

Artificial Intelligence (AI)

Transparency & Responsible Use Policy

Purpose

This policy establishes clear expectations for the ethical, transparent, and responsible use of artificial intelligence (AI) across all College operations.

This policy primarily governs the use of AI in public-facing communications, marketing materials, and content produced on behalf of the College for external or broad institutional audiences.

It ensures that:

- The College maintains trust, accuracy, and authenticity in all instances where generative AI is used
- Audiences understand when AI has been used
- Employees use AI as a support tool and not as a substitute for human judgement

For information regarding AI Governance in instruction, student services, administrative functions, and daily operations see the [Artificial Intelligence \(AI\) Governance Policy](#) (must be logged into an employee MyCState account).

Scope

This policy applies specifically to AI use in official College communications, marketing materials, and other public-facing content, including content intended for external audiences or broad institutional distribution.

This policy applies to:

- All students, faculty, staff, contractors, and affiliates of the College who are assisting with official communications, marketing materials, or content creation
- All forms of artificial intelligence, including generative AI tools, predictive analytics, chatbots, automated decision systems, and AI-assisted content creation
- All AI tools that are owned by the College, licensed for institutional use, or accessed through external platforms when used for College purposes

This policy governs public-facing communications and does not supersede enterprise AI governance requirements established in the [Artificial Intelligence \(AI\) Governance Policy](#).

Guiding Principles

All AI use at the College must follow these principles:

- Transparency – Disclose when AI is used in whole or in part
- Accuracy - Verify all facts before publishing or sharing
- Human Oversight - A person is always responsible for final content
- Privacy & Compliance - Protect student, employee, and institutional data
- Integrity of Voice - Maintain the College’s authentic tone and brand

Definitions

Generative Artificial Intelligence (Referred to as “AI” for this documents purposes): Software that can generate text, images, audio, video, or data-driven outputs based on prompts (e.g., ChatGPT, Midjourney, Microsoft Copilot, Google Gemini)

Traditional Artificial Intelligence (TAI): Rules-based artificial intelligence that is used to identify patterns, classify data, and predict outcomes (e.g., Netflix recommendations, spam filters)

AI-Assisted Content: Content that has been edited, enhanced, or partially generated using AI tools

AI-Generated Content: Content that is fully created by AI with minimal human modification

Public-Facing Content: Any material accessible to the general public, including written articles, images, audio, and video

Brand and Brand Guidelines: Referring to the [Brand Guidelines document](#) as provided by the Cincinnati State Marketing Department

Policy Applications and Examples

College Affiliated Social Media Accounts

This includes any accounts representing the College, programs, departments, student organizations, or student services. These accounts must be officially approved by the Web & Digital Manager before implementing.

Permitted Uses of AI

- Drafting captions, headlines, or post variations

- Brainstorming content ideas and campaign themes
- Editing spelling, grammar, clarity, or readability

Prohibited Uses of AI

- AI-generated images, graphics, or video may NOT be used as final published content
- AI-generated likenesses of Cincinnati State students, employees, or other existing people
- Posting any AI-generated content that has not been reviewed and verified by a human

Transparency Requirement

If AI is used to draft or generate public-facing written, audio, or video content, that use must be acknowledged.

Acceptable disclosure methods include:

- A caption or credit line
- A footnote
- A campaign-level disclosure
- Platform-provided AI disclosure tools, when available (e.g., Instagram, Facebook, YouTube, TikTok have built-in settings to indicate when AI is used)
- Metadata or accessibility notes, when appropriate

Examples of acceptable disclosure language:

- “This post was drafted using AI and reviewed by our team.”
- “Content created with the assistance of artificial intelligence.”

Disclosure is not required when AI is used only for:

- Spelling or grammar checks
- Minor edits
- Brainstorming where the generated output is not directly used

Marketing & Creative Materials

This includes advertising, brochures, web content, email campaigns, video, photography, and design assets.

Permitted Uses of AI

- Copy drafting and editing for spelling, grammar, consistency, and tone

- Concept development and idea generation
- Mood boards, visual conceptualing, and layout exploration using AI-generated imagery as internal inspiration only
- Video elements used as backgrounds or transitions
- Editing tools for audio enhancement, video clips, and image editing so long as the original creation is human-made

Prohibited Uses of AI

- AI-generated images, illustrations, or graphics may NOT be used in any final, public-facing materials
- AI-generated representations of real or fictional people presented as Cincinnati State students or employees
- Fully AI-generated voiceovers representing the institution without acknowledging use of AI

Transparency Requirement

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Acceptable disclosure methods include:

- A caption or credit line
- A footnote
- A campaign-level disclosure
- Metadata or accessibility notes, when appropriate

Examples of acceptable disclosure language:

- “Content developed with the assistance of AI tools.”
- “Drafted using artificial intelligence and reviewed by the Marketing team.”

The Marketing Department will maintain internal documentation of AI-assisted projects.

Departments outside of Marketing that create AI-assisted content for public use must submit materials for Marketing review and approval before publication.

Brand Integrity

All outputs must comply with brand standards, accessibility requirements, and editorial guidelines.

Disclosure Guidelines

When AI is used in whole or in part:

- Use plain language disclosures, such as:
 - “This content was developed with AI assistance and reviewed by [Reviewer name].”
 - “AI tools were used in the drafting of this content.”
- Disclosures should match the level of AI involvement and be transparent, clear, and detailed

Review & Approval

All public-facing content must have:

- Human review for accuracy and tone
- Final approval by the Marketing department or the appropriate communications authority
- Compliance with accessibility and brand standards

Enforcement

Failure to follow this policy may result in the removal of non-compliant content and access to official College communications platforms.

Violations of this policy may be addressed through applicable:

- Student Code of Conduct
- College Operations Manual
- Divisional and Departmental policy
- Collective bargaining agreements

Training & Support

The College will promote AI literacy for students, faculty, and staff, including:

- Ethical and responsible use of AI tools
- Awareness of AI limitations, bias, and risk
- Privacy and information security responsibilities
- The role of AI skills in the modern workforce

Policy Review

This policy will be reviewed annually and updated as needed to reflect:

- Changes in technology
- Legal and regulatory guidance
- Institutional priorities

Last updated: 06/26/2026 by Brittany King, Web & Digital Manager

References:

The U.S. Department of Labor's Artificial Intelligence Literacy Framework

<https://www.dol.gov/sites/dolgov/files/ETA/advisories/TEN/2025/TEN%2006-25/Attachment%20I%20%28Accessible%20PDF%29.pdf>