



AI + Human Insight: Better Learning by Design

Chronicle of Higher Education Webinar
Presented by Six Red Marbles

9 December 2025

About Six Red Marbles



30+ YEARS
OF EXPERIENCE



350+
TEAM MEMBERS



HIGH QUALITY
AT SCALE

Leaders in Higher Education Development

50+

CLIENTS PER YEAR

100+

PROGRAMS

1000+

COURSES

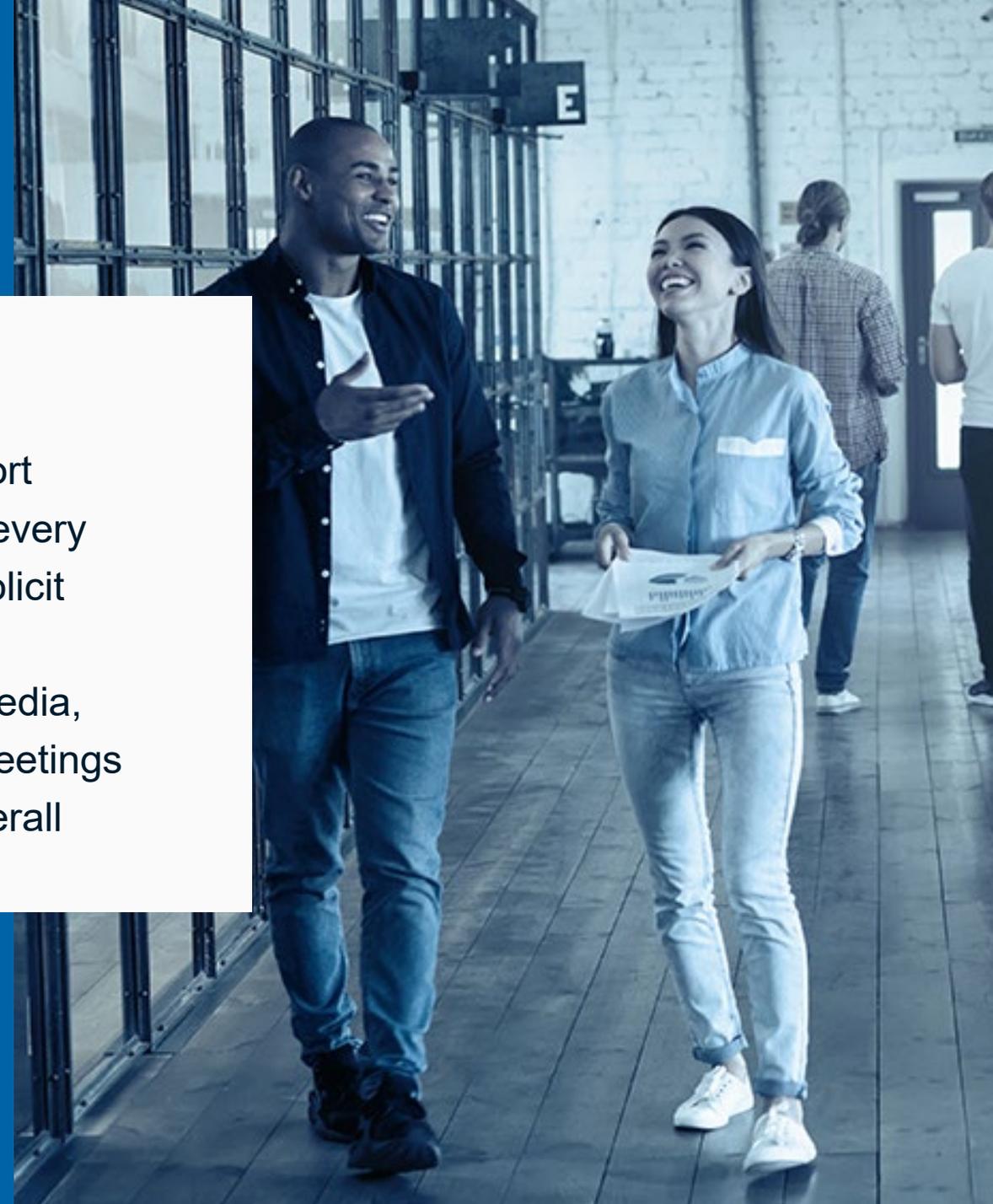




Always Your Content

We are here to help you find the best way to support students in engaging with your course content. At every step of the process, we will listen to your needs, solicit your feedback, and address your concerns.

