

# ChatGPT Empowers College Counselors to Carry out Career Planning: Logical Path, Typical Scenarios, Practical Challenges, and Practical Solutions

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## Abstract

The development of artificial intelligence represented by ChatGPT provides new tools and platforms for the application of artificial intelligence in education and the digital transformation of higher education. Based on the significant advantages of ChatGPT in higher education, ChatGPT assists university counselors in career planning for students and achieves phased results in multiple stages and scenarios. Due to the current technological development stage of ChatGPT, there are still issues such as ideological security, data reliability and privacy, and data security. ChatGPT's assistance to college counselors in carrying out career planning faces significant challenges. Therefore, the industry and academia should provide professional training for counselors, strengthen students' ethical and moral education, establish strict technical monitoring standards, and establish a new type of teacher-student counseling relationship to adapt to the profound changes brought by technological progress to the education field.

## Keywords

ChatGPT, College counselors, Career planning.

## 1. Introduction

In the career planning function of college counselors, technological empowerment mainly aims to enhance the collaborative effect between technology and application environment. The application of artificial intelligence, especially in college tutoring work, not only stimulates innovative practices, but also significantly improves the work efficiency of counselors and the growth potential of students. This integration, through continuously improving educational scenarios, expands the space for students and educators to realize possibilities, bringing additional value to the entire education ecosystem. Based on the analysis of existing research and the framework of "means subject scenario goal", this paper explores the core logic of artificial intelligence in assisting college career planning (as shown in Figure 1), clarifying motivation, tools, subjects, and practical paths.

## 2. Typical scenarios of ChatGPT Empowering Career Planning for College Counselors

### 2.1. Freshman Students: Career Interests and the Starting Point of Self Exploration

#### 2.1.1. Decoding professional interests

Career interests are the consistency between personality traits and work environment, with controllability, periodicity, and predictability. Good career interests can enhance work persistence, promote potential release, increase job happiness, and improve satisfaction. [1] On

the other hand, it can promote the combination of personal development and social needs, and facilitate work behavior and choices. ChatGPT can utilize and develop personalized career interest measurement forms to promote the absorption and integration of career interest tools based on existing career interest models, and then iteratively test, feedback, and optimize them. Evaluate students' strengths, knowledge levels, skills, and personalities through measurement tables, classify them, and assign different types of tasks to corresponding students. For example, delegating administrative tasks to administrative students and organizing activities to artistic students. ChatGPT can transform the static theory of vocational interest measurement models into dynamics, by considering students' personal dynamic development and actual situations, integrating measurement of self-efficacy and situational factors, shortening the measurement cycle, stimulating students to complete the "trigger maintain form mature" interest loop, allowing students to move from "knowledge" to "good" and then to "happiness", and stimulating students' thirst for knowledge.

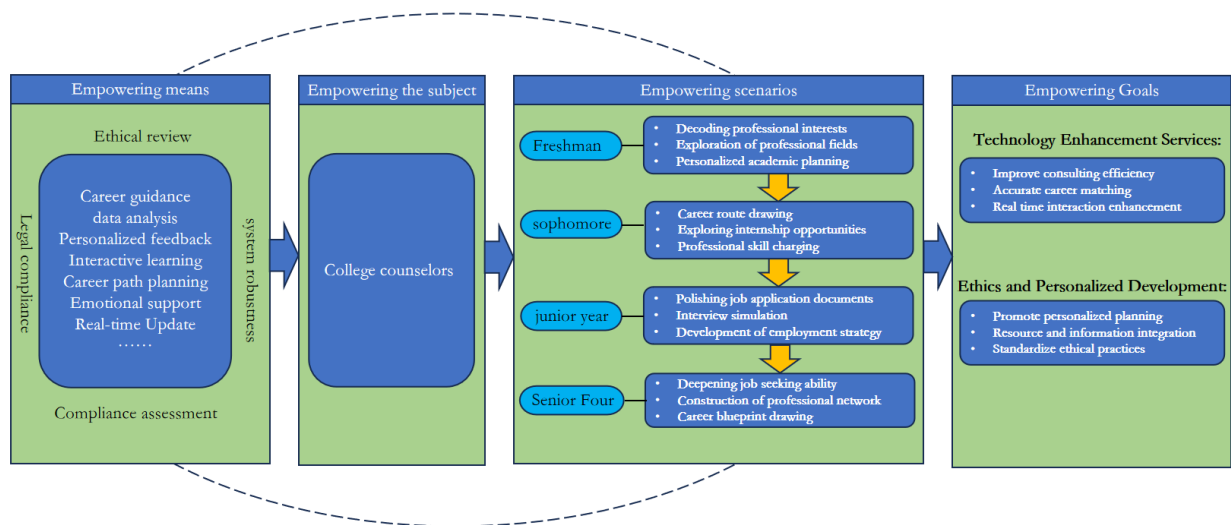


Figure 1. ChatGPT empowers college counselors to carry out career planning: logical path

