



DEPARTMENT OF THE ARMY  
DEPARTMENT OF SOCIAL SCIENCES  
UNITED STATES MILITARY ACADEMY  
BLDG 607, LINCOLN HALL  
WEST POINT, NY 10996

MADN-SOC

NOVEMBER 6, 2021

MEMORANDUM FOR: White House Chief of Staff Ron Klain

CC: Senate Majority Leader Chuck Schumer; Senate Minority Leader Mitch McConnell; Speaker of the House of Representatives Nancy Pelosi; Minority Leader of the House of Representatives Kevin McCarthy; US Representative Jerry McNerney

FROM: SCUSA 72 Roundtable on Artificial Intelligence and Automation

SUBJECT: EDUCATION AND READINESS FOR ARTIFICIAL INTELLIGENCE

1. **Issue:** Building a foundational understanding for American citizens and policymakers on Artificial Intelligence (AI) to enable ethical development and integration of AI into national security policy, economic prosperity, and the American way of life.
2. **Strategic Analysis:** AI has far-reaching implications for national security, the global economy, and consumer welfare. The federal government's implementation of AI technology has not matched AI's increasingly rapid application on the world stage. Investing in AI education is critical to fostering trust in emerging technology among the American public and to actualizing AI's full potential.
3. **Relevant National Interests:** AI innovation offers great potential for society, however, it poses risks to US citizens with respect to privacy and security. Lack of knowledge about this technology could limit its implementation and deployment. Therefore, educating the public on their civil and privacy rights in relation to AI is of utmost importance.

The private sector drives the bulk of AI innovation and development, thus public-private partnerships will aid in citizens' technical knowledge of AI. This will bolster cooperation and allow the United States to compete against peer competitors.

4. **Strategic Options:**
  - a. **Significant centralized control and active oversight of AI.** Utilize appropriate committees to oversee AI production and implementation in public and private sectors to include regulating harmful technologies and protecting data from malicious use.
  - b. **Focus on informed, risk-based decision-making.** Implement an education initiative targeting key stakeholders to shape future legislation, and create model cards to standardize ethical practice and reporting of AI to users.
  - c. **Allow unfettered private sector-led development of AI.** Enact legislation to prevent government intervention in AI innovation and research by private businesses, firms, and corporations.

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5. **Recommendation:** We recommend focusing on informed, risk-based decision-making through the use of public-private partnerships. This will promote a critical understanding of AI's opportunities and risks. Leaders throughout executive agencies and industries should facilitate an annual AI Education Day for Congressional leaders composed of briefings and discussions to drive action. To enhance public-private partnerships, private sector representatives from a rotating panel of experts will provide relevant monthly briefings about AI topics to Congressional subcommittees, disseminating information, and answering policymakers' questions.

Policymakers will also participate in a media campaign to speak with their constituencies on AI issues, in order to increase faith in official capabilities, inform the public, and provide a connectivity incentive for their participation.

Finally, the adoption of Google's idea for "Model Cards," similar to nutritional fact labels, will inform individuals about the workings of specific AI with which they interact and the data drawn into such algorithms. We propose a system that interrupts users with a Model Card when accessing an AI-backed platform. This card would present relevant information and ultimately, users will better comprehend how the technology uses their data. This is critical in building trust that parallels the pace of potential disruption that AI development brings forth.

6. **Implementation:** *We propose the following steps toward implementation:*
- Coalition-building with the private sector to host AI Education Days through the Congressional AI Caucus
  - Piloting Model Cards as a voluntary initiative
  - Consideration of a gradual transition to a mandate on Model Cards to ensure transparency of data collection and use in AI
  - Eventual expansion of AI Education Days at the state and local level
  - Gradual incentivization of the implementation of Model Cards with increased positive public relations and deeper partnerships with government agencies
  - Periodic reevaluation of effectiveness and methods
  - Further investigation of opportunities for public-private collaboration
7. The point of contact for this memorandum is Cadet Vishnu Kumar at [vishnu.kumar@westpoint.edu](mailto:vishnu.kumar@westpoint.edu) or 714-391-3009.

Artificial Intelligence and Automation  
SCUSA 72  
United States Military Academy

Members:

- Cadet Vishnu Kumar, *United States Military Academy*
- Cadet Roger Manzi, *United States Military Academy*

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- Cadet Adam Gottlieb, *United States Military Academy*
- Midshipman Sloane Yates, *United States Naval Academy*
- Yukta Gutta, *Georgetown University*
- Jamie Baker, *Barnard College*
- Lachlan Cormie, *University of Pennsylvania*
- Rue Ncomo, *George Washington University*
- Jillian Talenda, *Brown University*
- Josh Minsup Kim, *Bard College*
- Helen Colliander, *Reed College*
- Gitika Maheshwari, *George Washington University*
- Angela Howard, *Georgia Institute of Technology*
- Patrick Centeno, *Ramapo College of New Jersey*
- Julia Wilkeyson, *University of North Carolina at Chapel Hill*
- Colonel Molly Solsbury, *XVIIIth Airborne Corps (Co-Chair)*
- Laura Brent, *Center for a New American Security (Co-Chair)*