



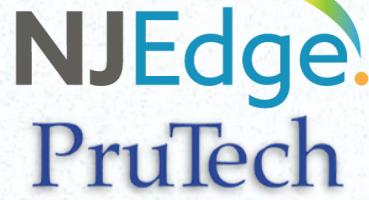
NJEdge.  
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# AI for Higher Ed: Priorities to Possibilities



# Meet The Team



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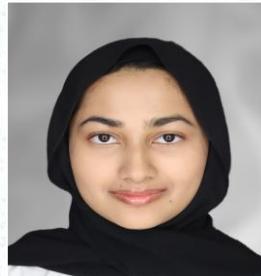
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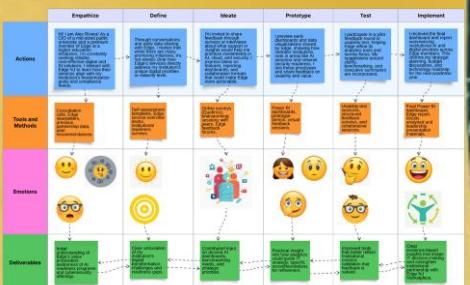


# Visual Agenda

## Background

Edge NJ delivers higher-ed institutions with networking, cloud, cooperative pricing agreements and support services, strengthened by PruTech's AI and digital transformation expertise.

## Journey Map



## Key Learnings

**Broad Takeaways:** Converted survey and interview insights into a focused Edge and PruTech AI roadmap.

**Technical Skills:** Applied AI tools (ChatGPT, Claude, Perplexity, MonkeyLearn), Google Sheets, and Canva for analysis and visuals.

**Business Skills:** Implemented design thinking, journey mapping, project coordination and management

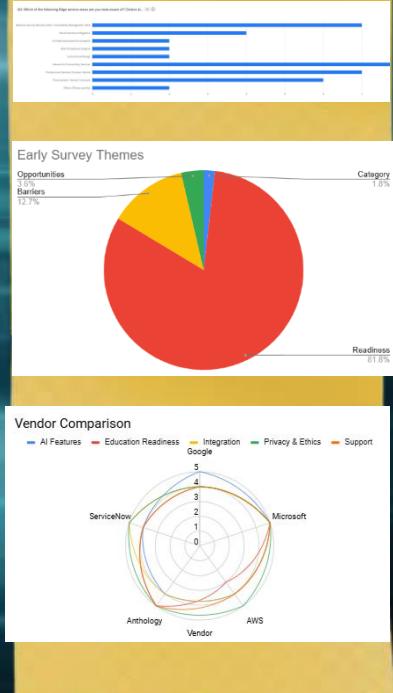
## Problem Statement

Many Higher Education institutions lack clear, data-driven insight into Edge NJ's digital transformation and AI service offerings, resulting in limited awareness and engagement with its initiatives.

## Project Approach



## Results





# Background

- **NJ Edge** is a non-profit higher-ed technology consortium that provides network connectivity, shared infrastructure services, procurement power through cooperative pricing agreements, and digital transformation support for member institutions.
- **PruTech** is a technology solutions making and consulting company delivering AI, cloud, cybersecurity, and custom engineering for organizations.
- Together they combine Edge's member insights with PruTech's technical expertise to co-create AI-enabled solutions for higher education.





# Problem Statement and Goals



## Problem Statement

Many Higher Education institutions lack clear, data-driven insight into NJ Edge's digital transformation and AI service offerings, resulting in limited awareness and delayed engagement with its initiatives.

## Goals

- Assess higher-ed digital priorities using CIO/CISO feedback.
- Analyze AI adoption and governance trends across institutions.
- Buy vs. Build: We identified AI tools that can be used to strengthen AI-based services.



