



ChatGPT in Career Services

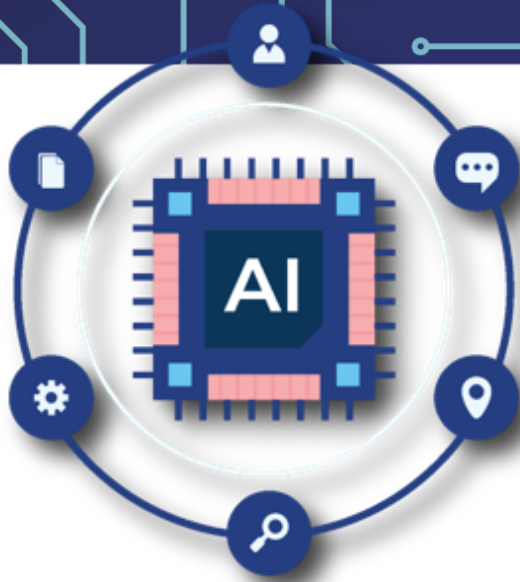
Creating Personalized Pathways for Student Career Development

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What is ChatGPT?

ChatGPT is an AI-powered language model that can understand natural language and generate human-like responses.

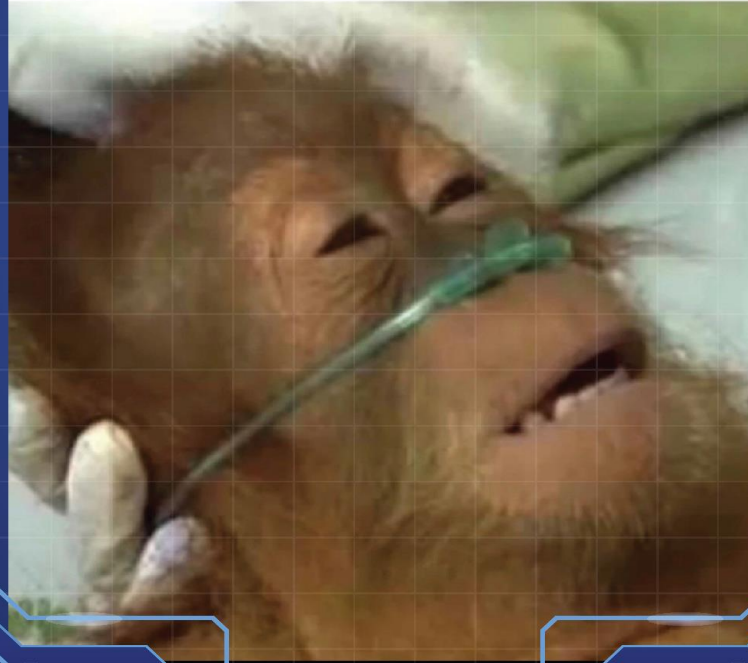
"The dialogue format makes it possible for ChatGPT to answer follow-up questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests," U.S. News (February 21, 2023)



menshumor



Me in 2040 dying in the
operating table because my
Doctor used ChatGPT To Pass
medical school



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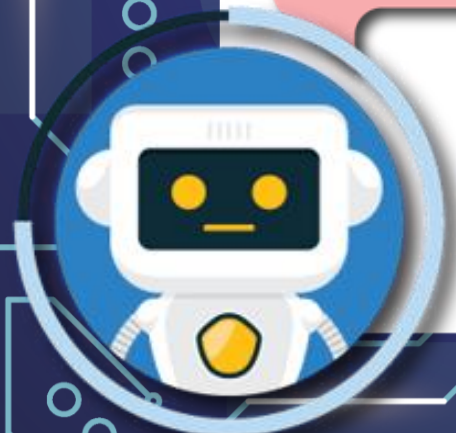
Why ChatGPT in Career Services?

- ChatGPT can provide personalized career advice
- It can help career services reach more students and improve student engagement
- It can assist students in exploring career options, building resumes, preparing for interviews, and more



Skeptical?

