# Nonprofit**HR**

# 2023 AI Pulse Survey Results

## FOR SOCIAL IMPACT ORGANIZATIONS

NUMBER OF RESPONDENTS **250**

**Nonprofit HR**

# Primary mission focus of respondent organizations.

**9%**
Education

**9%**
Human Services

**8%**
Children, Youth & Families

**8%**
Faith-Based

**6%**
Healthcare

**5%**
Arts & Culture

**5%**
Environmental

**5%**
Social Justice

**4%**
Diverse Abilities

**4%**
Housing & Houselessness

## Total operating budget of respondent organizations, rounded to the closest range.

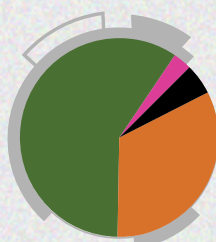| | |
|---|---|
| Less than $5 million | 39% |
| $5.1 million - $10 million | 17% |
| $10.1 million - $20 million | 16% |
| $20.1 million - $50 million | 16% |
| $50.1 million - $100 million | 6% |
| $100.1 million - $500 million | 4% |
| More than $500 million | 2% |

## The top 10 U.S. states, territories or other North American countries respondent organizations are headquartered.

| | |
|---|---|
| California | Maryland |
| District of Columbia | New York |
| Florida | Pennsylvania |
| Illinois | Texas |
| Indiana | Virginia |

## Employee headcount of respondent organizations. This includes full- or full-time equivalent positions only. Does not include temporary employees, consultants or independent contractors.

| Less than 25% | 26-75 | 76-150 | 151-250 | 251-500 | More than 500 |
|---|---|---|---|---|---|
| 32% | 25% | 18% | 7% | 9% | 10% |
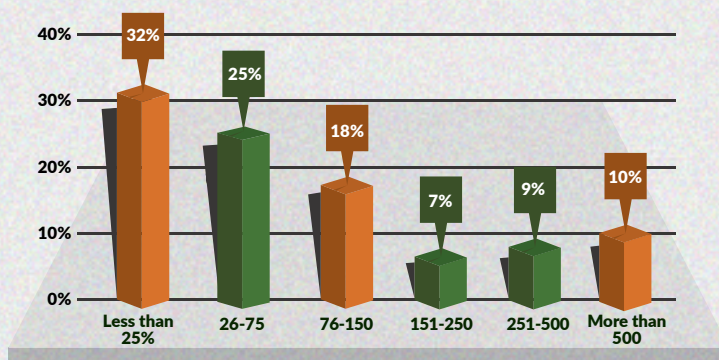
## Current lifecycle stage of respondent organizations.

Startup (within first 5 years of operation)= 5%
Growth-Mode= 33%
Maturity/Sustainability= 59%
Decline= 3%

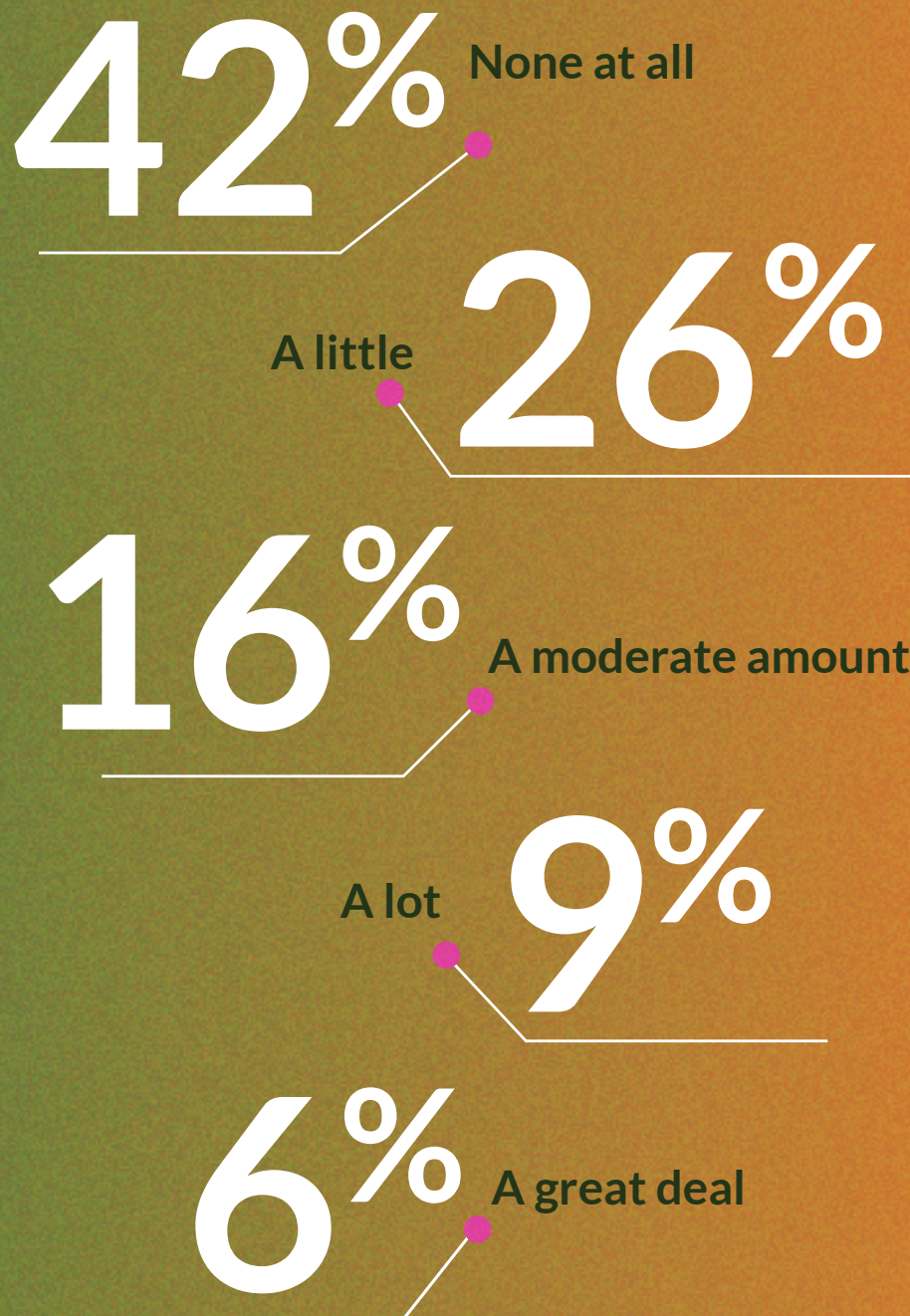# My organization is using generative AI in the HR function in the following ways. Respondents were able to select all that apply.