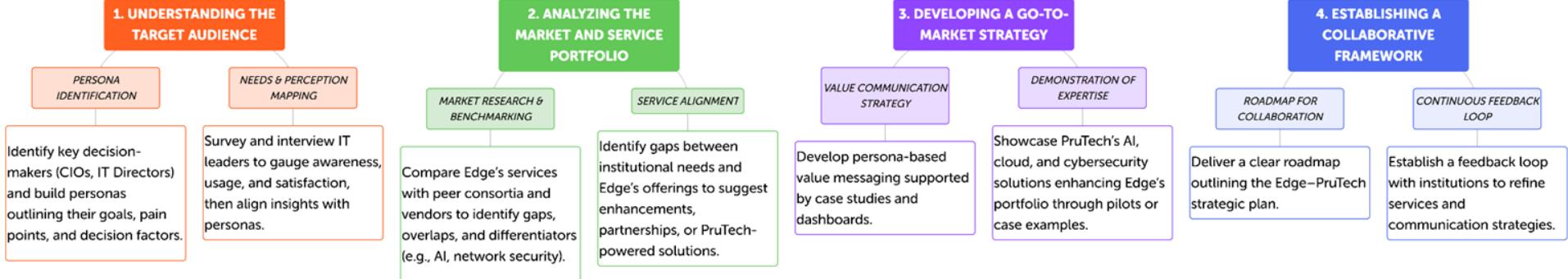
*Did You Know? AI Discussions at EdgeCon:*  
**NJ Edge** hosts **conferences** that gather thought leaders to discuss AI in action, real-world applications, faculty AI literacy and institutional policies.



