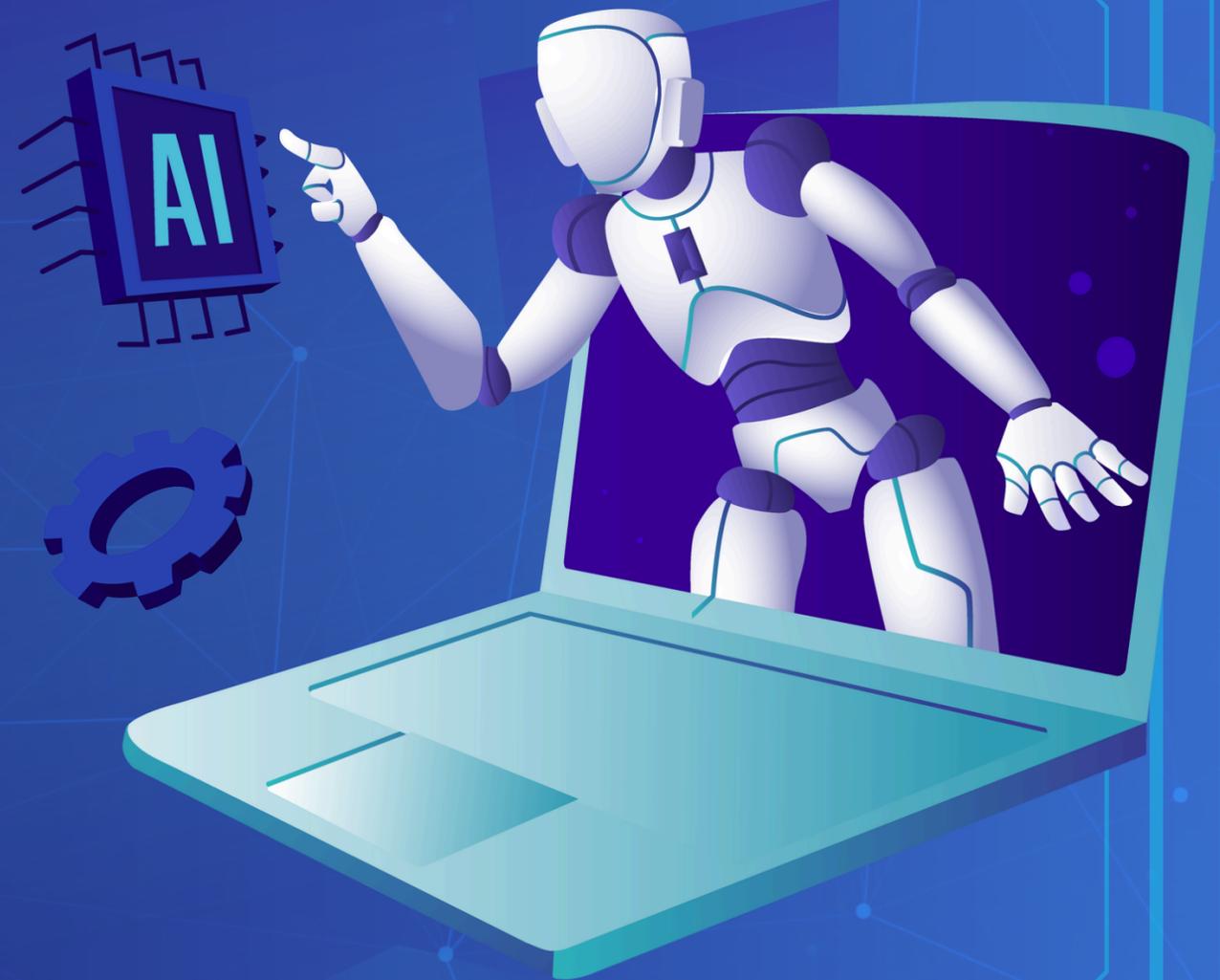


Using AI to Optimize Human Resources

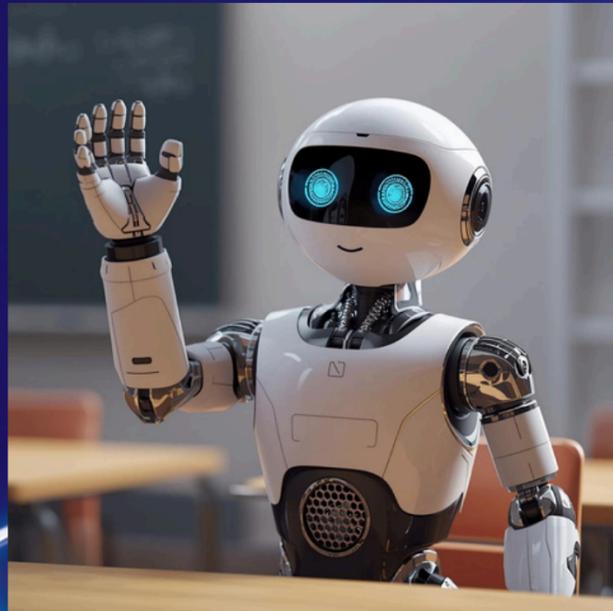
Finance and Personnel Association

Brandy Brannon, CPM

East Texas Council of Governments



AI Use Inquiry



How many have started incorporating AI in their Human Resources or other functions?

Artificial Intelligence is here!

Like it or not!

AI is proving to be a powerful tool that can help create efficiencies and spur creativity in the workplace.

We can learn to embrace it as a tool (*not a crutch*) to help improve our output and services we provide.



Don't get left behind.....

What am I doing here?

Kimberly Lile Dowty made....I mean asked me



- Certified Public Manager program graduate December 2025
- 1st TARC cohort class
- 21-month program - HIGHLY RECOMMEND!
- Track 6: Exposed to various AI tools
- Track 7: Final Capstone Paper - Utilized AI to assist with my paper outline

Class Presentation

Instructor: Lynn Wills

- Track 7: Required do a class presentation on our Capstone paper outline
- Instead Mr. Wills asked me to present on how I had used AI to help create my paper outline.
- Felt like this was a high five from the instructor so I created an image with AI illustrating this.
- Kimberly liked my presentation and asked me to show how I was utilizing AI in Human Resources.



Driving AI



Let's try it out!

Started playing with AI about 2 years ago. Had no clue what I was doing, I just knew I could not break it.

Look what this thing can do!

A year into it, I still remain cautious but wowed by what this could do. With each use you realize the potential is unlimited.

Learner's Permit!

The additional tools I've learned and the more I'm work in it out the better I get at driving AI.

