

Leveraging AI Chatbot Technology for Social Good

Associate Professor Deirdre Hughes OBE
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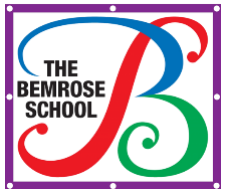
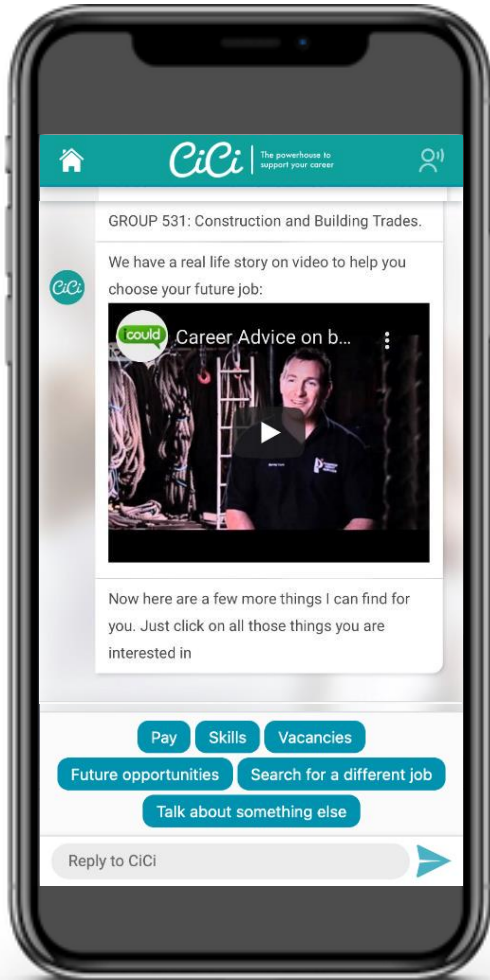
Visit: <https://cicichat.co.uk/>





Check out our chatbot and new AI prototypes: cicichat.co.uk

- LLM capabilities – but not LLM-driven
- Curated careers exploration with warm handover to CA for 4x UK nations
- Written/reviewed by qualified careers advisers
- Integrated labour market data and course data from 10+ sources
- Sector award winner 2024 UK Business Tech Finalist 2025 – AI and Innovation



ODiCY

Observatory on Digital technologies in Career guidance for Youth



Getting the Right Balance

AI versus Humans



Other than drafting text, advisers are often not aware of how much students use AI, esp. for guidance

<i>Are you using / are you aware of any students using LLMs for:</i>	<i>Advisers</i>	<i>Students</i>
Identifying what careers might suit you/them	26%	47%
Help drafting CV, cover letters, or employer introduction emails	95%	47%
Details about job skills requirements and how to access them	26%	46%
Help preparing for interview/application processes	67%	46%
Data about typical job salaries, progression rates, forecast demand...	21%	44%
Finding specific intern/job vacancies	18%	41%
Finding specific education/training opportunities	10%	39%
Personalised advice about your/their specific circumstances	15%	37%
Long-term personalised guidance/mentoring [for career planning]	5%	33%
Providing mock interviews	26%	32%
General advice on how to approach careers topics	26%	30%
Other (please specify)	15%	4%

<https://luminate.prospects.ac.uk/large-language-models-for-careers-provision-in-higher-education>

