



Artificial Intelligence (AI) Usage Guidelines for University Communications and Materials

Purpose

The University of Central Arkansas (UCA) recognizes that artificial intelligence (AI) technologies are increasingly being used in support of university communications, marketing, content creation and operational workflows. These guidelines establish expectations for the responsible, ethical, accurate and strategic use of AI in communications and materials that represent the university. These guidelines are not intended to serve as the university's broader policy on faculty instructional use of AI, scholarship, research, course materials or other academic applications. More information on AI use in academic contexts is available from the UCA [Center for Excellence in Teaching and Academic Leadership](#) (CETAL).

AI should be used to enhance university communications while maintaining alignment with the UCA mission of learning, scholarship, creative activity and applied experience as we advance readiness for meaningful work, civic contribution and lifelong growth.

University Marketing and Communications (UMAC) provides support and services across several key areas, including graphic design, websites, photography, videography, social media and branding. To view more guidelines, request services or contact the UMAC office, visit the [Communications Toolkit](#).

Scope

These guidelines apply to all marketing and communications materials distributed as representing UCA, including, but not limited to:

- Social media content
- Websites and digital content
- Marketing and advertising materials
- News stories and press releases
- Photography, graphics, audio and video
- Recruitment and admissions materials

- Printed collateral and branded materials

Guiding Principles

Accuracy and Integrity

All university content must be truthful, accurate and communicated responsibly. AI-generated or assisted materials should be carefully reviewed to ensure factual accuracy and alignment with university standards.

Human Accountability

AI tools may support the content creation process, but there must be human oversight and responsibility in reviewing all content before it is published.

Authenticity

University communications should reflect the real experiences, people, programs, achievements and campus life at UCA. AI tools should not be used in ways that misrepresent the university or its appearance, or create misleading representations of university activities or individuals.

Accessibility

AI-assisted materials must support accessibility and meet ADA guidelines.

Privacy and Data

Protected and confidential university information must never be entered into AI tools or platforms.

Acceptable AI Usage

In developing university content, AI tools may be used to assist with tasks such as:

- Brainstorming ideas
- Drafting outlines or preliminary copy
- Editing copy for grammar, readability, formatting and flow
- Generating variations of text
- Transcription or summarization assistance
- Supporting accessibility efforts such as alt text
- Assisting with workflow organization or content

Unacceptable AI Usage

In developing university content, AI should not be used to generate things such as:

- Images that misrepresent the UCA campus and community, including buildings, facilities, landmarks and mascots
- Unofficial or altered university branding elements, including logos
- Representations of students, faculty, staff or alumni
- Images of university events or activities that did or did not occur
- Unreviewed AI-generated content as official university material (see Scope section of this document)
- False, misleading or fabricated information
- Fake testimonials, quotes, statistics or institutional claims

Human Review

All AI-assisted content must be reviewed by a human before publication. Typically, the review of content will be completed by the individual using the AI platform to generate the content, and this process should include:

- Verification of facts, dates, names, titles and claims
- Reviewing for clarity, tone and professionalism
- Evaluation for bias as well as harmful or inappropriate language
- Accessibility review
- Compliance with university standards, including the Editorial Style Guide
- Ensuring that the material accurately represents UCA

Oversight and Responsibility

Individuals creating or publishing university communications, and the departments or units they represent, are responsible for ensuring compliance with these guidelines, and can at any point reach out to [UMAC](#) for clarification or further guidance.

Because AI technologies continue to evolve rapidly, these guidelines may be updated periodically to reflect changes in best practices.