# Concept Map



## STRATEGIC PLAN FOR EDGE AND PRUTECH COLLABORATION

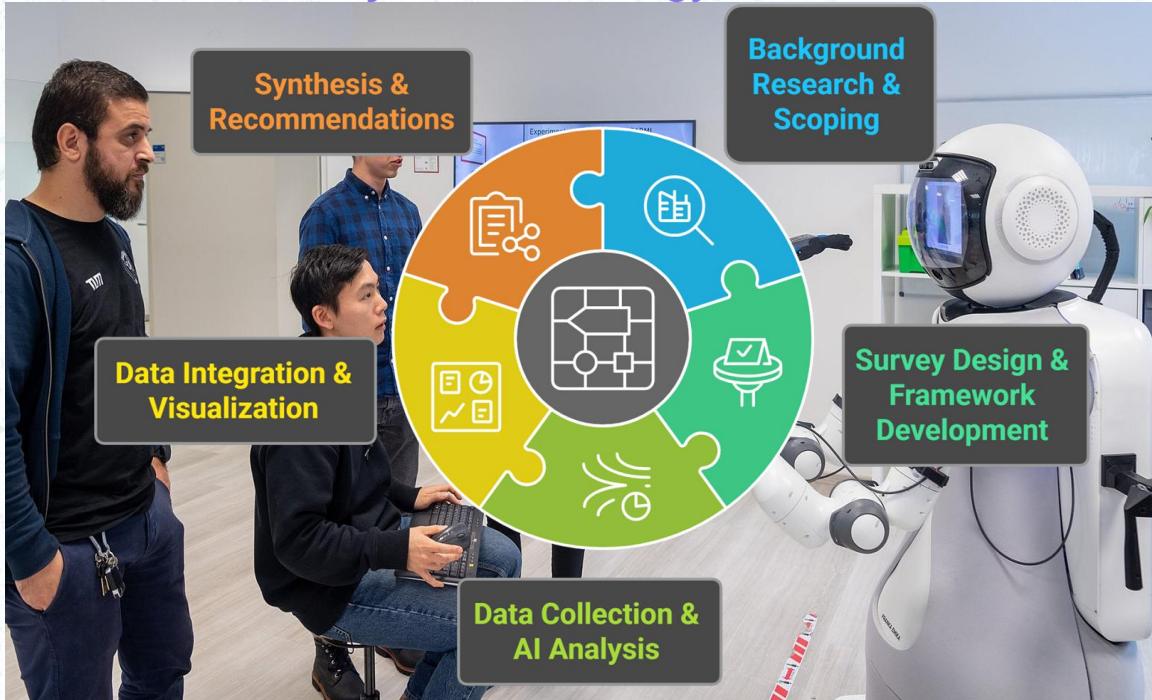




# Project Approach

1. Researched higher-ed digital and AI trends.
2. Designed C-suite Qualtrics survey as per persona provided and assessed..
3. Customized email templates and follow-ups based on member behavior.
4. Analyzed responses using qualitative analysis and AI tools and techniques.
5. Visualized insights through dashboards and post-survey interviews.
6. Delivered AI tool recommendations for Edge NJ.

## Project Methodology Overview





# Project Demonstration-1 NJEdge. PruTech

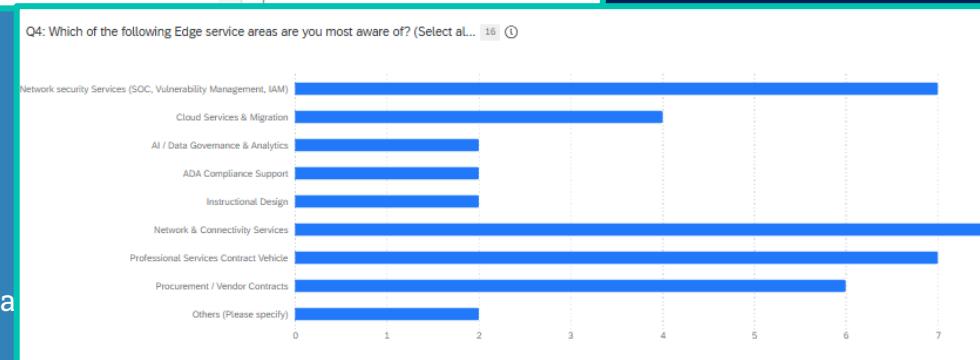


## Step-1

### DATA COLLECTION

We sent behavior-based email templates to new contacts, role changes, conference leads, and non-responders, then cleaned the incoming data for analysis.

A screenshot of the Qualtrics survey editor interface. The title bar says "XM Edge AI &amp; Digital Readiness Pulse – CIO/CISO S...". The left sidebar shows sections like Survey, Workflows, Distributions, Data &amp; Analysis, Results, and Reports. Under "Edit question", the "Question type" is set to "Text / Graphic". The main area shows a branching structure starting with "Q2: What best describes your current role?". Below it are five options: CIO, CISO, IT Director/ Associate Director, Procurement Lead, and Others (Please specify). A "Tools" dropdown menu is open above the branching structure.



## Step-2

### DESIGNING THE QUALTRICS SURVEY

We identified key themes—AI, digital priorities, network security, and service awareness—and turned them into clear, C-suite-focused questions. The survey was structured with simple sections and branching to capture both quantitative metrics and qualitative insights.





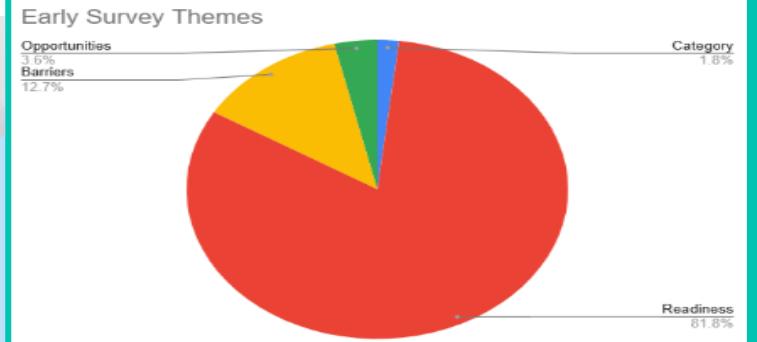
# Project Demonstration-2



## Step-3

### WHERE WE STAND

Through AI-focused vendor benchmarking, we saw how top providers are using intelligent automation, predictive analytics, and AI-assisted support to elevate their services. These insights reveal strategic opportunities for Edge to expand its offerings and align with emerging higher-ed expectations.