DISCLAIMER: NOT AN EXPERT

Best Tip I Learned



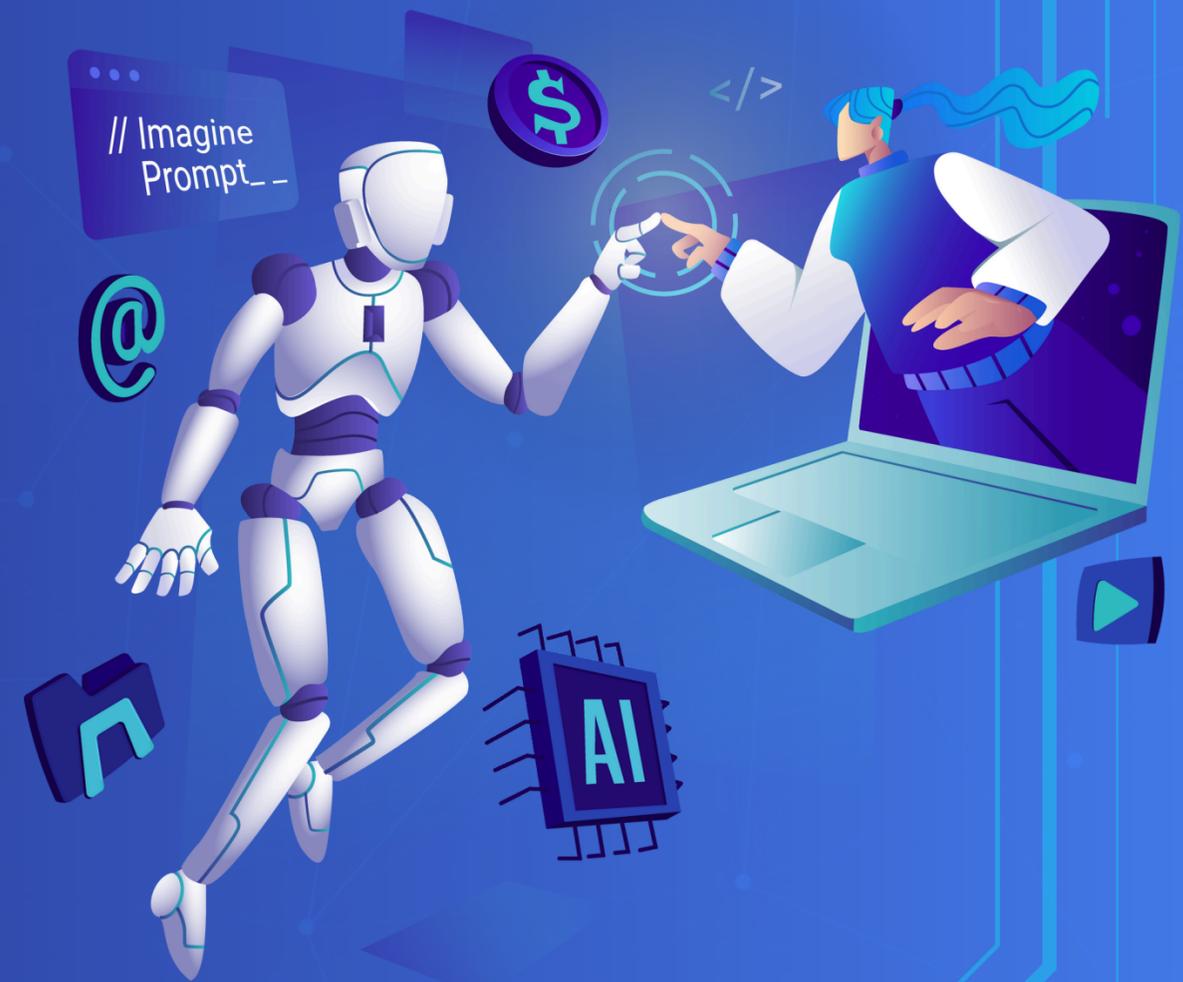
Tell AI who it is

When starting a prompt let AI know who it is and what role it should play in its response. By telling the AI system what seat it's speaking from, helps it produce better or more specific results to your needs.



Powerful Tool

AI is a powerful tool, but must be guided by human judgement and expertise to produce the best authentic results.....but it's not perfect!



AI adoption Human Resources

AI for Recruitment

Create engaging job board ads to better attract applicants.



AI for interviewing

Use AI to assist in the development of interview questions for specific job roles and FIT interviews.



AI for enhanced writing

Enhance communications to your team, vendors, State/Federal agencies, applicants, employees, board, etc.



AI for Employee Engagement

Use AI for various employee engagement events such as reminders, party planning, and wellness activities.

Using AI: Job Board Ad Creation



Avoid just job descriptions

Job descriptions are boring and cumbersome. Our attention spans are shorter. A full job description while necessary to include online it shouldn't be utilized to attract the applicant.



Utilize AI for creativity in advertising

HR can leverage AI by feeding it information from the long form position description, include details on the types of candidates or specific experience you would like to see and plug all of this into AI to help create a job board ad that is much more enticing to the reader.



Example: Job Board Ad Creation

Sample AI prompt:

You are an HR Recruiter working on an ad for our online job board for our Administrative Services Coordinator position. Consider the job purpose statement, and experience, skills, and abilities from the position description and create an ad that will speak to the professional we are looking for in this position.....

I then included the underlined details from our long form job description that had those same titles.

CHATgpt Results.....

★ Option 1 – Professional + Service-Focused (Recommended)

Join ETCOG as our Office Coordinator and serve as the professional, welcoming hub of our organization. This role is ideal for someone who delivers exceptional customer service, takes pride in a polished office environment, and stays a step ahead in anticipating needs. You'll manage front-desk operations, support meetings and visitors, coordinate conference room readiness and presentation technology, and help keep our office running smoothly. If you're organized, tech-comfortable, proactive, and enjoy supporting people at all levels, we'd love to meet you.

★ Option 2 – Tech-Comfortable + Forward-Thinking

ETCOG is seeking a professional, forward-thinking Office Coordinator to serve as the central point of contact for staff, visitors, and partner agencies. In this role, you'll oversee front-desk operations, prepare and maintain conference rooms, support presentation and digital display technology, and provide exceptional service to a wide variety of customers. We're looking for someone who is organized, calm under pressure, proactive, and eager to learn new tools that help our office operate at its best.