“Now is a time of disruption. The uncertainty is invigorating. It’s also stressful. The only certainty is uncertainty. It’s time to put the humanities at the center of career-focused education. Learning how to think philosophically, write stories about human uncertainty, and close read a text with or without AI help equip students for the future.” Jason Gulya, Higher Education Digest (February 9, 2023)

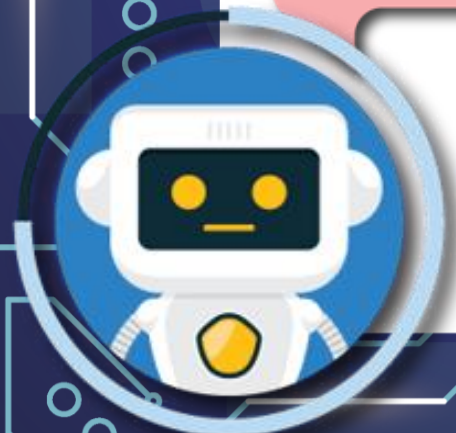


Use in Career Services

- Resume Building
- Interview Preparation
- Career Exploration



"Out of more than 1,000 current and recent job seekers who responded to a recent ResumeBuilder.com [survey](#), 46 percent reported using ChatGPT to write resumes or cover letters or both." – SHRM (February 27, 2023)



Benefits of ChatGPT in Career Services

- 24/7 Availability
 - Help with a wide range of topics
 - Provides “personalized” guidance
- Efficient for departments lacking staff
 - Potentially bigger reach

The GOOD

Implementing of ChatGPT for Career Services Departments

Can it increase in student engagement by:

- Amplifying Creativity
- Increasing Independent Thinking
- Help in Building Self Esteem
- Build Problem-Solving Skills



The NOT SO GOOD

Increase in career-related inquiries
(which can also be good...but)

- Data privacy and security
- Bias decision making
- Dumbing us down
- Misinformation
- Will It Replacing Us? NEXT SLIDE!



ChatGPT Replacing Career Services?

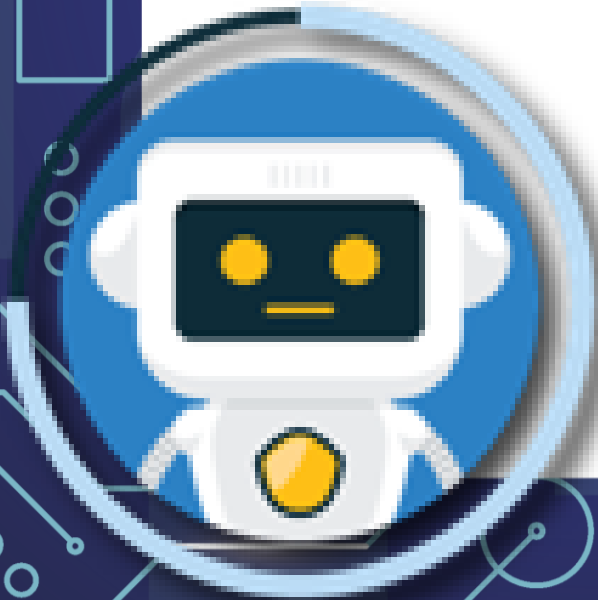
Probably NOT

- Helps students explore career options and explore career paths (to an extent)
 - Doesn't provide insider information about potential jobs
 - Doesn't replace the benefits of networking
 - Doesn't reflect your personality in the interview
- Doesn't help with the human side of things (relationship building)
 - Lacks ability to tap into personal connections

Opportunities: ChatGPT and Resume Cover Letter Writing

Build effective resumes and cover letters?

- Tailor your cover letter and resume to the job
 - Create a professional summary
 - Keep it concise / cut out the fat
 - Highlight your achievements



Opportunities: ChatGPT in Career Services

Prepare for interviews?