As we build your course, videos, and interactive media, we will be in close contact via email and regular meetings to ensure that the final product aligns with your overall course vision.



Agenda

1. Introductions
2. Why AI + HI now?
3. The AI + HI workflow
4. The workflow in practice
5. Ensuring quality, equity, and integrity
6. Quick wins and next steps
7. Q&A



Meet the Presenters



Jackielee Derks

Lead Instructional Designer



Jessica Hecht

Lead Instructional Designer



Simon Walter

AVP, Higher Education Partnerships

Setting the Stage: Why Now?

AI is already part of how students think, how faculty teach, and how institutions make decisions.

The question isn't whether to use AI but how to pair it with human expertise to ensure rigor, equity, and creativity.

The opportunity is amplification, not automation.



How familiar is your institution with using AI in course design or teaching?

The Big Idea: AI Accelerates, Humans Elevate

Faster
workflows

Fairer, more
inclusive
learning

Higher-quality
design at
scale

Confidence to
explore AI (and to
decline when it's
not the right fit)

AI + HI Workflow Overview

A practical framework for balanced design

1

Ideate

AI assists humans with brainstorming and alignment mapping.

2

Create and Refine

AI drafts content; humans apply pedagogy and context.

3

Review

AI supports consistency and accessibility checks; humans ensure quality and equity.

4

Evaluate

AI analyzes data; humans reflect on trends to drive continuous improvement.

AI + HI Workflow: (1) Ideate

Example 1:

Developing authentic assessments for a school leaders program

- Use AI to brainstorm assessments that have more real-world applicability based on learning objectives and instructional content.

AI + HI Workflow: (1) Ideate

Example 2:

Creating a collaborative project for an online asynchronous course

- Use AI to integrate student collaboration into an online course using learning objectives and instructional content.
 - Provide basic inputs in prompt:
 - Course information: learning objective(s), type of course
 - Learner information: level, learner profiles
 - Assignment specs: length and type of assignment
 - Build in space for HI by specifying the number of options.

AI + HI Workflow: (1) Ideate

Example 2:

Creating a collaborative project for an online asynchronous course

- **Example prompt:**
 - Brainstorm two group project ideas to demonstrate this objective: Design a public health campaign that addresses a specific health risk factor and tailors messaging to meet the needs of at least two distinct target audiences. This project will take place over the course of an 8-week online course. The course is an undergraduate course and is asynchronous, with a significant number of nontraditional students. Students should be prepared to choose a topic by Week 2. The project will need to include a needs assessment component that students will be prepared to work on by Week 3. The project should also include a group member evaluation component.

AI + HI Workflow: (1) Ideate

AI Results

Project Idea 2: “Two-Community Public Health Outreach Plan”

Focus

Groups develop a **community-focused outreach campaign** addressing a chosen health risk factor, with messaging tailored for **two different community groups**, such as:

- Urban vs. rural residents
- Low-income households vs. middle-income households
- Older adults vs. young adults
- Indigenous communities vs. general population

This project emphasizes population-specific barriers, cultural considerations, and communication preferences.

