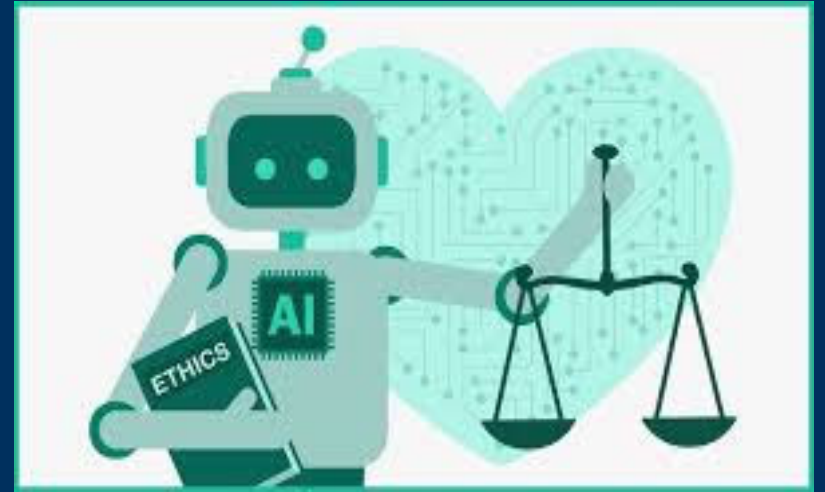


AI Ethics: How to Foster Positive Customer Impact through Technology Advances



Kim Poage, MS, CRC

OETA Rendezvous Conference 2025

April 30th, 2025

Kim Poage (she/her)

ODHS - Vocational Rehabilitation

Program Outreach & Engagement Specialist

- Oregon Vocational Aspiring Leaders (OVAL)
- Internship Team
- Training Accommodations
- Continuing Education Units (CEUs)
- Confidential Caseload

Hobbies: sewing, engaged with teens in their activities, thrift store shopping, avid reader

Dream Job: Make a Wish Foundation



Learning Objectives

- Understand how to ethically integrate AI into your work.
- Share current AI practices and learn practical tips for responsible use.
- Recognize risks like bias, privacy concerns, and misuse, while exploring creative AI applications.



Digital Immigrants



- Adopters of the web technologies
- Prefer to talk in person
- Logical learners
- Focusing on one task at a time
- Prefer to have interaction with one or few people rather than many
- Get info from traditional news sites

Digital Natives



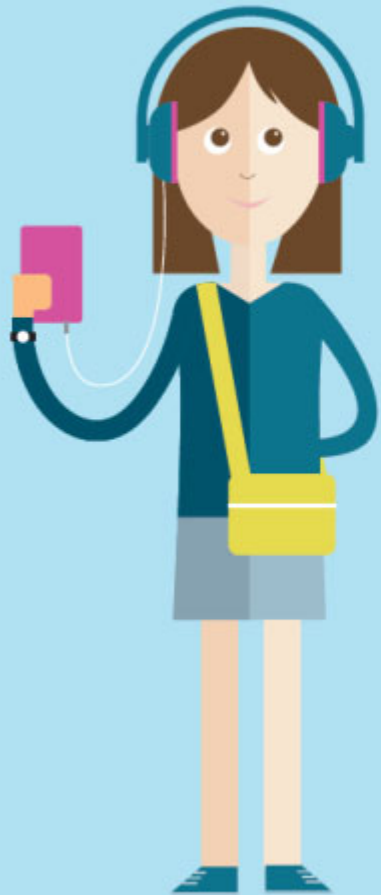
- Born during or after the digital age
- Always on, attached to a phone or other device
- Intuitive learners
- Multitask and rapidly task-switch
- Extremely social
- Multimedia oriented

New reality

Digital Natives vs. Digital immigrants



DIGITAL NATIVE DOES NOT MEAN TECH SAVVY



83%

of millennials say they sleep
with their smartphones.

— YET —

58%

of millennials have poor skills in
solving problems with technology.



