

2025 BUSINESS >> of AIRPORTS



AI-ENHANCED HR: OPTIMIZING INNOVATION, ENGAGEMENT AND OPERATIONS

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*Vice President of Human
Resources*, McGhee
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Airports Authority |
Human Resources

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Tampa Airport AI Journey

June 2025



Hillsborough County Aviation Authority
Tampa International, Peter O. Knight,
Plant City and Tampa Executive Airports

How Important is AI to our Mission?

- “By **2026**, more than **80%** of enterprises will have **deployed GenAI-enabled applications** in production environments”
(Gartner Top Trends Research)
- “**AI** stands out as a **game-changer**, promising to **transform** how airports support passengers throughout their journey”
(Airports Council International)
- Top topic of discussion at industry Tech events
(Literally anyone that’s been to a Conference lately) 😊

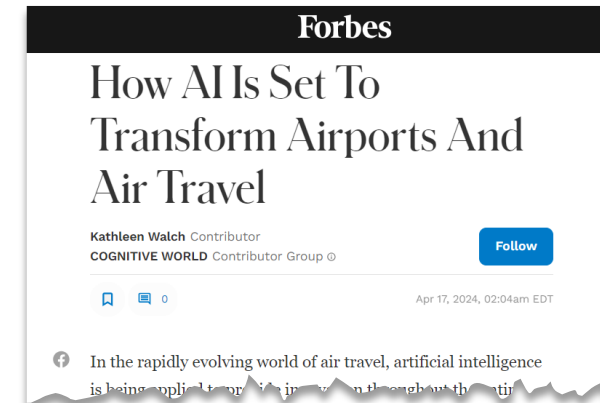


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The critical role AI plays in reshaping airports



AI Initiative – What we have



The Authority currently has an internal generative AI tool, Azure Open AI Chat, aka tpaGPT



Certified by the Federal Risk Management Program. Software integrates with existing Microsoft environment

Use Cases for Generative AI

- ✓ **Drafting Documents**
 - Outlines, Processes, Emails, Presentations, Announcements
- ✓ **Summarizing Existing Documents or Data**
 - Narratives, Overall Sentiment and General Data Analysis
- ✓ **Proofread and Suggestions**
 - Grammar, Spelling, Tone and Recommendations
- ✓ **Brainstorming/Ideating**
 - New Ideas, Points to Consider, Creativity and Inspiration
- ✓ **Explaining Difficult Concepts**
 - Technical, Legal and the Otherwise Unfamiliar



Start chatting

This chatbot is configured to answer your questions



Type a new question...



Prompt Engineering

Crafting questions or commands in a way that maximizes the quality of the output generated by the model

- ✓ **Be Clear and Specific:** Use precise language to minimize ambiguity. Use "chain-of-thought"
- ✓ **Provide Context:** Include relevant background information, such as your role, to guide responses
- ✓ **Limit Complexity:** Break down complex requests into simpler parts
- ✓ **Specify Format:** Indicate preferred formats or structures for responses



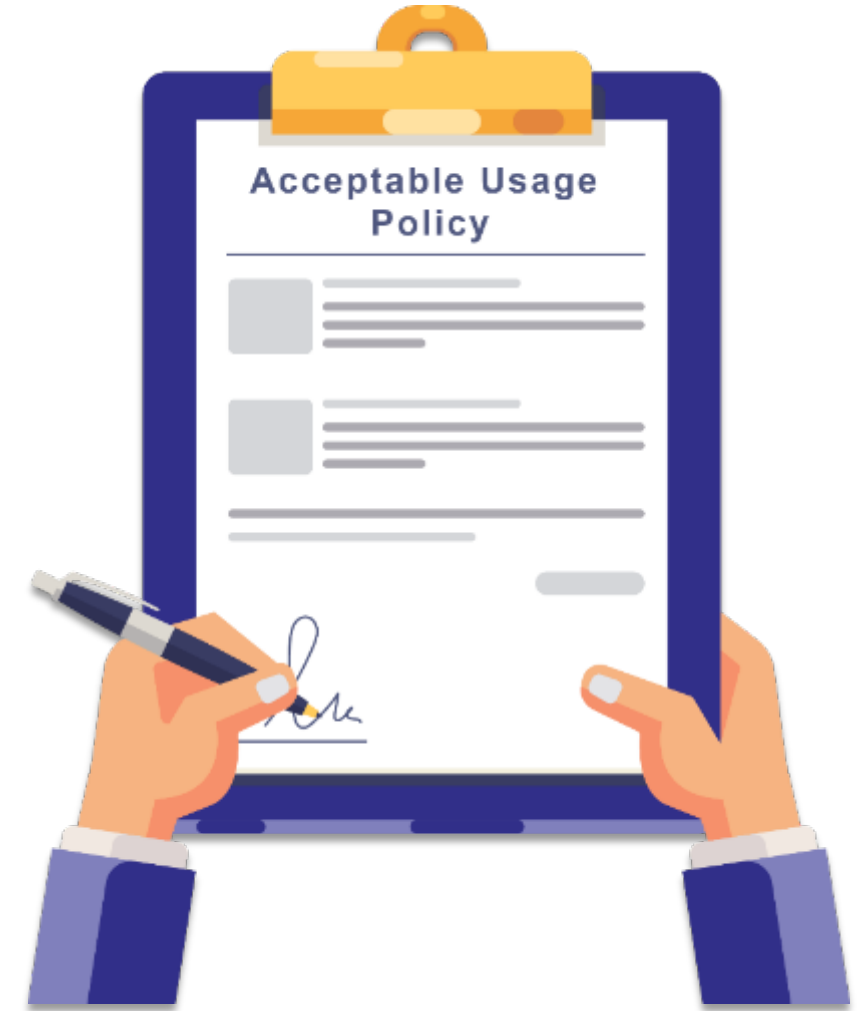
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Acceptable Use of AI at HCAA

