

AI MARKETING & COMMUNICATIONS (AI MARCOM) CHARTER



COMMUNITY OF PRACTICE*

2025 -2026

Table of Contents

Mission	03
Scope of Responsibilities	04
Goals	05
Functions	06
Roles	07
Current Members	08
Timeline and Milestones	09
Communications Strategy	10
Meeting Schedule	10
Metrics for Success	10
Potential Challenges	11
Trends in AI Use in Marketing and Communications	12



Mission

- The AI MarCom Community of Practice (COP) helps empower the University of Arizona's marketing and communications professionals to integrate generative AI technologies into their work responsibly, effectively, ethically, creatively, and in alignment with the university's mission and values. The COP emphasizes a human-centered approach, professional development, and the sharing of researched best practices to help keep our colleagues informed.



Scope of Responsibilities

- Advance conversations about applying AI in the university's marketing and communications community.
- Provide recommendations for AI adoption, training, and tools but not oversee departmental operational decisions.
- Partner with key university stakeholders for AI-related initiatives.

Goals

1

Curate a set of living, evolving guidelines and best practices for responsible AI use in marketing and communications.

2

Conduct a baseline survey to understand current AI use and concerns and identify training needs.

3

Host educational workshops and invite expert speakers to share best practices and innovations.

4

Provide an adaptive toolkit of AI resources tailored to the U of A MarCom community.

5

Foster collaboration and idea-sharing across the university to advance AI-driven strategies.



Functions

→ Research

Track AI trends and recommend ethical tools and practices.

→ Guide

Help define a shared vision for AI use, emphasizing creativity, efficiency, and risk mitigation.

→ Educate

Engage with experts to present workshops, webinars, and resources to enhance AI knowledge and skills.

→ Collect

Gather data on AI adoption in university communications and feedback to refine strategies.

→ Share

Promote the exchange of strategies and best practices across teams through centralized platforms.



Roles



Chair

Oversees council meetings, sets agendas, and ensures progress on goals.



Co-Chair

Assists the chair and takes on responsibilities as needed.



Members

Actively contribute to initiatives, attend meetings, and collaborate on projects.

Current Members



Frank Camp

Executive Director,
Brand Strategy
University Marketing & Communications



Rachel Reinhardt

Associate Vice President,
Communications
Health Sciences



Mariana Calvo Llanos

Specialist,
Marketing & Communications
Institute for Computation and Data-Enabled Insight



Martin Javier Rosales

Managing Editor,
News
Health Sciences



Bradley Contento

Manager,
Communications
Human Resources



Sabre Sarnataro

Executive Director,
Digital Marketing
University Marketing & Communications



Ryan Dool

Director,
Web Development
University Marketing & Communications



Kelly South

Senior Director,
Communications and Marketing
University Information Technology Services



Stephanie Doster

Sr. Director,
Marketing, Communications and Engagement
Institute for Computation & Data-Enabled Insight
Space 4 Center



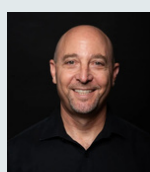
Daniel Stolte

Science Writer,
University Communications
University Marketing & Communications



Eden Jaeger

Associate Director,
Marketing Strategy and Operations
Research, Innovation & Impact



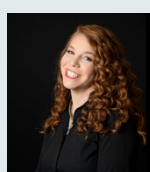
Paul Tumarkin

Assistant Director,
Marketing & Communications
Tech Launch Arizona



Marie-Chantale Maltais

Executive Director,
Internal Communications
University Marketing & Communications



Jessa Turner

Associate Vice President,
Marketing and Communications
Tech Parks Arizona



Andy Ober

Assistant Director,
News, University Communications
University Marketing & Communications



Timeline and Milestones

2025

- **March:** Finalize charter.
- **April:** Finalize baseline survey.
- **May:** Send out survey and analyze the results and begin building out a COP Sharepoint resource page/AI toolkit.
- **Summer:** Present survey results to U of A marcom community and use the results to inform next steps.
- **December:** Publish an annual report summarizing progress and impact.