{ **CHANGE THE
EQUATION** }

Source: Nielsen, 2014

What does
this mean in
relation to
AI?

WHAT IS ARTIFICIAL INTELLIGENCE?

Machine Learning

Using sample data to train computer programs to recognize patterns based on algorithms.



Neural Networks

Computer systems designed to imitate the neurons in a brain.



Natural Language Processing

The ability to understand speech, as well as understand and analyze documents.



Robotics

Machines that can assist people without actual human involvement.



Another Way to Describe AI

Computer systems that carry out tasks typically requiring human intelligence, often processing data at scales beyond human analysis.

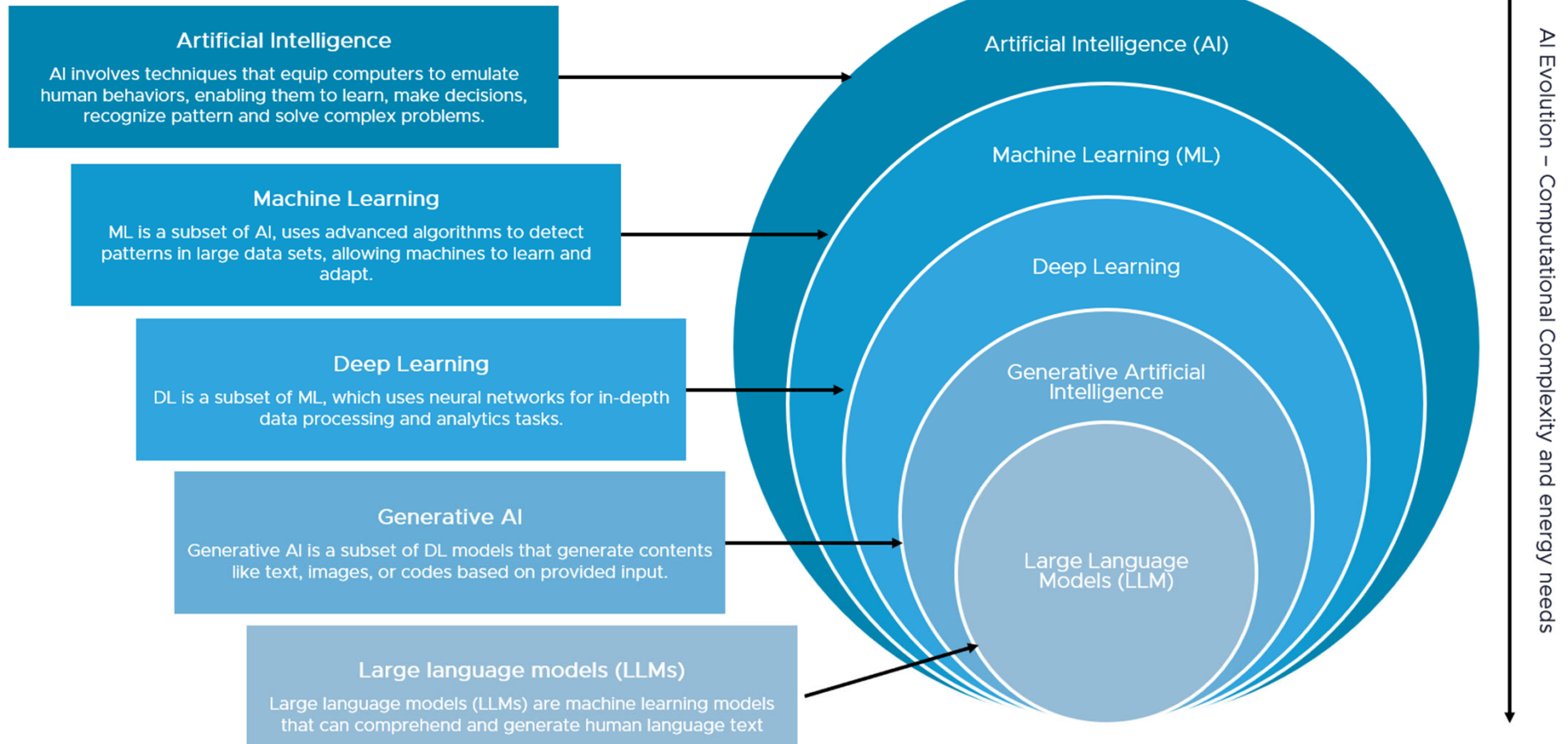
Includes:

- Reasoning
- Language comprehension
- Problem-solving
- Decision-making

Math – using patterns in data to make predictions about what might happen next



AI Model Types





ACA - AI Work Group

- Panel of experts including academia, private practice and students
- Used research-based & contextual evidence
- Clinical knowledge and skills to develop recommendations

Priorities:

1. Client well-being, preferences and values
2. Clearly understand how AI impacts our work today



Recommendations: Ethics and Competence

- Ethical Responsibility: We must understand AI before using it.
- Counselors should be familiar with AI subfields like natural language processing and robotics.
- For clients: How to be a smart consumer of AI-based information.
- AI tools (like chatbots) can provide mental health support but are not substitutes for real therapists or counselors. Use them to complement therapy, not replace it.
- Transparency: Ensure data security, privacy, and protection.
- Follow HIPAA and FERPA guidelines in educational settings.
- Understand who benefits from AI and how.
- Privacy concerns: OpenAI tools lack data protection, meaning your information could be accessed by others, which limits integration for clinicians.

AI in Counseling Future



Checklists for counseling sessions (presentation, sx, generate) what are we already doing?
GENERATE NOTE – streamlines our work.



Have not noticed because it is integrated



Journaling and logging – can ask probing follow up questions to push further reflection in the moment. Caution again about open AI.



Current more text – future will be more auditory conversations for folks. Avatar dialog with a computer through the questions and such.



AI – pattern recognition. Helps w/diagnosis? Extrapolate insight and themes from data sets.



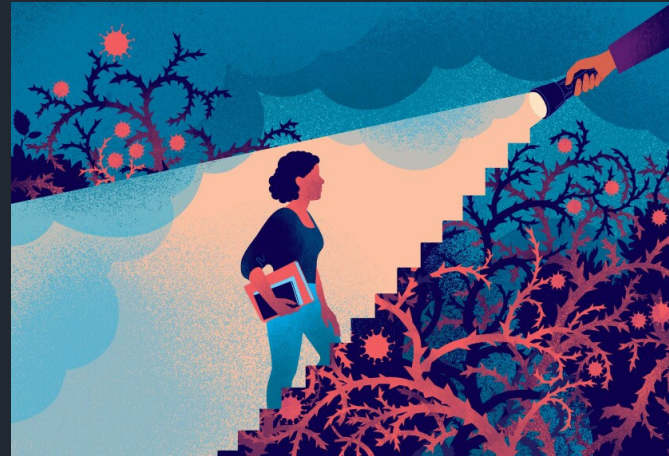
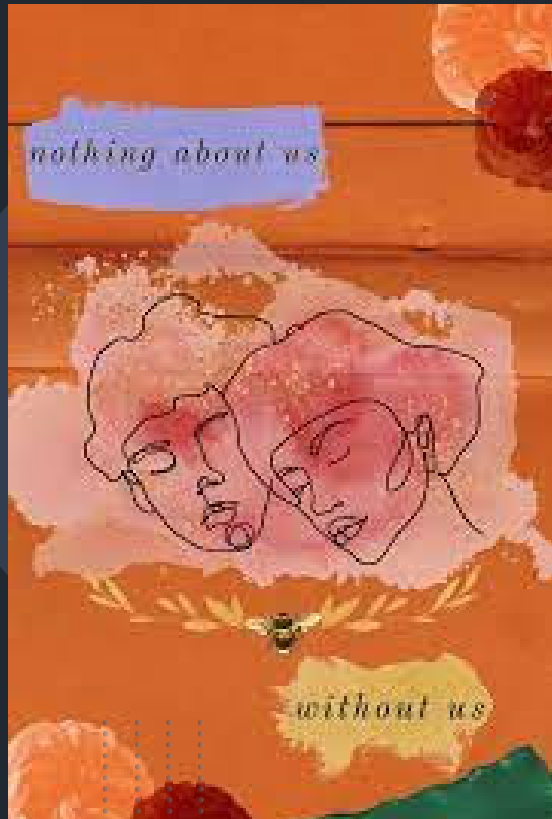
Data Privacy and Accountability