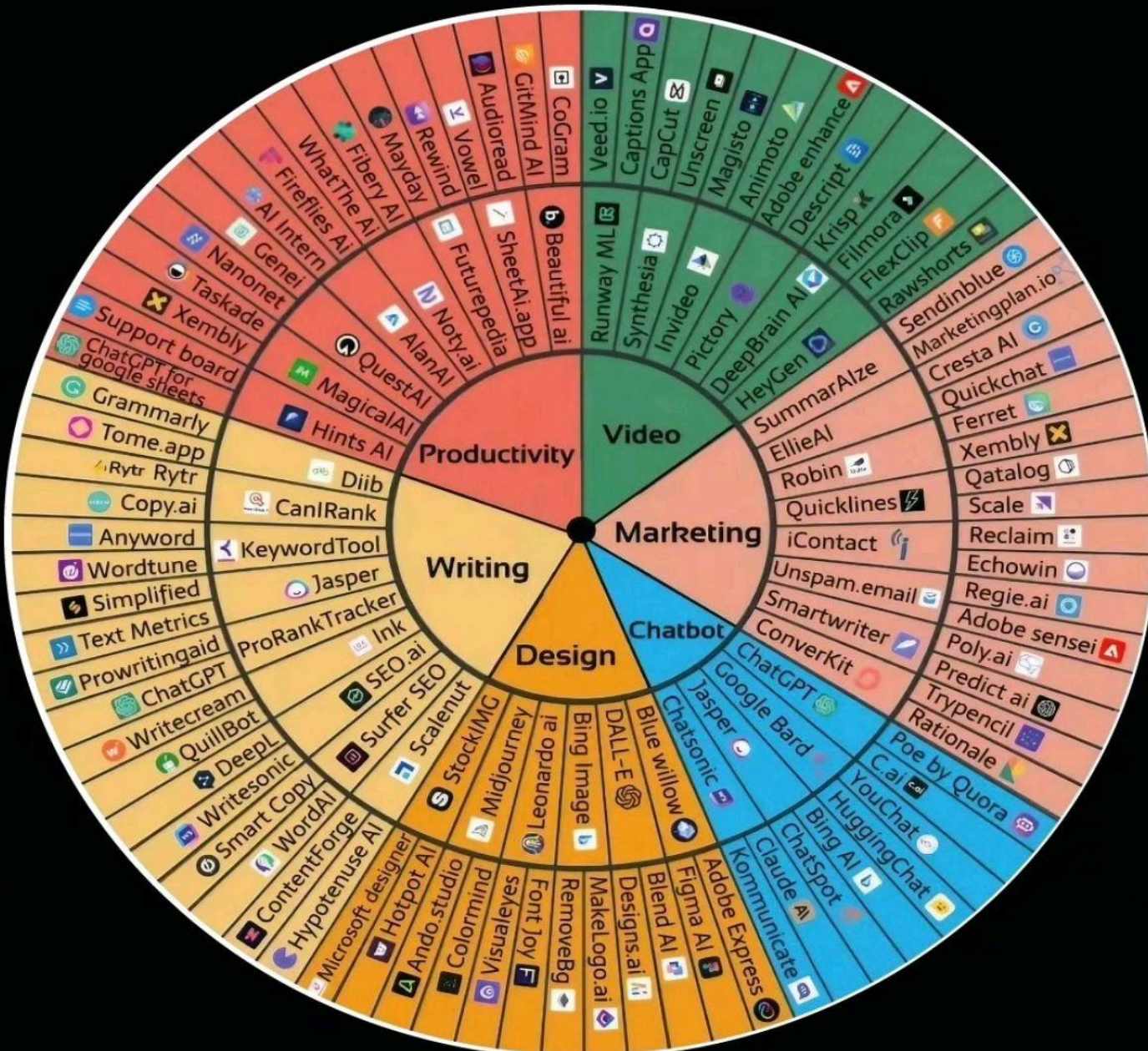
Small scale survey in UK HEI setting - With support and funding from Jisc and Arden University (mid-2024 data)

