

Little Book of Generative AI prompts for **School Support Staff**

By Mark Anderson

Introduction

Hi there and welcome to my first foray into self-publishing. A little book, jam-packed with an introduction to AI for support staff with helpful prompts for you to use in popular Generative AI tools such as ChatGPT, Claude and Gemini.

Technology has the power to change everything and the power to change nothing, the difference is how you are using it.

Like this? Book a training session with me for your support staff on how to make the most of AI to help with their productivity. Get in touch at ictevangelist.com/contact

ICT EVANGELIST 

Introduction

In this little book, I will talk you through an introduction to creating prompts followed by a series of prompts designed to help support staff in a number of key areas.

From marketing to comms to development teams to finance. There's hopefully enough here to help everyone and give you an idea of what is needed to create a prompt that will give you the outcomes you need.

Hopefully, over the course of the next few pages, you'll pick up some hints, tips and tricks to transform your work/life balance. Enjoy!

Mark

What is Generative AI?

Generative AI is a subset of artificial intelligence that creates new things like text, images, music, or even code by learning from existing examples. Unlike regular AI, which follows set instructions, generative AI can come up with original content that looks and feels like something a human might create.

Key Points:

Content Creation for Marketing: Generative AI can help your marketing team by generating engaging text, social media posts, and promotional images quickly, allowing for more efficient content production and consistent messaging.

Streamlining Operations: For accounts and administrative teams, generative AI can automate routine tasks such as drafting emails, generating reports, or even creating data summaries, freeing up time for more strategic work.

What is **Generative AI**?

Enhancing Alumni Engagement and

Fundraising: For the development team focused on alumni relations and donations, generative AI can personalise communication, tailor donation requests, and even create targeted campaigns that resonate with different donor groups, improving engagement and fundraising outcomes.

Customised Campaigns: Marketing teams can use generative AI to create personalised marketing campaigns that resonate more with different audience segments, increasing engagement and conversion rates.

Data-Driven Insights: Generative AI can help analyse data patterns and trends, providing valuable insights that can inform decision-making across various departments, from product development to financial forecasting.

What is **Generative AI**?

Supporting Creativity: Across all teams, generative AI can serve as a creative tool, offering new ideas and approaches that might not have been considered, thereby enhancing the overall innovation process within the organisation.

Generative AI is changing how we create and use content, but it also comes with challenges that we need to consider carefully.

How can you craft a good prompt?

In Generative AI, the principle "Garbage In, Garbage Out" (GIGO) is crucial. The quality of your input directly impacts the output. The STAIR model below is a memorable framework for crafting prompts that deliver useful results.

STAIR approach to using Generative AI

Be precise and specific with your language.

Specific

Tell it exactly what you want it to do in minutiae.

Tell

Don't just give it one activity, give it the lot and explain what you want.

Actionable

Be prepared for it to not get it right the first time. Iteration is essential!

Iterate

Help the GenAI know what to do by giving it a role, e.g. Physics professor.

Role

How can you craft a good prompt?

Specific: Be Precise

Your prompt must be clear and specific. Vague requests lead to poor outputs. For example, instead of asking for "social media content," specify: "Generate three tweets promoting our upcoming webinar on digital marketing strategies." Precision is key.

Tell: Provide Details

Include all necessary details in your prompt. If you're generating social media posts, specify the tone, style, and key elements like hashtags. Detailed instructions align the AI's output with your expectations.

Actionable: Define Clear Tasks

Make your prompt actionable by outlining specific tasks. Rather than broad requests, ask for a table of social media posts tailored to different platforms. Clear tasks lead to better results.

How can you craft a good prompt?

Iterate: Refine as Needed

Be ready to refine your prompts. Start with a basic request, review the output, and adjust your prompt to improve the results. Iteration helps you get exactly what you need.

Role: Set Context

Assign the AI a role to guide its output. For instance, "You are a social media manager. Create five LinkedIn posts for professionals in the tech industry." Context ensures the output is relevant.

Using the STAIR model, you can avoid the pitfalls of GIGO and craft prompts that yield high-quality outputs. This approach helps ensure that whether you're working on marketing, alumni relations, or internal communications, the AI delivers relevant and impactful content.

6 ChatGPT Prompts for General Comms

1. Drafting a response to a parental inquiry:

- **Prompt:** Compose a polite and informative email response to a parent who has inquired about the upcoming parent-teacher conferences. The response should include the dates [insert dates], times [insert times], how to book a slot [insert booking instructions], and a reminder to bring any questions or concerns they might have.

2. Creating a newsletter announcement:

- **Prompt:** Generate a brief announcement for the school newsletter informing parents about an upcoming school event [insert event name]. Include the date [insert date], time [insert time], location [insert location], and any special instructions for students and parents [insert instructions].