- Mock interview with you
- Prepare interview questions for you
- Research the company



ChatGPT Demo



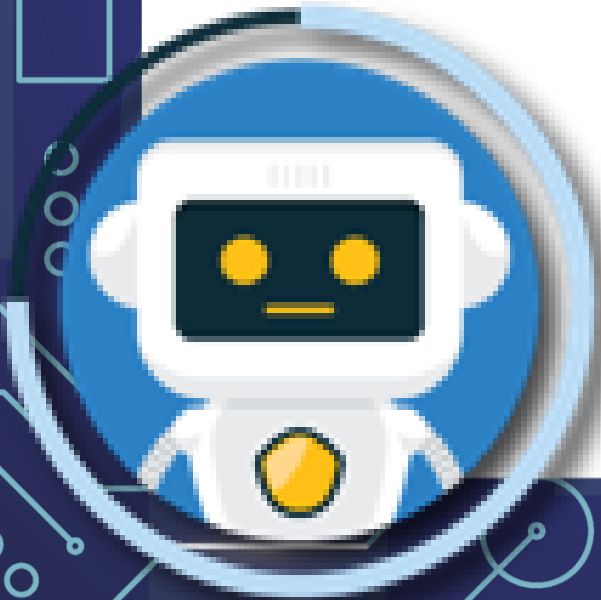
<https://openai.com/blog/chatgpt>

<https://www.youtube.com/watch?v=c9qwl2VSxfM>

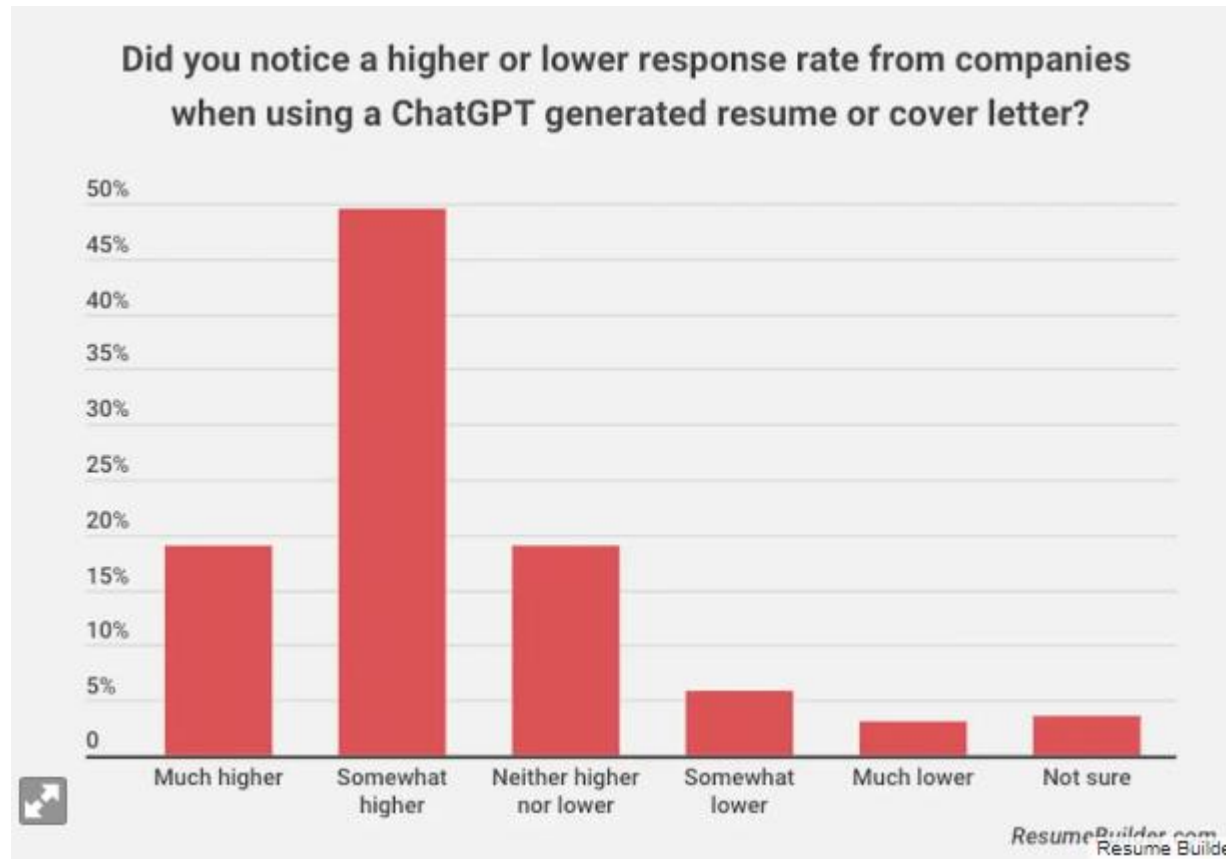


Can it REALLY Help with a Resume and Cover Letter?

