Practical & Responsible AI

For Frontline Social Services

Presented by Toby Nwabuogor, AIGP

CivicPlay.ai | @civicplayai | LinkedIn | toby@civicplay.ai

Welcome & Thank You



Thank you for attending this virtual workshop. Today is about saving time, serving better, and staying human with Al—no hype, no coding, no overwhelm. We'll explore real tools, real wins, and a future-forward approach that starts small but leads to meaningful impact.



I've seen firsthand how community services professionals are often left behind when it comes to tech adoption—my goal today is to close that gap.

The 3 Pillars of CivicPlay.ai

Alignment – Al should support your mission, not distract it

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Actionable – You need tools you can use this week, not next year



Approachable – No jargon, no degrees, just helpful tech

Understanding AI Basics

• What is AI?

Umbrella term for machines simulating human intelligence for tasks like problem-solving and decision-making.

This term originated in the

1950s.

What is Machine Learning / Deep Learning?

Algorithms that learn patterns from data to make predictions. Deep Learning has multi-layered neural network for complex patterns.

What are LLMs / Transformer?

AI models trained on massive datasets to process and generate text.

Transformer is the attention-driven network architecture behind popular LLMs since 2017.

• What is NLP?

How computers work with text/speech (classification, summarizing, drafting, translation).

This makes Gen AI one of the easier technologies to learn.

What is Prompt Engineering?

The process of instructing AI to generate output based on user's specifications.

Meta-prompting is the technique of improving prompt outputs by asking Gen AI to do it better.

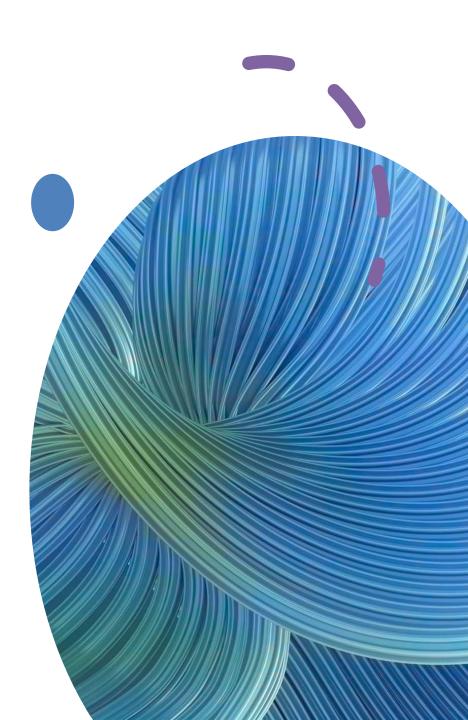
What is Generative AI?

Al that creates new content based on prompts. Multi-modal allows the Al to process various types of input and output.

Micro-Reflection – Ground the Learning

Take 60 seconds now to jot down one or more tasks you do regularly that drains your time or energy. Something repetitive, routine, or writing-based.

That's your AI starting point.



Use Case 1 – Mass Communication (ChatGPT)

 Draft a thank-you/program recap email.

Use Case 2 – Service info & outreach (ChatGPT + Canva)

 Generate a poster in Canva while ChatGPT drafts demographic-specific copy (families, teens, older adults).

Use Case 3 – Inclusive access (ChatGPT)

 Translate content to french + simplify to Grade-5 reading level.

Use Case 4 – Data → Decisions (ChatGPT)

 Paste an anonymized survey sample to generate a preliminary report: themes, representative quotes, quick wins, risks.

Governance in Plain Language

Why Governance Matters in Al

- Protects People
- Tames unique risks

- Data Privacy & Security

Risk Management

Avoid, Reduce,Restore,Compensate

Key Governance Considerations:

- Bias & Equity

- Transparency in Al usage

Human-in/on-the-loop

The AI-Ready Community Services Professional Al literacy = transformative leadership advantage

Your job isn't being replaced—it's being reshaped

CivicPlay.ai helps professionals apply Al without losing human touch

Get even more Al-Ready!

- 6pm, Sept 23 Al Prompting 101: Community Pros Edition
 90 mins Webinar w/ Q&A
- 6pm, Sept 25 Marketing in Minutes with AI (ChatGPT + Canva) - 90 mins Webinar w/ Q&A
- 10am, Sept 27 Creative Recreation Programming with Data Analysis and Decision Support thru AI - 90 mins Webinar w/ Q&A
- Use coupon code "FCSS70" for 70% off
 - Expires this Saturday

www.civicplay.ai/webinars

Closing & Call to Action

Recap: Al saves time, simplifies tasks, and enhances creativity.

Read the #1 AI book for Recreation Professionals on Amazon.





for 79 free prompts
tailored to
Community Services
Professionals

Got more Al questions?
Connect on LinkedIn or email toby@civicplay.ai.

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