3. Communicating a policy update:

- **Prompt:** Write a clear and concise email to all parents and staff informing them of a recent update to the school's [insert specific policy, e.g., attendance, homework, safety] policy. Explain the key changes [insert key changes], the reasons for the update [insert reasons], and how it will impact students and staff [insert impact].

6 ChatGPT Prompts for General Comms

4. Scheduling and confirming appointments:

- **Prompt:** Generate an email to confirm an appointment with a parent to discuss their child's progress. Include the date [insert date], time [insert time], location [insert location], and any documents they should bring [insert documents]. Also, ask them to confirm their availability [insert confirmation request].

5. Sending an apology for a miscommunication:

- **Prompt:** Draft an apology email to send to parents after a miscommunication regarding [insert specific issue, e.g., a change in school event timings]. Acknowledge the mistake [insert acknowledgement], provide the correct information [insert correct information], and assure them that steps are being taken to prevent future issues [insert steps].

6. Notifying colleagues of an emergency meeting:

- **Prompt:** Compose a brief and urgent email to all staff notifying them of an emergency meeting regarding [insert issue, e.g., a recent incident, policy change]. Include the time [insert time], location [insert location], and purpose of the meeting [insert purpose], and ask for confirmation of attendance [insert confirmation request].

6 ChatGPT Prompts for Marketing teams

1. Crafting social messages from an existing school video transcript:

- **Prompt:** You are a social media expert. Using the transcript above, create a three-column table with the headings: 'Content' (Column 1), '[Social platform 1]' (Column 2), and '[Social platform 2]' (Column 3). In each column, generate [number] of social media messages based on the transcript, tailored to each platform. Ensure the messages use [language type, e.g., British English], include relevant emojis, and feature hashtags inspired by the transcript. In Column 1, provide a [1-3 word] summary for each message's topic.

2. Preparing a Parent Testimonial Request:

- **Prompt:** Compose an email for selected parents requesting testimonials for the school's marketing materials. The email should explain the purpose of the testimonials [insert purpose], provide guidance on what to include [insert guidelines], and a deadline for submission [insert deadline].

3. Drafting a Parent newsletter article:

- **Prompt:** Write the lead article for this month's parent newsletter, focusing on [insert topic, e.g., a recent school achievement, an upcoming initiative]. Include a catchy headline [insert headline], an engaging introduction [insert introduction], and important details or calls to action [insert CTA]. Ensure the tone is warm and community-focused.

6 ChatGPT Prompts for Marketing teams

4. Designing Event Promotional Materials:

- **Prompt:** Create promotional content for [event, e.g., school fair, concert], including text for a flyer, digital banner, and email. Include essential details [insert date, time, location], special features [insert highlights], and a consistent tone that matches the event's theme [insert theme].

5. Writing a Press Release for Local Media:

- **Prompt:** Draft a press release to announce [event/achievement, e.g., winning a regional competition, launching a new program]. Include a compelling headline [insert headline], a summary of the news [insert summary], quotes from key individuals [insert quotes], and contact information [insert contact info].

6. Creating a Social Media Post Series:

- **Prompt:** Develop a series of [number] social media posts for [platform, e.g., Instagram, Twitter] that highlight [topic, e.g., student achievements, upcoming events, staff spotlights]. Each post should include [key details, e.g., date, time, location], relevant hashtags [insert hashtags], and a call to action [insert CTA].

6 ChatGPT Prompts for Admissions teams

1. Crafting Personalised Welcome Emails:

- **Prompt:** Create a personalised welcome email template for newly admitted students and their families. The email should include a warm greeting [insert greeting], key information about the next steps [insert steps], important dates [insert dates], and a contact point for any queries [insert contact info].

2. Drafting Follow-Up Letters for In-Person Visits:

- **Prompt:** Compose a follow-up letter to send to families after they have attended an in-person visit or open day. The letter should express gratitude for their visit [insert gratitude], recap key points discussed [insert key points], and encourage them to reach out with any further questions [insert CTA].

3. Developing an Application Follow-Up Sequence:

- **Prompt:** Create a sequence of follow-up emails for prospective families who have started but not completed their application. Include a friendly reminder [insert reminder], an outline of the benefits of completing the application [insert benefits], and a clear call to action with a link to the application portal [insert CTA].

6 ChatGPT Prompts for Admissions teams

4. Writing a Testimonial Request Email:

- **Prompt:** Draft an email template requesting testimonials from current parents and students that can be used in admissions materials. The email should explain the purpose of the testimonials [insert purpose], provide guidance on what to include [insert guidance], and include a submission deadline [insert deadline].

5. Creating an Admissions Event Reminder:

- **Prompt:** Write a reminder email for prospective families about an upcoming admissions event, such as an open day or taster session. The email should include the event's date, time, and location [insert details], what to expect [insert expectations], and a link to confirm attendance [insert link].

