



**Career Services &
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**October 2025 Member
Quick Survey:**
AI Use in the Job Search

Methodology & Demographics

- Survey in the field:
October 15 – 28, 2025
- 91 responses
- 88% of respondents were from North America; 12% from Europe
- 97% of respondents represented schools; 3% represented employers



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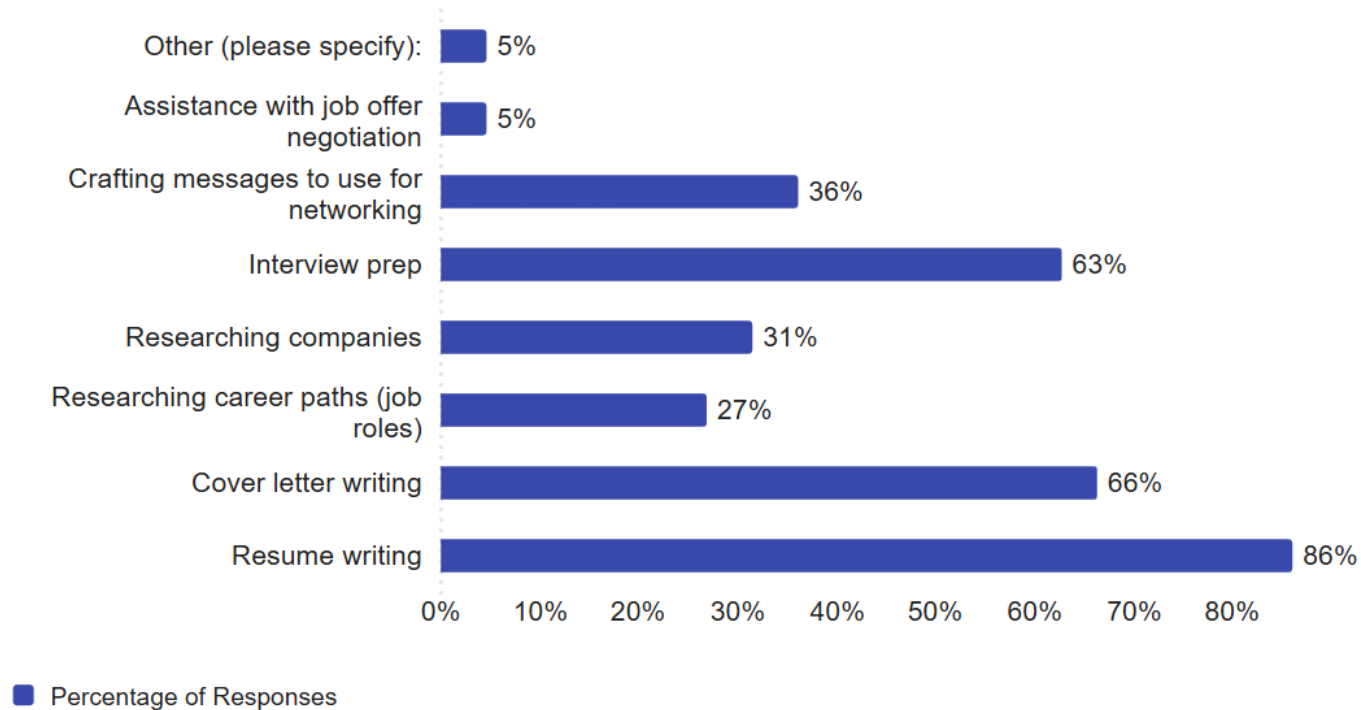
SCHOOL RESPONSES



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What are the top three ways your students are using AI in their job search? Select up to three options. - Selected Choice



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Other (please specify): - Text

