



NJEdge
PruTech



AI for Higher Ed: Priorities to Possibilities



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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.

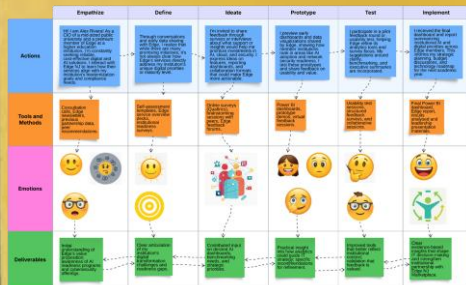
Problem Statement

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



Journey Map



Key Learnings

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

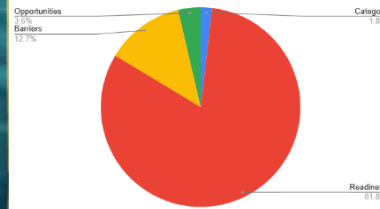
Technical Skills: Applied AI tools (ChatGPT, Claude, Perplexity, MonkeyLearn), Google Sheets, and Canva for analysis and visuals.

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

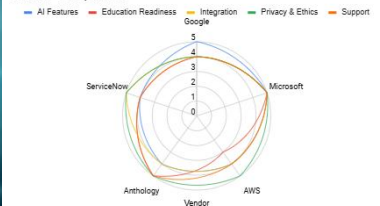
Results



Early Survey Themes



Vendor Comparison





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

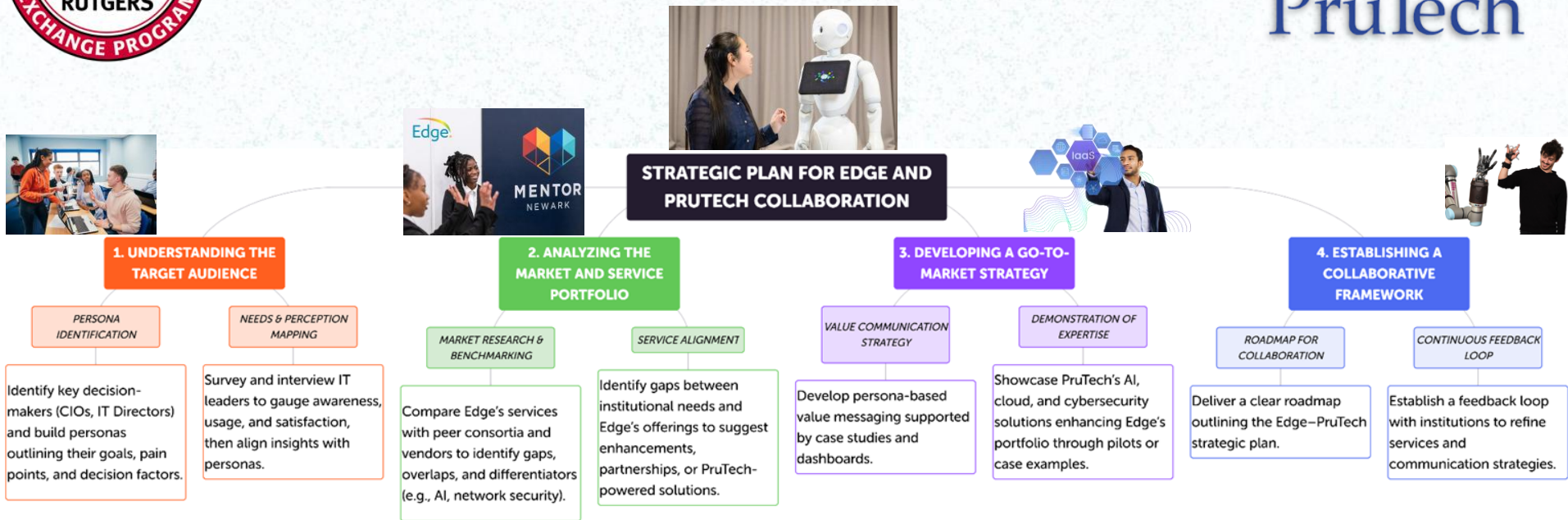
- Assess higher-ed digital priorities using CIO/CISO feedback.
- Analyze AI adoption and governance trends across institutions.
- Buy vs. Build: We identified AI tools that can be used to strengthen AI-based services.