### Vendor Comparison



## QUALITATIVE AI ANALYSIS

Our AI-powered analysis found that awareness of Edge's core services—networking, cloud, cybersecurity, co-op agreements, and software support—varies widely across institutions, revealing gaps in communication and opportunities for targeted outreach.

## Step-4





# All Things Edge- Results



## Edge's Internal Strengths

- Strong foundation in networking, cloud, cybersecurity, co-op agreements, and consortium trust.
- Well-positioned to layer AI-enhanced services on existing infrastructure.

## Edge Services Awareness Quotient

- Institutions have **limited awareness** of Edge's core services (networking, cloud, cybersecurity, co-op agreements, software support).
- Clear communication gap and opportunity for targeted outreach and visibility.

## Edge AI Readiness and Market Insights

- Macro and micro analysis show rising AI interest but major gaps in governance, readiness, privacy, and faculty/student support.
- Vendor benchmarking shows competitors using AI for automation, predictive analytics, and AI-assisted support.

## Recommended AI Opportunities

- **Use/Procure:** Copilot, ChatGPT, AWS/Azure AI, Splunk AI Assist, Anthology, ServiceNow.
- **Build:** AI governance templates, readiness dashboards, and an AI-powered member insights platform.



# Key Learnings

## Technical Skills

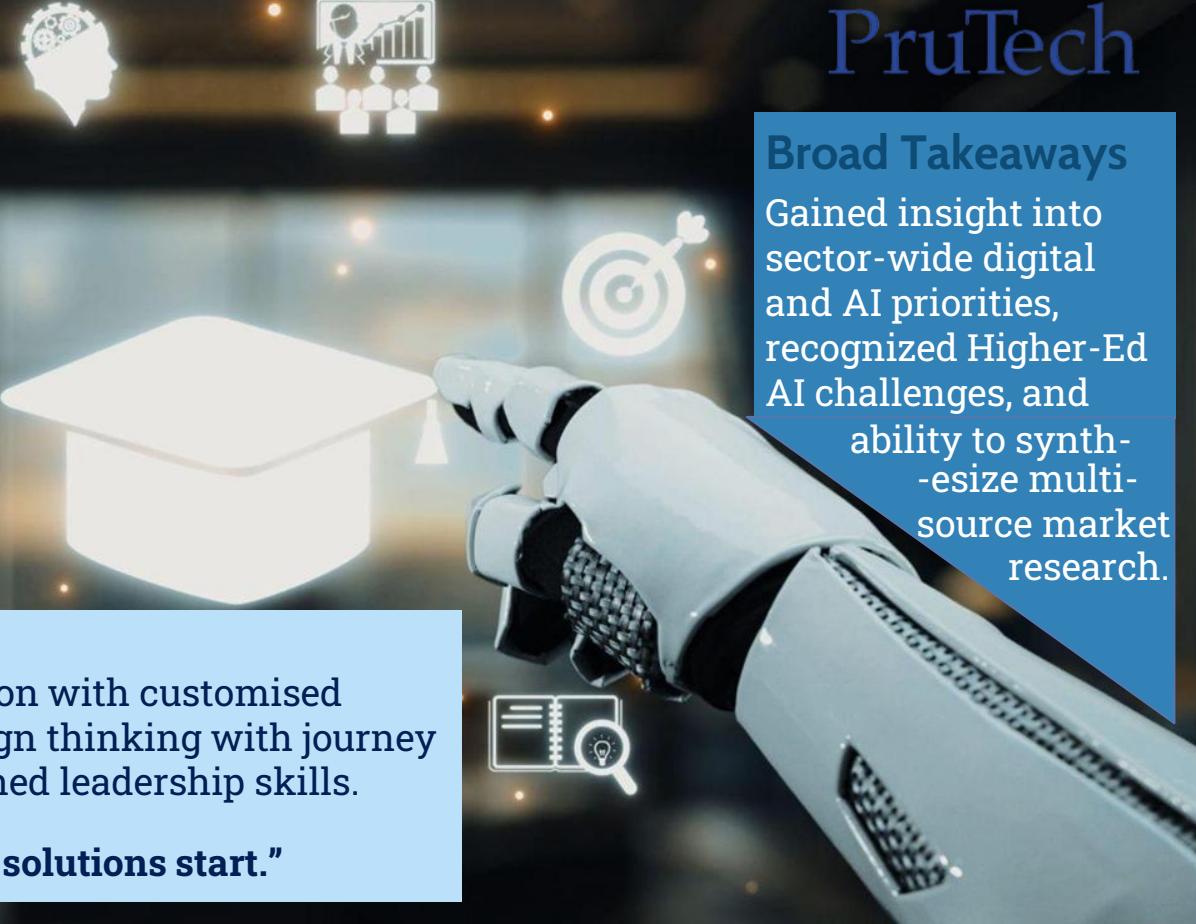
Learned C-suite survey design, data categorization, qualitative analysis, key Higher-Ed AI concepts, and hands-on use of AI tools with Google Sheets, Splunk, UserBit and Canva for analysis and visuals.

