Generative AI adoption principles

The use of generative artificial intelligence (AI) at Maximus and within the Corporate Communications team is growing. To alleviate potential bias, discrimination, privacy, and ethical concerns, the Corporate Communications team developed these adoption principles to ensure our use of AI adheres to Maximus' mission and values of accountability, collaboration, compassion, customer focus, innovation, and respect.

Purpose

Generative AI Adoption Principles is a guide for organizations and departments on effectively adopting and implementing generative AI. These principles adhere to and expand upon the Corporate Communications Code of Conduct and Maximus' [Standard for Business Conduct and Ethics](#).

These principles function like a business code but are standards for the Corporate Communications team and guide the adoption of generative AI. The Corporate Communications team chooses to adopt and develop our own AI principles that align with Maximus' values, corporate social responsibility, policies, and ethics instead of adopting AI principles from external organizations.

Artificial intelligence adoption principles

This document outlines the components that impact the adoption and application of AI principles: communication, management support, training, an ethics office(r), a mechanism, enforcement, and measurement. These are the methods the Corporate Communications team implements to adopt AI effectively.

Adoption

Management support

- Corporate Communications management and senior management will:
    - Fully understand AI adoption practices, capabilities, and potential risks.
    - Model ethical behavior and review the principles and the code of conduct with their teams.
    - Advocate for adoption principles and Maximus' use of AI to company stakeholders.
    - Update policies and procedures as technology and features change.

Standards

- **Sign-off process** – All Corporate Communications team members acknowledge and adhere to the principles and code of conduct. No employee on the Corporate Communications team is required to use AI for content creation.

- **Reinforcement** – Corporate Communications provides access to our AI principles and code of conduct through multiple channels. The department also provides a yearly AI statement and distributes this information to the appropriate teams. Corporate Communications regularly communicates our use of AI and any learnings or discoveries internally.

Communication

- **Reach** – The Generative AI Adoption Principles and Corporate Communications Code of Conduct documents are available for all Maximus employees to review on the Corporate Communications and Brand page on My Maximus.

- **Distribution channel** – Corporate Communications provides transparency in our communications using channels, such as emails, newsletters, and social media by disclosing our potential use of generative AI in content creation. A disclosure statement or link to the documents on My Maximus or the Maximus AI Mission and Transparency document on Maximus.com may be added.

  For example, all employee email communications could include the following statement: "Some *content in this email may have been generated with artificial intelligence (AI) assistance. All communications go through a thorough human review process. Learn more about our AI principles and guidelines here.*"

Training

- **Training** – Corporate Communications staff attend bias and ethics training and vendor training and stay up to date on relevant issues to ensure proper and ethical use of the programs. Team members attend all training required by Privacy or the AI Governance Board.

  The Corporate Communications team is responsible for completing all regular Maximus compliance training which includes education on ethics, unconscious bias, privacy protection, and more.

Application

Content Review

- Corporate Communications reviews all drafts for potential bias or misinformation and validates with subject matter experts and other approved sources. Any changes needed for accuracy and elimination of harmful bias based on feedback are incorporated before releasing any content.

  In addition to incorporating changes from subject matter experts for accuracy and eliminating bias, the team tracks these edits and reports any trends to the appropriate internal teams, AI Governance Board, and AI platform.

  The team tracks violations of the Corporate Communications Code of Conduct, Generative AI Adoption Principles, and other ethics violations. This information is shared internally with appropriate teams.

Ethics

- Maximus employees are responsible for reporting concerns or seeking advice for violations of our Standards of Business Conduct and Ethics. All employees should feel comfortable making reports or seeking guidance from their supervisor, local HR department, or the Global Ethics and Compliance team.

  Maximus' AI Governance Board can also assist with ethics questions or concerns.

- **Reporting** – Employees can visit the [Reporting an Ethics Violation](#) page on My Maximus or call the Ethics Hotline at 844.592.2218. For additional questions or to better understand where to send a report, the Corporate Compliance Officer can be reached at chiefcomplianceofficer@maximus.com. For more information on reporting, refer to the [Maximus Standards of Business Conduct and Ethics](#).

Measurement

- **Communications quality** – As part of the communications review process, Corporate Communications team members track the following for each draft of every communication:

  - Word count – Number of words in the communication

  - Reading time – How long in minutes and seconds it takes to read the entire communication

  - Readability score – Combination of word length, sentence length, and Flesch reading-ease score that indicates how easily text is read by English speakers

  - Clarity – Measures if communication is understandable, written in clear language, grammatically and structurally correct, and meets the goals of the type of communication

  - Engagement – A metric that evaluates reader interest from beginning to end through word choice and sentence structure

  - Delivery – Measures if the tone of writing is appropriate for the type of communication

  The team uses these performance metrics when creating communications – whether AI is used or not – to ensure all communications are clear, engaging, and understandable. Corporate Communications compares and tracks these metrics to ensure there is no loss of communication quality when using AI to generate content.

Enforcement

- **Audits** – Corporate Communications regularly audits the use of AI, adherence to Maximus' ethics guidelines, and the implementation of the AI adoption principles. These audits include how and which AI programs are being used by the Corporate Communications team, a review of the documents and content created with AI, and a review of the prompts used to generate AI content.

  Corporate Communications shares this information with appropriate internal teams and assists with any additional audits, whether internal or external.

- **Disciplinary action** – Any misuse or ethics violations are addressed initially with coaching. The individual employee's direct manager manages additional coaching, education, or disciplinary action.

- **Communicating violations** – Corporate Communications regularly corrects communications with updated information. The team issues AI-related corrections and notifications in the same manner that is already established.

Questions related to this document or how Corporate Communications uses AI can be directed to CorpComms@maximus.com.