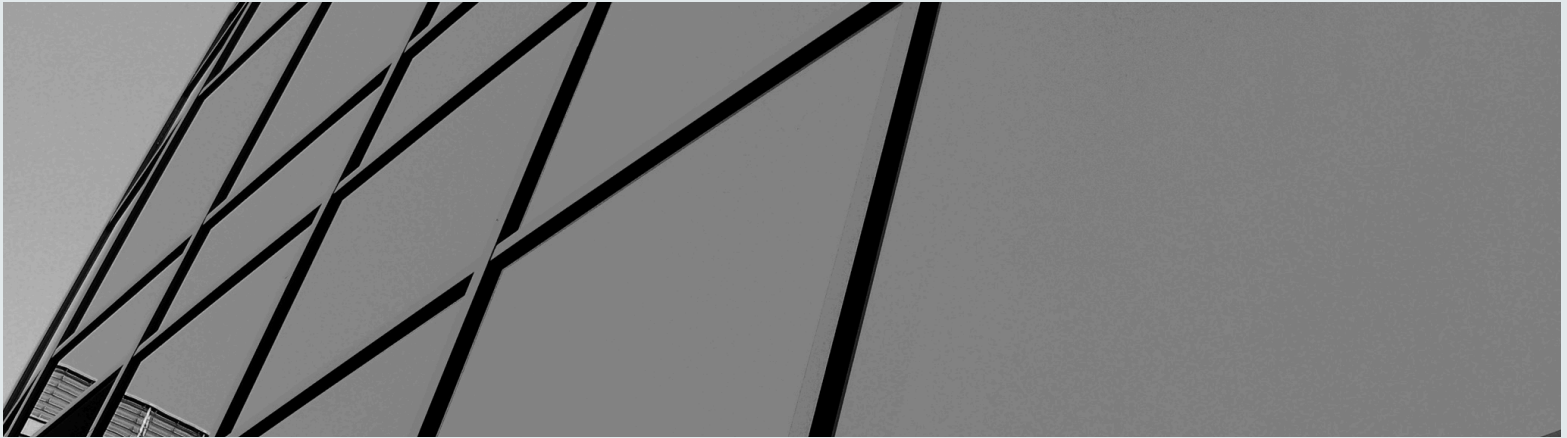
2026

- **April:** Launch a feedback survey to assess COP impact.
- **May:** Host a strategic planning retreat to set goals for the following year.

Communications Strategy

- **Internal Channels**
- **Workshops and Events**
- **Feedback Mechanisms**

- Use Teams, SharePoint, and email for updates.
- Promote through MarCom networks and newsletters.
- Forums for input.



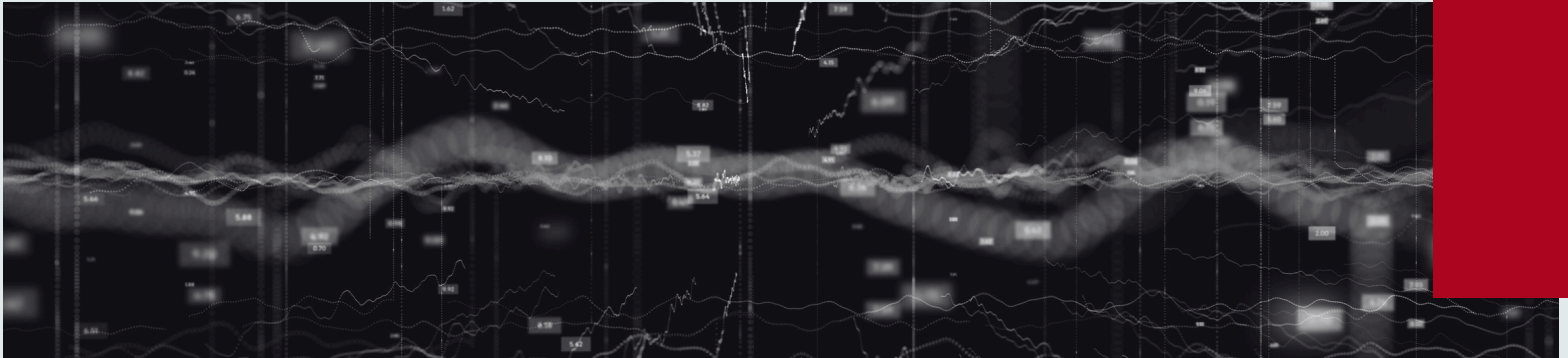
Meeting schedule

- **Frequency**
- **Duration**
- **Format**

- Monthly
- 1 hour
- Hybrid (in-person and virtual options)

Metrics for Success

- Increased adoption and/or awareness of AI tools and resources among MarCom staff/units.
- Improved survey feedback on AI knowledge and comfort levels.
- Positive feedback from training sessions and resources.
- 3 identified use cases for AI in the marcom workflow.
- Growth in AI-driven project outcomes.