Ray-Ban | ∞ Meta

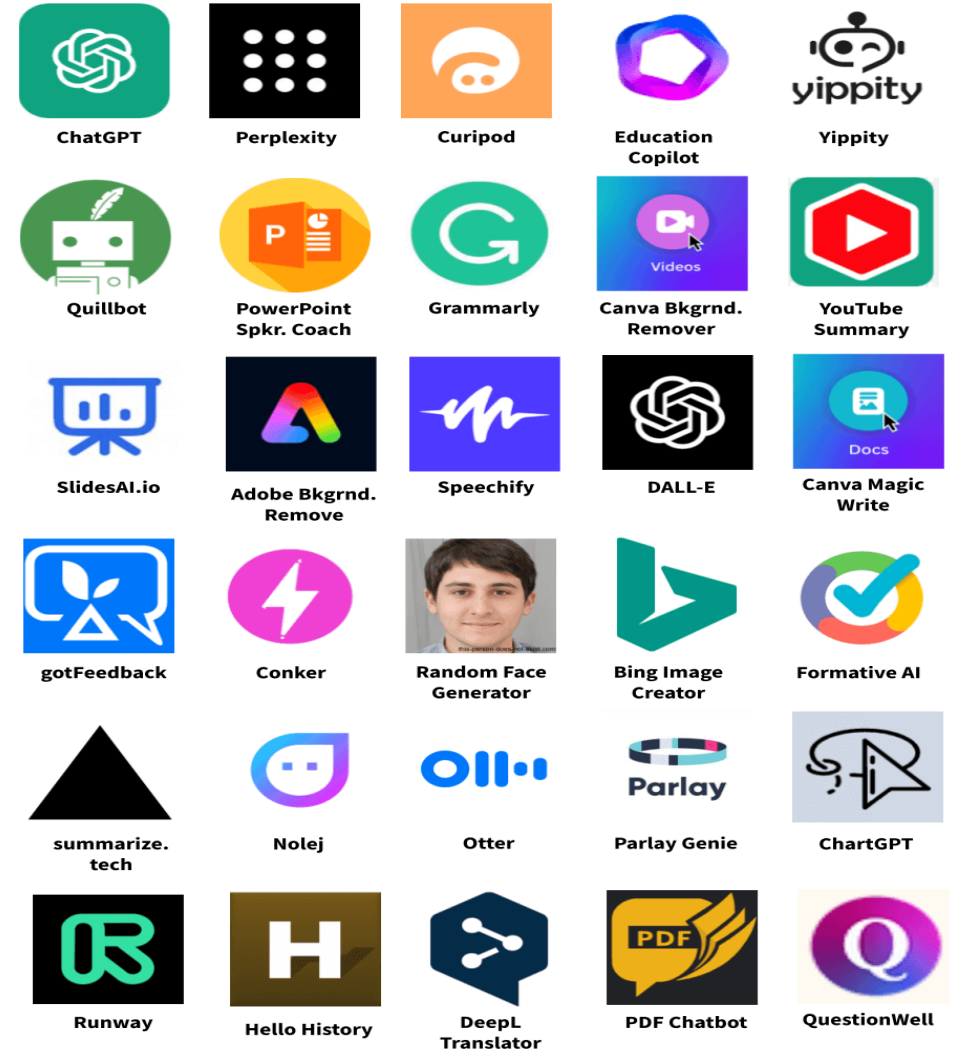
Just ask your AI glasses



120 MIND-BLOWING AI TOOLS



30 AI tools to use in the classroom

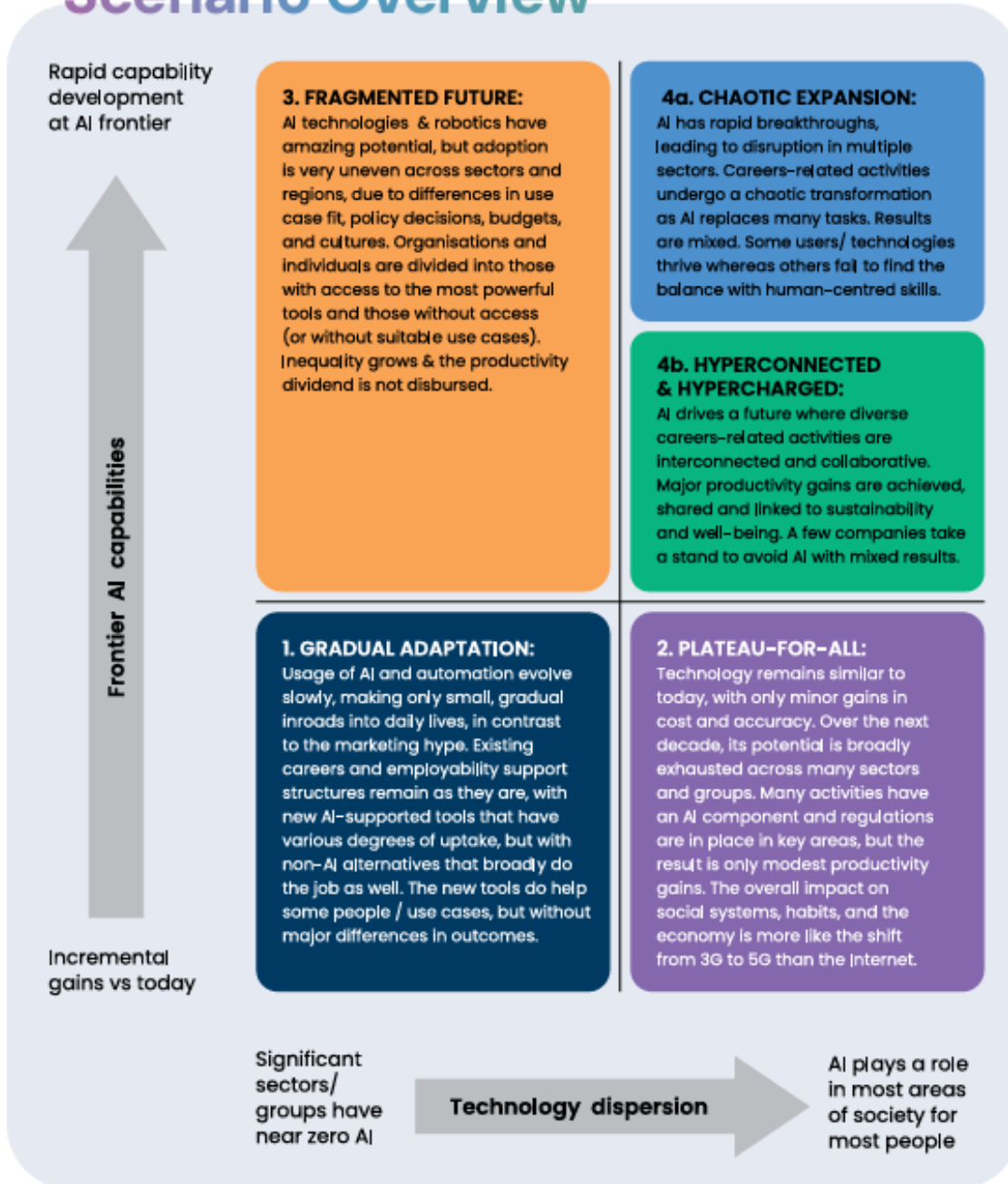


Careers 2035: What does AI mean for the future of career guidance?