Other (please specify): - Text

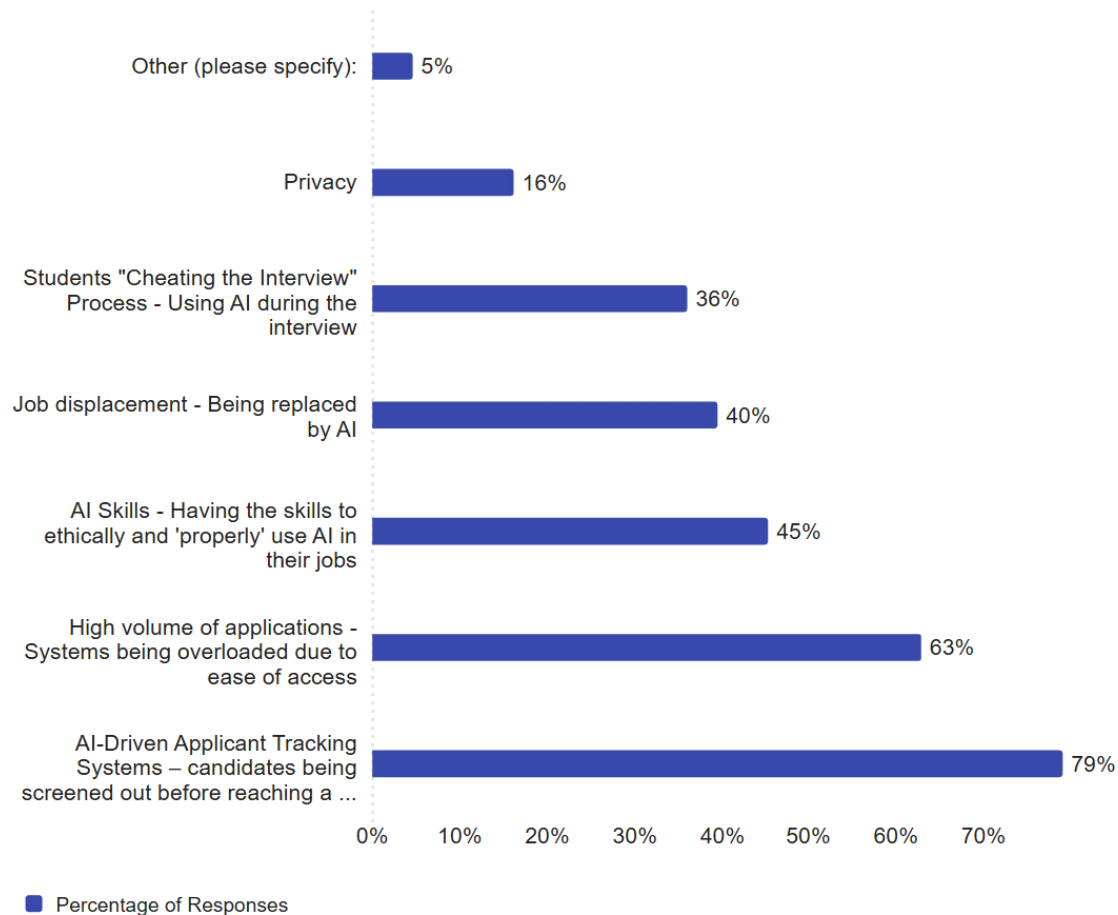
Job search strategy and company lists

All of the above

career narrative

we strongly suggest against it given feedback from employers

What are the greatest concerns you're hearing about AI in the career/recruiting process? Select up to three options. - Selected Choice



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Other (please specify): - Text

Other (please specify): - Text

Students rely too much on AI without reviewing and verifying information

AI making every candidate look fantastic so challenging to see the true candidate's skills

not great use of AI for resume/cover letter writing

Students using AI-written verbiage verbatim with personalizing and employers recognizing that

In your experience, what is the market not fulfilling from an AI perspective with respect to career services? In what ways could AI be used that are not currently available?

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There are already so many offers available on the market, but the cost and the introduction of more tools can be rather disadvantageous

helping students understand different paths/roles within industry (i.e., day in the life)

NA

Market gaps:

Most AI tools in career services focus narrowly on job search tasks, not the full career lifecycle or institutional context. They rarely integrate a school's unique data (student backgrounds, alumni outcomes, employer patterns), leaving advice generic and disconnected from real outcomes. There's also little transparency, limited predictive insight into at-risk students, and almost no ROI measurement linking AI use to career success metrics.

Unavailable AI:

AI could map skills to emerging roles in real time, personalize coaching plans, and simulate career trajectories using institutional data. Predictive analytics could flag students needing early support, while dynamic employer-student matching could optimize fit beyond job titles. Scalable AI coaching assistants and continuous labor-market scanning could let staff focus on strategy while students receive precise, adaptive guidance.

