



Career Services & Employer Alliance

Setting the Standard. Connecting the
Business Masters Community.

March 2025 School Member Quick Survey: *Use of AI in Career Services Offices*

Methodology & Demographics

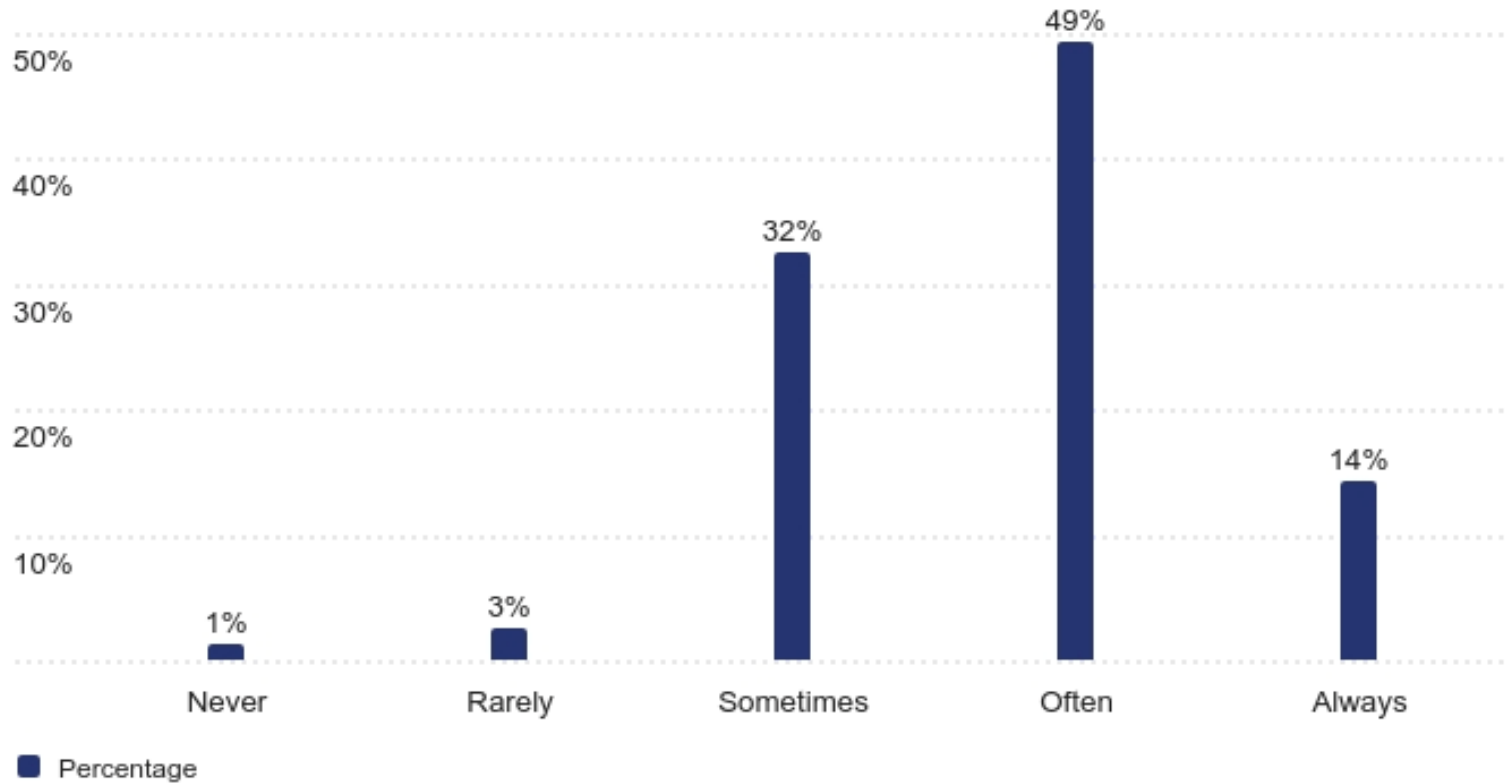
- Survey in the field:
April 1-4, 2025
- 77 responses
- 81% of respondents were from North America; 14% from Europe; 5% from Asia Pacific



