**Strategic Communication and Cultural Change**

**Module 6C**

**Assignment Response**

**Title:** *Building a Culture of Transparency in AI Governance*

**1. Communicating Uncertainty: A Governance Competency**

As an AI Governance Officer, one of the most critical communication strategies is the honest and clear expression of uncertainty. Overconfidence in AI capabilities - such as claiming a system is “fully accurate” or “bias-free” can damage stakeholder trust, especially when inconsistencies or failures eventually appear.

For example, MagicSchool AI's feedback assistant provides AI-generated writing feedback to students. While the tool is generally helpful, it may misinterpret certain dialects, non-standard phrasing or culturally specific references. Rather than claiming full reliability, a transparent notice should acknowledge this:

“The AI feedback system may sometimes misinterpret student writing that uses non-standard English, idiomatic expressions, or culturally specific language. Teachers review flagged responses weekly to ensure fairness and accuracy. We welcome any concerns or examples to help improve system performance.”

This approach, rooted in a four-part communication model - limitation, consequence, mitigation, and invitation - helps build trust by being candid while also showing accountability. It aligns with best practices from data protection regulators and AI oversight bodies, who consistently find that transparency paired with a remediation plan earns more user confidence than blanket assurances.

**2. Indicators of a Transparent AI Culture**

A true culture of transparency in schools cannot be achieved through documentation alone. It must be reinforced by both **process** and **outcome** metrics.

**Process Metrics (Sample):**

* % of AI tools with published Article 13-style instructions.
* % with GDPR-compliant info sheets for staff and parents.
* Median time from tool adoption to transparency publication.
* Frequency of internal reviews of vendor-supplied documentation.

**Outcome Metrics (Sample):**

* % of staff who report feeling confident explaining AI tools.
* % of parents who understand AI use in the school (via survey).
* of AI-related complaints, questions or clarification requests.
* of website visits or downloads of transparency documents.

These metrics help move transparency from theory into practice. For instance, a school where 100% of AI tools have a notice published within two weeks of onboarding demonstrates readiness and responsibility. If surveys reveal that 60% of students do not understand when they are interacting with an AI, that identifies a gap for further communication.

Transparency indicators should be reported to leadership regularly - ideally as part of a quarterly AI governance update - and shared in summary form with the school community. Transparency thrives when treated as a shared value, not a compliance checkbox.

**Conclusion**

Documents may be required for regulatory compliance, but **a culture of transparency** is built through honest communication, stakeholder engagement, and evidence-based reflection. By combining candid messaging about AI limitations with measurable follow-through, educational institutions can foster lasting trust in the way AI is implemented.