**"Tools don't deliver insights – skilled use of them does."**

## Business Skills

Developed professional communication with customised outreach and teamwork, applied design thinking with journey and concept mapping, and strengthened leadership skills.

**"Empathy isn't soft – it's how strong solutions start."**



**NJEdge.**  
**PruTech**

## Broad Takeaways

Gained insight into sector-wide digital and AI priorities, recognized Higher-Ed AI challenges, and ability to synthesize multi-source market research.



# Project Handoff



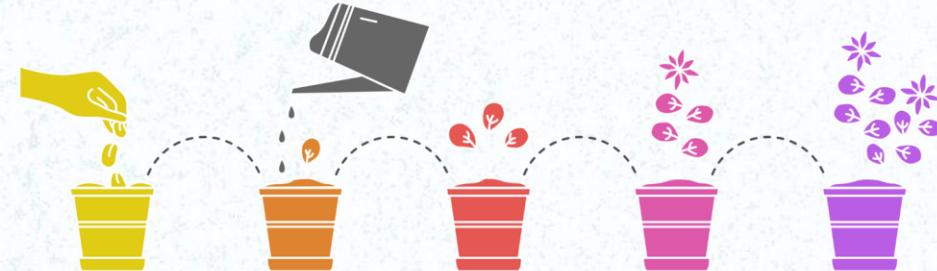
PruTech Edge Higher Ed AI Tech  
Externship Fall 2025

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- Name ↓
- Weekly Updates
  - Project Materials
  - Project Charter Documents\_Fall\_2025
  - NDA Signed by Team
  - Meeting Notes
  - Lightning Talk Presentation\_Fall\_2025
  - Journey Map-PruTech-Edge
  - Concept Map-PruTech-Edge
  - README.docx

## Higher-Ed AI Innovation Externship README File



### Initial Priorities

Higher-ed technology priorities

### Qualitative Insights

Interview and survey analysis

### AI Marketing Research

Macro-level and Micro-level inventory and trend analysis

### Key Findings

Governance, cybersecurity, and procurement

### Actionable Insights

Data-driven recommendations for Edge



# Visual Agenda

NJEdge.  
PruTech

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## Problem Statement

Many Higher Education institutions lack clear, data-driven insight into Edge NJ's digital transformation and AI service offerings, resulting in

## Project Approach



## Results



# THANK YOU!



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**Business Skills:** Implemented design thinking, journey mapping, project coordination and management

