# **Using Artificial Intelligence in Your Child Care Business**

**Learn how to use the power of AI to make your team more efficient**

Video <https://youtu.be/uZCsa0CskJU>

**Introduction**

We are hearing a lot about the power of Artificial Intelligence (AI) in our lives and businesses. While AI still has a way to go, there are tools that exist right now that can help you in your child care business – many of them without charge.

In preparation for this tool about using AI in your child care business, we tested a number of AI tools and found the easiest and most versatile for child care providers was [ChatGPT.](https://chat.openai.com) In this tool, we will first review what AI is then review some ways that you can use it to advance your business.

**What is AI?**

AI refers to the simulation of human intelligence in machines that are programmed to think, reason, learn, and make decisions like humans. The goal of AI is to develop computer systems that can perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, solving complex problems, and learning from experience.

There are two main types of AI:

1. **Weak AI**: Also known as Narrow AI, this type of AI is designed and trained for specific tasks or a narrow range of tasks. Narrow AI excels at performing specific tasks but lacks general cognitive abilities. Examples include virtual personal assistants like Siri and Alexa.
2. **Strong AI:** Also known as General AI, this type of AI refers to a system that possesses human-level intelligence and can understand, learn, and apply knowledge in various domains, just like a human being. This type of AI is still largely theoretical and has not been fully realized yet. Achieving general AI remains a significant challenge due to the complexity of human intelligence and the limitations of current AI technologies.

AI can be further categorized based on how it operates:

* **Rule-based AI:** This AI uses predefined rules and logic to process information and make decisions. It follows a specific set of instructions and cannot adapt or learn beyond what is programmed into it.
* **Machine Learning AI:** Machine learning is a subset of AI that focuses on creating algorithms that allow systems to learn and improve from experience without being explicitly programmed. Machine learning techniques include supervised learning, unsupervised learning, and reinforcement learning.
* **Deep Learning:** Deep learning is a subfield of machine learning that utilizes artificial neural networks to process and learn from vast amounts of data. Deep learning has shown remarkable success in tasks like image and speech recognition.

**What is ChatGPT?**

ChatGPT is a specific AI system that is currently offered free of charge. ChatGPT is considered a weak AI (it answers your questions) and uses Machine and Deep learning to create better answers over time. It is offered on the web as well as through iPhone and Android apps.

You can ask ChatGPT questions in natural language. That means that you can type in your questions, requests, or prompts just as if you were communicating with another human. ChatGPT can answer general questions such as “what is the tallest mountain in the world?” but can also respond based on data you provide.

For example, you can add in all the marketing materials you have for your child care business and then ask ChatGPT to create web pages from the data. In other words, it can take additional information you provide and then answer questions from it.

**Can AI run my business?**

Before you start dreaming of outsourcing your business to an AI robot – know that we aren’t there. And likely aren’t close. AI right now is a tool for humans, which needs humans to ask questions, verify answers, and shape the responses into something that will be useful. Think of it as a booster for your time – using AI will help you do more with less time, but not do everything.

**How can AI help my business?**

In developing this tool, we asked ChatGPT to help. Throughout, we’ll share ChatGPT’s direct answers and how helpful they may be.

**So, let’s start by asking ChatGPT this question:** How can you help a child care business owner?

**ChatGPT:** As a language model, I can provide guidance and support to a child care business owner in various ways. I can help with:

1. **Business strategies:** Offering advice on marketing, branding, and customer retention to help attract and retain clients.
2. **Operational tips:** Assisting with optimizing day-to-day operations, scheduling, and staff management.
3. **Regulatory compliance:** Providing information on local regulations and licensing requirements for child care businesses.
4. **Financial management**: Offering tips on budgeting, cost control, and revenue generation.
5. **Parent communication:** Suggesting effective ways to communicate with parents and address their concerns.
6. **Staff training:** Providing insights on training programs to enhance the skills of caregivers and staff.
7. **Child development:** Sharing knowledge on child development milestones and age-appropriate activities

Please note that while I can offer general advice, it's essential to consult with professionals and experts in the child care industry for specific and personalized guidance.

ChatGPT has hit on a number of key areas where child care business owners often need help. Let’s run through some specific areas to see how ChatGPT does.

**Revenue Generation**

Generating new revenue can be a challenge for any child care business. Let’s see how ChatGPT may help.