"Generative AI" is a category of AI that empowers machines to generate new content rather than simply analyze or manipulate existing data. By using models trained on vast amounts of data, generative AI can generate content—such as text, photos, audio, or video—that is sometimes indistinguishable from content crafted directly by humans. Large language models (LLMs), which power chatbots and other text-based AI tools, represent one common type of generative AI. Federal Trade Commission, 2023.
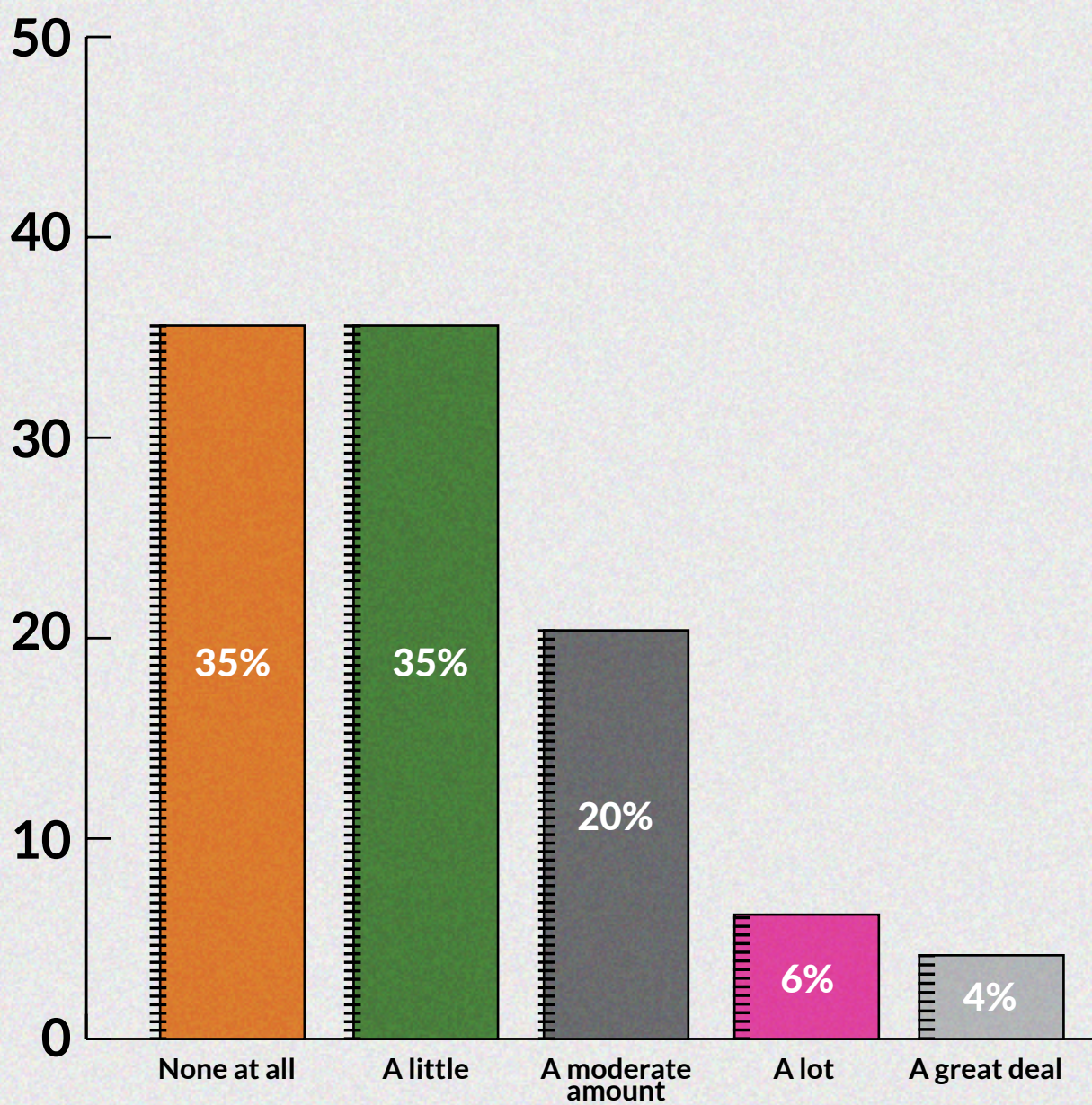
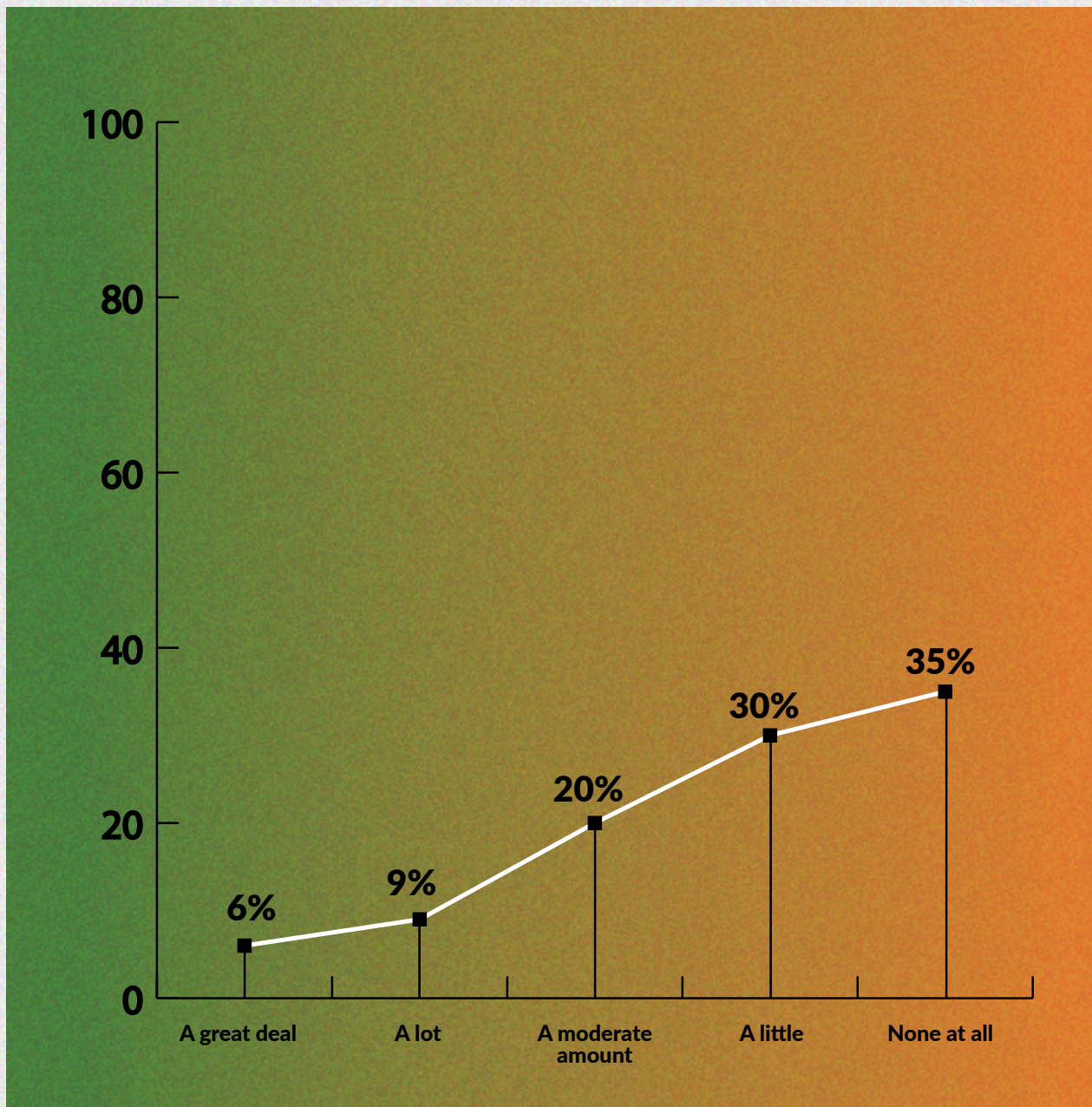| ANSWER CHOICES | RESPONSES |
|---|---|
| Taking notes during or summarizing meetings | 14% |
| Researching information | 26% |
| Drafting organizational policy | 14% |
| Writing job descriptions | 16% |
| Writing performance reviews | 8% |
| Analyzing/interpreting data | 13% |
| Creating presentations | 16% |
| Drafting social media posts or articles | 14% |
| Drafting recruitment advertising copy | 8% |
| Helping make better informed decisions | 9% |
| Creating interview questions | 12% |
| Our organization does not current use generative AI | 45% |
| Our organization has not begun using it but are planning to within the next 12 months | 14% |

