Guidelines for Use of Generative AI for Marketing and Communications

Leveraging the Use of AI

The Division of Communications and External Affairs (CEA) creates and implements strategies to support the achievement of the College's mission and to foster relationships with the community it serves. CEA provides guidance, expertise and oversight of marketing, public relations, and communications to the College community and external audiences; assures adherence to LaGuardia's brand messaging and visual identity; and ensures communications are effective and efficient.

These guidelines outline best practices for utilizing generative AI tools in marketing, communications, and operations to ensure their use aligns with the College's values, standards, and strategic goals.

CUNY's AI Guiding Principles

LaGuardia's AI Guidelines adhere to CUNY's AI Guiding Principles:

- **Human-Centered AI** – AI should augment, not replace, human intelligence.
- **Equity & Inclusion** – AI must be accessible, fair, and serve diverse learning needs.
- **Transparency & Explainability** – AI systems should be clear, understandable, and accountable.
- **Academic Integrity & Responsible Use** – AI must uphold academic honesty and originality.
- **AI Literacy for All** – Faculty, students, and staff should understand AI's strengths, limitations, and ethics.

- **Privacy & Data Protection (FERPA Compliance)** – AI must protect student and faculty data.
- **Trust, Safety & Reliability** – AI should function safely, securely, and without bias.
- **Innovation with Responsibility** – AI should enhance education while ensuring ethical considerations lead to technology.
- **Accountability & Oversight** – AI systems must be monitored, assessed, and responsibly implemented.
- **Continuous Improvement & Ethical AI Governance** – AI policies should evolve with technology to align with ethical standards.

Disclaimer: *These guiding principles are a foundation for responsible AI use at CUNY and will evolve through ongoing collaboration and feedback.*

General AI Usage

1. **Ethical Use**: AI tools should be used responsibly and ethically. Avoid generating content that is misleading, plagiarized, or inappropriate for the College's audience.
2. **Transparency**: Clearly disclose when AI has been used to create or assist in creating content, particularly in external communication materials.
3. **Human Oversight**: AI-generated outputs must be reviewed by a human to ensure accuracy, appropriateness, and compliance with LaGuardia's brand guidelines.
4. **Over-Reliance on AI**: AI tools are supportive but should not replace human creativity, strategic thinking and intuition. It's important to strike a balance and use AI as a tool to augment, not replace, human expertise.
5. **Data Privacy**: Do not input sensitive, student personal, or confidential information into AI tools.

Meetings and Operations Tasks

1. **Summarizing Meetings**:

a. When using AI tools to transcribe and summarize meeting notes for efficiency, ensure summaries are reviewed and verified for accuracy before distribution.
b. Additionally, any documentation these tools generate is subject to Freedom of Information Act (FOIA) requests. Do not use AI tools that generate meeting notes and summaries in meetings that cover confidential or sensitive topics.

2. **Scheduling and Coordination**:
a. Leverage AI scheduling tools to streamline calendar management and meeting coordination.
b. If using an AI tool in a meeting, start the meeting by notifying attendees that you'd like to use the tool. Explain what the tool does and request consent from all attendees to use the tool. Do not rely on chatbot notifications to attendees as a form of consent. If anyone objects, do not use the AI tool in the meeting.

Writing and Editing

1. **Drafting Content:**
a. When using AI to draft preliminary versions of communications or promotional materials, always review and refine AI-generated drafts to ensure alignment with LaGuardia's tone, voice, and messaging.
2. **Proofreading and Grammar Checks:**
a. Employ AI tools for grammar and style checks but rely on human judgment for context and nuanced edits.
3. **Content Personalization and Target audiences**
a. Consider your audience and context before using AI for messages.
b. Use AI for creating personalized communications, such as emails or targeted campaigns, while ensuring messages are inclusive and respectful.
4. **Alignment with Existing Guidelines and Best Practices**
a. [Social Media Guidelines](#)
b. [Website Governance](#)
c. [Promotional Materials](#)

Graphics, Photo, and Video

1. **Visual Content Creation**:

    a. AI tools can assist in creating graphics, photo edits, and simple animations. Ensure all visual content adheres to [LaGuardia's Visual ID Branding Guidelines.](#)

    b. Avoid using AI to generate images of individuals without their expressed consent.

2. **Photo and Video Enhancements**:

    a. When using AI for basic photo and video enhancements (e.g., color correction, cropping) avoid over-manipulation that could misrepresent subjects or events.

    b. AI images should not be positioned to represent a real location, person, etc. If an image is used for illustrative purposes within a context that could cause confusion (e.g., with a news article or informational content), labeling should be considered.

3. **Originality and Licensing**:

    a. Verify the originality of AI-generated visuals and ensure compliance with copyright and licensing standards.

4. **Alignment with LaGuardia Visual Identity Guidelines**

    a. [Visual Identity](#)

Summary:

Do's and Don'ts

Do:

- Use AI to enhance productivity and creativity while maintaining human oversight.
- Review AI-generated content thoroughly for accuracy and appropriateness.
- Align all AI usage with LaGuardia's brand, values, and mission.
- Maintain transparency about AI usage in external communications.

Don't:

- Rely solely on AI-generated content without human review.
- Input sensitive or confidential information into AI platforms.
- Use AI to create misleading, unethical, or inappropriate content.
- Use AI to generate finished images for publication or distribution, without Communications and External Affairs review.

- Neglect copyright and licensing requirements for AI-generated materials.

Recommended AI Tools and Resources

General AI Tools

- **ChatGPT / OpenAI**: For drafting, brainstorming, and summarizing content.
- **Microsoft Copilot:** Built into Windows, offering AI assistance across your OS.
- **Notion AI:** Integrates AI directly into notes and documents for summaries, writing, and task management.
- **Google Gemini**: For writing, planning, brainstorming, and more. Experience the power of generative AI.

Writing and Editing

- **Grammarly**: For proofreading and grammar checks.
- **ProWritingAid**: For style and editing recommendations.

Graphics and Visuals

- **Canva**: For AI-assisted graphic design.
- **DALL-E**: For generating AI-based illustrations or image concepts.
- **Adobe Creative Suite (built-in tools)** Adobe is adding AI tools into its suite of technologies. These can aid creators in such tasks as generating video transcripts and text-based video editing improvements (Premiere), object selection (After Effects), and image editing tools (Photoshop, Lightroom).
- **Adobe Firefly**: For creative visual editing.
- **Descript**: For AI-assisted video and audio editing.

Additional Resources

- **CUNY AI Academic Hub**
- **Empowering Education Leaders** (Federal Office of Educational Technology)
- **Navigating Artificial Intelligence in Postsecondary Education: Building Capacity for the Road Ahead** (Federal Office of Educational Technology)

- **Avoiding the Discriminatory Use of Artificial Intelligence** (Office for Civil Rights, US Department of Education)

By adhering to these guidelines, the Division of Communications and External Affairs can leverage the power of generative AI while upholding the standards and mission of LaGuardia Community College.