

Dr. Jenifer Norton

Jen Norton, PhD, MSW is Executive Director of Emerging Technologies at Moravian University in Bethlehem, Pennsylvania, where she leads institutional AI strategy, chairs the AI Ethics Review Committee, and oversees equitable AI adoption across academic and operational functions. She holds faculty rank and teaches while also doing faculty development work through Moravian's Center for Teaching and Learning Innovation.

Her current work sits at the intersection of AI implementation and institutional operations: building practical frameworks for AI governance, developing staff and faculty capacity, and navigating the policy and compliance questions that come with AI adoption in resource-constrained environments. She has worked on AI tool procurement, FERPA-adjacent compliance considerations, and scaled deployment of AI-assisted workflows across administrative and academic units.

Grounded in responsible and ethical AI use, Norton brings a critical lens to questions of equity, access, and institutional accountability as higher education navigates accelerating pressure to adopt AI at scale. She is a frequent voice on what it actually takes for smaller institutions to build genuine AI fluency when enterprise-tier solutions and dedicated technical staff aren't on the table.