

Office of University Advancement AI Ethics Statement/Guidelines

St. Joseph's University, New York Office of Advancement efforts are thoughtfully and intentionally using state-of-the-art technology, including artificial intelligence, to fulfill our mission of "to be not to seem". By supporting the University's information technology and student-focused educational initiatives, donors help to fuel our students, faculty, and staff to excel in an ever-changing world.

AI Ethics Statement

The rapid advancement of Artificial Intelligence (AI) and university advancement present opportunities for engagement, fundraising, and informational impact. However, these opportunities also carry the risk of compromising values and organizational mission. To guard against the inappropriate use of technology and the harm such efforts could cause, the SJNY Office of Advancement has developed an ethical framework relevant to the context of AI development and university advancement. This framework is SJNY's Advancement Office's commitment to inform its staff, partners, vendors, and alumni/friends. It will also serve as the foundation of SJNY's Office of Advancement's ongoing efforts to assess ethical behavior and identify areas that require further reflection. Adhering to these ethical principles is intended to prevent SJNY's office of advancement AI initiatives from preventable misuse, but cannot be considered exhaustive and/or current to every threat.

ENCOURAGE PEOPLE TO FLOURISH

Every AI and university advancement activity should be undertaken with a clear, stated benefit to the SJNY community, in line with our core mission. This includes SJNY staff and community members fulfilling the organization's mission in their work. Informed by our relationships with SJNY alumni and friends, we will advocate for including their perspectives in discussions about AI. We will not engage in morally neutral "because we can" activities, but will seek to benefit users by being:

- Ethical: doing what is right and fair, addressing AI inequities across platforms and working to mitigate or overcome unfair algorithmic and social biases;
- Considerate: working to make technology that supports flourishing by considering the needs of our alumni and friends. This includes recognizing the value of and taking into account those who may be negatively affected by these new technologies; and
- Open: being transparent and honest about our actions and the limits of the technology.

Finally, we affirm the unique and irreplaceable role of human contribution and will avoid misrepresenting AI tools and services as if they were human. We will thoughtfully consider people's contributions to SJNY's mission and identify how AI can support them in accomplishing it.

PRIVACY AND SECURITY

Any AI applications to be used by St. Joseph's University, New York, will follow privacy and data classification policies as defined by the University's [Privacy Policy](#) and [Data Classification Policy](#). Private information will be treated with the same care and respect for privacy expected of our SJNY community.

Information assets shall be handled according to their prescribed classification, including access controls, labeling, retention policies, and destruction methods.

Public or open generative AI tools (e.g., ChatGPT, Gemini, Claude) are considered public, third-party environments. Restricted and Private data must not be input, processed, or stored in these tools, as this constitutes an unauthorized disclosure.

ACCOUNTABILITY

No AI system will operate without a designated person(s) responsible for the AI system. In addition, different person(s) should be responsible for monitoring the effects of the AI usage on the people and processes in the areas where it is used. Each of these persons should be empowered to pause, restrict, or terminate AI usage in their area of responsibility, if necessary. Regular audits will be scheduled to assess how AI tools are performing.

Staff authorized to use AI tools must complete annual AI and Data Security training to ensure they can effectively identify security risks as required by this statement.

We will maintain respect for the authorities in areas where we serve by remaining aware of the relevant laws. Consideration will be given to these laws in determining how or if we will provide AI support and services. In cases where an existing service will be ended, we will seek to give notice with adequate time for adjustments to be made. Should an AI system be implemented to perform essential work for a team or organization, they should maintain adequate fallback technical and human systems (keeping a human-in-the-loop whenever possible). In our published work and code, we will give credit with appropriate citations or references to the work of others we have used. We will maintain a system to address grievances.

In addition, no AI system should be adopted without undergoing a security and privacy risk assessment before deployment.

POLITICAL NEUTRALITY IN GENERATION: AI tools used for content generation (e.g., drafting speeches, newsletters, or donor appeals) will be prompted to maintain strict institutional neutrality. Outputs will be reviewed to ensure they do not inadvertently endorse or oppose candidates for public office, in compliance with IRS 501(c)(3) regulations.

HARMFUL/INAPPROPRIATE CONTENT

In line with existing SJNY policies, AI systems and users of AI systems shall not knowingly create material or take actions that contain or provoke: hate, harassment, abuse, violence, self-harm, sexually transgressive content, political content, spam, deception, or malware.

In addition to those categories which are always harmful and should be strictly forbidden, additional categories represent risks that should be closely monitored to ensure they are not harmful, e.g., AI systems that might enable surveillance, persuasion/manipulation, or any which might be considered “human experimentation”. AI systems in these categories must follow specific guidance provided to staff by responsible domain leaders. As

a matter of due diligence, AI systems should be evaluated by SJNY creators and relevant staff to ensure they do not have disproportionate negative social, economic, or environmental impact.

IA will require opt-out mechanisms or override options for automated actions, as well as provide transparency in use by communicating openly with staff, donors, and stakeholders about how AI is being used.

AI Ethics Statement

St. Joseph's University, New York Office of Advancement

The SJNY Office of Advancement uses artificial intelligence to support our mission of "to be not to seem." This framework guides our ethical use of AI in engagement, fundraising, and advancement initiatives.

Core Principles

1. Encourage People to Flourish

Every AI initiative must clearly benefit the SJNY community and align with our mission. We commit to:

- Addressing AI inequities and mitigating algorithmic and social biases
- Supporting flourishing by considering the needs of alumni, friends, and those potentially affected by new technologies
- Maintaining transparency about our actions and technology limitations

We affirm the irreplaceable value of human contribution and will not misrepresent AI tools as human.

2. Privacy and Security

Any AI applications to be used by St. Joseph's University, New York, will follow privacy and data classification policies as defined by the University's [Privacy Policy](#) and [Data Classification Policy](#). Private information will be treated with the same care and respect for privacy expected of our SJNY community.

3. Accountability

- Every AI system will have a designated responsible person(s)
- Separate person(s) will monitor AI effects on people and processes

- Responsible parties are empowered to pause, restrict, or terminate AI usage when necessary
- Regular audits will assess AI tool performance
- Adequate fallback systems (technical and human) will be maintained, keeping humans in the loop whenever possible
- Proper citations and references will be given in the published work
- A grievance system will be maintained

4. Harmful/Inappropriate Content

AI systems and users shall not knowingly create material or take actions containing: hate, harassment, abuse, violence, self-harm, sexually transgressive content, political content, spam, deception, or malware.

High-risk AI applications (surveillance, persuasion/manipulation, human experimentation) require specific guidance from responsible domain leaders. All systems will be evaluated for disproportionate negative social, economic, or environmental impact.

POLITICAL NEUTRALITY IN GENERATION: AI tools used for content generation (e.g., drafting speeches, newsletters, or donor appeals) will be prompted to maintain strict institutional neutrality. Outputs will be reviewed to ensure they do not inadvertently endorse or oppose candidates for public office, in compliance with IRS 501(c)(3) regulations.

Transparency and Control

- Opt-out mechanisms and override options for automated actions
- Open communication with staff, donors, and stakeholders about AI use

This framework represents our commitment to inform staff, partners, alumni/friends and vendors while serving as the foundation for ongoing ethical assessment. While intended to prevent preventable misuse, it cannot be considered exhaustive of every threat.