How to use AI appropriately, in combination with customisation to candidate's personal stories and views

In your experience, what is the market not fulfilling from an AI perspective with respect to career services? In what ways could AI be used that are not currently available?

AI in career services learning group through CSEA to gauge and implement best practices

AI cannot replace the creation of new ideas, iterating career paths, etc.

From a career services perspective, AI tools in the market today likely will focus heavily on efficiency - things like resume prep, job matching, and recruiting chatbot Q&A boxes. However, they sometimes miss the deeper, human and developmental aspects of career prep/readiness.

Career exploration, fit assessments

Use of personalized agents for individual programs

We would love a one-stop shop (e.g., Handshake offering AI prep for resumes, interviewing, etc.)

AI could be better used as a coach and a brainstorm tool. AI is letting students down by first writing the job description, then writing the resume, then screening the resume against the keywords in the job description, and autorejecting them. You have to rely even more on networking to get past the AI writing.

In your experience, what is the market not fulfilling from an AI perspective with respect to career services? In what ways could AI be used that are not currently available?

I see students over relying on AI to update resumes without reviewing the output, which recruiters can quickly suss out, and demonstrates a lack of understanding the role and a willingness to do the work.

Not fulfilling: being/feeling listened to, human connection and support

How else can AI be used: perhaps comparing contracts of employment or identifying gender pay gap

Universities have been more reactive in incorporating AI skills into coursework and guiding students on the appropriate use. Career services also has to advise students on checking the accuracy of results. We have to prepare students on entering a job market where companies want experience with AI but also have hesitations/limitations in adopting it.

Most tools aren't great at understanding the personal side of career decisions: like someone's values, motivations, or long-term goals. AI could do much more to offer tailored advice, simulate career paths, or even help students build meaningful professional networks based on shared interests.

Networking. Supporting students with building professional connections and on how to approach these opportunities with communication guidelines.

I am not sure that there is a gap. AI is great for interview prep and case prep creation - I think more around how to prompt and train a career bot would be helpful

It is further isolating candidates and HR teams that are using it as a initial and mid level screening tool are contributing to what has often been described as a dehumanizing experience for candidates when they are ghosted. We can do better!

In your experience, what is the market not fulfilling from an AI perspective with respect to career services? In what ways could AI be used that are not currently available?

a good Agentic AI for students that complements (not replaces) human career advisors

Company research -finding SME's in specific geography

There could be more emphasis on how to use AI correctly to make students better candidates. For example, using AI for your resume is helpful, but it has to be reflective of what you are actually doing and not a "fluffy" version of your experience. Too many students are using it as an easy button instead of as a supplemental tool to support their endeavors.

AI will disrupt all of Career Services in time...as it probably will most "thought" industries. Right now, AI is not good enough, but soon it will be. The one area perhaps that AI cannot do right now is the networking/connection piece with companies.

not sure...it is the lazy way out

There seems to be a disconnect between how companies are using AI in their work and how that translates to job descriptions. There are tons of articles about how everyone is using AI, but outside of very technical jobs, recruiters are not asking for these skills.

In your experience, what is the market not fulfilling from an AI perspective with respect to career services? In what ways could AI be used that are not currently available?

Students aren't always using AI in the most thoughtful ways and are de facto trusting outputs without verifying them and adding the authentic human touch. It seems to be seen as an "easy button" but at the same time that doesn't actually yield results in terms of job offers.

There's a discrepancy between generational knowledge on the topic; I'd like to see more of the younger generation teaching the other generations through partnership. Also, weekly tutorials that are shorter in nature to learn AI skills.

Detection of fraudulent (ghost) jobs and fraudulent applicants. Reduce the swell of applicants and "opportunities" using AI

Maybe having some tool to determine if jobs/companies are legitimate. Resource to mitigate ghosting by employers.

?

AI tools not structured well enough to help students draft resumes from scratch, which is the biggest task for students

A big part of it is around transparency and which employers are using AI within the recruitment system. From a student perspective, due to the number of "free" AI systems, the level of quality is very poor and there are few (if any) quality guidelines being shared by these platforms warning students of the risks using this software - such as the need to check details.