Major Components

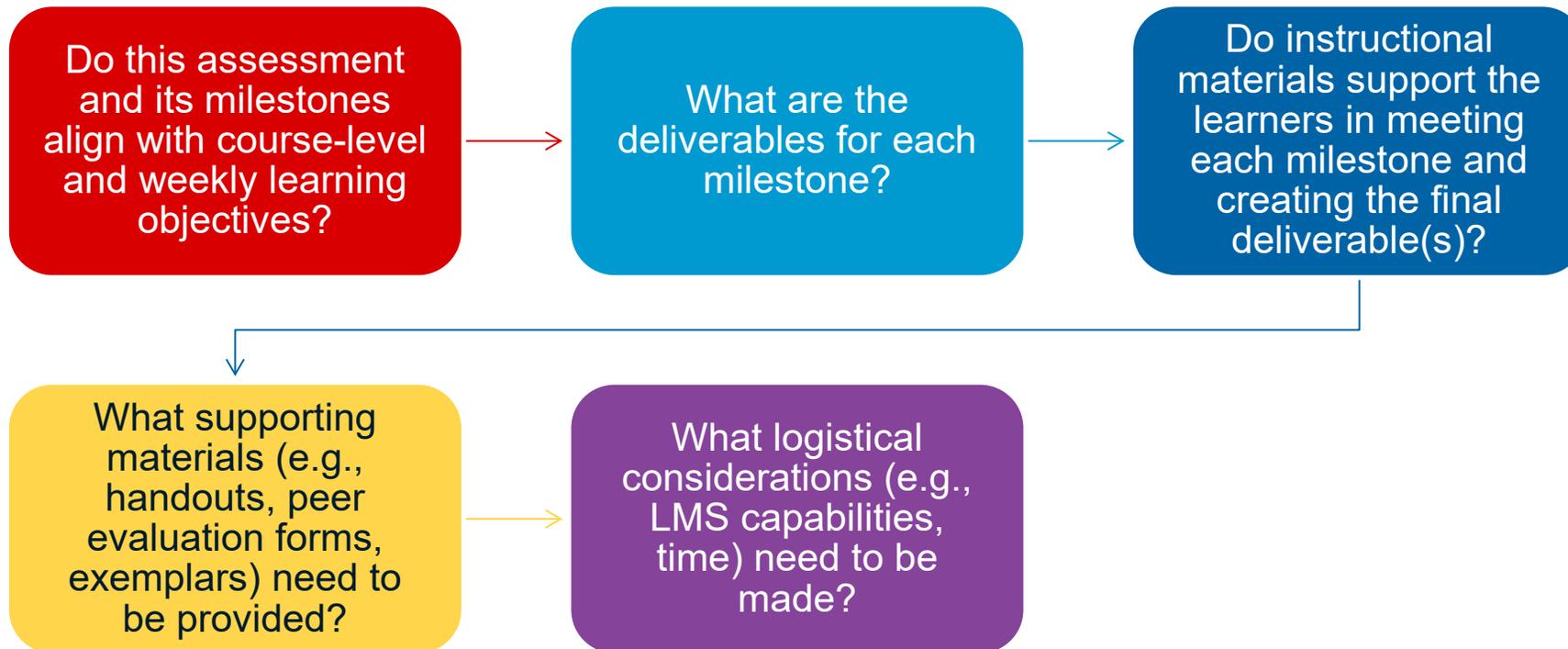
- **Topic Selection (Week 2):** Identify the risk factor and select two communities with distinct health access or communication challenges.
- **Needs Assessment (Week 3):** Groups gather data on both communities’ demographics, health literacy, cultural norms, and environmental influences.
- **Campaign Development:** Groups create two contrasting sets of outreach materials (e.g., flyers, radio scripts, translated brochures, short PSAs, or community bulletin posts).
- **Implementation Mini-Plan:** Students propose how each set of materials would realistically be distributed within their respective communities.
- **Group Member Evaluation:** Anonymous evaluation of teamwork submitted at project close.

