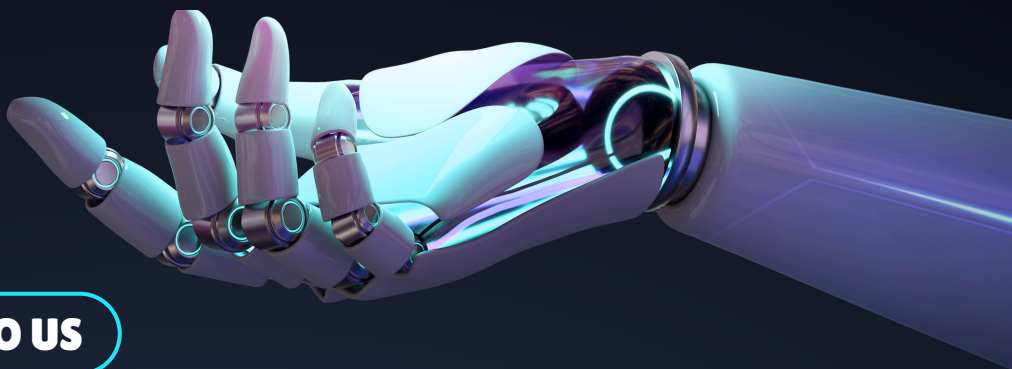**Blended Learning CONSORTIUM**

BLC USE OF AI STATEMENT

OUR APPROACH: ETHICAL, TRANSPARENT AND INNOVATIVE

WHY IT'S IMPORTANT TO US

AI is transforming the way we can deliver our resources, helping us innovate and improve the experience for you and your learners. We use various AI technologies to streamline processes, assist with idea generation, problem solving, and enhancing ways to deliver our resources. This statement explains how we use AI, our commitment to ethics, and how we ensure transparency, privacy, and fairness in everything we do.

HOW WE USE AI

- Enhancing user experience
- Improving efficiency
- Supporting idea generation
- Problem solving

COMMITMENT TO ETHICS AND RESPONSIBILITY

While AI brings opportunity, we are committed to using it responsibly and with complete transparency. Our guiding principles include:

Transparency: Being open about how we use AI, which tools we use and how we use them. We are incorporating a new statement into resources reminding users of our supportive use of AI.

Privacy: We only collect necessary data and information and ensure we follow security practices and comply with privacy laws. Regular audits, training and transparent communication with members is key.

Fairness: Any outputs we generate with AI tools have human oversight to minimise any bias and ensure diverse and fair representation.

HUMAN OVERSIGHT

AI can enhance our work, but it will never replace the essential role of our team of experienced content developers. We believe in the importance of:
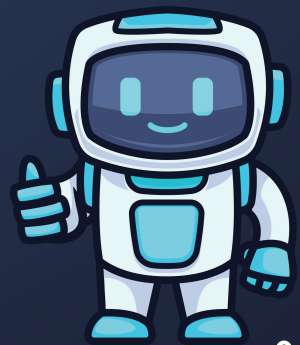
HUMAN-CENTRED
Any AI-generated content, recommendations or suggestions are reviewed by the team to ensure they meet our BLC standards.

COLLABORATION, NOT REPLACEMENT
AI can support idea generation and iteration of design concepts, but our expert content developers will always be the creators of our content, using AI to enhance their capabilities, not replace them.

CONTINUOUS IMPROVEMENT AND INNOVATION

Our team are continually looking at new systems, processes, or ways to develop content. We will always aim to be aware of new developments in AI and adopt those which can improve our work whilst aligning to our commitments around ethics and responsibility. We welcome any feedback from members and stakeholders to further improve how we use AI.

FUTURE

AI can be a valuable tool with the power to change how we work. As we continue to innovate and provide content, our goal is to embrace the use of AI to enhance the user experience in a responsible, ethical, and transparent way. We're excited to see how AI will enhance education, eLearning, and design.

CONCLUSION

We are committed to maintaining the high standards of BLC content creation that have made us into industry leaders in eLearning in the FE sector and beyond. As new AI tools become available our workflow and processes will change, however some of the main ways we currently use AI tools include:

Spelling and grammar checks | Voiceover and narration generation
Image editing and manipulation | Video animation | Caption generation

If you have any questions or would like to know more about how we use AI, please contact us:
blended-learning@howcollege.ac.uk