### 2.1.2. Exploration of professional fields

In the early stages of university, students often face a lack of comprehensive understanding of different disciplines, majors, and future career paths. In this context, ChatGPT can effectively assist university counselors by providing students with core information covering disciplines such as engineering, literature, science, and business. [2] This includes the main learning content, career development trends, and potential career opportunities for each major. In addition, ChatGPT can integrate the latest industry trends and market demand information to depict the future development prospects and employment potential of various directions in the industry for students. These precise information provide students with the ability to make more informed and future oriented choices based on their personal interests and career goals.

### 2.1.3. Personalized Chemical Industry Planning

For freshmen in college, effective academic planning is crucial for their professional studies. Utilize ChatGPT to provide customized academic planning advice for students. [3] On the one hand, it can recommend courses that match students' interests and career goals, and on the other hand, provide suggestions for participating in relevant extracurricular activities and professional workshops, while also offering strategies for achieving a balance between academic and personal growth. Furthermore, ChatGPT can assist students in understanding how different courses lay the foundation for their future careers and guide them on how to effectively utilize university resources such as laboratories, libraries, research opportunities, etc., thereby enriching their learning experience. With these guidance, students will be able to plan their university studies more effectively and lay a solid foundation for their future career

development.

## **2.2. Sophomore Students: Deepening and Practicing the Career Roadmap**

### **2.2.1. Career route drawing**

In the second year of college, students have a preliminary understanding and adaptation to the major they have chosen, and deepening their career planning becomes particularly crucial at this time. ChatGPT can assist college counselors in providing more accurate career planning guidance based on students' interests, majors, and career plans. For students majoring in computer science and technology, career planning at this stage should include an evaluation of diverse career choices and exploration of long-term development paths. ChatGPT can not only guide students to understand traditional career paths such as software development and data analysis, but also explore career opportunities in emerging technology fields such as artificial intelligence, cloud computing, or big data analysis.

### **2.2.2. Exploring internship opportunities**

In the second stage of university education, the accumulation of internship experience is regarded as a core component of students' career development. With the help of ChatGPT, a conversational general artificial intelligence tool, counselors can provide students with a comprehensive internship search and application strategy aimed at accurately aligning with their career development goals. This strategy covers the methodology of selecting suitable internship opportunities based on personal career vision, effective techniques for preparing internship application documents, and the preparation process for interviews. In addition, with the development of the digital age, online internships and virtual internship projects have become important internship platforms for sophomore students to explore.

### **2.2.3. Professional skill charging**

In the second stage of university education, students gradually realize the importance of cultivating vocational skills in enhancing their competitiveness in the job market. By analyzing students' career preferences, ChatGPT can recommend matching professional courses, practical workshops, or online learning resources, aiming to enhance students' abilities in financial analysis, programming, data processing, and other professional skills, while improving core skills such as leadership, teamwork, and time management. For example, students interested in computer science can deepen their professional knowledge and skills by attending programming language courses, software development workshops, or learning online courses on artificial intelligence. The enhancement of these skills is not only crucial for students' performance in internships and future careers, but also lays a solid foundation for their long-term career development. In addition, actively participating in various projects, competitions, and activities both inside and outside the school is also an effective way to promote the improvement of students' professional quality.

## **2.3. Third year students: sprint preparation for career admission**

### **2.3.1. Polishing job application documents**

For third year college students, compiling and refining resumes is a core skill in their career development path. During this process, ChatGPT assists university counselors in building professional and compelling resumes for students. This job involves multiple detailed aspects such as resume structure design, content selection, presentation of key skills, and personal experience narration. The purpose is to ensure that each section of the resume accurately showcases the student's abilities and potential, highlighting their suitability for the target position. In addition, counselors use ChatGPT to assist students in effectively expressing their enthusiasm for the position and highlighting their key skills and experience in job search emails. The focus of this stage is to make students' resumes and job application emails stand out in the screening process.

### **2.3.2. Interview simulation**

The interview process is the core of the job search process, and it is crucial to provide interview skills training for third year college students. Through ChatGPT technology, diverse interview scenario simulations can be effectively implemented to assist students in improving their interview skills and confidence levels. During this simulated interview process, students will receive professional guidance on nonverbal communication skills (such as body language, eye contact) and effective strategies for answering questions. In addition, ChatGPT can also provide guidance on response strategies and personal strengths display methods for unexpected problems. The design of these simulated interview sessions aims to cultivate students' ability to remain calm and confident in real interviews, effectively demonstrating their professional skills and adaptability.