- Does this AI platform incorporate principles of “Privacy by Design”?
 - Identifying and health information protected
 - Throughout the system’s lifecycle
- Only HIPAA compliant platforms should contain client specific content
- Does the AI platform follow federal and state privacy and confidentiality laws

Unresolved Biases

- Any biases or flaws in the humans who created an AI algorithm are reflected in the AI.
- There's a risk of overlooking diverse needs of marginalized and oppressed communities—for example, assuming only individuals with a low BMI are at risk for eating disorders.
- AI may also make recommendations that are not culturally sensitive.
- AI can claim to provide accurate information, but how can we verify its accuracy? For instance, relying on AI for finals week dates might result in incorrect info.
- If we turn to AI, should we question the data it provides?





Security Risks

- “Claims of AI can sometimes be overly ambitious, simplified, non-evidence based, or even incorrect and potentially harmful” ACA A1 Panel recommendations.
- Not safe for a crisis response – need a direct human.

ODHS: Level 1 – Published Materials



×

Add sensitivity label

Your organization requires you to label this document before saving.

Select a label

Level 1 - Published

Level 2 - Limited

Level 3 - Restricted

Level 4 - Critical

- Low-sensitivity information is data that isn't protected from disclosure and, if shared, wouldn't compromise the privacy or security of agency employees, clients, or partners. This includes information typically available to the public through electronic, verbal, or printed media.
- Examples: press releases, brochures, pamphlets, public access webpages, and materials created for public consumption.



Relevant Sections in the CRC Code of Ethics

- Section K: Technology, Social Media, and Virtual Counseling
 - K.1. Competence and Legal Considerations
 - K.2. Accessibility
 - K.3. Confidentiality and Disclosure
- Ethical Decision Making: ensures that the well-being of the client/customer serving is prioritized while also follow legal and organizational guidelines.