★ Option 3 – Warm, Welcoming, and Highly Professional

We're looking for a polished and dependable Office Coordinator to be the welcoming face of ETCOG. This position supports a fast-paced, professional environment by managing front-desk operations, assisting visitors and staff, coordinating meeting spaces and technology, and ensuring our office remains organized and ready for business. If you take initiative, enjoy helping others, and feel comfortable learning and using technology, this may be the perfect role for you.

Using AI: Interview Questions

ETCOG FIT Interview

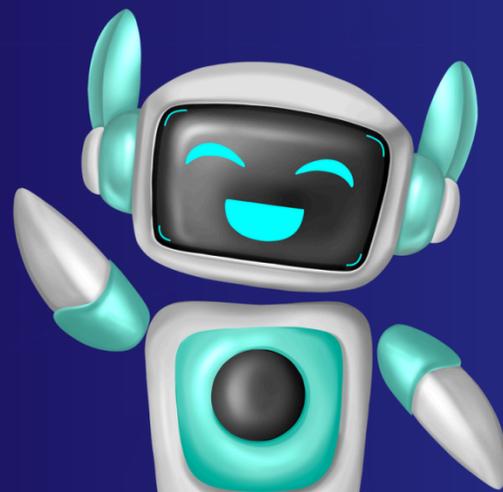
In addition to our standard interview we are refining a step in our interview process we call **FIT** interviews:

- F** Focus: Alignment with the organization's mission and values
- I** Influence: Their ability to positively shape workplace morale or team outcomes
- T** Thrive: Potential for long-term engagement, growth, and satisfaction

Sample AI prompt:

You are an HR Director and you are adding an extra interview to the process that helps determine if an applicant is a good fit for the culture of the organization.

Take our organization mission and vision statements, details for the type of person we're looking for and create some sample interview questions we can utilize to help determine if the applicant is a good culture fit for our organization.
then I include our ETCOG Mission and Vision statements, and describe our ideal candidate's characteristics



Results:



1. Mission, Service & Public Trust

ETCOG exists to improve the quality of life for citizens across a 14-county region. What does public service mean to you, and how have you demonstrated that commitment in your past work?

Listen for: service mindset, accountability, pride in supporting others, understanding of public trust.



2. Interpersonal Skills & Customer Service

This role requires frequent interaction with staff at all levels, elected officials, and members of the public. How do you adjust your communication style depending on who you are working with?

Listen for: emotional intelligence, situational awareness, respect.



3. Culture Fit & Self-Awareness

What type of work environment brings out your best performance, and how do you contribute positively to a team culture?

Listen for: alignment with ETCOG's collaborative, service-oriented culture.