### **2.3.3. Development of employment strategy**

In the educational path of third year college students, it is particularly important to develop clear career plans. [4] Relying on ChatGPT's data analysis capabilities, university counselors can provide students with the latest developments and in-depth analysis of the current job market in their desired professional direction, covering industry growth trends, employment competition environment, and career opportunities in different fields. In addition, using ChatGPT technology, students can identify specific positions that match their skills and interests, and receive effective job exploration and application strategy guidance. This includes how to use industry websites, social media, and professional networks for job search, as well as methods for job application and interview preparation. ChatGPT can also assist students in career advancement, industry transition, or further academic research possibilities. By implementing these strategies, students will be able to prepare for employment more purposefully and be fully prepared for entering the workplace.

## **2.4. Fourth year students: career development and long-term goal positioning**

### **2.4.1. Deepening job seeking ability**

In the fourth year of college, the meticulous polishing of job application materials and the deepening of interview skills are particularly important. At this stage, counselors can rely on ChatGPT technology features to ensure that students' resumes, job emails, and other application materials reach the optimal level. This process involves deep customization of resume content to ensure that it accurately reflects students' key skills, outstanding achievements, and related experiences. At the same time, using ChatGPT for simulated interviews can assist students in improving their answering skills and enhancing their personal presentation abilities. These simulated interviews not only involve dealing with routine questions, but also encompass the ability to handle complex or high-pressure scenarios to enhance students' on-site adaptability. Through this stage of intensive training, students can present their best performance in interviews, thereby increasing the likelihood of successful employment.

### **2.4.2. Construction of professional network**

Building and maintaining a stable career network is particularly crucial in the process of career development. For fourth year college students who are about to enter the workplace, college counselors can guide them on how to efficiently utilize and expand their personal career network. With the help of ChatGPT technology, counselors can teach students how to establish a professional image on professional social platforms, apply to participate in industry related activities and conferences, and establish connections with recruitment personnel from relevant units. In addition, counselors can also guide students on how to expand career opportunities through alumni networks and connections established during their school years. The core of this process is to teach students how to actively engage in interpersonal communication, how

to provide help and seek support in professional relationships, in order to create more opportunities in their future careers.

### **2.4.3. Career blueprint drawing**

For fourth year college students, using ChatGPT to empower college counselors includes assisting students in analyzing the advantages and potential challenges of different career paths, prompting students to deeply reflect on their personal career interests and long-term development goals. In addition, it is necessary to consider whether to continue education and further studies, such as pursuing a graduate degree or participating in professional training, in order to enhance personal competitiveness. For students who have a strong interest in specific industries or functional areas, counselors can also provide development information and professional advice for specific industries. Through this method, students can not only prepare adequately for their upcoming career planning, but also lay a solid foundation for their future long-term career planning.

## **3. The Realistic Challenge of ChatGPT Empowering Career Planning for College Counselors**

### **3.1. The integration and alienation of ideology and intelligent output**

ChatGPT itself does not possess subjective value judgment ability and ideological bias, nor does it have political attributes. The ideological characteristics of this model mainly come from the large corpora or datasets it relies on. In this context, the language generation ability of ChatGPT may be used to spread specific ideologies or viewpoints in interactions. In the university environment, students, as the main user group of AI technology, may unintentionally come into contact with and be influenced by specific ideas while interacting with these systems. For example, when it comes to issues related to ideology, ChatGPT may exhibit a tendency towards a certain mainstream viewpoint or reflect Western perspectives on issues such as race and war. This may not only affect the formation of students' values, but also pose risks to national security and challenge the ideological education and dissemination of socialist core values in universities.

### **3.2. The Trust Crisis between Education Data and Artificial Intelligence**

ChatGPT mainly conducts comprehensive data training through large-scale language models, and its machine learning process and data sources mainly rely on the Internet and public data sets. On the one hand, the limitation of its data source is that it does not include non-public papers, confidential data, and cutting-edge scientific research information. On the other hand, there is uncertainty about the authenticity of information from databases, which may include errors, biases, or inaccurate "noise" data, which can affect the accuracy of the model's output results. In addition, when encountering problems that require high timeliness or professionalism, due to the limited corpus information that ChatGPT relies on, if there is a lack of sufficient training data, it may make minor modifications to the problem, resulting in ambiguous concepts or incorrect information answers.