**Question:** What are some ideas for new revenue streams for a child care business?

**ChatGPT:** Certainly! Here are some ideas for new revenue streams that a child care business owner could consider:

1. **After-Hours Child Care:** Offering extended care services beyond regular operating hours to accommodate parents with busy schedules.
2. **Weekend and Holiday Care:** Providing child care services on weekends and holidays to cater to parents who may need occasional care during these times.
3. **Parent Workshops and Classes:** Organizing workshops or classes for parents on topics like child development, parenting tips, and early education, charging a fee for participation.
4. **Birthday Parties and Events:** Hosting birthday parties and special events for children, where parents can pay for a fun-filled celebration at the child care business.
5. **Drop-In Care:** Introducing a drop-in care service for parents who need occasional short-term care without committing to a regular schedule.
6. **Summer and Vacation Camps:** Running seasonal camps during school breaks, offering themed activities and educational programs for children.
7. **Enrichment Programs:** Partnering with experts or organizations to offer enrichment programs like music lessons, language classes, or sports activities for an additional fee.
8. **Parent's Night Out:** Organizing a "Parent's Night Out" event where parents can drop off their children for an evening of supervised activities, giving parents some time off.
9. **Tutoring Services:** Providing tutoring services for older children or offering assistance with homework for school-age kids.
10. **Online Resources and Courses:** Developing and selling online courses or resources related to child development, parenting, or early education.

Remember, before implementing any new revenue streams, it's crucial to conduct market research, assess the feasibility, and ensure they align with the child care business's values and goals. Additionally, communicating these new services effectively to parents and the community will be essential for their success.

**Question:** What about fund raising ideas?

**ChatGPT:** Fundraising can be a great way to raise additional funds for a child care business while involving parents, staff, and the community. Here are some fundraising ideas:

1. **Parent Involvement Events:** Organize events like bake sales, car washes, or garage sales where parents and children can participate and contribute to the fundraising effort.
2. **Annual Gala or Auction:** Host a fundraising gala or auction with donated items from local businesses and community members. This can be a fun and social event for parents and supporters.
3. **Crowdfunding Campaign:** Set up a crowdfunding campaign online, where parents and community members can make donations to support the child care business.
4. **Sponsorship and Partnerships:** Seek partnerships with local businesses that can sponsor events or contribute funds in exchange for advertising or recognition.
5. **School Carnival or Fair:** Arrange a school carnival or fair with games, food stalls, and entertainment, charging an entry fee to raise funds.
6. **Parent Donations and Pledges:** Encourage parents to make one-time or recurring donations or pledges to support the child care business.
7. **Raffles and 50/50 Drawings:** Organize raffles or 50/50 drawings, where participants purchase tickets for a chance to win prizes, with a portion of the proceeds going to the fundraising cause.
8. **Community Outreach Events:** Host events that engage the local community, such as a family fun day, with ticket sales and donations going toward fundraising.
9. **Fundraising Campaigns:** Run targeted fundraising campaigns for specific purposes, such as purchasing new equipment, improving facilities, or funding special programs.
10. **Grant Applications:** Research and apply for grants from foundations or government agencies that support early childhood education and child care initiatives.

When planning fundraising activities, it's crucial to involve parents and staff in the decision-making process and keep the community informed about the child care business's needs and goals. Transparency and communication will help build support and enthusiasm for the fundraising efforts.

But revenue is only part of the opportunity, we can also maximize our revenue by cutting costs.

**Question:** How can I cut costs in my child care business?

**ChatGPT:** Cutting costs in your child care business can help improve profitability while maintaining the quality of care provided. Here are some cost-cutting strategies to consider:

1. **Energy Efficiency:** Implement energy-saving practices like using LED lighting, programmable thermostats, and ensuring proper insulation to reduce utility bills.
2. **Bulk Purchasing:** Buy supplies and materials in bulk to take advantage of discounts and reduce per-unit costs.
3. **Staff Training and Development:** Invest in training your staff to enhance their skills and reduce staff turnover, which can save on recruitment and training expenses.
4. **Resource Sharing:** Collaborate with other childcare businesses or businesses to share resources like equipment, toys, or educational materials, reducing individual expenses.
5. **Online Marketing:** Utilize social media and digital marketing instead of costly traditional advertising methods to reach a broader audience.
6. **Waste Reduction:** Implement waste reduction and recycling programs to minimize disposal costs and promote environmental sustainability.
7. **Smart Scheduling:** Optimize staff scheduling to match peak child attendance times and reduce overtime expenses.
8. **Remote Work:** When applicable, allow administrative staff to work remotely to save on office space and related expenses.
9. **Negotiate with Suppliers:** Negotiate better deals with suppliers and vendors to secure cost-effective rates for necessary services and products.
10. **Outsource Non-Essential Services:** Consider outsourcing tasks like accounting, payroll, or IT support to specialized service providers instead of maintaining in-house staff for these functions.
11. **Volunteer or Intern Programs:** Utilize volunteer or intern programs to support certain tasks or activities, reducing labor costs.
12. **Maintenance and Repairs:** Regularly maintain equipment and facilities to prevent costly breakdowns or major repairs.

Always assess the impact of cost-cutting measures on the quality of care and service provided to ensure that the well-being of the children and staff is not compromised. Carefully evaluate each cost-saving opportunity to strike a balance between financial efficiency and maintaining the excellence of your childcare business.

ChatGPT produced a lot of options for you to consider. These outputs highlight two challenges with ChatGPT. First, at times, it will give you a great deal of information, but not much guidance on how to apply it. Second, at times, it will give suggestions that are impractical (for example, having administrative staff work remotely, is likely not an option for most child care businesses).

One way to help cut some of the clutter is to ask ChatGPT to help you. As we looked at the data above, it was way too much. But what about if we asked ChatGPT about our circumstances? Here’s a hypothetical example based on the data above:

**Question:** I am a home-based child care business owner. I have $1,000 to invest in increasing my revenue or cutting costs over the next 60 days. What are my three best options to consider?

**ChatGPT:** As a home-based child care business owner with a limited budget of $1,000, here are three of the best options to consider for increasing your revenue or cutting costs over the next 60 days:

1. **Online Marketing and Advertising (Investing in Revenue):** Allocate a portion of your budget towards online marketing and advertising. Utilize social media platforms such as Facebook and Instagram to create targeted ads and promote your child care services to local parents. Consider investing in Facebook or Instagram ads to reach a broader audience. You can also create engaging content and share it on social media to attract potential clients. Additionally, set up a simple website to showcase your services, pricing, and testimonials from satisfied parents.
2. **Parent Referral Program (Investing in Revenue):** Implement a referral program that encourages current parents to refer new families to your home-based child care service. Offer a discount or a free day of care for each successful referral. Word-of-mouth recommendations are powerful in the child care industry, and this strategy can help you attract new clients without significant upfront costs.
3. **Energy Efficiency Upgrades (Cost-Cutting):** Invest in energy-efficient upgrades for your home, such as LED light bulbs, smart thermostats, and weatherstripping. These upgrades can help reduce your monthly utility bills, leading to long-term cost savings. While the initial investment may be higher, the ongoing energy savings can make a noticeable difference in your overall expenses.

Remember, it's essential to monitor the results of your chosen strategies and adjust your approach as needed. Keep track of how each investment affects your revenue or cost-cutting efforts over the 60-day period. As you gather more data and insights, you can refine your approach and make informed decisions to further grow your home-based child care business.

In this case, ChatGPT provided some helpful suggestions that will let you home in on the best choices for your business. However, keep in mind – the decision is still yours. You can reject any of these.

**Marketing and Sales**

As we saw in the example above, marketing and sales can be a challenge at times for child care providers. ChatGPT can help in a number of ways.

First, let’s ask about ideas.

**Question:** What are some free or low-cost ways for me to market my child care business?

**ChatGPT:** There are several free or low-cost marketing strategies you can use to promote your child care business effectively. Here are some ideas:

1. **Social Media Presence:** Create accounts on popular social media platforms like Facebook, Instagram, and Twitter to showcase your business's activities, share photos, and engage with parents and the community.
2. **Online Directories:** List your child care business on local online directories, such as Google My Business, Yelp, and childcare-specific directories, to increase your online visibility.
3. **Referral Program:** Offer incentives to current parents who refer new families to your business. Word-of-mouth referrals can be a powerful marketing tool.
4. **Community Events:** Participate in or sponsor local community events to build brand awareness and connect with potential parents.
5. **Flyers and Posters:** Design eye-catching flyers and posters and distribute them at community centers, libraries, and other family-friendly places.
6. **Parent Testimonials:** Request satisfied parents to share their positive experiences in written or video testimonials that you can feature on your website and social media.
7. **Collaborate with Schools:** Partner with local schools to offer after-school programs or provide resources for parents interested in your child care services.
8. **Host Open House Events:** Organize open house events for prospective parents to visit your business, meet the staff, and learn about your programs.
9. **Email Marketing:** Collect email addresses from interested parents and use email marketing to share updates, upcoming events, and special offers.
10. **Content Marketing:** Start a blog or create informative videos about child development, parenting tips, and early education. Share this content on your website and social media to establish your business as a reliable resource.

Remember to tailor your marketing efforts to your target audience and be consistent in your messaging across different channels. Building a positive reputation and strong relationships within the community can go a long way in attracting new families to your child care business.

ChatGPT can also help you create content. Let’s say you need to put together an ad.

**Prompt:** I’m putting an ad in our church newsletter for my child care business. It needs to be less than 150 words and emphasize we are caring, high quality, and waive the registration fee for congregation members.

**ChatGPT:**

👶🌟 Discover Exceptional Child Care at Our Business! 🌟👶

Looking for a nurturing and high-quality child care business? Look no further! At [Your Child Care Business Name], we offer a caring and safe environment for your little ones to thrive.

Our dedicated team of professionals is committed to providing the best care and early education for your children. As a special offer for our church congregation members, we're excited to waive the registration fee when you enroll your child with us.

With [Your Child Care Business Name], you can rest assured that your child is in loving hands. Join our family today and watch your child blossom in our enriching and supportive environment.

Contact us at [Contact Details] to schedule a tour and secure a spot for your child. We can't wait to welcome your little one into our loving community! ❤️🧡💛💚💙💜

ChatGPT mentioned social media. Let’s take a specific look at the system’s ability to support Facebook.

**Question:** How can I better market my child care business on Facebook?

**ChatGPT:** To improve your child care business’s marketing on Facebook, follow these tips to effectively engage with your audience and attract potential parents:

1. **Create a Facebook Page:** Set up a dedicated Facebook Page for your child care business. Make sure to include essential information like your business's name, address, contact details, and operating hours.
2. **Share Engaging Content:** Post engaging content regularly, including photos and videos of children participating in activities, staff interactions, and educational moments. Highlight your business's unique features and showcase the warm and caring environment.
3. **Parent Testimonials:** Encourage parents to leave positive reviews and testimonials on your Facebook Page. These can build trust and credibility among prospective parents.
4. **Respond to Messages and Comments:** Be prompt and courteous in responding to messages and comments on your Facebook Page. Address any inquiries or concerns promptly to show your dedication to excellent customer service.
5. **Share Educational Content:** Share educational resources and parenting tips that are relevant to your target audience. Providing valuable information can establish your business as an authoritative and caring resource.
6. **Host Facebook Live Sessions:** Plan and conduct live sessions where you can interact with parents, answer their questions, and give them a virtual tour of your child care business.
7. **Run Facebook Ads:** Utilize Facebook's advertising platform to target specific demographics and locations. You can promote open house events, special offers, or showcase your business's unique programs.
8. **Organize Facebook Events:** Create and promote events on your Facebook Page, such as open houses, workshops, or community gatherings. Encourage parents to invite their friends and family, expanding your reach.
9. **Collaborate with Local Businesses**: Partner with other local businesses or community organizations to cross-promote events or services, reaching a wider audience.
10. **Monitor Insights:** Use Facebook Page Insights to analyze your posts' performance, understand audience engagement, and tailor your content to what resonates best with your audience.

Remember to maintain a positive and professional tone in all interactions on your Facebook Page. Building a strong online presence can significantly impact the perception of your child care business and help attract more families.