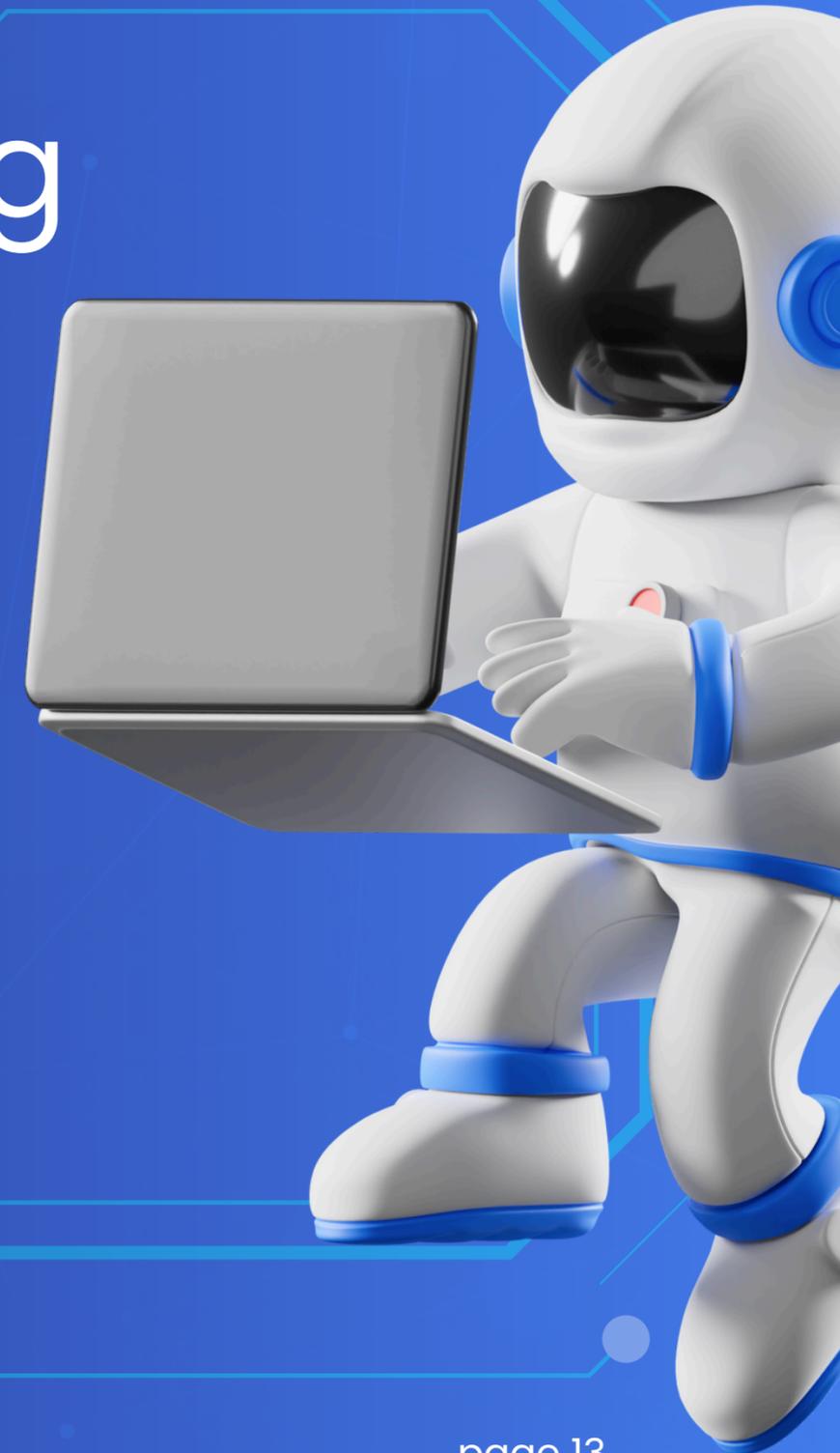
Using AI: Enhance Your Writing

Being COG/RPC there are times we need to enhance various communications or documents. AI can help refine our message, soften/firm up our tone, or incorporate additional details in several areas:

- Board communications
- Employee Coaching/Counseling
- Contract language
- Audit & Monitoring responses
- Purchasing justifications
- Real-estate market analysis
- Job duties
- RFP language
- Cost analysis
- Email communications.....*the list goes on*

Warning:

Don't let brain
turn to mush!



Enhanced Writing

AI Prompt:

You are a recruiter in Human Resources and want to send a more meaningful but still brief no thank you letter to an applicant that has tried several times to get into our organization. This applicant completed a virtual interview with you recently and you have chosen not to move them forward in the interview process. Following is our standard no thank you letter for someone that has interviewed with us. How can I enhance this communication for someone that has made many attempts and failed.....*then included our typical no thank you letter*

CHATgpt results:

Subject: Thank You for Your Continued Interest

Thank you for taking the time to speak with us recently regarding the Administrative Services Coordinator position. Our interview team appreciated the opportunity to visit with you and learn more about your background, as well as your continued interest in opportunities with the East Texas Council of Governments.

After careful consideration, we have decided to move forward with another candidate whose experience and skills more closely align with our current needs for this role. While this was not an easy decision, we value the effort and professionalism you have demonstrated throughout your interactions with our organization.

We truly appreciate your ongoing interest in ETCOG and encourage you to continue monitoring future opportunities that may be a strong match for your qualifications. We wish you continued success in your career and thank you again for the time and energy you invested in our selection process.



Using AI: Employee Engagement



Reminders

Have fun with custom AI memes to remind employees of important due dates such as timesheets, training, policy updates to name a few.



Employee Events

Leverage AI to help plan your employee events such as amount of food needed, team building activities, or to enhance your agenda.