# I anticipate generative AI will impact my organization's HR headcount in the next 1-3 years.

**42%** None at all

A little **26%**

**16%** A moderate amount

A lot **9%**

**6%** A great deal

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# I anticipate generative AI will impact my organization's HR budget in the next 1-3 years.



| Category | Value |
|----------|-------|
| None at all | 35% |
| A little | 35% |
| A moderate amount | 20% |
| A lot | 6% |
| A great deal | 4% |

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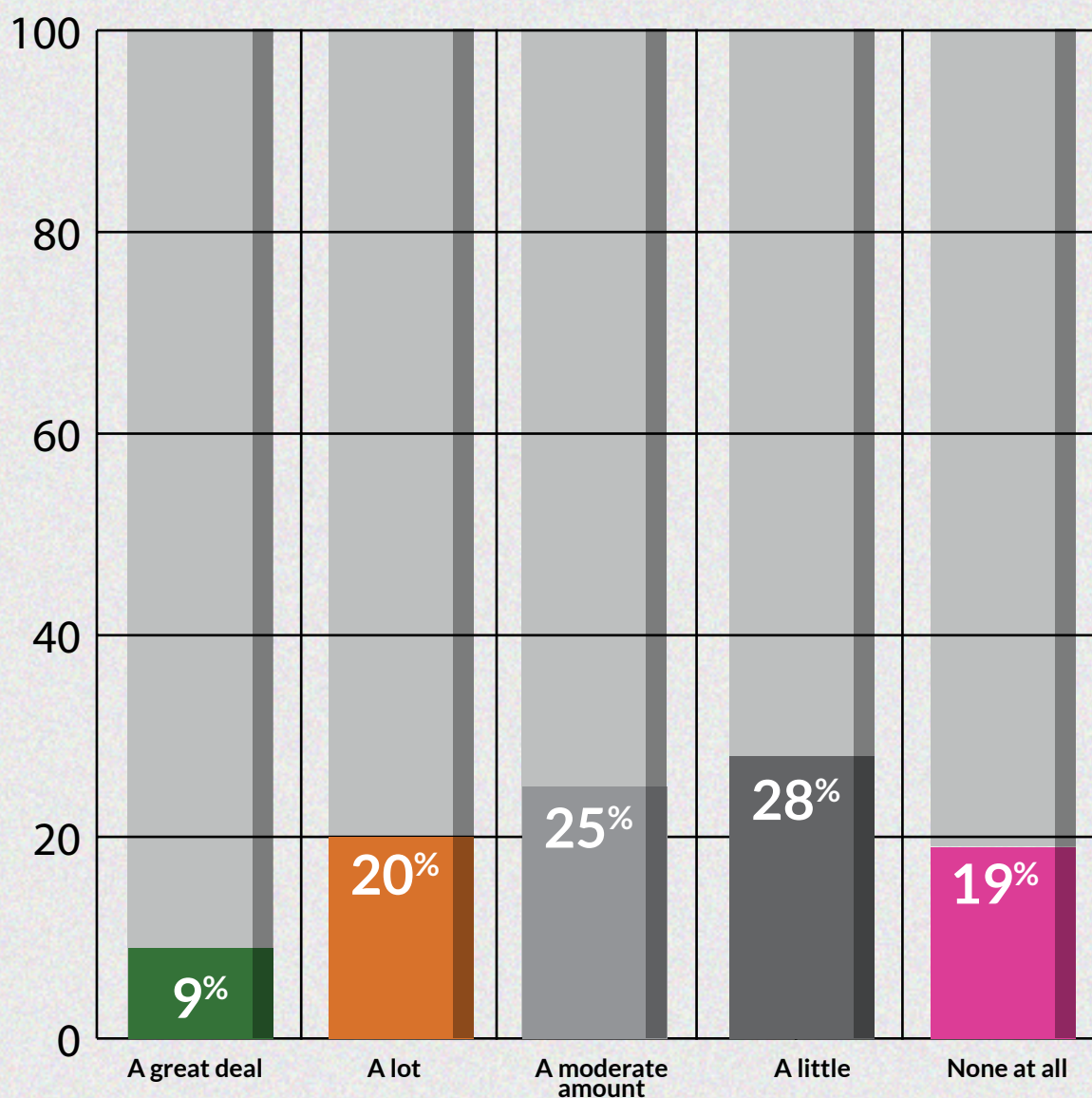# I anticipate generative AI will impact my organization's number of HR tech platforms in the next 1-3 years (e.g. human capital management platforms or applicant tracking systems).

| | | | | |
|---|---|---|---|---|
| 100 | | | | |
| 80 | | | | |
| 60 | | | | |
| 40 | | | | 35% |
| | | | 30% | |
| 20 | | 20% | | |
| | 9% | | | |
| 6% | | | | |
| 0 | | | | |

| A great deal | A lot | A moderate amount | A little | None at all |

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# I anticipate generative AI will impact my organization's need for contract or gig workers in the next 1-3 years.