Potential Challenges

- Resistance to change or lack of engagement.
- Ethical concerns or misuse of AI tools.
- Rapidly evolving AI landscape requiring ongoing adaptation.

Trends in AI Use in Marketing and Communications

PERSONALIZATION

Enhanced customer experiences through targeted content.

DATA ANALYSIS

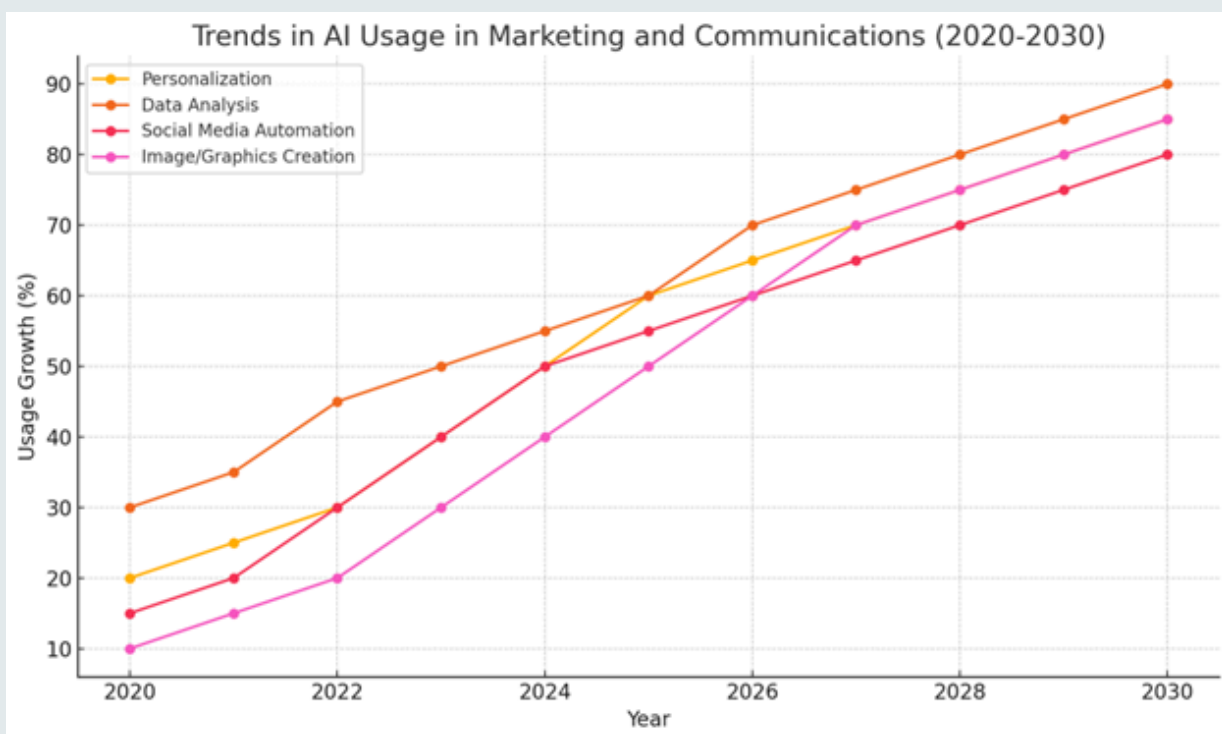
Real-time insights and decision-making support.

SOCIAL MEDIA AUTOMATION

Streamlined scheduling and content creation.

IMAGE/GRAPHICS CREATION

Advanced tools for visual storytelling.





** ChatGPT assisted in drafting this charter.*