



CASE STUDY

Empowering Chapel Hill, NC through Plain Language and Generative AI



Objectives

The Town of Chapel Hill, North Carolina, needed to evolve their communications strategies to meet the demands of their town's growth. Chapel Hill already had a lot of work done in this area, ranging from a plain language initiative to training, but they wanted to take this a step further.

Challenges

Chapel Hill needed a partner to help bring together their existing projects and create a strategic plan for the future. This was no small task as they have over 700 employees, many with differing skills and needs, that needed to be considered.

Solutions

We worked with Chapel Hill to develop a comprehensive training program, a style guide, and generative AI best practices. This included developing curriculum and materials for the training program and style guide. And experimenting with AI-based generative tools to see how they could fit into the Town's communications efforts.

IMPACT

Enhanced Trust and Engagement

By adopting plain language guidelines, Chapel Hill is significantly improving the readability and comprehension of its communications.

Efficiency and Consistency

Creating a center of excellence content hub and standardized procedures improves efficiency and consistency, allowing communicators to deliver timely and accurate information to their audiences.

Enhanced Accessibility

Chapel Hill promotes inclusivity and equal access to information by empowering their communicators with guidelines and tools for writing in plain language.



You can do this too. Find a champion, start small and get support. There is no one right way to do this. It's important and worth doing...

MARY JANE NIRDLINGER

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Chapel Hill, NC