4%

7%

19%

25%

45%

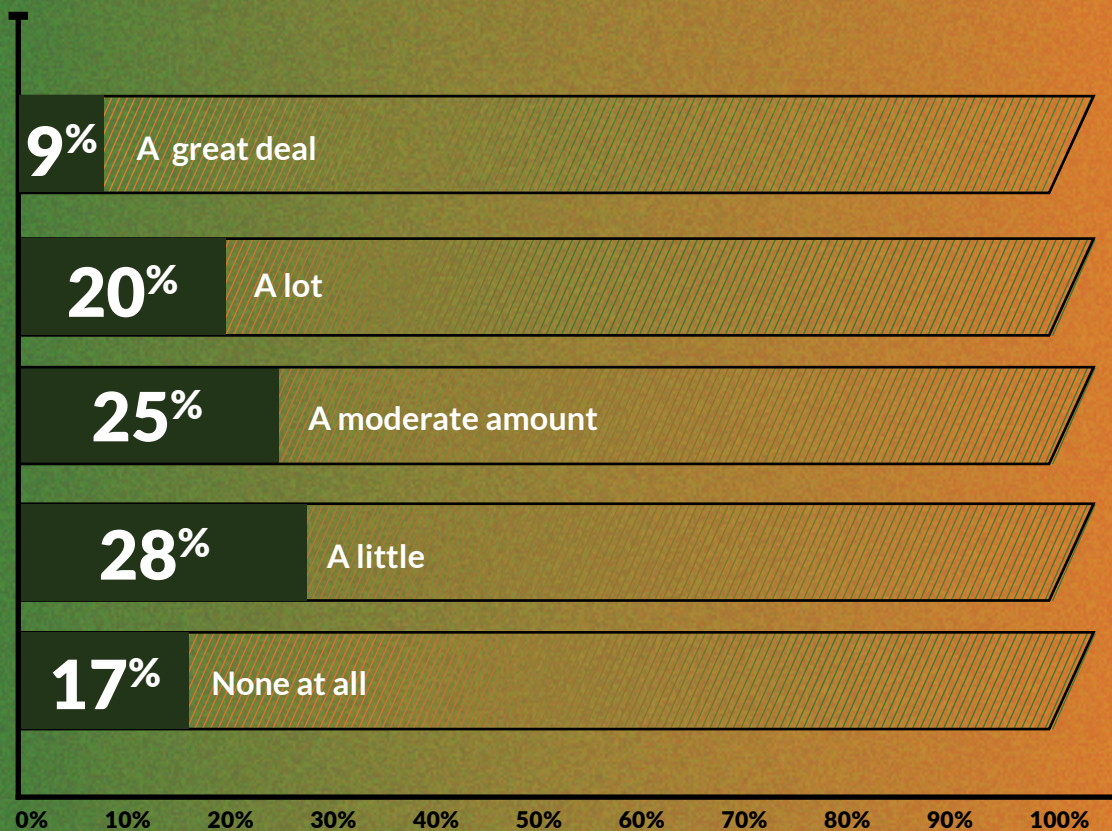| 4% | 7% | 19% | 25% | 45% |
|---|---|---|---|---|
| A great deal | A lot | A moderate amount | A little | None at all |
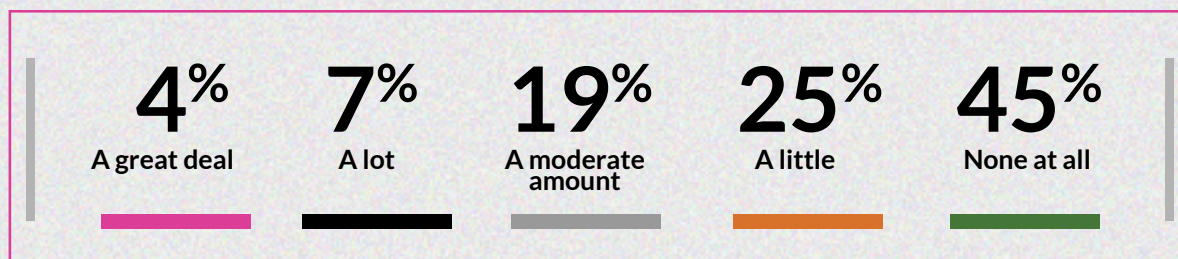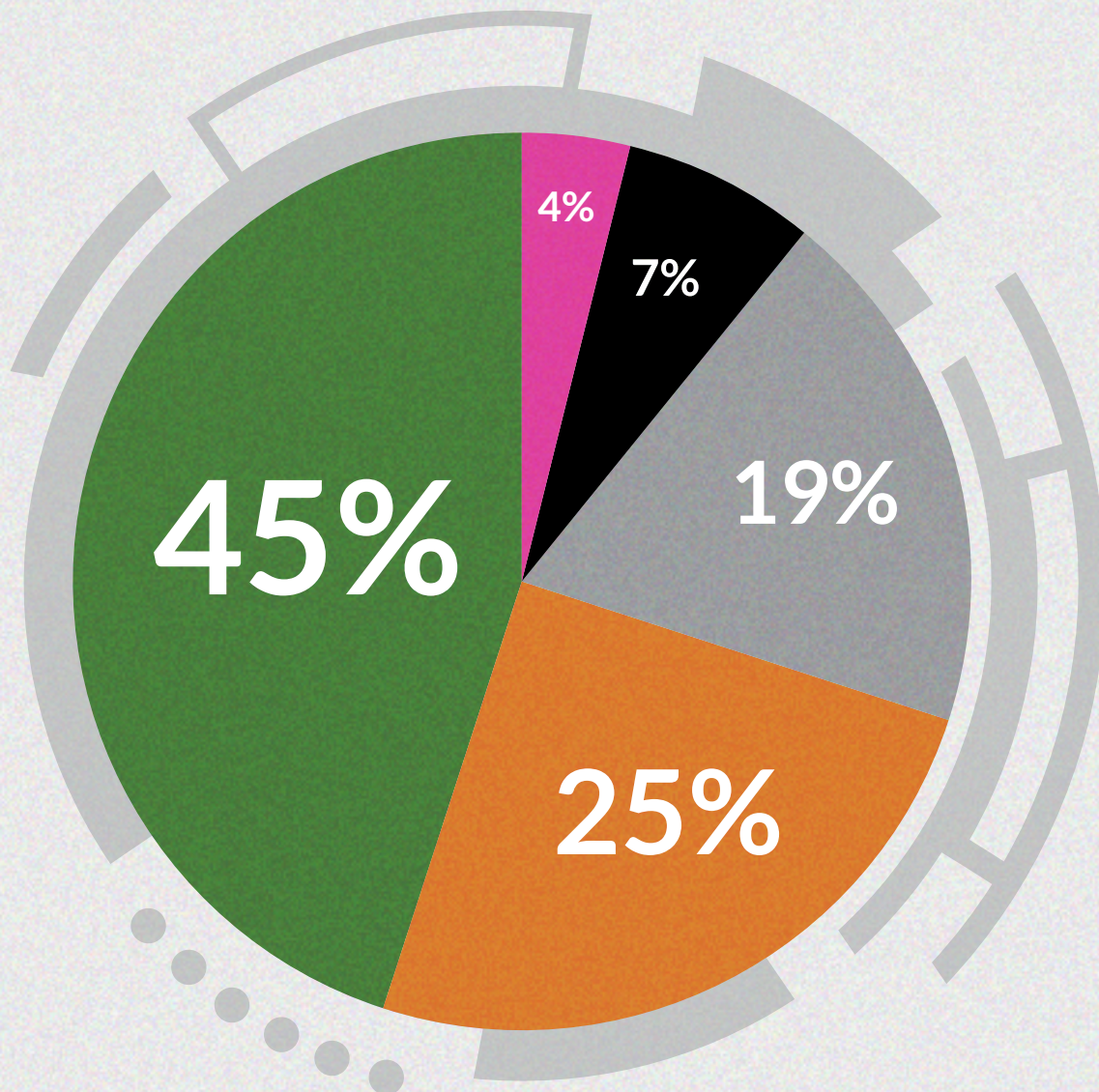
# I anticipate generative AI will impact my organization's need to develop staff to effectively leverage generative AI in the next 1-3 years.