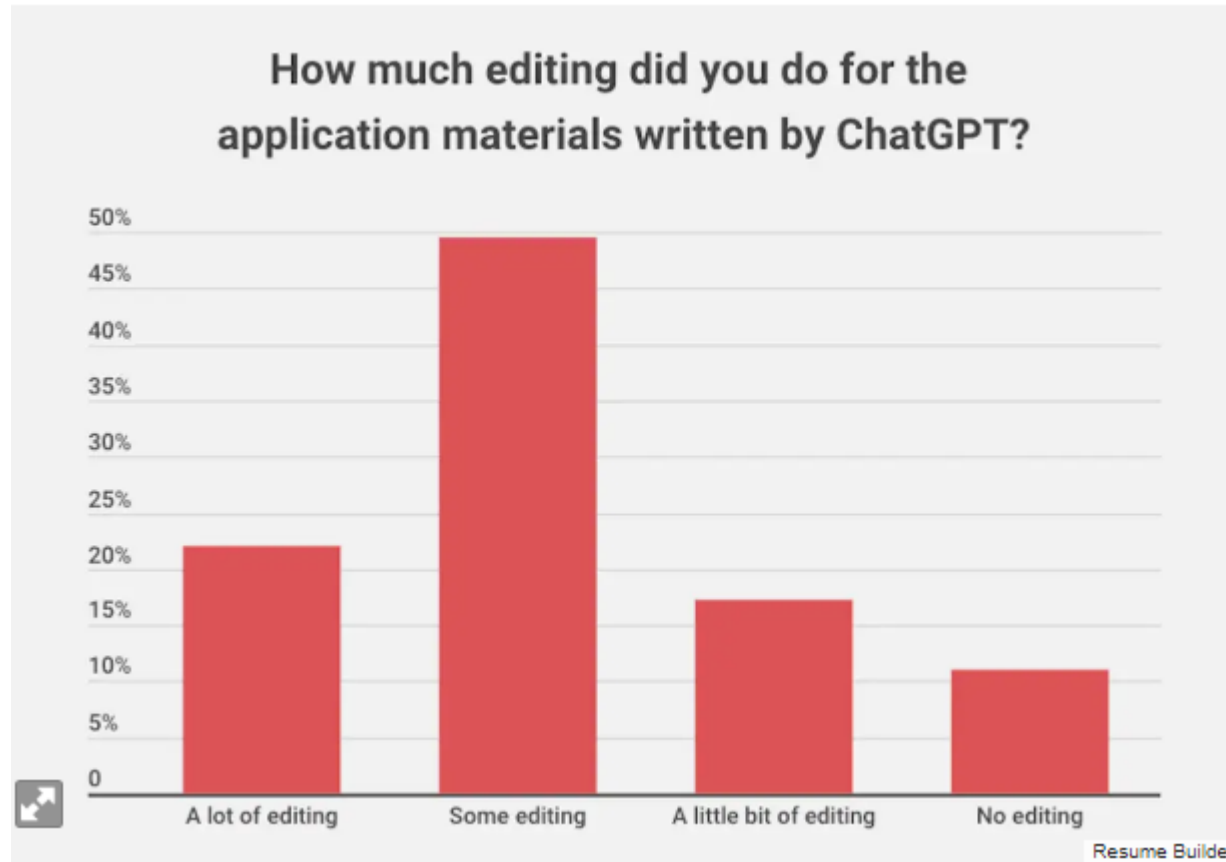
“Well, yes, absolutely—and also no. Actually, it will depend on how you are using these platforms and how you can integrate their immense brainstorming abilities as part of your own efforts.” – Inside Higher Ed (March 13, 2023)