***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



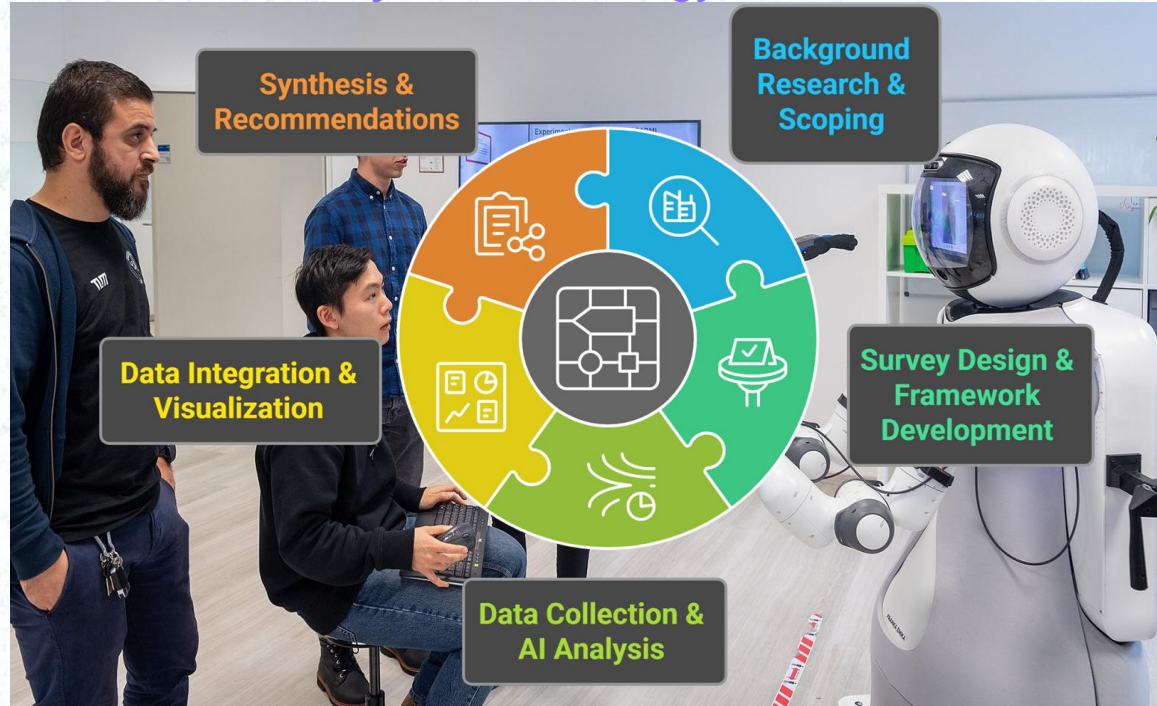


Project Approach



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



To bring us together



Step-1

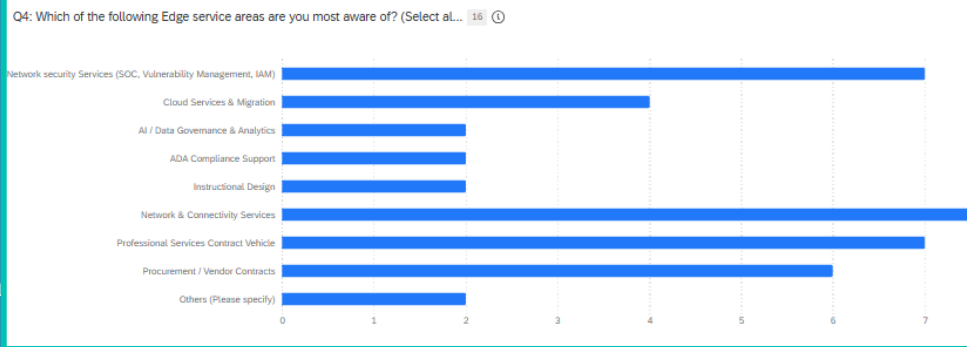
DATA COLLECTION

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

The screenshot shows the Qualtrics survey editor interface. The top navigation bar includes 'Survey', 'Workflows', 'Distributions', 'Data & Analysis', 'Results', and 'Reports'. The main area is titled 'Edit question' and shows a question being edited. The question type is 'Text / Graphic'. The content type is 'Text'. The response requirements are set to 'Required'. The question text is 'What best describes your current role?'. The answer choices are: CIO, CISO, IT Director/ Associate Director, Procurement Lead, and Others (Please specify). The question is marked as 'Published' and was saved on Oct 28, 2025 at 11:53 AM.

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.



Step-2





Project Demonstration-2

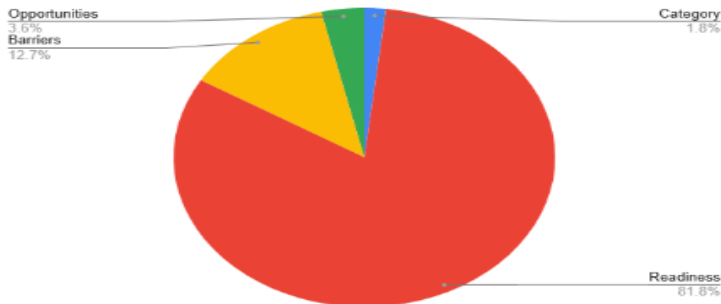


To set us Apart



Step-3

Early Survey Themes



