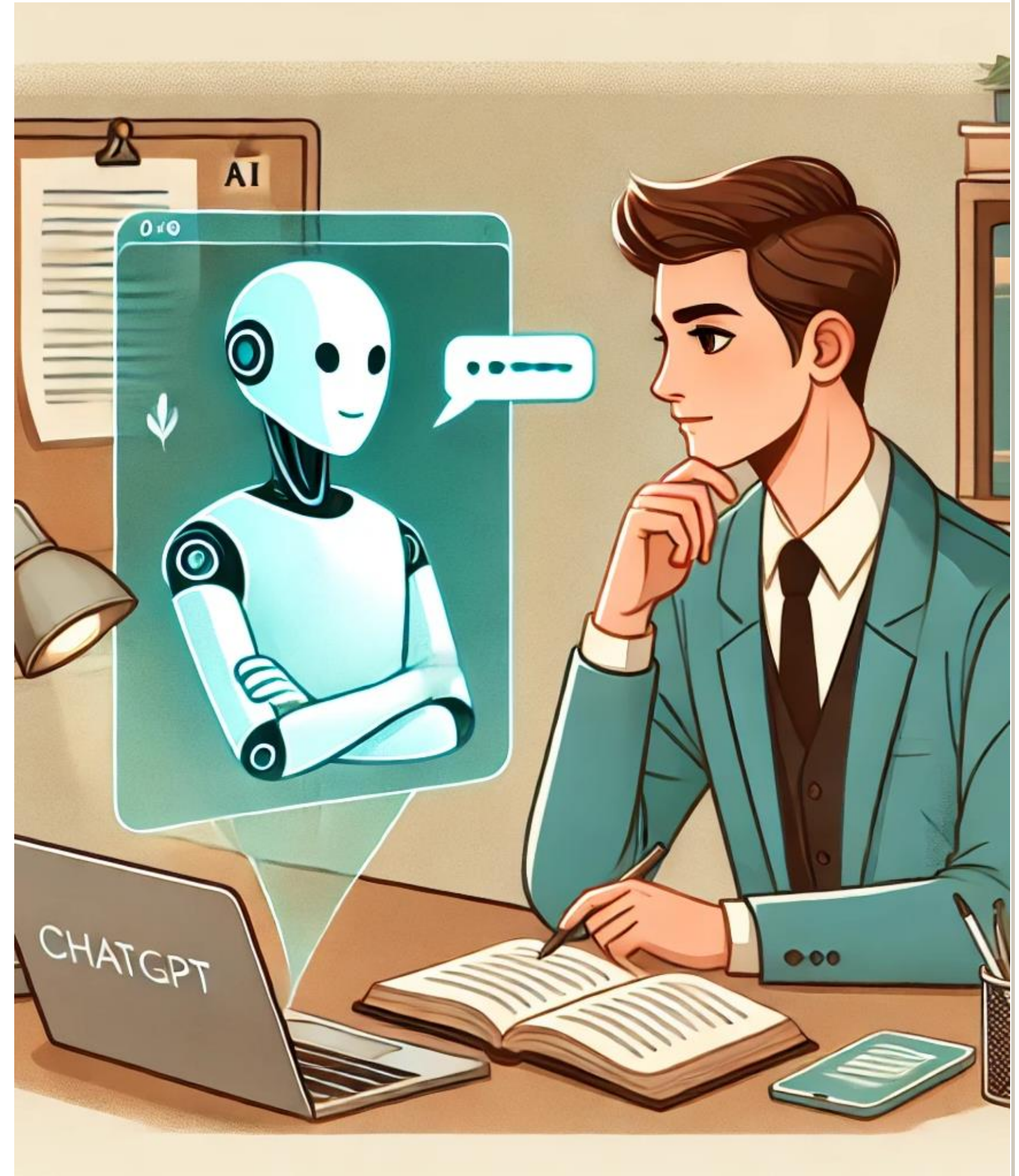
Considerations and Best Practices



Prompt: Generate an image of college students learning about using ChatGPT

RULE #1

Never input student information



Prompt: Generate an image of a college student using ChatGPT ethically

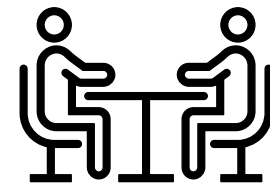
Practical ChatGPT Use

ENSURE ACCURACY



Always review ChatGPT's outputs for accuracy, tone, and relevance before use

EFFICIENCY VS. EXPERTISE



Train staff on crafting effective, compliant prompts, be clear when ChatGPT can be used, and share best practices

ETHICAL USE



Be transparent about AI use and mitigate potential bias

Ethical Implications

- **Privacy and Security:** Data is collected by OpenAI
 - Adhere to institutional procedural and AI policies (e.g., FERPA)
- **Professional Integrity:** Utilize ChatGPT as a support, not a replacement
 - Be transparent about AI use
 - Ensure human oversight
- **Bias and Fairness:** Puts out what is put in



Prompt: Generate an image with individual portraits of beautiful women



Prompt (Sora): Beautiful people

Best Practices

Stay Updated	Advocate	Encourage Responsible Use	Avoid Overreliance
Continue learning about ethical AI use and capabilities	Encourage institutionally developed AI-use policies that support privacy, equity, and support best practices	Share best practices with staff & colleagues to ensure AI is used effectively and ethically	Recognize when AI can be used as support, and when human insight is necessary



What Next?

Thank You!



STUDENT MONEY
MANAGEMENT CENTER

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Student Money Management Center
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**This presentation was developed with assistance from ChatGPT, an AI tool by OpenAI, to generate content and illustrations. All materials were reviewed and curated to align with professional standards and the presenter's expertise.*