### **3.3. Ethical challenges of privacy protection and data security**

In the field of higher education, teachers and students will provide private data and personal information during their interaction with ChatGPT, such as grades, interests, and behavior habits for customizing personalized job search plans. [5] Firstly, ChatGPT may store information in OpenAI or cloud servers during use, which poses a potential risk of server providers leaking information to third parties. Secondly, ChatGPT may use the information collected during use as material for its database iterative learning. If not anonymized, it may lead to the leakage of privacy and sensitive information. Finally, ChatGPT may have its own

security vulnerabilities, posing a risk of being hacked to steal private data and used for illegal activities. These situations pose potential threats to the privacy protection and information security of university teachers and students, and require high attention from relevant parties.

#### **4. The Practical Path of Empowering Career Planning for College Counselors with ChatGPT**

##### **4.1. Humanistic View: Career Development and Work Needs**

The rapid development of modern education and the application of artificial intelligence technology pose new challenges and requirements for counselors. In order to enable counselors to fully understand and effectively utilize the potential of these technologies, while recognizing their limitations. Conducting a systematic training is crucial. This plan should include a detailed understanding of the ChatGPT architecture, proficiency in its application scenarios, and effective guidance for students to use ChatGPT to enhance their employability at appropriate times. Specifically, counselors should first receive training on the basic principles and underlying mechanisms of ChatGPT, in order to gain a deeper understanding of its operating principles and become proficient in its operation. In addition, counselors need to understand and be proficient in various usage scenarios of ChatGPT for students' career planning, and flexibly apply it to daily work. Finally, strengthening the guidance of counselors on students' use of relevant tools, ensuring that students use these tools reasonably to enhance their employability while complying with relevant norms, is an indispensable part of building a modern education system.

##### **4.2. Ethics: Consequence Warning and Intrinsic Interest**

A new technology brings new opportunities to higher education, but also comes with potential ethical and usage issues. In view of this, college counselors should introduce specialized training in their daily educational practice, aimed at enhancing students' ethical awareness of the consequences of using these tools. This type of training needs to emphasize prevention education on the potential adverse consequences of abusing ChatGPT. Furthermore, counselors should also plan various activities that integrate academic and fun elements, create a relaxed and enjoyable learning environment, and enhance students' skills and enjoyment of active learning. Through such systematic training and activity organization, counselors can ensure that students use artificial intelligence tools in compliance while also cultivating their ethical awareness and self-learning ability.

##### **4.3. Systematic view: institutional closed loop and school enterprise cooperation**

In adapting to the requirements of new era technology, higher education institutions need to develop and continuously improve their principles and strategies for use. Firstly, each university needs to develop a detailed set of regulations that can promote the rational use of these technological tools and prevent potential abuse based on its own educational characteristics and educational philosophy. Secondly, strictly monitor the degree to which college students use ChatGPT in their daily assignments and academic papers, ensuring that they use the technology reasonably while adhering to the principle of academic integrity. Again, universities should establish partnerships with IT companies with strong technological foundations to jointly develop and maintain ChatGPT and related software, in order to promote the continuous innovation of educational technology and the integration of practical applications. Finally, universities need to strengthen users' understanding of these technologies through professional training, integrate mainstream domestic values into the use and development of ChatGPT, and adopt multiple technical measures such as permission control, data encryption, and access control to enhance data security. Through this series of

orderly steps, higher education institutions can ensure the healthy and sustainable development of the educational environment while introducing advanced technology.

#### **4.4. Interactive View: Joint Education between Teachers and Students and Home School Collaboration**

Under the increasing impact of artificial intelligence technology, especially tools such as ChatGPT, on higher education, higher education institutions need to adopt innovative strategies when conducting ideological and political education. Firstly, counselors need to establish a systematic cooperation mechanism with teaching staff to ensure consistency and coherence in educational content and methods. This requires regular information exchange and coordination to ensure effective integration between teaching and ideological and political education. Secondly, strengthen the interaction between counselors and students, enhance their understanding of personalized job seeking needs through extracurricular tutoring and activities, and promote the improvement of their ideological and political literacy. This includes utilizing individual consultations, group discussions, and customized job search plans to support students' comprehensive development. Finally, the counselor actively establishes contact with parents to form a synergistic effect of home school co education. During this process, regular communication and home school visits will be crucial to ensure that students receive consistent guidance and support in both on campus and off campus environments, and to jointly create a career planning and educational ecosystem that is beneficial to their development. Through such multidimensional cooperation and interaction, an efficient and responsive ideological and political education system can be constructed in the context of the new era.

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