Recent edits to **S270.08** Acceptable Use of Authority Systems:

- Use on **personal devices** or personal accounts to conduct Authority business is **prohibited**
- Only AI products **approved** by HCAA ITS
- No Sensitive Security (SSI), Personally Identifiable (PII) or Criminal Justice (CJIS) Information
- Must be **cited** on final draft (pre-publication) of publicly visible content. Not required on internal content.
- Must be in accordance with the Authority's Standards of Ethical Conduct and policies regarding discrimination, harassment, retaliation, and bullying.
- Employees are responsible for the accuracy of their content



Potential Generative AI Limitations

- Factual Inaccuracies (hallucinations)
- Fabricated Outputs (because Generative AI simply predicts text)
- Outdated Information (October 2023)
- Biased information (from leaning training data)
- Copyright Violations
- Intellectual Property, Data Privacy and Cybersecurity



What's Next: TPA + USF MOU Overview

- The **University of South Florida** and **Tampa International Airport** have ties that date back decades, and more recently, the two Tampa Bay institutions have collaborated on various projects, trainings and think-tank exchanges of ideas.



TPA + USF MOU Overview



Former USF President Rhea Law and former Tampa International Airport CEO Joe Lopano

In **January 2024**, USF and Tampa International Airport signed agreement to enhance collaboration and partnership opportunities.

The **MOU** was the first to be signed between the airport and an educational institution. **The MOU sole focus is on AI.**

AI Initiative – Where we're going

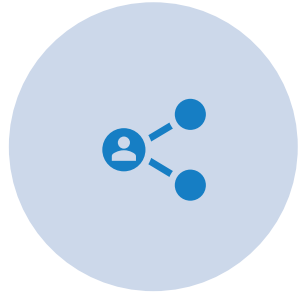


Partnering with Dr. John Licato (USF) and the Authority's Human Resources and ITS departments



Objective is to build a **minimum viable product** for a Generative AI Solution that will help **employees easily access policies, procedures, benefits** information and frequently asked questions in a digital conversational format.

AI Initiative – Where we're going



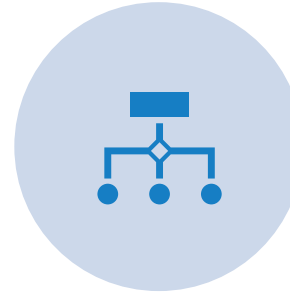
Month 1: Use case analysis and system requirements gathering for HR Department.



Month 2: HR training dataset creation and Generative AI system development for HR Department.



Month 3: User Acceptance Testing.



Month 4 - 6: Final delivery of initial Generative AI system, including training, support documentation and patent application(s) for HR Department.

ACI-NA – AI in HR

GRR



AI in HR

- When writing policies or programs
 - HR uses ChatGPT, Google
 - Small policies or programs
 - HR is currently using Grammarly
 - Correct Grammar
- Emails
 - Creating professional and unbiased emails to all



AI in HR

- Through ADP
 - Job Description
 - The system helps draft job descriptions
 - Streamlines the process
 - Suggests changes that may need to be made
 - Job Postings
 - ADP has a ranking system that looks at the candidate and then ranks them according to our job profile, their resume, and the job posting



AI in HR

- ADP passed bias audit
- Through Payroll
 - ADP has Generative AI that scans our timecards for accuracy and any anomalies and points them out to the payroll administrator

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