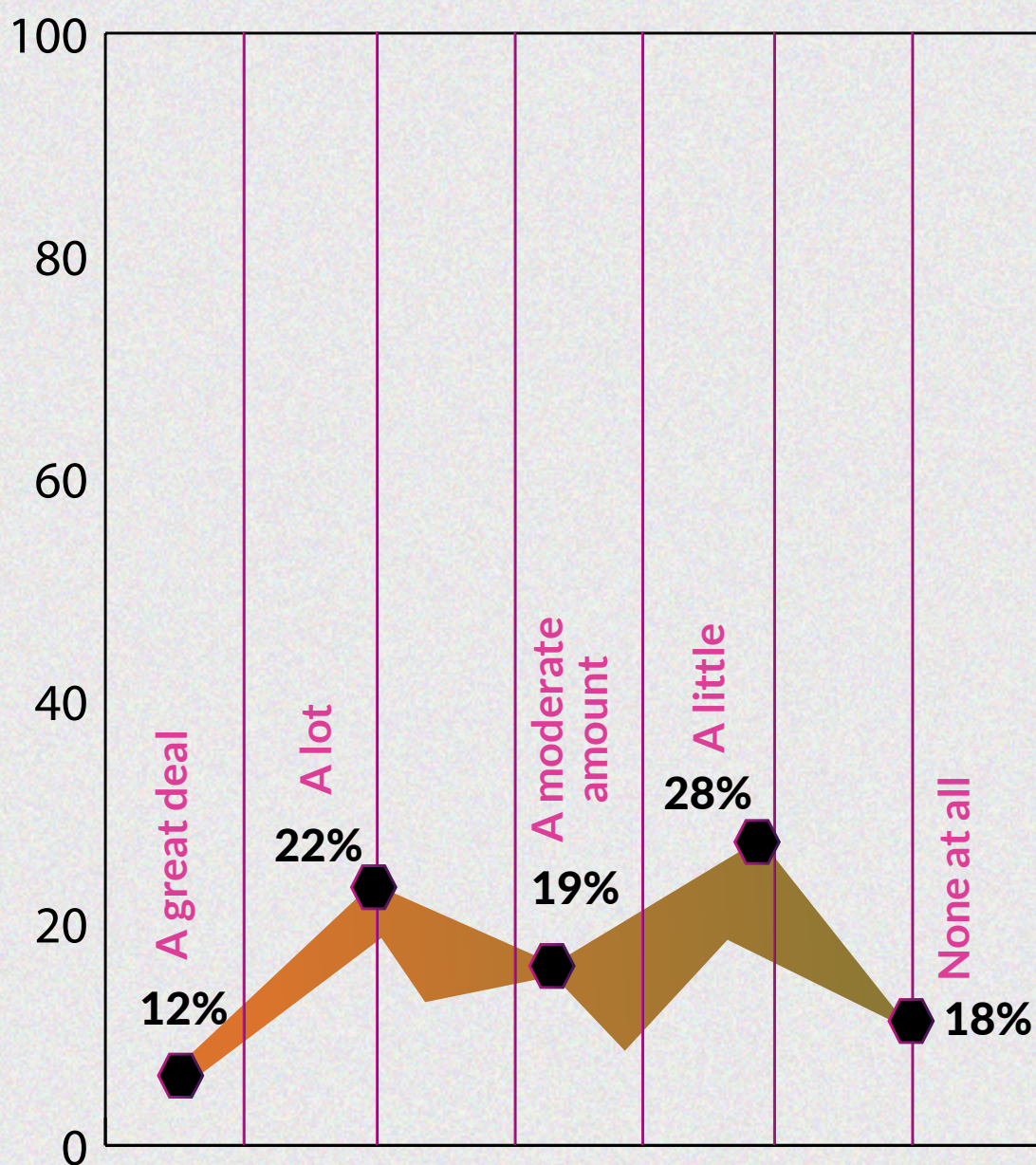| | | | | |
|---|---|---|---|---|
| 100 | | | | |
| 80 | | | | |
| 60 | | | | |
| 40 | | | | |
| 20 | | 20% | 25% | 28% | 19% |
| 0 | 9% | | | |
| | A great deal | A lot | A moderate amount | A little | None at all |

# I anticipate generative AI will impact my organization's need to provide employee policies to govern the use of generative AI in the next 1-3 years.