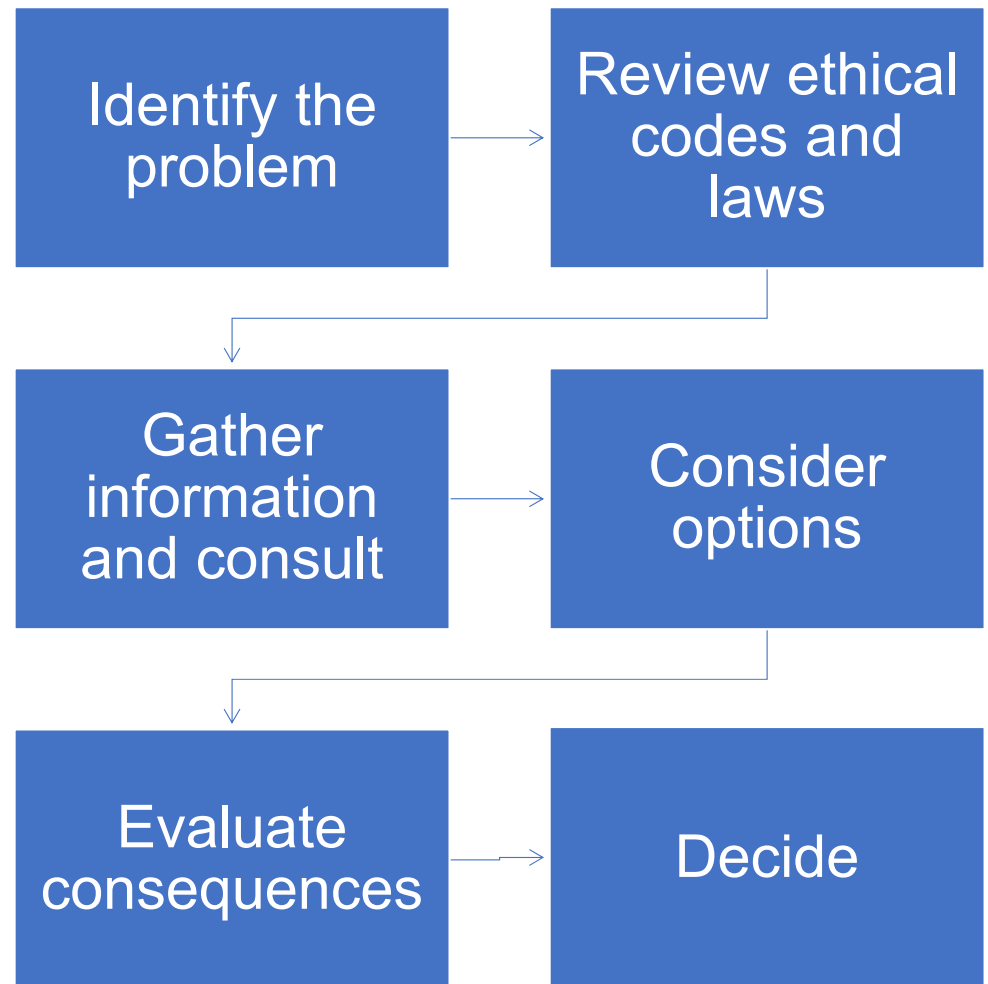
NAWDP Code of Professional Ethic

Client Well-being and Respect: The code emphasizes respecting the integrity, promoting the welfare, and maximizing the freedom of choice and informed consent of clients.

Confidentiality: It stresses respecting and protecting the privacy of clients when handling confidential information.

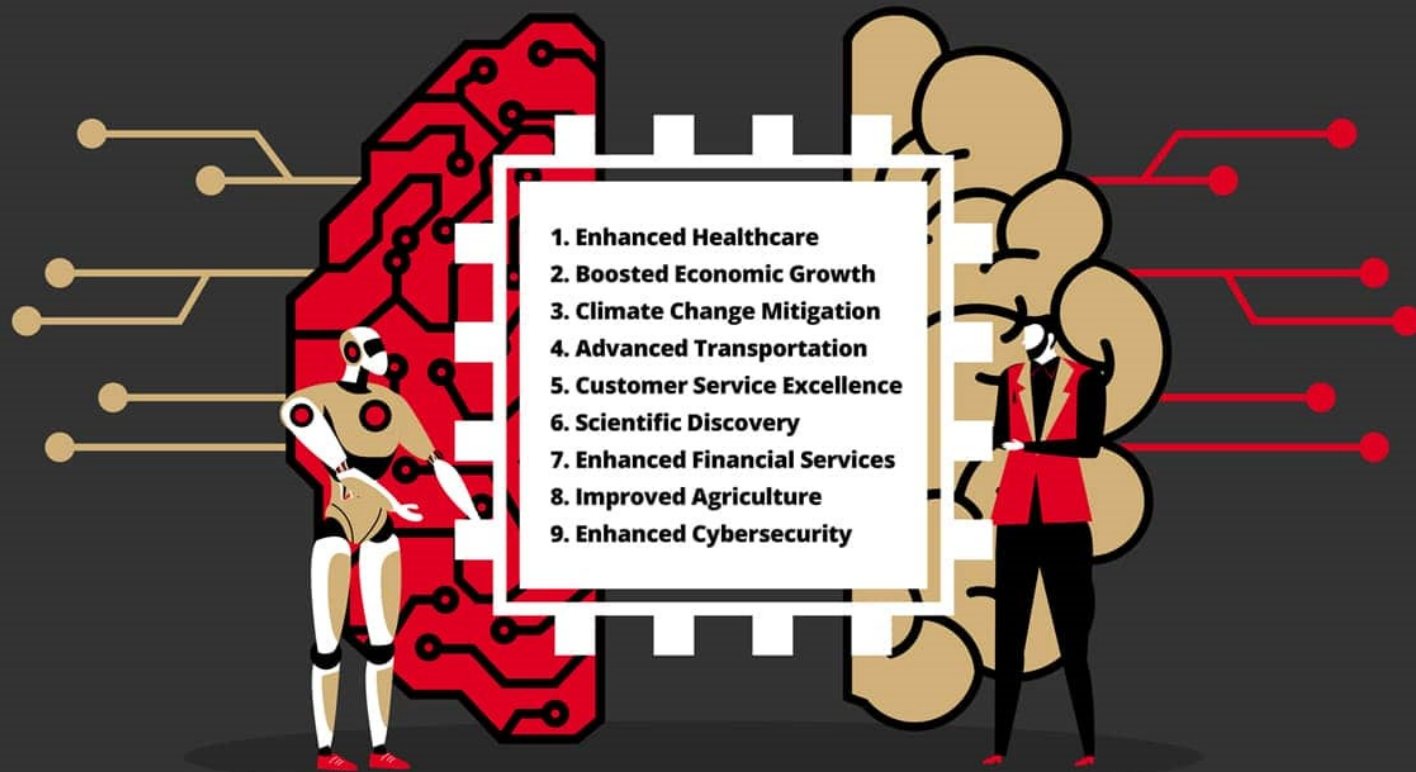
Adaptation and Innovation: The code encourages adopting innovative practices and adapting to industry changes to create new opportunities.