Wellness Program

If you have a wellness program, AI can help you plan wellness activities, tracking data, and create trend reports.



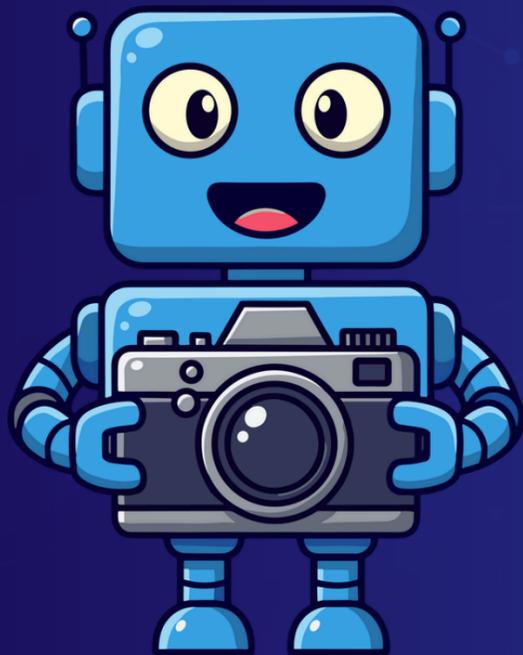
Example Create Fun Images

How to:

Step 1: Inside the chat box attach a picture of yourself

Step 2:

AI Prompt: Take this picture of me and place me in Times Square on New Years Eve 2026 with the ball dropping behind me while I'm holding up a sign that says Timesheet Reminder but put me in cartoon form.



Original Image:



Results:



Signs of AI Use



Too Much Corporate Speak

When leveraging AI for your own project or communications you must make it your own. AI will use a lot of corporate speak and lingo.



Overly complex sentence structure

Just like corporate speak, AI is famous for beefing up its output. This may show itself in repetitive statements or go overboard on details related to the subject matter.