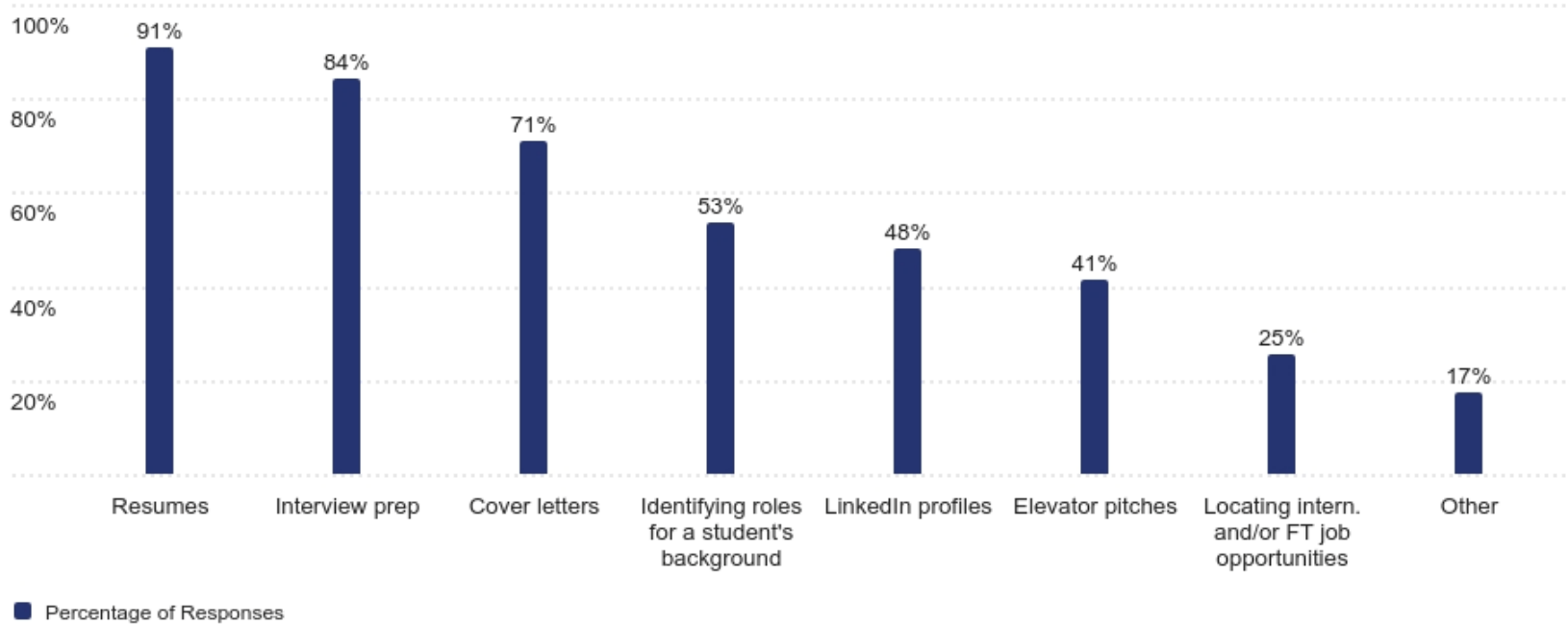
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How often are you and your team using AI tools in your day-to-day career services work?



In what ways is your team using AI tools with student coaching?
Select all that apply.



Other (please specify) - Text

Researching H-1B employers

career exploration (function and industry alignment)