Example 2:

Creating a collaborative project for an online asynchronous course

AI + HI Workflow: (1) Ideate

HI considerations as you go into the Create and Refine phase:



AI + HI Workflow: (2) Create and Refine

Example 1:

Developing authentic assessments for a school leaders program

- Use AI to draft student-facing instructions and facilitation notes. Shape content based on specific learner personas. Check/refine learning objective alignment.

AI + HI Workflow: (2) Create and Refine

Example 2:

Creating a collaborative project for an online asynchronous course

- Use AI to identify LMS integrations that can facilitate collaborative work and develop instructions for students and instructors.
 - Canvas Groups, Collaborations
- Use AI to draft learner-facing instructions.
 - Example prompt:
 - Write student-facing instructions for an overview of “Two-Community Public Health Outreach Plan.” Re-title the project as “Community Public Health Outreach Campaign.” The instructions should be laid out in an easy-to-read, bulleted format. Include a short, 3-sentence summary of what students will do in the project that also highlights the purpose of the project. Emphasize that it will be a group project that will require active participation and coordination with group members. Include a brief weekly schedule of the project work. Explain that each group will be responsible for creating one infographic and one script for a short informational video for each audience.

AI + HI Workflow: (2) Create and Refine

Example 2:

Creating a collaborative project for an online asynchronous course

AI Results

Community Public Health Outreach Campaign — Project Overview

Project Summary

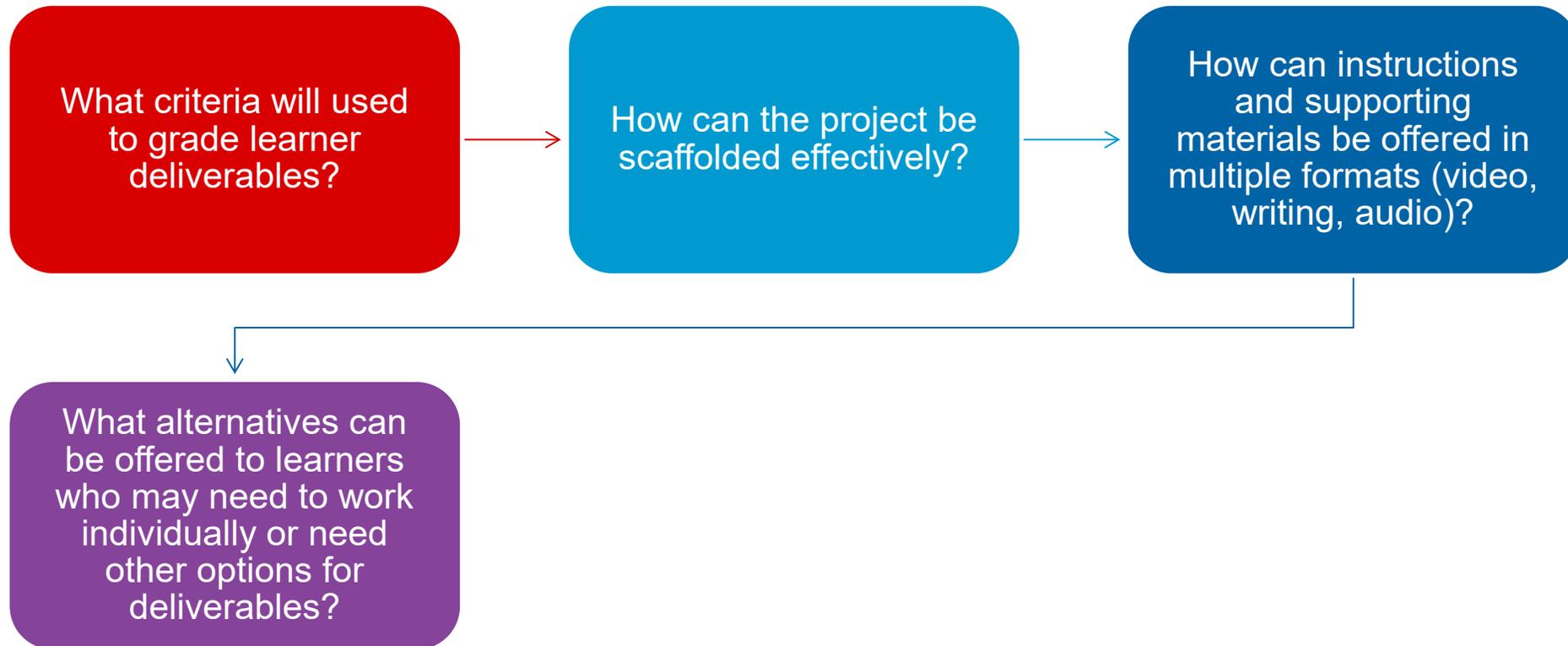
- In this group project, you will design a **public health outreach campaign** focused on a specific **health risk factor** and tailored to **two different communities or audience groups**.
- You will research the needs, barriers, and communication preferences of each audience and create targeted outreach materials for both.
- The purpose of this project is to help you practice real-world public health communication by adapting messages to diverse populations and working collaboratively as a team.