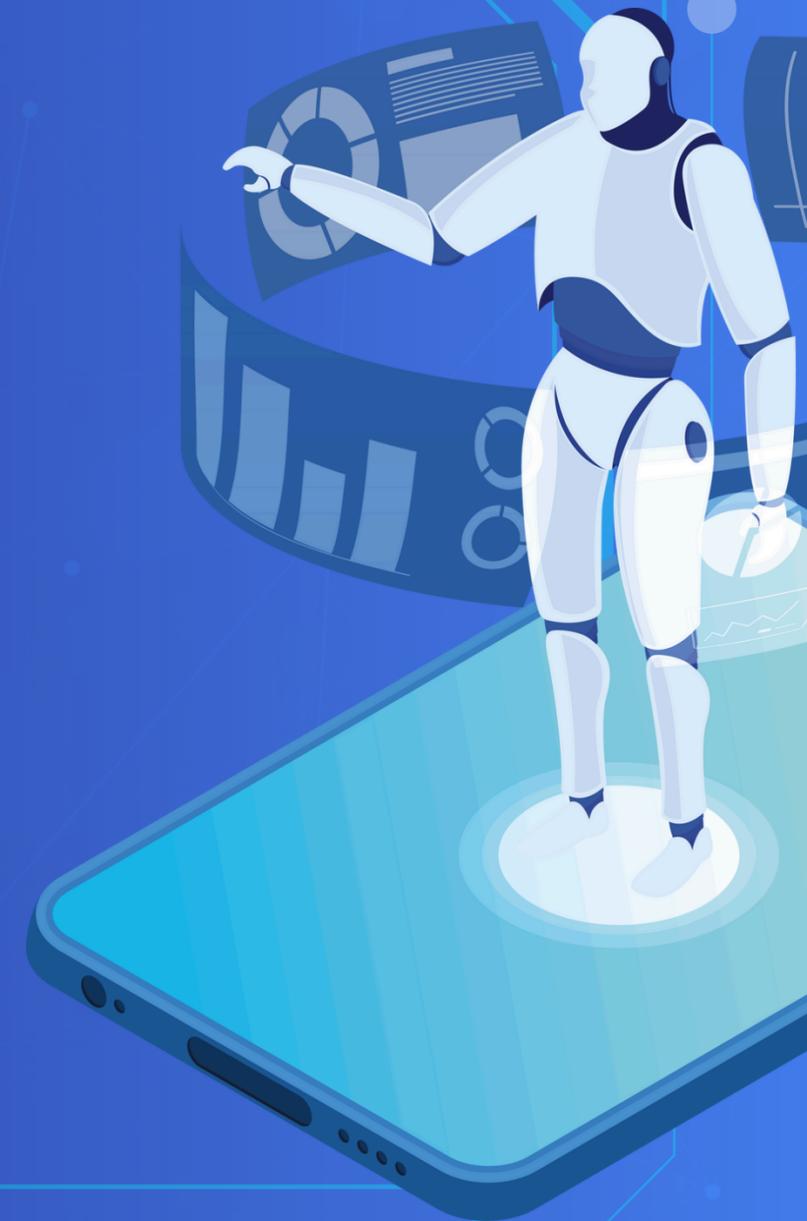
The long dash

A dead giveaway for use of AI what I call the long dash — . For whatever reason AI loves using the long dash. This is a great way to easily spot AI use in situations that are not warranted.



Tone is too formal or impersonal

Think of AI as the robot it is. Now imagine that robot is talking and this is what the output can look like at times. This is why it's imperative to use it as a tool not a crutch.



Example: Robot Applicant

Screening Question:

This position requires exceptional professionalism, customer service, organization, punctuality, and dependability. Please describe how your past experience and personal work ethic demonstrate these qualities and how they would contribute to your success in this role.



Applicant's Response:

Throughout my career, I have consistently demonstrated professionalism, strong customer service, organization, punctuality, and dependability—qualities that have been essential in my role as a Front Desk Coordinator and Scheduler at ABC Hospital as well as in my broader work history. In my front desk role, I was responsible for greeting patients, managing a high-volume schedule, verifying insurance, coordinating referrals, handling medical