6. Drafting a Rejection Notification Email:

- **Prompt:** Compose a sensitive and professional email template for notifying families of an unsuccessful application. The email should express appreciation for their interest in the school [insert appreciation], provide a brief reason for the decision [insert reason], and offer next steps or alternative options [insert options].

6 ChatGPT Prompts for Development staff

1. Crafting an Alumni Engagement Email:

- **Prompt:** Write an email to engage alumni around [specific event or milestone, e.g., reunion, school anniversary]. The email should include a warm greeting [insert greeting], an update on recent school achievements [insert updates], and an invitation to participate or contribute [insert invitation].

2. Developing Event Sponsorship Proposals:

- **Prompt:** Draft a sponsorship proposal for [specific event, e.g., charity auction, gala]. The proposal should outline the event's purpose [insert purpose], the sponsorship levels [insert levels], the benefits for sponsors [insert benefits], and a call to action [insert CTA].

3. Creating Social Media Content for a Fundraising Campaign:

- **Prompt:** Generate a series of social media posts to promote [specific fundraising campaign] as a table with three columns, column 1 heading is [topic], column 2 heading is [social platform 1] and column 3 [social platform 2]. Each post should be optimised for the social media platform in its column and highlight a different aspect of the campaign [insert aspects, e.g., stories of impact, goals], include relevant hashtags [insert hashtags], emoji, and feature a clear call to action [insert CTA].

6 ChatGPT Prompts for Development staff

4. Writing a Thank-You Letter for a Corporate Sponsor:

- **Prompt:** Draft a thank-you letter for [specific corporate sponsor]. The letter should express sincere gratitude [insert thank you message], highlight how their support is making a difference [insert impact], and include an invitation to stay involved with the school [insert invitation].

5. Creating a Donor Impact Report:

- **Prompt:** Write a donor impact report for [specific period or project]. The report should include an overview of the funds raised [insert amount], how the funds were used [insert usage], the outcomes achieved [insert outcomes], and a thank you message [insert thank you].

6. Creating a Fundraising Appeal:

- **Prompt:** Draft a compelling fundraising appeal email for [specific campaign, e.g., annual giving, capital project]. Begin by providing an overview of the school's history and significance [insert school history/importance], followed by an explanation of the campaign's purpose [insert purpose]. Highlight how the campaign aligns with the school's mission and values [insert alignment], and its impact on the school community [insert impact]. Conclude with a personalised call to action for donations [insert CTA], tailored to the [target audience, e.g., alumni, parents].

6 ChatGPT Prompts for Finance/Bursar teams

1. Creating a Fee Payment Reminder:

- **Prompt:** Draft an email reminder for parents about the upcoming fee payment deadline for [specific term/year]. The email should include the amount due [insert amount], the due date [insert date], and payment options [insert options]. Also, provide contact information for any queries [insert contact info].

2. Creating a Donation Acknowledgment Letter:

- **Prompt:** Compose a personalised thank-you letter for donors who have contributed to [specific fund or project]. The letter should express gratitude [insert gratitude], outline how the donation will be used [insert use], and invite them to stay involved with the school [insert invitation].

3. Writing a Financial Aid Policy Communication:

- **Prompt:** Draft a communication for parents detailing the school's financial aid policy for the upcoming year. The message should explain eligibility criteria [insert criteria], the application process [insert process], and important deadlines [insert deadlines]. Also, include a contact for further assistance [insert contact info].

6 ChatGPT Prompts for Finance/Bursar teams

4. Draft a Budget Request Template:

- **Prompt:** Draft a budget request form for department heads to submit their financial needs for the upcoming academic year. Include fields for project descriptions [such as capital, office supplies, hardware], estimated costs [insert costs], and justification for the request [insert justification]. Make the form a downloadable file as a Word file.

5. Creating a Receipt of Funds Acknowledgment:

- **Prompt:** Write a brief acknowledgement email confirming the receipt of funds for [specific purpose, e.g., donation, tuition fees]. Include the amount received [insert amount], the date of the transaction [insert date], and a thank you note [insert thank you].

6. Drafting a Reimbursement Approval Notification:

- **Prompt:** Write an email notifying a staff member that their expenses claim has been approved. Include the amount that will be reimbursed [insert amount], the expected date of reimbursement [insert date], and any further steps they need to take [insert steps].

What does the research say about **using AI in Education?**

Using these prompt templates and having a framework to craft a helpful prompt has always been popular, both with teachers, leaders and support staff alike. As someone who uses AI in their work though, I've always gained better results when I work in partnership with AI rather than seeking a specific output. It begs the question: "How can AI truly benefit you in your role?"