What You Will Do

- Work in a group to choose a **health risk factor** and identify **two distinct communities** affected by that risk.
- Conduct a **needs assessment** comparing the two audiences' characteristics, health challenges, and communication needs.
- Create **two infographics**—one tailored to each audience.
- Write **two short video scripts**—one designed specifically for each audience.
- Develop a **brief implementation mini-plan** explaining how your materials would be distributed or used within each community.
- Complete a **group member evaluation** to reflect on collaboration and individual contributions.

AI + HI Workflow: (2) Create and Refine

HI considerations as you go into the Review phase:



AI + HI Workflow: (3) Review

Example 1:

Developing authentic assessments for a school leaders program

- Use the LMS to run accessibility checks.
- Utilize LLM for accessibility refinements (alt text, headers, tags, color contrast, captions, etc.).
- Ask LLM to recommend alternative assignment modalities.
- Revise based on learner personas.

AI + HI Workflow: (3) Review

Example 2:

Creating a collaborative project for an online asynchronous course

- Ask LLM to recommend alternative assignment modalities.
- Example prompt:
 - Recommend an alternative modality to the scripts and infographics for the “Community Public Health Outreach Campaign” group project. The assignment will still need to meet the same learning objective. The workload should stay the same. This alternative will also follow a similar milestone schedule and be feasible for the group to complete in the same amount of time and in the same number of estimated hours.

AI + HI Workflow: (3) Review

AI Results

★ Recommended Alternative Modality: Dual Audience Public Health Outreach Brief + Audio PSA

Instead of producing two infographics and two video scripts, groups will create:

Example 2:

Creating a collaborative project for an online asynchronous course

1. Two Public Health Outreach Briefs

One tailored to each target audience.

These are short, accessible written documents (1–2 pages each) that summarize key messages, risk factor relevance, recommended actions, and culturally or contextually appropriate strategies for the intended audience.