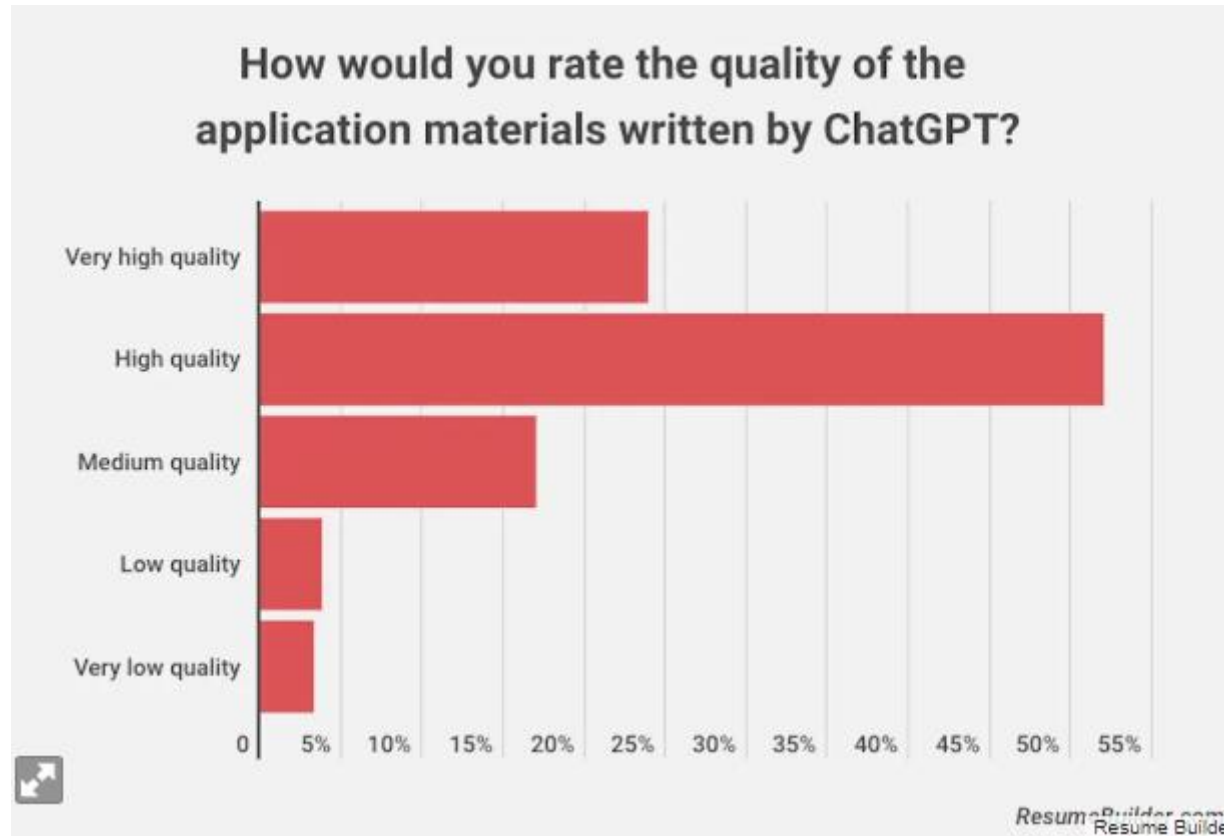
ResumeBuilder.com Statistics / Case Study – Employer Response Rate



ResumeBuilder.com Statistics / Case Study – Resume Edits

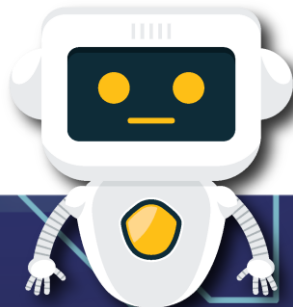


ResumeBuilder.com Statistics / Case Study – Writing Quality



Conclusion – Embracing the Devil

- Your Co-Pilot: ChatGPT is a valuable tool for career services departments to provide personalized career advice to students
- When Used Creatively: It can help career services scale their operations, reach more students, and improve student engagement
- Like a Photo Editing Tool: By leveraging ChatGPT correctly it can enhance career services departments and help in creating personalized pathways for student career development



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Thank You!

Questions?



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