Sector Advising

program design

Emails, event descriptions, curriculum development

Coaching prompts

Only using any of these very selectively and not yet systematically

Prompts for career management related activities

Gap Analysis; Locating internship and/or full-time job opportunities

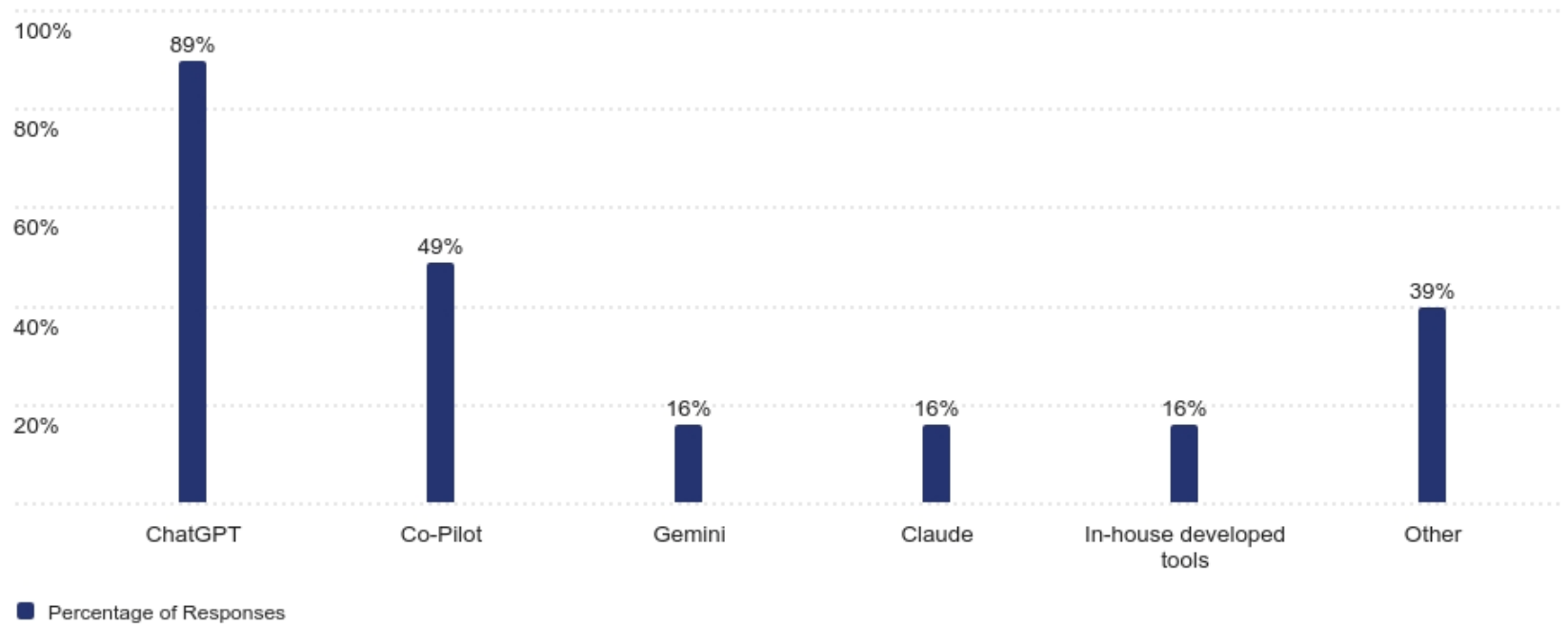
Help with researching and writing content

communication with companies

Workshops

email proofing

What specific AI tools is your team using? Select all that apply.



Other (please specify) - Text

Perplexity

VMock, enyAI

ELI (Expert Leadership Insights)

Big Interview

NotebookLM, Big Interview and Resume AI

Big Interview

interview360, resumecheck from abintegro

DeepSeek

Perplexity AI

Perplexity

Specialized LinkedIn profile tool from school partner

Vmock, soon to be Quinnia

VMock

Anything Jeremy Schifeling recommends

VMock

Other (please specify) - Text

Perplexity; Party Rock

Hiration

VMock

Perplexity (just added), Plus tools with AI incorporated: VMock, BigInterview, 12Twenty

In-house developed tools (please specify which ones) - Text

LMS Chatbot

cover letter

internal tool

working with a student start-up on an AI tool to find internship postings on the internet

ZotGPT

TritonGPT

Tools through PartyRock we have developed

Not in-house but Symplicity uses AI to highlight skills needed for jobs in system

KelleyGPT

We built a Career Bot for our students

We look forward to continuing to provide you with trends on a monthly basis. Please feel free to reach out to us with any questions, feedback, or ideas for future topics.



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