



AGB Board Bot:

Enhancing Governance Support for Higher Education Leaders

The Goal: Improve access to AGB’s extensive resource library of governing resources

The Association of Governing Boards of Universities and Colleges (AGB) is dedicated to supporting college, university, and foundation boards as they navigate today’s rapidly evolving educational landscape. AGB empowers its members—board leaders, chief executives, staff, and policymakers—by providing the tools and counsel they need to ensure institutional vitality and student success.

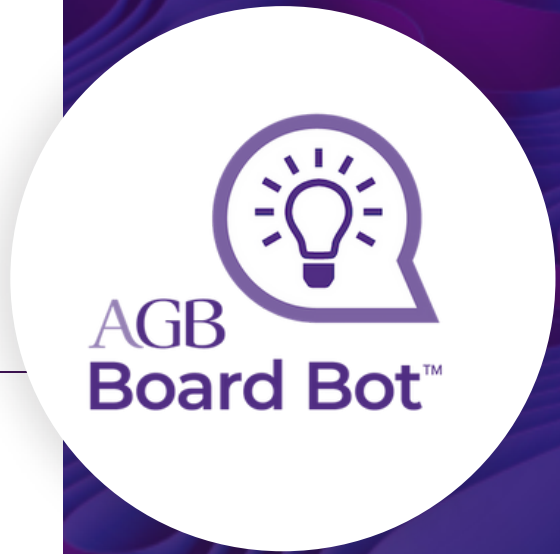
AGB Members Have Challenges with...

- Navigating AGB’s site and accessing resources.
- Awareness gaps and not knowing the full range of available tools and resources provided by AGB
- Time constraints, making it difficult to find answers to specific questions, especially when AGB staff support was unavailable.

To address these pain points, AGB partnered with Betty to create the AGB Board Bot, an AI-powered knowledge assistant designed to streamline access to governance and strategic insights.

Organizational Impact

- ✓ **Staff Efficiency:** AGB staff, including the membership team and Senior Director of Research, now use Board Bot to quickly identify resources for members, freeing up time for other responsibilities.
- ✓ **Membership Recruitment:** The membership recruitment team leverages Board Bot during calls to showcase AGB’s content library and address prospective members’ top-of-mind issues in real time.
- ✓ **Marketing and Communications:** Board Bot assists in drafting resource descriptions, webinar summaries, and web copy, streamlining content creation processes.
- ✓ **Consultant Productivity:** AGB consultants use Board Bot to develop discussion guides, workshop outlines, and other deliverables aligned with AGB’s leading practices, ensuring consistent quality and efficiency.



FIRST 30 DAYS:

900+
INQUIRIES

245
UNIQUE USERS



**“This is SO great!!!!
WOW!”**

- AGB Member

Highlighted Success Story

One notable success story involved a board committee struggling for 18 months to draft a new charter. Using AGB Board Bot, they were able to produce a better draft within just five minutes. This example underscores the transformative potential of the tool to save time and enhance productivity.

Member Feedback

“The bot just wrote two case studies, revised an essay, and came up with five situation-specific discussion questions. Yea, Bot!”

“This is a great tool. I’m excited to be able to find best practices more quickly since the volume of information is extensive in the AGB library.”

“Responses translate perfectly with my current experiences!”

Future Plans

- ✓ **Expanded Training:** Continuously updating the bot with newly published content to ensure it remains a comprehensive and reliable resource.
- ✓ **Search Customization:** Refining search capabilities to allow users to specify content types, such as shorter magazine articles versus in-depth books.
- ✓ **Specialized Board Bots:** Exploring versions tailored to specific needs, such as navigating conferences or focusing on member benefits.

AGB Board Bot represents a significant milestone in AGB’s mission to advance effective governance in higher education. By simplifying access to critical knowledge and providing on-demand support, AGB Board Bot empowers members to lead confidently and make informed decisions.

Want to revolutionize the way the world engages with your content?

Contact Betty at rob@meetbetty.ai or book a demo to learn how we can create a custom AI assistant tailored to your organization.

[Book a demo](#)

rob@meetbetty.ai

