NAEOP TECH TALK
UNLOCKING CREATIVITY WITH AI TOOLS

INTRODUCTION

Presenter: Matt Bisek - OTA Executive Director

Agenda:

- **Oregon TRIO Association Examples**
- **Tools, Tips & Tricks to using AI for creativity**
- **Group Exercise**
- **Report Back**

OREGON TRIO ASSOCIATION EXAMPLES

Take a look at the OTA Instagram account for recent content

TOOLS, TIPS & TRICKS TO USING AI FOR CREATIVITY

AI Tools

- Adobe Express - Firefly (Best for Creative Customization)
- Chat GPT - DAHL-E & Sora (Best for AI-Generated Images)
- Canva Magic Studio (Best for Flyers & Social Media)

Tips & Tricks

- Use AI for Social Media Posts & Engagement
  - Use Canva Magic Write or ChatGPT to generate captions
  - Leverage AI-generated images for engaging posts
- Optimize Flyer & Brochure Design
  - Use AI color-matching tools (Coolors or Adobe AI) to align with TRIO branding
  - Generate diverse student images using AI for more inclusive representation
  - Use AI-assisted typography to enhance readability
- Make sure you name TRIO
- Be very descriptive
- Can create individual elements for your overall doc
  - Don't expect it to do the whole thing for you
- Can upload and adapt a current photo

GROUP EXERCISE

Group Breakout

Create a social media post for a First-Gen Day Celebration with your TRIO program

- **November 8th, 2025**
- **Create a concept for the event & design advertising**
- **Groups of 3-4**
- **Control group (No AI)**
- **30 Minutes to work as a group**

First-Gen Event Ideas:
https://firstgen.naspa.org/blog/101-ways-to-celebrate-on-nov-8

REPORT BACK

Share designs from each group

Overall feedback

- What worked well
- What was difficult
- Additional tips and tricks
- Future applications?