**Question:** Can you write three Facebook posts?

**ChatGPT:** Sure! Here are three Facebook posts for your child care business:

**Post 1:**

🌟👶 Enroll Now and Watch Your Child Shine! 👶🌟

Discover a nurturing and high-quality child care experience at [Your Child Care Business Name]! Our dedicated team is committed to providing a safe, loving, and educational environment for your little ones to grow and thrive. 🌈

✅ Caring and Experienced Staff ✅ Engaging Activities and Programs ✅ Convenient Location

Enroll today and take advantage of our waived registration fee for our church congregation members. Contact us at [Contact Details] to schedule a tour and secure a spot for your child. ❤️🧡💛💚💙💜 #ChildCare #EarlyEducation #EnrollNow #NurturingEnvironment

**Post 2:**

🎉🎈 Join the Fun at Our Family Fun Day! 🎈🎉

You're invited to our exciting Family Fun Day at [Your Child Care Business Name]! 🥳🤩 Join us on [Date and Time] for a day filled with games, face painting, and delightful surprises for the kids. It's a perfect opportunity to experience the warmth of our business and meet our caring staff. 😊

Tag your friends and spread the word! We can't wait to see you there! 🎉🎈 #FamilyFunDay #ChildCareBusiness #CommunityEvent #FunForKids

**Post 3:**

📚🎨 Ignite Your Child's Imagination with Us! 🎨📚

At [Your Child Care Business Name], we believe in nurturing creativity and curiosity in every child. Our enriching programs are designed to stimulate their minds and explore their unique talents. 🌟✨

🎭 Creative Arts: Painting, drawing, and crafts to unleash their artistic flair. 📚 Early

Literacy: Storytime, reading, and language activities to foster a love for books. 🌱

Nature Exploration: Outdoor adventures and gardening to connect with nature.

Join our caring community today and watch your child's imagination soar! Contact us at [Contact Details] to learn more about our programs. 🌈🌳 #ChildCare #EarlyEducation #CreativityUnleashed #IgniteImagination

Feel free to customize these posts according to your child care business's specific offerings and events. Happy posting! 🌟

As you can see in these examples, ChatGPT continued to use the information from the advertisement we did. You can add more data along the way in a “conversation” with the system to build its knowledge of your business.

**Recruiting Staff**

Staff recruitment is another major challenge in the child care business. There are a number of ways that ChatGPT can help, starting with ideas on best practices.

**Question:** What are the best ways to recruit staff for my child care business?

**ChatGPT:** Recruiting staff for your child care business requires a thoughtful and strategic approach to find the best candidates who align with your business's values and can provide high-quality care. Here are some effective ways to recruit staff:

1. **Online Job Portals:** Post job openings on popular online job portals like Indeed, LinkedIn, and specialized childcare job websites to reach a broader audience of potential candidates.
2. **Your Website and Social Media:** Utilize your child care business's website and social media platforms to promote job opportunities and highlight the positive aspects of working at your business.
3. **Referrals:** Encourage current staff members, parents, and professional contacts to refer potential candidates. Employee referrals can yield high-quality applicants who are already familiar with your business's culture.
4. **Local Schools and Colleges:** Collaborate with local schools and colleges offering early childhood education programs to tap into a pool of qualified candidates.
5. **Career Fairs and Events:** Participate in career fairs and community events to engage with job seekers directly and create awareness about your child care business.
6. **Childcare Associations and Networks:** Connect with childcare associations or professional networks in your area to access a community of early childhood educators and caregivers.
7. **Internship Programs:** Offer internship opportunities to students pursuing early childhood education degrees. Interns can become potential candidates for future permanent positions.
8. **Community Engagement:** Engage with the local community through workshops, parent-teacher events, or volunteer programs to build connections and attract potential staff members.
9. **Competitive Compensation and Benefits:** Offer competitive salary packages, benefits, and professional development opportunities to attract and retain top talent.
10. **Clear Job Descriptions and Requirements:** Write comprehensive job descriptions that outline responsibilities, qualifications, and expectations to attract candidates who possess the necessary skills and passion for childcare.
11. **Employee Retention Strategies:** Implement employee retention strategies such as career advancement opportunities, recognition programs, and a supportive work environment to keep staff motivated and committed.
12. **Thorough Hiring Process:** Conduct a thorough hiring process that includes interviews, background checks, and reference checks to ensure you select candidates who are the best fit for your child care business.

Remember, finding the right staff members is essential for the success and reputation of your child care business. Take the time to invest in a recruitment strategy that targets qualified candidates who share your business's vision and dedication to providing exceptional care for children.

Once you have decided on using an online system, for example, ChatGPT can also help you write the ad.