Showing how it can actually enhance, not replace, the human parts of coaching

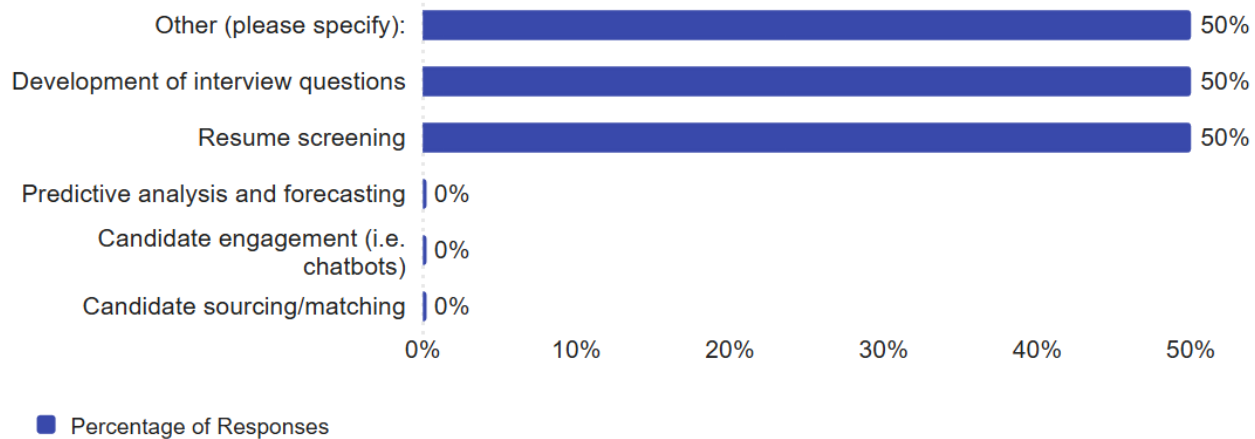
EMPLOYER RESPONSES



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What are the top three ways your team is using AI in the recruitment process? Select up to three options. - Selected Choice

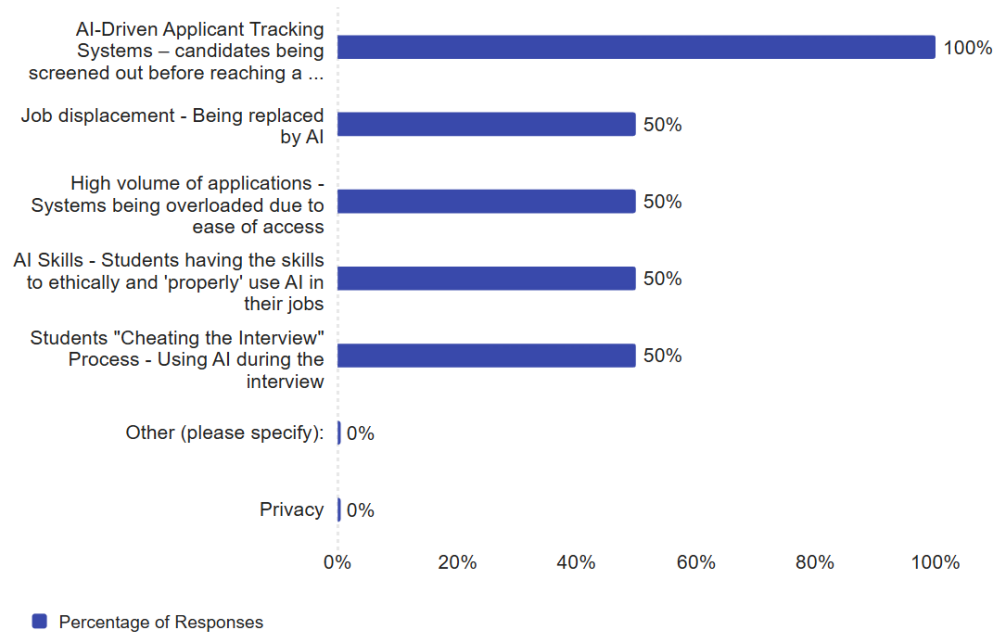


Other (please specify): - Text

Other (please specify): - Text

more precise responses to students with general questions

What are the greatest concerns you're hearing about with AI in the recruiting and hiring process? Select up to three options. - Selected Choice



In your experience, what is the market not fulfilling from an AI perspective with respect to recruiting? In what ways could AI be used that are not currently available?

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its squashing creativity of current students. why think of an answer when you can just type in a few phrases and voila, your dissertation is complete

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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