

Title: Exploring Artificial Intelligence within Communications and Public Engagement

Overview

The City of Lethbridge's Communications and Engagement Department supports the entire organization with the strategic planning and implementation of communications and engagement plans to inform and connect with residents on the programs and services they rely on. The Communications and Engagement team uses a variety of tools and methods to reach the community, including building content for both news and social media, creating communications and engagement campaigns to foster community spirit and hosting public engagement events – small and large – to connect with residents and other stakeholders.

While typically working behind the scenes, communications and engagement staff provide critical insight to help all City staff effectively communicate with, inform and hear the perspectives of the community in the design and delivery of programs, services, policies and plans.

Artificial Intelligence (AI) has emerged as a way of thinking about technologies which can imitate behaviors and processes traditionally performed by people, including activities that municipal governments do to connect with and inform residents. This includes generative AI tools that can aid in the design of content and tools that can aid with the analysis and presentation of data gathered through community engagement processes.

The focus of the applied study will be to carry out research and analysis regarding best practices and opportunities for the use of AI within municipal communications and engagement. Specifically, how are other municipalities already using these technologies in their work to reach residents and analyze feedback, and what are the key factors / considerations influencing the adoption of AI (e.g., ethics, data privacy, etc.).

This position is a continuation of the City of Lethbridge's **City Scholars** Program which provides students with hands-on experience structured around both professional and academic outcomes. At the City of Lethbridge, students have the unique opportunity to work on projects that directly impact quality of life in their community, while also benefiting from the mentorship of City and faculty supervisors. The skills and experiences gained through City Scholars WIL opportunities supports students as they enter the workforce or pursue further studies.

To learn more about the City of Lethbridge, visit [Lethbridge.ca](https://lethbridge.ca)

To learn more about the City Scholars program, visit [Lethbridge.ca/careers](https://lethbridge.ca/careers)

The City is proud to continue partnering with the University of Lethbridge and the Prentice Institute for Global Population and Economy (Prentice Institute) to offer Work Integrated Learning opportunities to students from all disciplines, connecting them to real world initiatives that impact their local government and community.

To learn more about the Prentice Institute, visit: ulethbridge.ca/prentice-institute

What will you be working on?

Students will be responsible for:

- Research of other municipal governments in Canada (and elsewhere) and how they are using AI tools in their communications and engagement with residents, including content creation and data analysis.
- Research of key considerations, factors and inputs that are driving the adoption of AI within these specific areas.
- Engagement with City staff to understand current and future opportunities and challenges associated with the use of AI in these areas.
- Report-writing to summarize research and findings to City of Lethbridge staff.
- Public speaking and presentation of research outcomes to City of Lethbridge staff.

Over the course of the semester the student(s) will prepare multiple reports. The audience for these will be primarily City staff. Students will also be invited to provide a presentation at the year-end Work Integrated Learning Symposium (April 2024). More information on the proposed work plan and deliverables will be provided during interviews and at the beginning of the semester.

Who are we looking for?

To apply for this position, you must:

- Be an undergraduate student of any academic discipline / major.
- Be interested in one or more aspects of this project including: communications, public relations, community engagement, public policy, AI
- Have strong written and oral communications skills.

Preference will be given to students:

- Who self-identify as members of an equity-deserving community.
- Have third year standing or higher.
- Have a GPA of 3.0 or higher.

What's in it for you?

Through this position, students will gain experience and skills in the following areas:

- Carrying out applied research and analysis, including the identification of best and leading practices.
- Presenting information in both written and oral formats.
- Understanding how complex projects take shape, are managed, and get delivered.
- Gain experience working within the public sector.
- Create connections and learn from industry experts.

Students will be paid a modest amount (\$1,000.00) to help cover the costs of tuition and incidental expenses, at the successful completion of the applied study.

This opportunity is designed to support students who wish to pursue an applied study for **disciplinary credit** (with academic supervision coordinated through the Career Bridge).

Other Important Information

- State Date: January 8, 2024
- Time Commitment: Approx. 10 hours per week (which equates to 7.5 for workplace outcomes, and 2.5 for academic requirements)
- Location: Flexible, however space can be provided at the University of Lethbridge Penny Building and/or a City of Lethbridge facility

How do I apply?

If you are interested in this opportunity, apply directly to the contact below with your resume, a cover letter, and unofficial transcripts by **11:59 PM January 7, 2024**. In two pages or less, your cover letter should help the selection committee understand your academic background and goals, and any relevant course work, volunteer or employment experience, and why you are interested in this applied study.

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