



Policy	Artificial Intelligence Usage Policy
Created on	18 th February 2025
Review date	18 th February 2026
Authored by	Stephen Burkes

Artificial Intelligence (AI) Usage Policy

Purpose

This policy establishes guidelines for the responsible and effective use of Artificial Intelligence (AI) within our digital skills training and apprenticeship programs, specifically for Content Creators and Multi-Channel Marketers. Our objective is to harness AI as a supportive tool for research and skill development, ensuring it complements learning without substituting essential educational experiences.

Scope

This policy applies to all staff and learners engaged with our training programs. It outlines acceptable AI usage in educational activities, emphasizing the importance of maintaining academic integrity and fostering genuine skill acquisition.

Guiding Principles

Supportive Use of AI

AI tools are to be utilized as supplementary aids in the research process. They can assist in gathering information, generating ideas, and enhancing understanding of complex topics. However, AI should not be used to directly answer assessment questions or create work that learners are expected to produce independently.

Academic Integrity

Learners must ensure that all submitted work reflects their own understanding and effort. The use of AI-generated content in assignments, projects, or assessments is prohibited unless explicitly authorized. Any incorporation of AI assistance must be properly acknowledged and discussed with tutors to maintain transparency.

Skill Development

Proficiency in AI tools is recognized as a valuable skill in the digital landscape. We are committed to providing training that enables learners to effectively and ethically use AI technologies, preparing them for industry demands.

Transparency and Watermarking

When AI tools are used in the creation of content, learners must clearly indicate this involvement. This can be achieved through appropriate watermarking or explicit statements within the work, ensuring that the use of AI is transparent to all stakeholders.

Pre-Use Consultation

Prior to employing AI tools for tasks that could potentially replace traditional learning methods, **learners are required to consult with their tutors**. This ensures that AI usage aligns with learning objectives and does not compromise the educational process.

Ethical Considerations

All AI applications must adhere to ethical standards, avoiding the generation or dissemination of biased, harmful, or misleading information. Learners and staff are expected to critically assess AI outputs and ensure their appropriateness and accuracy.

Compliance with Ofsted Framework

In alignment with the Ofsted Education Inspection Framework, our approach to AI usage emphasises a high-quality education that fosters genuine understanding and skill development. The integration of AI tools is designed to enhance the learning experience without undermining the integrity of our educational programs.

Compliance with Awarding Bodies

The use of AI should be under constant review as the technology evolves. It should be a regular item at standardisation and Creative Process Digital will ensure that the latest guidance from awarding bodies is cascaded to staff with appropriate supporting training.

Implementation

Training Sessions

Regular workshops and training sessions will be conducted to familiarize both staff and learners with AI tools, their potential applications, and ethical considerations.

Resource Provision

Access to approved AI tools and resources will be provided, along with guidelines on their appropriate use.

Monitoring and Evaluation

The use of AI in learning activities will be monitored to ensure compliance with this policy. Feedback mechanisms will be established to assess the impact of AI on learning outcomes and make necessary adjustments.

Conclusion

The integration of AI into our training programs is intended to enrich the educational experience, equipping learners with relevant skills for the digital industry. By adhering to this policy, we aim to balance the benefits of AI with the imperative of maintaining academic integrity and fostering authentic learning.

Note: This policy is subject to periodic review to accommodate emerging AI technologies and evolving educational standards.