Ethical Decision-Making Process



Corey, Corey, Corey, & Callanuan, 2015

BENEFITS OF ARTIFICIAL INTELLIGENCE



1. Enhanced Healthcare
2. Boosted Economic Growth
3. Climate Change Mitigation
4. Advanced Transportation
5. Customer Service Excellence
6. Scientific Discovery
7. Enhanced Financial Services
8. Improved Agriculture
9. Enhanced Cybersecurity



Questions to Consider

- How we build it
- What we put into it
- What we do with the output
- How we mitigate unintended and inevitable consequences

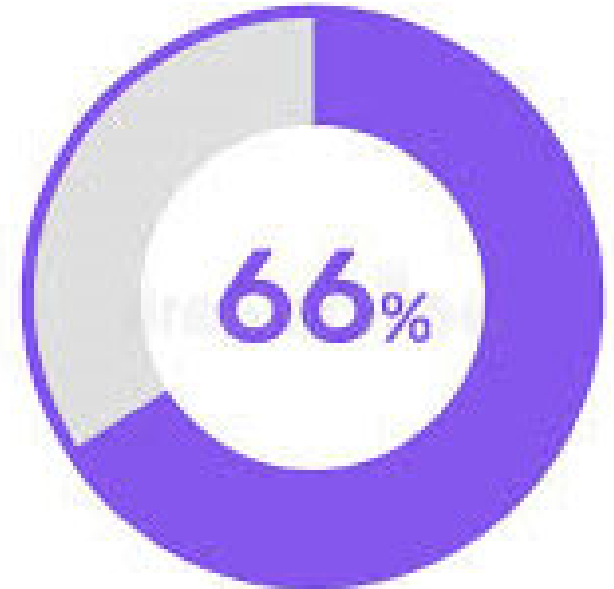
Ask Questions and Continue to Seek Answers

- Who makes the decisions at each stage? This helps reduce bias, ensure best practices, and include diverse perspectives.
- Who benefits from these decisions? This ensures the impact on all parties is considered.
- What resources are needed to scale AI? This guides long-term benefit-cost analysis.
- What are the social, political, and economic impacts? Understanding this helps refine guidelines, much like an [agile product development](#): launch, learn, repeat.



