Lawrence Schovanec Teaching Development Scholarship Application

Lisa Low, Associate Professor of Practice

College of Media & Communication

In your own words, please describe what you want to learn from this conference to improve your teaching effectiveness.

In nearly a decade of teaching experience at Texas Tech University, I have cultivated a deep passion for engaging in continuous pedagogical innovation to enhance teaching and learning among both my students and my peers. The rapid acceleration in the development of AI technologies has dramatically shortened the adaptation period from years to mere days, presenting a unique challenge for both industry professionals and educators. We are at a crucial juncture where understanding, effectively implementing, and ethically integrating AI into our classrooms and boardrooms has become imperative.

For me, 2023 has been a pivotal year in my teaching journey. I conducted a survey in January that gathered data on the adoption, use, sentiment, and trust of generative AI applications among both teaching and industry professionals. This research has not only enriched my understanding but has also been the cornerstone of various workshops I have conducted at local, regional, and international levels. These workshops, ranging from introductory to advanced levels in domains including healthcare, K-12 and higher education, and industry, have been pivotal in exploring the dynamic interplay between technology and human interaction.

Quite frankly, the opportunity to participate in the AI track at SXSW 2024 stands as a potential career-defining moment for me. This conference, renowned for being at the forefront of innovative and transformative ideas, is particularly instrumental in the field of generative AI—a field that is rapidly reshaping the world as we know it and our current global narrative.

I anticipate this experience will enable me to:

- **Incorporate Latest AI Tools:** By gaining hands-on experience with the latest AI tools presented at the conference, I can update my curriculum to include these technologies. This will ensure that my students are not merely keeping pace with, but leading the charge in, the rapidly evolving field of AI.

- **Develop New Pedagogical Strategies:** Insights from industry leaders and educators at SXSW will inform my approach to teaching complex AI concepts, potentially through in-class simulations and project-based learning that incorporate AI-generated content.
- **Enhance Intervention Strategies:** Learning about the challenges and solutions discussed at the conference may very well help me identify early student intervention strategies for students in addition to utilizing AI for personalized learning experiences.
- **Foster a Collaborative Environment:** Exposure to interdisciplinary applications of AI will enhance my ability to teach students to work collaboratively across fields, a critical skill in today's interconnected world.

In your own words, based on your attendance at this conference, please describe what knowledge, skills, and values you could teach others as part of a poster presentation, mini workshop at the TLPDC, or White Paper.

I plan to develop one- to three-hour workshops, appropriate for a range of experience levels and disciplines. The knowledge, skills, and experience acquired from SXSW 2024 will not be confined to my personal teaching and research—they will be disseminated across Texas Tech and beyond. I am active in many learning communities and am passionate about sharing what I've learned with the following:

- **Teaching Academy and TLPDC**: As a member of the Teaching Academy and a past contributor to TLPDC-sponsored conferences and workshops, I am eager to share what I learn with my colleagues.

- **ProfDev Professor of Practice Learning Group**: This professional development group works across disciplines and often includes faculty from outside my department and college. Together, we become better teachers, mentors, and role models for our students.

- **College of Media & Communication Online Learning Brownbag Series**: For the last three years, I have volunteered to lead the charge for knowledge sharing and continuous improvement in online learning through a college-wide monthly lunch series. I view it as a wonderful opportunity to feed both my passion for teaching

excellence and technology. From webinars to research to “chat and chew” sessions, I love to see faculty of all ages and disciplines come together for the benefit of our students.

- **Faculty Mentorship Academy**: I am a sophomore mentor for professors of practice, lecturers, and instructors from a variety of programs, colleges, and disciplines. We frequently share teaching experiences and best practices.
- **Public Relations Society of America Educators Academy**: The Educators Academy Section comprises 400 college and university public relations educators and practitioners. The members of this section play a vital role in educating the next generation of public relations and communication practitioners and educators, in addition to conducting important industry research. As a member of the leadership team, I have the unique opportunity to shape our outreach efforts.

In conclusion, the SXSW 2024 AI track is not just an opportunity for personal and professional growth, but a conduit through which I can foster a community of practice at Texas Tech University and beyond, embracing the transformative potential of AI in education.