

AI for Career Exploration

AI knows more job titles and companies than any one person. Use it early to explore career paths, uncover potential employers, and figure out what fits your skills and interests—before diving into job applications.

- Effective Use Cases
 - Identifying career paths aligned with a student's skills, interests, and assessment results
 - Discovering employers within those fields
 - Generating targeted questions for alumni conversations to assess fit
- Ineffective Use Cases
 - Searching for job postings (job boards such as LinkedIn and CareerOneStop provide far more comprehensive results)
 - Using AI to identify or contact specific alumni

AI for Interviews

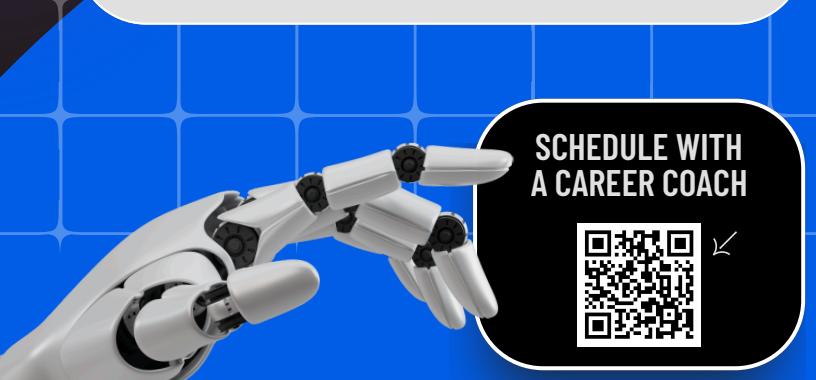
Even though interviews are the least affected by AI because they are governed by human judgment rather than automated systems like ATS scans, there are still many ways to use this technology effectively or poorly at this stage.

- Effective Use Cases
 - Generating sample interview questions based on a job description
 - Brainstorming STAR-style responses by uploading your resume
 - Practicing delivery with tools such as Pramp and FreeMock.
- Ineffective Use Cases
 - Generating scripted answers to memorize, since delivery and presence are critical to assessing fit

AI for Applying

AI helps you apply smarter by suggesting tailored resumes and cover letters, but with more people using it, competition is higher than ever. To succeed, you need to stand out, highlight your unique skills, and prepare strategically for every step of the hiring process.

- Effective Use Cases
 - Identifying the most important keywords in a job description and gaps in your resume
 - Brainstorming ways to incorporate relevant keywords and quantitative outcomes into your resume
 - Providing feedback on cover letters based on recruiter priorities, including role fit and demonstrated interest
- Ineffective Use Cases
 - Having AI generate or auto-submit resume with generic language or fabricated bullet points
 - Having AI write cover letters that rely on formulaic openings and signal minimal commitment to the role



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A CAREER COACH