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.

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



Step-4





All Things Edge- Results

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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

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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.”



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



My Drive > PruTech Edge Higher Ed ... ▾ 👤

Type ▾

People ▾

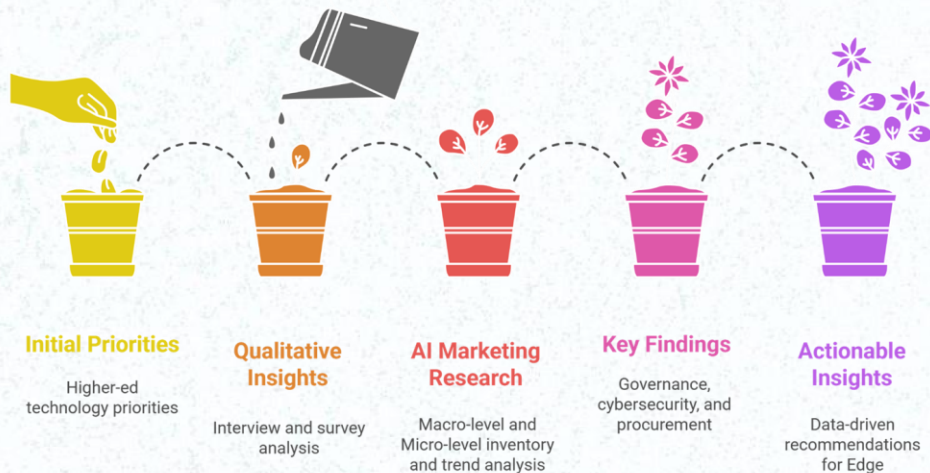
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- 👤 Weekly Updates
- 👤 Project Materials
- 👤 Project Charter Documents_Fall_2025
- 👤 NDA Signed by Team
- 👤 Meeting Notes
- 👤 Lightning Talk Presentation_Fall_2025
- 👤 Journey Map-PruTech-Edge
- 👤 Concept Map-PruTech-Edge
- 📄 README.docx 👤

Higher-Ed AI Innovation Externship README File





Visual Agenda

NJEdge.
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Background

Edge NJ delivers higher-ed institutions with networking, cloud, cybersecurity, co-op agreements and

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

Anthology Vendor AWS