records, and maintaining accurate documentation. These tasks required a high level of attention to detail, discretion, and reliability. I regularly balanced multiple priorities at once—answering phones, assisting walk-ins, processing paperwork, and supporting clinical staff—while ensuring every patient felt welcomed, respected, and cared for. My ability to stay organized in a fast-paced medical environment directly reflects my strong personal work ethic and commitment to efficiency and accuracy. My background includes over 10 years of customer service experience across several industries, with daily interaction levels often exceeding 50 customers. This has strengthened my communication skills, patience, and ability to resolve issues professionally.....

over 350 words later they answered the question



AI Open vs Closed

Open AI

For example the free version of CHATgpt is open AI. Do not use personal identifiable information when using any open AI platform. When inputting information change the organization name to ABC. This platform is constantly learning from things you and the world are putting into it so it's imperative to keep that in mind.

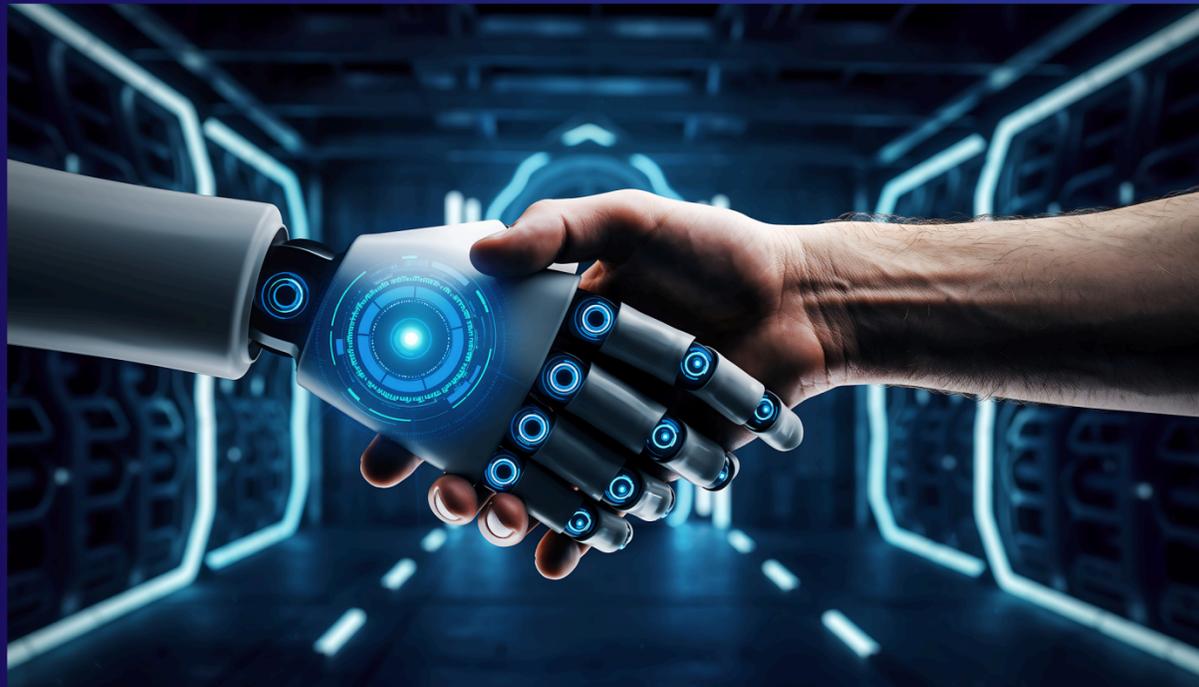
Do not trust the output without verifying.

