



USING AI IN CAREER DEVELOPMENT PRACTICE: POSSIBILITIES AND PITFALLS

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AGENDA

- AI – Overview/Recap
- Brainstorm Using AI for Career Development – Ideas, What Works
- Debrief and Resources
- Brainstorm Using AI for Career Development – Concerns and Questions
- Debrief and Resources
- Next Steps

AI OVERVIEW/RECAP

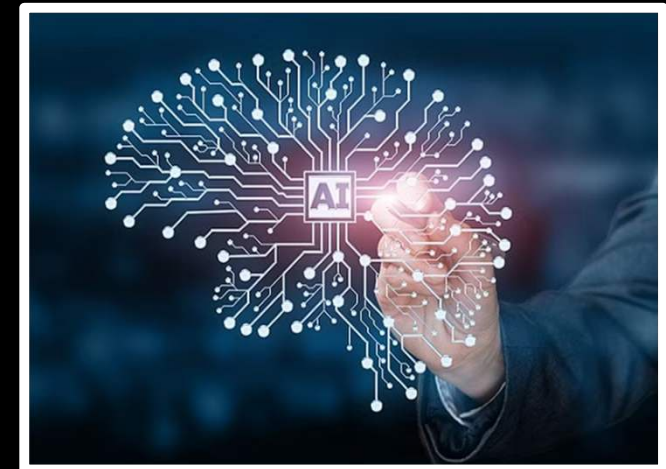
- AI is here to stay
- Many AI models: ChatGPT, Bing Chat, Google Bard (now Gemini), You.com, etc.
- Engineer your prompts/messages
- AI models make mistakes
- Explore AI possibilities, recognize AI pitfalls



Von der Osten, B. (2023, May 21). Artificial Intelligence Pros and Cons: What are the Advantages and Disadvantages of AI. Retrieved October 15, 2024, from <https://rockcontent.com/blog/artificial-intelligence-pros-and-cons/>

BRAINSTORM USING AI IN CAREER DEVELOPMENT - IDEAS, WHAT WORKS

- Each person writes ideas on sticky notes
- Share ideas with others
- Affix sticky notes to poster sheets
- Large group debrief



Duggal, N. (2023, September 9). Incredible Advantages of AI. Retrieved October 15, 2024, from <https://www.simplilearn.com/advantages-and-disadvantages-of-artificial-intelligence-article>

WORD CLOUD ACTIVITY



USING AI IN CAREER DEVELOPMENT - IMAGINE MORE!

- Resume and keywords/skills (ATS friendly)
- Optimize LinkedIn
- Cover Letter
- Idea generator
- Time saver
- Videos, podcasts, etc.



Burr, M. (2023, December 13). Career Development in the Age of AI: Insights from Industry Leaders. Retrieved October 15, 2024, from <https://nomadiclearning.com/blog/2023/12/career-development-in-the-age-of-ai-insights-from-industry-leaders>

RESOURCES (KETTUNEN, 2023)

- What is AI? A Beginner's Guide to Artificial Intelligence (2023). This is a basic document that gives you the necessary foundation to understand AI and how it works. <https://www.elegantthemes.com/blog/business/what-is-ai?>
- ChatGPT Quick Start Guide. Learn the basics on how to sign up for and use AI in circumstances valuable in higher education. https://unesdoc.unesco.org/ark:/48223/pf0000385146?fbclid=IwAR0rCigtShRH1fiqi5AFFMHkjq2B9HW5kPt9su8qfzM_vzabZ2kIFgeeQ
- Access for All. An example of how one US university is integrating Artificial Intelligence (AI) to assist with students' career development and prepare graduates for the increase of AI in the workforce. <https://career.ufl.edu/about/ai-in-careers/>

BRAINSTORM USING AI IN CAREER DEVELOPMENT - CONCERNS AND QUESTIONS

- Each person writes concerns and/or questions on sticky notes
- Share ideas with others
- Affix sticky notes to poster sheets
- Large group debrief



WORD CLOUD ACTIVITY



CAUTIONS WHEN USING AI

- Use to **assist** not replace
- Fact check
- Be aware of potential bias
- Choose a reputable tool
- Intellectual property issue
- Remember to cite
- Ethical use



RESOURCES (KETTUNEN, 2023)

- Opportunities and risks in the use of AI in career development practice. Research exploring benefits and challenges to AI in the process and proposes ways for ethical use. <https://nicejournal.co.uk/index.php/nc/article/view/395>
- Generative AI Has an Intellectual Property Problem. Once someone creates content using AI, who owns it? <https://hbr.org/2023/04/generative-ai-has-an-intellectual-property-problem>

NEXT STEPS



- Follow-up – celebrate career development month....Governor's Proclamation
- **November 7, 2024**, CCCDA Virtual Conference
- **May 9, 2025**, CT Learns & Works Conference
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REFERENCES

- Battee-Freeman, K., Kettunen, J., Matthews, D., Wall, J. (6/29/2023). *Realizing the Potential of Technology - Where We are Now and Where We Should Be*. [Conference session], Chicago IL: 2023 NCDA Global Conference.
- Laykam, G. (2023). *AI-powered job hunting*. Orlando, FL: self-published.
- Schifeling, J. (2023). *Career coach GPT*. Columbia, SC: self-published.