

GenAI for Non-Profit Arts Institutions

Annie Dorsen

Where Are We

- Hype
- Widespread Adoption
- Uncertainty
- Backlash

Nonprofit Arts Considerations

- Stakeholders: audiences, artists, local communities, donors
- Mission: public service
- Possible Productivity Gains
- Risks: Reputational, Legal, Other

Productivity Gains

- AI companies' research shows significant gains:
 - An OpenAI study found use of Large Language Models saved workers about an hour a day.¹
 - An Anthropic study found an 80% time reduction for some tasks (with caveats).²
- Independent research does not:
 - A review of 37 studies concludes that any time saved was lost in corrections, quality checks, and re-work.³
 - A study of 7000 workplaces in Denmark found that 90% of AI-users believed it saved them time, but actual savings were only 2.8% of work hours.⁴

¹<https://www.bloomberg.com/news/articles/2025-12-08/openai-finds-ai-saves-workers-nearly-an-hour-a-day-on-average>

² <https://www.anthropic.com/research/estimating-productivity-gains>

³<https://www.nature.com/articles/s41746-025-01543-z>

⁴https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5219933

Productivity Gains (cont.)

- The Economist reported in May that 42% of companies that implemented AI initiatives abandoned them after disappointing results.⁵
- People tend to rely on AI outputs without checking the accuracy of results, meaning more work for colleagues who must correct mistakes.⁶
- Another study found that LLM use “can undermine workers’ intrinsic motivation.” Over 4 studies researchers found an “immediate performance boost” combined with psychological costs: increased boredom and lack of motivation.⁷

⁵ <https://www.economist.com/business/2025/05/21/welcome-to-the-ai-trough-of-disillusionment>.

⁶ <https://assets.kpmg.com/content/dam/kpmgsites/xx/pdf/2025/05/trust-attitudes-and-use-of-ai-global-report.pdf>.

⁷ <https://www.nature.com/articles/s41598-025-98385-2>.

Productivity Gains (cont.)

- Establishing crystal-clear implementation goals.
- Objective assessment of AI's appropriateness for specific tasks.
 - Can this be done effectively without AI?
 - Would core values be implicated?
 - Any long-term impacts of this implementation?

Institutional Risks

- Hits to reputation
- Legal exposure
- Mission incoherence
- Disproportionate financial investment
- Ad hoc use by individuals in absence of policies/guidelines

Reputational Risks

- Controversies:
 - Shreveport Regional Arts Council⁸
 - Powell's Books (Portland, OR)⁹
 - University theatre departments¹⁰
- Outcomes:
 - Community disapproval
 - Public explanation/apology sessions
 - Significant time expenditure

⁸ <https://www.ktalnews.com/news/local-news/srac-apologizes-ai-art-controversy/>.

⁹ <https://www.ppai.org/media-hub/ai-use-in-famous-bookstores-merch-sparks-controversy/>.

¹⁰ <https://oracle.newpaltz.edu/student-backlash-against-ai/>; <https://chanticleernews.com/6541/showcase/ccu-theatre-faces-abacklash-for-using-ai-in-posters/>.

Legal Exposure

- Use of AI in employment decisions
- Use of AI to process sensitive personal information (employees, audiences, or donors)
- Use of AI to process other confidential information (legal, financial)

Mission Incoherence

- GenAI may be incompatible with mission and values
 - Degradation of human expression, communication, connection
 - Racial, gender-based (and other forms of) bias in outputs
 - Energy use and environmental costs
 - Labor issues, worker exploitation, job losses
 - Emerging mental health crisis from chatbot use
 - Bland, corporate quality of outputs

Financial Investment

- This is a bubble.

Risk Mitigation

- Arts institutions need guidelines and guardrails in place to avoid the risks already mentioned.
- Examples:
 - Data handling rules
 - Policy on use of AI in public-facing materials
 - Labeling requirement for AI-generated content
 - Review process for AI-generated content
 - Consent requirement for use of AI meeting tools
 - Etc.

Finally...

- You can always just skip it.

Thank You

www.anniedorsen.com

info@anniedorsen.com

www.linkedin.com/in/annie-dorsen