**19%**
A great deal

**18%**
A lot

**26%**
A moderate amount

**23%**
A little

**14%**
None at all
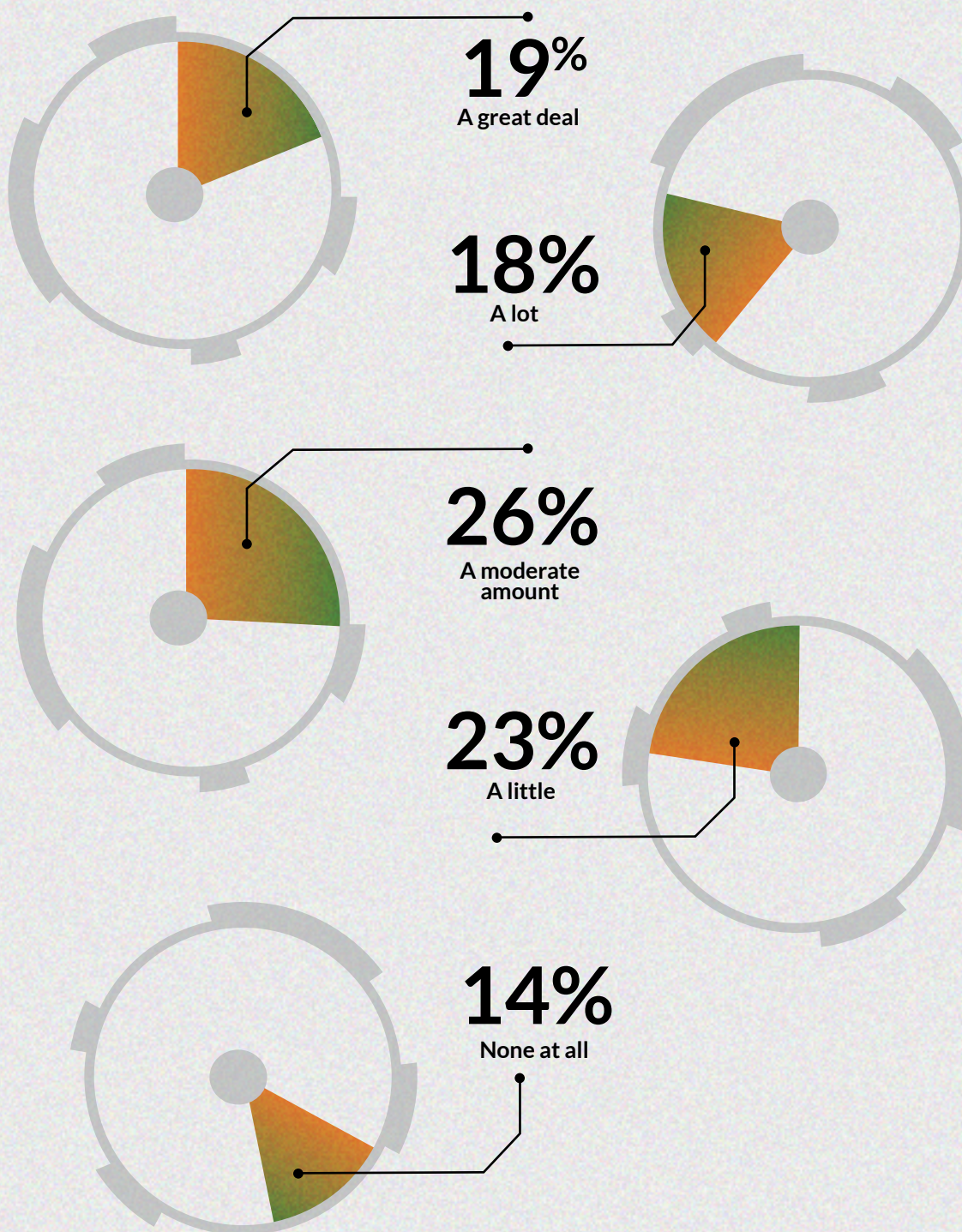
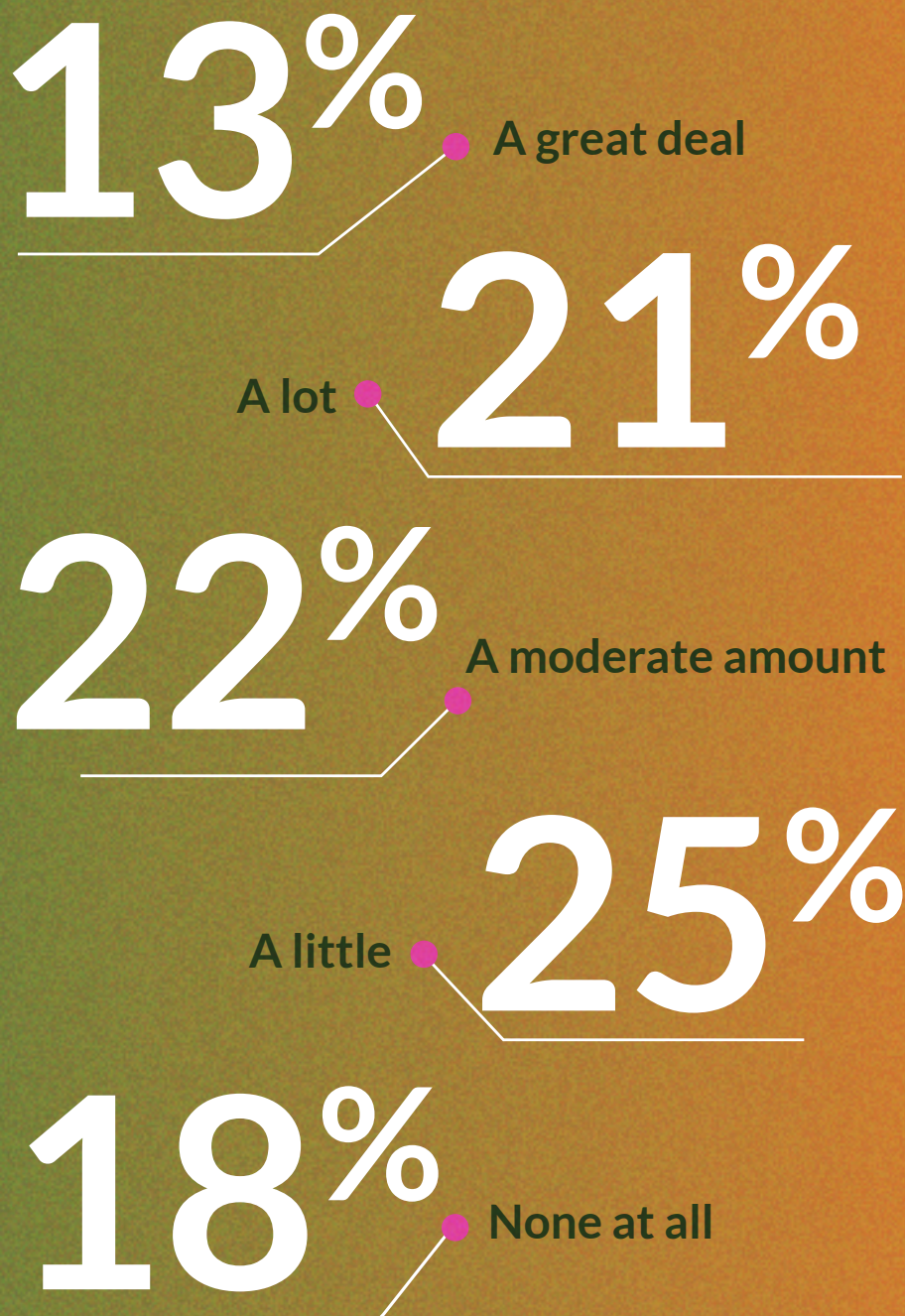# I anticipate generative AI will impact or create a need for my organization to encourage employees to identify work tasks that may be accomplished or improved by generative AI in the next 1-3 years.

| | |
|---|---|
| **9%** | A great deal |
| **20%** | A lot |
| **25%** | A moderate amount |
| **28%** | A little |
| **17%** | None at all |

0%  10%  20%  30%  40%  50%  60%  70%  80%  90%  100%

# I anticipate generative AI will impact or create a need for my organization to provide a secure environment for experimentation with AI in the next 1-3 years.