Case Studies

- Three [recent case studies](#) from Stanford, MIT, and Microsoft Research found similar results in employee productivity growth from generative AI tools compared to their counterparts who did not use tooling to accomplish their tasks.
- Across diverse fields like customer support, software engineering, and business document creation, empirical data shows that business users increased their throughput by an average of 66%. In the best cases, this time saved on cognitively demanding tasks allows for more personalized interactions, creativity, and higher-quality deliverables.





RSA UPDATES

REHABILITATION SERVICES ADMINISTRATION
OFFICE OF SPECIAL EDUCATION AND REHABILITATIVE SERVICES

Rehabilitation Services Administration (RSA) published a [Dear Colleague Letter \(DCL 25-01\)](#) from Commissioner Allen who encourages States to drive responsible artificial intelligence (AI) innovation focused on better serving individuals with disabilities. The [letter](#) identifies three ways that AI has the potential to support individuals with disabilities in achieving competitive integrated employment and to solve urgent challenges in the field of vocational rehabilitation. RSA looks forward to discussing these topics with VR agencies and the broader disability employment community at upcoming events.

October 2024



Practice Time!

- Think of as many uses for a toothbrush as possible—this requires your intellect to determine the best options (like transferable work skills)
- Share with your table your ideas

How are YOU using AI in Your Work?

- Examples:
 - DO: ideas into SMART objectives, action steps, or to-do lists
 - DO: explore titles or group names
 - DO: summarize large non-confidential text
 - DO: create FAQs
 - DO: create interview questions from a job posting or PD
 - DON'T: directly copy and past content from AI to State of Oregon resumes
 - DON'T: substitute AI for human reasoning



Midjourney Ai

- Free version: 5 credits (pics) with 1 image per request day
- Image prompt: empowered image of a group of people with disabilities including people with developmental disabilities, mental health, deaf, blind, traumatic brain injury, stroke and includes a wide age range of adults
- CAB CUT or CAP CUT free version (use for adding subtitles)
- YouTube video for auto captions – TTR or TTL file created, cannot edit w/o downloading
- <https://www.journeyfree.ai/>





Artists Rights

- Artists, musicians, filmmakers, and writers are in [class action lawsuits](#) against OpenAI and Meta for using their copyrighted work to train AI models without permission. As a result, many artists are deleting online accounts, and companies like [Getty Images are filing lawsuits](#). The FTC has also launched an investigation into OpenAI's data scraping practices.
- willing to risk a generation of creatives and their adjacent industries withholding work from being published online?

AI Environmental Impact

- AI's environmental impact is significant due to the large energy consumption of data centers, leading to higher greenhouse gas emissions, water use, and strain on critical minerals, all contributing to climate change and resource depletion. Increased AI use results in a larger carbon footprint.
- The [MIT Technology Review](#) reported that training a single AI model can emit as much carbon as five cars, or more than 626,000 pounds of carbon dioxide. Earth minerals also play a large part in energy for generative AI's mass computational processing. Mining for the necessary metals involved often comes at the expense of [local and geopolitical violence](#).
- [Emissions Calculator](#) so other AI practitioners can calculate estimates.



Small Business Digital Ready

- Free resource platform provided by Verizon
- Taught by small business owners to help small business owners thrive in the digital economy
- Over 50 pre-recorded courses; 23 in Spanish (10-30 minutes in length)
- Webinar workshops and 1:1 sessions calendar
- <https://digitalready.verizonwireless.com/onboarding>



Caution: Don't Lose Personal Connection



Connect

Empathy and compassion play a significant role in connecting with others and, more importantly, in helping us heal. Compassion involves meeting the suffering present in all of us with love and kindness.

Thank you



Oregon Vocational Rehabilitation

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Hoover, S. R., & Catherwood, L. M. (2025, March 13). *Ethics: AI in Transition Services* [Conference Presentation]. Oregon Statewide Transition Conference 2025.

Disability Owned 2024 convening: Part 2 – AI, Funding, Accessibility through the National Disability Institute in YesLMS

[Using GenAI at work: protecting sensitive information](#)