William College

Statement on the Use of AI

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1. Introduction

William College recognises that artificial intelligence (AI) is increasingly embedded in higher education, professional practice, and everyday life. This document sets out William College's approach and commitments to the ethical, responsible, and informed use of AI in teaching, learning, research, and administrative activities. It is intended to support staff, students, visiting lecturers, and Delivery Partners in developing a shared understanding of appropriate AI use within an academic context.

This Statement is principles-based and educational in nature and should be read alongside existing William College and Partners' policies on academic integrity, assessment, data protection, and teaching and learning.

2. Purpose

The purpose of this Statement is to:

- Promote innovation and digital literacy while safeguarding academic integrity and ethical practice.
- Support compliance with UK law and data protection requirements.
- Align, where appropriate, with the academic values and expectations of partner institutions, including Bath Spa University and Birkbeck, University of London.
- Encourage critical understanding of AI technologies, including their benefits, limitations, and ethical implications.
- Prepare students and staff to engage with AI confidently and responsibly in academic and professional contexts.

3. Scope

This statement applies to:

- Students and staff using AI tools in teaching, learning, assessment, research, or administrative activities.
- Visiting lecturers, speakers, and external collaborators engaged in William College's activities.
- Collaborative projects involving partner institutions.

The Statement applies to all forms of AI, including generative tools, automated feedback systems, predictive analytics, and AI-supported administrative processes.

William College expects that personal, confidential, or sensitive data will not be entered into publicly available AI tools unless appropriate authorisation and safeguards are in place, in line with data protection requirements.

4. Definitions

Term	Definition
Artificial Intelligence	Artificial Intelligence (AI) refers to computational systems that perform tasks normally requiring human intelligence, including content generation, pattern recognition, prediction, decision support, and automation.
Generative AI (GAI)	Generative AI (GAI) refers to AI systems capable of producing new content such as text, images, audio, video, or code.
Publicly available AI tools	Publicly available AI tools refer to AI systems that are openly accessible and not contractually approved by the College
Approved AI systems	Approved AI systems refer to AI tools that have been formally authorised by the College for specific academic or administrative uses. These may include MS Copilot and Grammarly

5. Principles for the Use of AI

William College supports the responsible use of AI in ways that reflect academic values and ethical practice.

5.1 Academic Integrity and Authorship

- Ensure that AI-assisted outputs are transparent and correctly attributed.
- Avoid plagiarism, misrepresentation, or falsification of academic work.
- Students and staff must include an explicit declaration of AI use in assessed or published work.
- All academic work should reflect the student's own learning, judgement, and insight; AI should not replace independent critical thinking or scholarship.
- Inappropriate or undisclosed use of AI that conflicts with academic integrity expectations will be considered under the College's Academic Integrity and Misconduct Policy.

5.2 Teaching, Learning, and Assessment

- AI may be used to support learning activities such as idea development, revision, summarisation, and skills practice.
- Staff are encouraged to provide clear guidance to students on acceptable AI use within specific modules or assessments.
- Human academic judgement remains central to assessment, feedback, and grading.

5.3 Privacy and Data Protection

- AI tools should be used in ways that respect personal data, confidentiality, and privacy.
- Users are encouraged to be mindful of the data they input into AI systems and to follow College data protection guidance.

5.4 Fairness, Inclusivity, and Accessibility

- William College recognises the potential of AI to support accessibility, including language support, transcription, and assistive technologies.
- The College encourages inclusive and equitable use of AI and awareness of potential bias or limitations within AI-generated outputs.

5.5 Transparency and Critical Engagement

- AI-generated content should be approached critically, with awareness of possible inaccuracies, bias, or omissions.
- Students and staff are encouraged to verify AI outputs using reliable academic or professional sources.

6. Responsibilities

William College recognises that effective and responsible use of AI requires ongoing support and shared understanding.

Department/ Individual	Responsibilities
Students and staff	Are encouraged to familiarise themselves with College guidance on AI use.
Staff	Are encouraged to discuss AI use openly within teaching and supervision, including ethical considerations and disciplinary expectations.
The College	Is committed to providing training, guidance, and resources to support responsible AI use for both students and staff.

7. Use of AI to Support Accessibility and Success

William College recognises the potential of AI tools to support diverse learning needs and enhance accessibility. Students who may benefit from AI-supported tools are encouraged to seek advice from the Academic Team and/or Student Success Team to identify appropriate and ethical uses of such technologies. Additionally, AI can support staff inclusivity by reducing cognitive load, automating routine administrative tasks, and bridging accessibility gaps for neurodiverse and international staff.

8. Policy Review

This Statement will be reviewed annually, or sooner where significant changes occur in technology, legislation, or partner guidance, to ensure it remains relevant, supportive, and aligned with best practice in higher education.

9. Related Policies and Documents

- Academic Integrity and Misconduct Policy
- BSU Academic Integrity Policy and Academic Misconduct Procedure
- BSU AI Policy
- BBK Academic Integrity and Misconduct Policy
- BBK AI guidelines