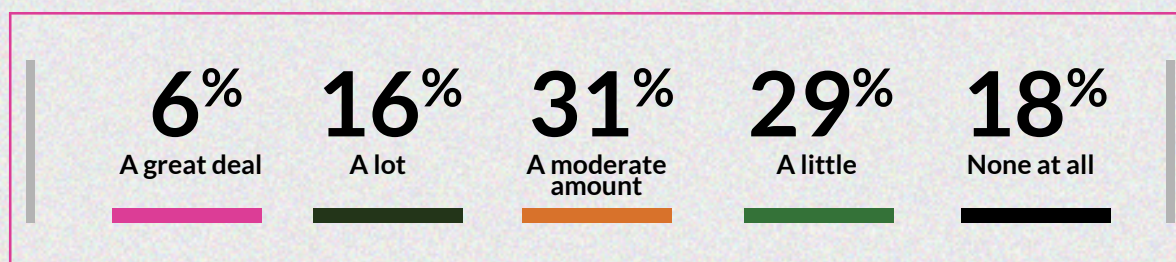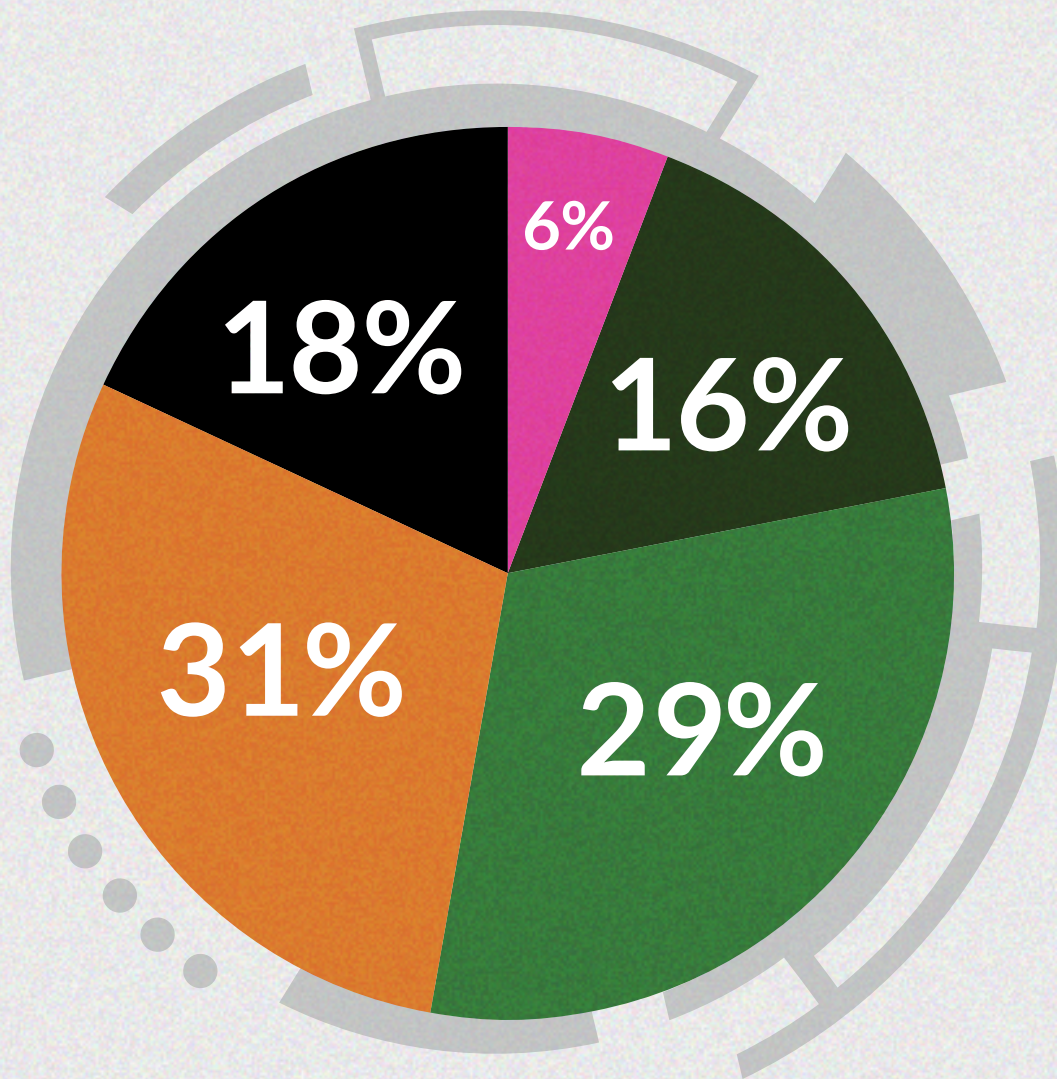| | | | | |
|---|---|---|---|---|
| A great deal | A lot | A moderate amount | A little | None at all |
| 12% | 22% | 19% | 28% | 18% |

**I anticipate generative AI will impact or create a need for my organization to communicate about generative AI to reduce fear and uncertainty in the next 1-3 years.**

# 13%
A great deal

# 21%
A lot

# 22%
A moderate amount

# 25%
A little

# 18%
None at all

# I anticipate generative AI will impact or create a need for my organization to implement an AI-related strategic plan or framework in the next 1-3 years.

**26%**
A little

**20%**
None at all

**9%**
A great deal

**18%**
A lot

**26%**
A moderate amount

# I anticipate generative AI will impact complexity of skills required of HR professionals in my organization in the next 1-3 years.

6%

16%

18%

31%

29%

| 6% | 16% | 31% | 29% | 18% |
|---|---|---|---|---|
| A great deal | A lot | A moderate amount | A little | None at all |

# I anticipate generative AI will impact or create a need for my organization to hire for AI-specific roles in HR in the next 1-3 years.



| | | | | |
|---|---|---|---|---|
| **6%** | **6%** | **14%** | **32%** | **43%** |
| A great deal | A lot | A moderate amount | A little | None at all |