Closed AI

If your organization is going to support the use of AI, it's imperative to implement a personnel policy and secure a closed AI platform and make that the only form of AI that employees can utilize in the organization. This allows you to upload any of your organization's documents to utilize as a resource or refer to and it keeps this within your business rather than the open platform.



AI Partner



Powerful tool

Learn to look at AI as the tool it is similar to the other tools you utilize everyday in our jobs. Microsoft office, Teams, Canva, Outlook calendar, etc.

NOT a human replacement

AI is not a replacement for human judgement and expertise but rather a partner that requires the user's guidance and revision to produce the best authentic results.

AI Perfectly Imperfect



**AI is only as good as the
human who guides it**



Thank You.

**AI shapes the future!
Let's shape it responsibly together.**



AI Education Opportunity

David Scott
ETCOG Special Projects Director



UCPCOG AI Academy

Coming March 1st

<https://www.etcog.org/ai-institute>

Course Summaries

Course Summaries

**Introduction to Public Sector
AI**

**Introduction to Prompt
Engineering**

**Advanced Prompt Engineering
for the Public Sector**

Introduction to Data Analytics

**Introduction to Image
Generation**

**Organizational AI Readiness:
Building Capacity for
Responsible Adoption**

**AI Governance for Local
Governments: Policies, Risks,
and Readiness**

Introduction to Public Sector AI

This foundational course introduces artificial intelligence concepts in plain language for government professionals. It explains how generative AI works, where it is already being used in local government, and what limitations and risks must be considered before adoption. The course builds baseline AI literacy for informed decision-making.

Introduction to Prompt Engineering

This course teaches participants how to communicate effectively with AI tools to produce accurate, relevant, and usable outputs. Learners gain practical skills in structuring prompts, providing context, setting constraints, and reducing errors, with examples drawn from common government tasks.

Advanced Prompt Engineering for the Public Sector

Building on introductory skills, this course focuses on advanced techniques such as multi-step prompting, prompt chaining, and reusable templates for complex government workflows. Participants learn how to design repeatable, auditable AI interactions for tasks such as grant writing, policy drafting, and analysis.

Introduction to Data Analytics

This course introduces AI-assisted data analysis for public sector staff without technical backgrounds. Participants learn how to use AI tools to interpret spreadsheets, identify trends, create summaries, and support evidence-based decisions while maintaining data integrity and transparency.

Introduction to Image Generation

This course introduces AI image generation tools and their appropriate use in government communications and outreach. Participants learn prompting basics, accessibility considerations, and ethical guidelines to ensure images are accurate, inclusive, and suitable for public sector use.

Organizational AI Readiness: Building Capacity for Responsible Adoption

This course helps local governments assess their readiness to adopt AI and develop a structured approach to implementation. Participants learn how to evaluate organizational capacity, identify appropriate use cases, understand risks, and establish governance foundations that support ethical, transparent, and accountable AI use.

AI Governance for Local Governments: Policies, Risks, and Readiness

This course focuses on the governance structures needed to manage AI responsibly in local government. Topics include policy development, risk management, procurement considerations, bias mitigation, data protection, and accountability, helping agencies align AI use with legal and ethical expectations.