**Stakeholder\_Comm\_Plan.md**

**EduScan AI System – Stakeholder Communication Plan**

This communication plan outlines how our institution will engage key stakeholders - **staff, students, and parents** - regarding the implementation of the EduScan AI feedback tool. It is designed to ensure transparency, build trust and support responsible AI adoption.

**1. Stakeholder Group: Staff (Teachers and Admins)**

**What they care about:**

* How EduScan will affect workload and teaching practices
* Accuracy of AI feedback and potential for student confusion
* Oversight responsibilities and accountability

**Key messages:**

* EduScan is a supportive tool, not a grading system. Teachers remain fully in control.
* The system’s limitations are documented and will be reviewed regularly.
* Training and opt-out protocols are available.

**Communication methods:**

* Staff briefing session (in-person or virtual)
* Written internal guide with use cases and FAQs

**Planned Activities:**

* **AI Literacy Workshop**: A 1-hour session introducing the tool, explaining oversight roles and reviewing performance limitations.
* **Teacher Feedback Loop**: Ongoing survey and drop-in Q&A forum to gather real-world observations and concerns.

**2. Stakeholder Group: Students**

**What they care about:**

* Whether the AI is fair and accurate
* How their writing is being used
* Whether it affects their grades

**Key messages:**

* EduScan offers writing feedback, not marks.
* Students control what they upload.
* Teachers check all AI feedback before it’s shared.

**Communication methods:**

* Class-based introductory presentation
* Student-friendly info poster and opt-out form

**Planned Activities:**

* **In-Class Demo**: Teachers will introduce EduScan and discuss how it works, limitations, and student rights.
* **Interactive Q&A Forum**: Set up on the school LMS to address ongoing student questions and feedback.

**3. Stakeholder Group: Parents and Guardians**

**What they care about:**

* Data privacy and student safety
* Educational value and fairness
* Right to withdraw consent

**Key messages:**

* EduScan complies with GDPR and the EU AI Act.
* No sensitive data is collected or stored long term.
* Parents can opt their child out at any time.

**Communication methods:**

* Email newsletter with plain-language summary
* Printed FAQ sent home with students

**Planned Activities:**

* **Parent AI Information Night** (in-person and streamed): Presentation of EduScan’s role, data policy and opt-out process.
* **Translated Take-Home Packet**: Materials available in multiple languages outlining rights, contacts and system summary.

**Proactive and Reactive Communication**

**Proactive channels:**

* Newsletter updates, onboarding sessions, published transparency statements

**Reactive channels:**

* Dedicated AI contact email (e.g. aiquestions@inspremiam.edu)
* Feedback forms accessible via LMS or parent portal