**Request:** I need to hire an assistant for my home-based childcare business. I want to make sure that they have at least three years of experience of caring for children, have reliable transportation, and can do other activities related to my child care business. Could you please write an advertisement for me to put on an online site?

**ChatGPT:**

**HIRING: Experienced Childcare Assistant for Home-Based Childcare Business**

Are you passionate about caring for children and creating a nurturing environment for their growth and development? We are seeking a dedicated and experienced Childcare Assistant to join our home-based childcare business.

**Responsibilities:**

* Provide attentive and compassionate care to children aged [range of ages] in a home setting.
* Engage children in age-appropriate activities, games, and educational play to stimulate their minds and encourage social interactions.
* Ensure children's safety and well-being at all times, maintaining a clean and child-friendly environment.
* Assist in organizing and implementing educational programs, crafts, and outdoor activities.
* Support daily routines, including meal preparation, nap times, and diaper changes.

**Requirements:**

* Minimum of three years of childcare experience, with a strong understanding of child development and age-appropriate activities.
* Reliable transportation to commute to our childcare facility.
* Exceptional patience, communication skills, and ability to connect with children and their families.
* Enthusiastic, nurturing, and adaptable to various childcare needs.
* CPR and First Aid certification preferred.

**Additional Details:**

* **Position Type:** Part-time [or Full-time, based on your requirement]
* **Location:** [Your City and State]
* **Hours:** [Specify working hours and days]
* **Compensation:** Competitive pay based on experience.

Join our caring and supportive team as we create a loving home away from home for the children in our care. To apply, please send your resume and a brief cover letter highlighting your childcare experience and why you're the perfect fit for our team to [Your Email Address or Application Submission Link].

*We are an equal opportunity employer, dedicated to building a diverse and inclusive team.* #ChildcareAssistant #ChildCareJobs #ChildcareCareers #HomeBasedChildcare

Feel free to tailor this advertisement to suit your specific requirements and preferences for the childcare assistant position. Good luck with your hiring process! 🌟

**Last thoughts**

The examples above are only the tip of the iceberg since ChatGPT can respond to your specific questions and needs. But again, it is important to remember that ChatGPT does have limitations. It cannot replace you and your decisions – but can certainly help you make and execute them.

Let’s ask ChatGPT to close this tool out:

**Question:** What else would you want to childcare business owners to know about ChatGPT

**ChatGPT:**

As a child care business owner, there are a few essential points to know about ChatGPT or similar AI language models:

1. **Potential Benefits:** ChatGPT can be a valuable tool for your child care business, offering a way to provide instant and personalized responses to parent inquiries, share information, and engage with the community efficiently.
2. **Natural Language Processing:** ChatGPT is designed to understand and generate human-like responses based on the context of the conversation. However, it is essential to remember that it is an AI language model and not a human, so occasional errors or misunderstandings may occur.
3. **Set Boundaries:** While AI can handle routine inquiries effectively, certain situations may require human intervention, especially when it comes to emotional support, complex issues, or sensitive matters. Be cautious about relying solely on AI for critical communications.
4. **Privacy and Data Security:** Be mindful of the information shared with ChatGPT, especially if it involves sensitive data about parents or children. Ensure that your interactions comply with data protection and privacy regulations.
5. **Regular Updates:** AI language models, including ChatGPT, are continually evolving. Regular updates and improvements are made to enhance performance, but it's essential to stay informed about the latest developments.
6. **Ethical Use:** Employ ChatGPT responsibly and ethically. Avoid using it for malicious purposes, spreading misinformation, or generating inappropriate content.
7. **Human Touch:** While AI can streamline certain aspects of communication, maintaining a human touch and personal connection with parents is crucial in the child care industry. Use ChatGPT as a complement to, rather than a replacement for, human interactions.
8. **Customization and Training:** Fine-tune ChatGPT to better understand your specific child care business and terminology. Training it on relevant data can improve its responses and accuracy.
9. **Limitations:** While AI has great potential, it also has limitations. Some complex questions or scenarios may still require the expertise of your child care staff.
10. **Learning Curve:** Integrating AI into your child care business may involve a learning curve for both your staff and parents. Provide clear communication and support during the implementation process.

By understanding these aspects of ChatGPT and AI language models, child care business owners can make informed decisions about their use, ensuring they leverage AI technology responsibly and effectively to enhance their communication and services.

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