# How Will AI Shape Housing Communications?

Scott Thistle, Communications Director | MaineHousing

Todd Van Hoosear, Senior Lecturer | Boston University

How Generative AI is Being Used

- Brainstorming & ideation
- Research & planning
- Product & UX design
- Content creation (text, imagery, audio, video)
- Programming & task automation
- Editing & proofing
- Descriptive, diagnostic, predictive & prescriptive analytics
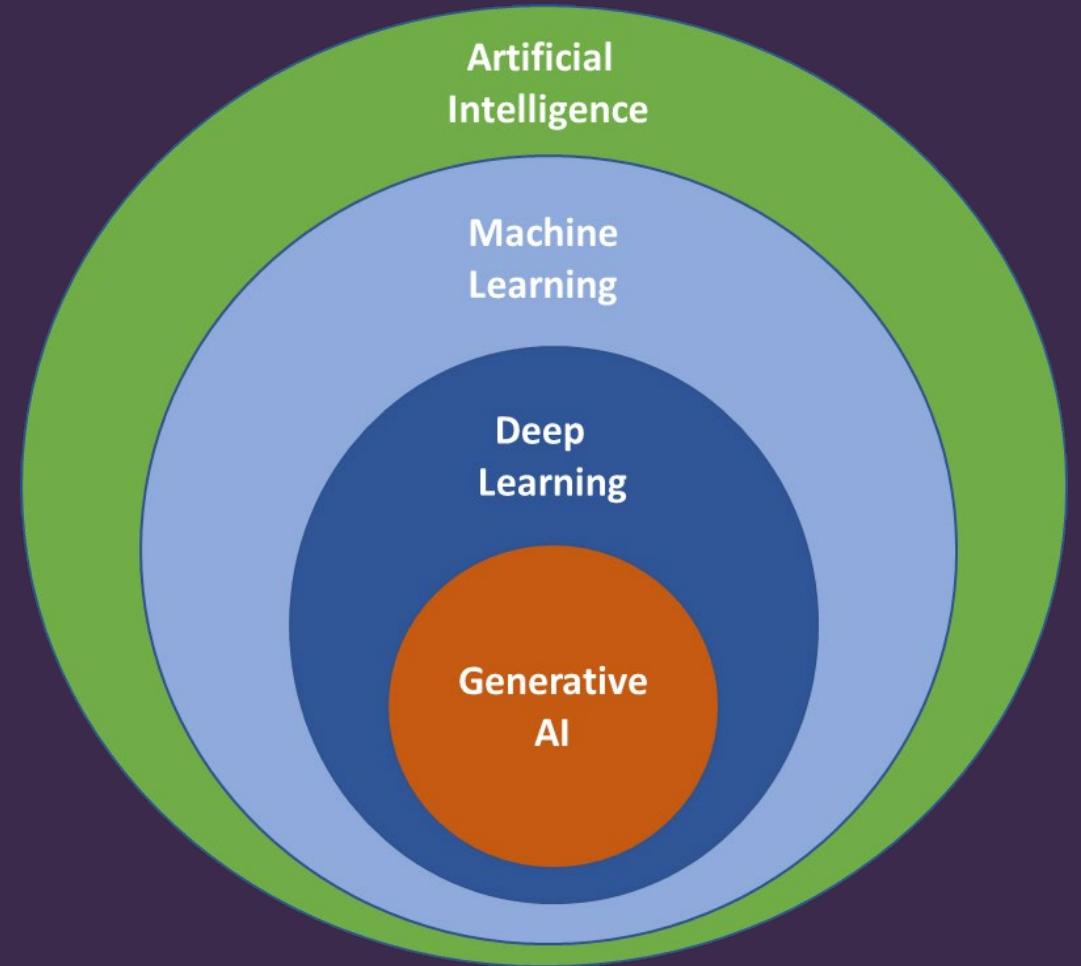
How NCSHA Members Are Using AI

- Targeted survey of HFA IT, MarCom, and HR Staff
- 24 states responded

NCSHA Pulse Survey

Is your agency using any AI tools in its work today?

Yes:	27%
No:	58%

Conference Board Survey

- **AI ADOPTION AND SUPERVISION**

  - **In all, 56% of respondents are using generative AI tools for work tasks.**
    - 31% report using generative AI on a frequent, regular basis—
      including *daily* (9%), *weekly* (17%), or *monthly* (5%).
    - 25% say they are using generative AI *occasionally.*
    - 44% have *never* used generative AI.

  - **Among workers who've adopted generative AI, a large majority—71%—say their managers or organizations are aware of their usage.**
    - 46% say management is *fully aware* of their AI use.
    - 25% say management is *partially aware*.
    - Just 13% say their managers are *not aware*.

N=1100 US office workers, August 13, 2023

NCSHA Pulse Survey

At what level is your agency interacting or using AI today?

- Implementing it in our work: 6%
- Experimenting with it in our work: 28%
- Just beginning to discuss its role in our work: 94%
- Not talking about it: 6%
- We have decided there is no place for AI in our work: 6%

Conference Board Survey

- **AI USE CASES AND WORK QUALITY**

  - **Workers are primarily using generative AI tools for basic, foundational tasks involving text.**
    - *Drafting written content* (68%), *brainstorming ideas* (60%), and *conducting background research* (50%) are the most common use cases.
    - Far fewer respondents are using generative AI for quantitative and technical tasks—such as *analyzing data and making forecasts* (19%), *generating/checking computer code* (11%), or *image recognition and generation* (7%).

  - **Most respondents believe the quality of AI output matches that of a seasoned human worker:**
    - 31% say quality is *equal to a novice worker.*
    - 45% say quality is *equal to an experienced worker*.
    - 10% say quality is *equal to an expert worker.*

Conference Board Survey

- **AI PRODUCTIVITY AND JOB IMPACT**

  - **Most respondents—63%—say generative AI tools have positively impacted their productivity.**
    - 7% report a *significant increase* in productivity.
    - 56% report an *increase*.
    - 36% report *no impact*.

  - **Many workers foresee generative AI replacing elements of their job functions—but overwhelmingly in a positive, rather than threatening, way.**
    - 33% say AI will replace elements of their job in a *positive way*—e.g., by freeing up time for more valuable or creative tasks.
    - Just 4% foresee AI replacing parts of their work in *a negative way*—e.g., by threatening their job altogether.
    - 24% do not expect AI to replace any element of their job.

NCSHA Pulse Survey

Has your organization set any policies related to AI?

Yes.   17%

No, however, we are considering policies.   43%

No, and we have not discussed policies
that I am aware of.   39%

Conference Board Survey

- **AI ORGANIZATIONAL POLICIES**

  - **Most workers report that their organizations either don't have a general policy related to the use of generative AI at work or are still developing one.**
    - 34% say their organization does *not* have an AI policy.
    - 26% say their organization *does* have an AI policy.
    - 23% say a *policy is under development*.
    - 17% *don't know*.

  - **Adoption of AI is proceeding rapidly—and openly—even in the absence of final organization-wide policies.**
    - Even among organizations that lack an AI policy, 40% of employees still report their managers are *fully aware* that they're using AI tools at work.
    - In organizations with AI policies under development, 53% of workers say their managers are *fully aware* of their AI use—just a hair under the 56% in companies which have an established, finalized AI policy.

Two Fundamental Perspectives on AI

1. We might lose control

2. We might solve big problems

Four Major Concerns

LEGAL

PRACTICAL

ECONOMIC

EXISTENTIAL