2. Two Audio PSA Scripts (or Recorded Audio PSAs)

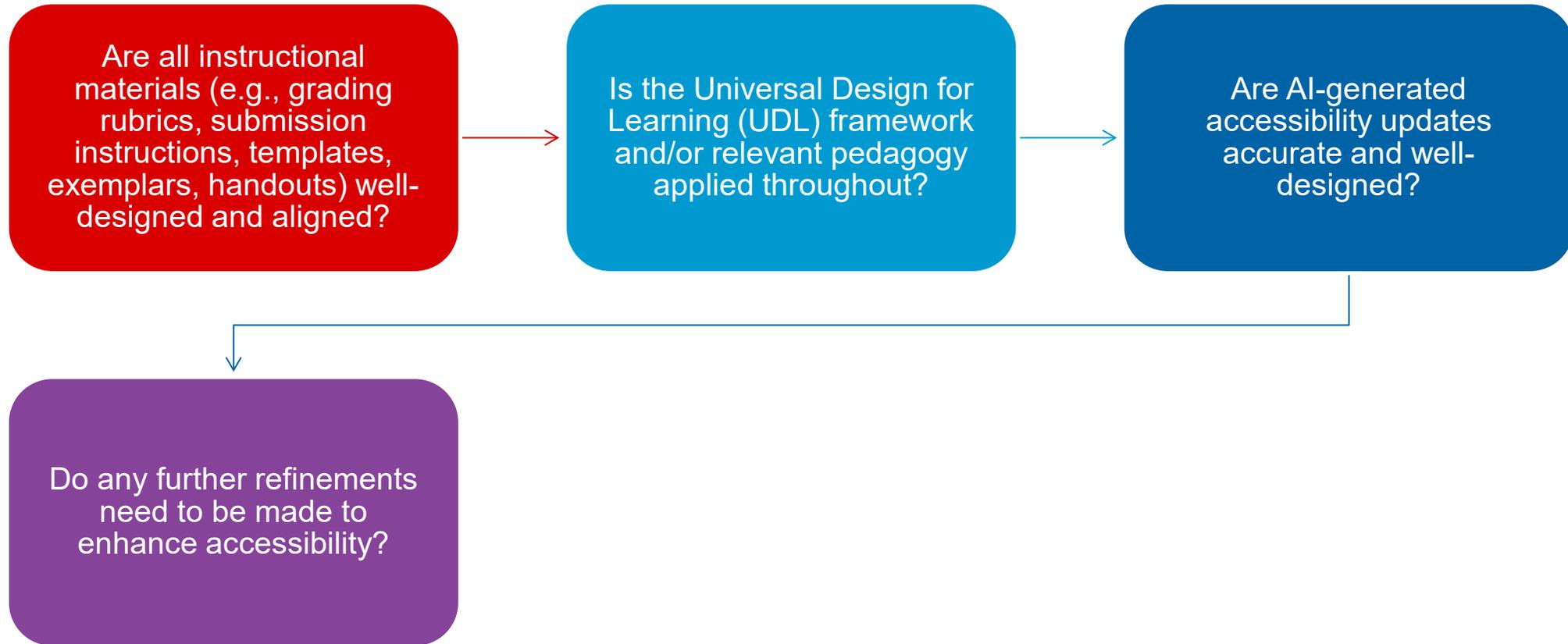
One for each audience, 30–45 seconds in length.

These provide concise, audience-tailored public health messaging suitable for radio, streaming services, community podcasts, or clinic waiting-room audio loops.

This alternative modality maintains the **same learning objective**, offers equivalent workload, and provides a feasible and accessible output format for an asynchronous 8-week course.

AI + HI Workflow: (3) Review

HI considerations as you go into the Evaluate phase:



AI + HI Workflow: (4) Evaluate

Use AI to analyze data (student evals/surveys and LMS reports):

Apply HI to determine how to use the data.

- Examples:
 - Organize data into themes and subthemes.
 - Compare patterns in student evaluations to those in LMS reports.
 - Find data related to a specific assignment or component.

Collaborate with AI to make targeted improvements:

Example prompt:

- Use the data provided to identify which aspects of the “Community Public Health Outreach Campaign” project are working well and which aspects are causing challenges for students. Summarize these as strengths and pain points. Then recommend two actionable improvements to address the identified pain points.



**What's your biggest challenge
when deciding how and where to
use AI?**

From Insight to Action: Quick Wins

Three things you can do this semester:



Pilot an AI + HI review workflow on one course or program.



Add an AI integrity statement to your syllabus template.



Convene a one-hour faculty roundtable on responsible use.

Institutional Perspective



Build readiness across the institution.



Start small: Identify one department or program to pilot.



Create shared guidelines before formal policies.



Use pilot data to inform governance and scaling.



Would you or someone at your institution be interested in exploring frameworks or services to support responsible AI adoption in a learning design focus group?

Questions?

Thank you.

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