An interesting piece of research shared recently (by Keppler, Sinchaisri, and Snyder (2024)) reinforces my emerging view that the way we interact with AI determines whether it becomes a powerful ally or just another tool in the toolbox. The research highlights the importance of input approaches (one where we concentrate on working with the AI) or an output approach (where we concentrate on getting the AI to generate an output).

What does the research say about using AI in Education?

Input-Based Approach:

This approach is about using AI to enhance your decision-making and planning processes. Imagine you're brainstorming ways to improve a process or looking for new strategies to engage with parents or alumni. Here, AI isn't just spitting out a final product for you—it's working with you, offering ideas, refining your thoughts, and helping you come up with a plan that's tailored to your needs. The research showed that when AI is used this way, it doesn't just save time; it improves the quality of the work you produce. By adopting an input-based approach, support staff like you can use AI to not only automate routine tasks but also to elevate the quality of your work, making it more strategic and aligned with the broader goals of your educational organisation.

Output-Based Approach:

On the flip side, an output-based approach is more about letting AI do the heavy lifting in creating final products—like generating emails, reports, or promotional materials. While this can be useful for quick tasks, the research suggests that relying solely on AI for outputs might not always hit the mark. You could end up with a product that doesn't quite align with your goals or the needs of those you're serving resulting in taking you longer and making you less efficient.

Beyond prompt design and prompt templates

How Can You Make the Most of AI?

The key to making AI work for you lies in how you use it. Think of AI as a collaborator rather than just a tool. For example, instead of asking AI to draft an entire policy update, why not start by using it to explore different ways to communicate that update effectively? This way, you're still in control, refining and improving the AI's suggestions to ensure the final outcome is spot-on. Here's how you could approach AI in your role:

For Administration: Use AI to explore new ways to streamline processes. Rather than just generating a report, ask AI how you might better structure that report to communicate key insights more clearly.

For Marketing: Instead of just churning out content, collaborate with AI to generate fresh ideas for campaigns, then refine those ideas to ensure they resonate with your audience.

For Development: Work with AI to brainstorm new approaches to alumni engagement or fundraising strategies, using it as a sounding board to develop more personalised and effective plans.

Beyond prompt design and prompt templates

By focusing on input rather than just output, you'll find that AI can help you not only complete tasks more efficiently but also improve the overall quality of your work.

Practical Insights from the Research

The research by Keppler, Sinchaisri, and Snyder (2024) highlights several important takeaways for anyone in a support role:

AI as a Partner: When you use AI as a collaborative partner, you're more likely to see improvements in both productivity and quality. This isn't about replacing your expertise but enhancing it.

Avoid the Pitfalls of Output Dependency:

Relying solely on AI to produce final products can lead to outcomes that may not fully align with your goals. Always consider how you can refine and personalise AI-generated content.

Beyond prompt design and prompt templates

Iterate and Improve: Effective use of AI involves iteration. Start with AI's suggestions, then use your judgment to tweak and improve until you get exactly what you need.

In essence, AI has the potential to be a transformative tool in education, but its true value comes when you use it to support and enhance your expertise. By shifting from an output-driven to an input-driven approach, you will be more likely to find AI helpful and see an impact on your efficiency and the quality of your work.

So, as you continue to explore AI, remember: it's not just about getting things done faster; it's about (and probably should be about) doing them better. If we want to excel in our use of AI it isn't just about having the right tools, but about knowing how to use them wisely.

Reference: Keppler, S., Sinchaisri, W. P., & Snyder, C. (2024). Backward Planning with Generative AI: Case Study Evidence from US K12 Teachers. SSRN.

And that's a **wrap!**

AI is an exciting development in the world of technology that is going to keep growing and growing.

The opportunities it provides are vast and can be truly transformative. It isn't without risk though! Therefore, what we choose to enter into any AI system needs to be carefully considered within the context of data protection and the information we choose to enter into these systems.

Whether we choose to work with the AI as suggested by the research paper shared earlier or by using some of the prompts in this little book, in the UK DfE's guidance document 'Generative artificial intelligence in education' they are very clear:

"Personal and sensitive data must be protected and therefore must not be entered into generative AI tools".

And that's a **wrap!**

"Education institutions must continue to protect their students from harmful content online, including that which might be produced by generative AI."

Whilst this is UK-specific advice, being mindful that this little book will have a global audience, I think this advice is common sense for all.

Bear in mind before implementing any system here in the UK, you have to undertake a DPIA (Data Protection Impact Assessment) and so if you are going to use a data system for analysis where you use personally identifiable information, either consider anonymising it, not using the system at all or seek advice from your organisation's data protection officer.

Either way, I truly hope you've found this little book and its advice and resources useful and should you wish to, I'd love to hear from you about whether this little book has helped!



Thanks for reading.

Mark Anderson