Co-authors: Associate Professor Deirdre Hughes OBE
& Dr Chris Percy, Founding Directors, CareerChat (UK)
Commissioned by Morrisby



Scenario Overview



Each scenario describes:

- different AI-powered tools
- with different levels of success

Potential for these tools to be developed in a more hybrid fashion, for more equitable and higher quality provision.

Meet Rosa and Alfie

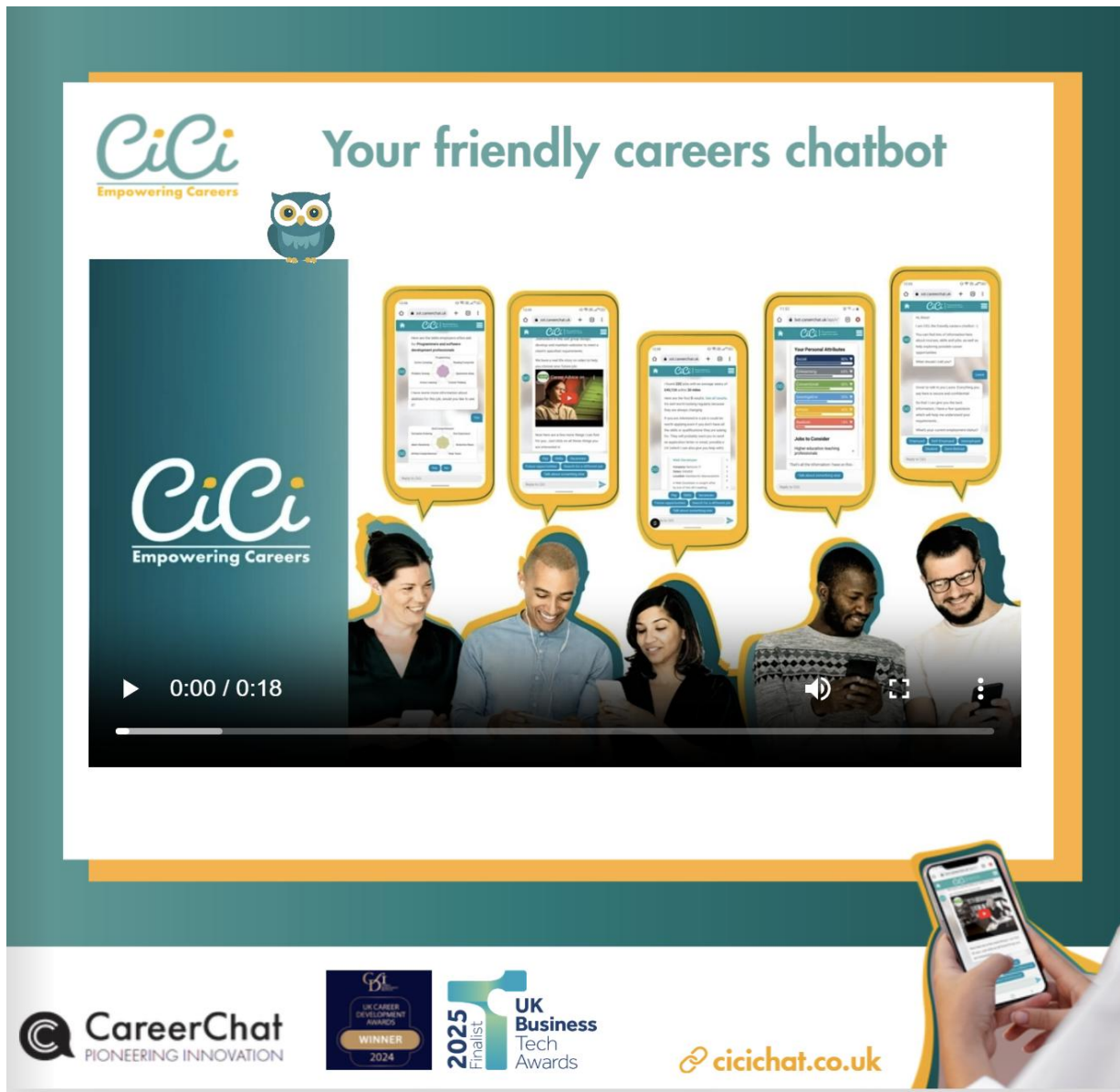


Fragmented Futures



**Hyperconnected &
Hypercharged**

New CiCi Careers Resource: <https://heyzine.com/flip-book/03990896ab.html>

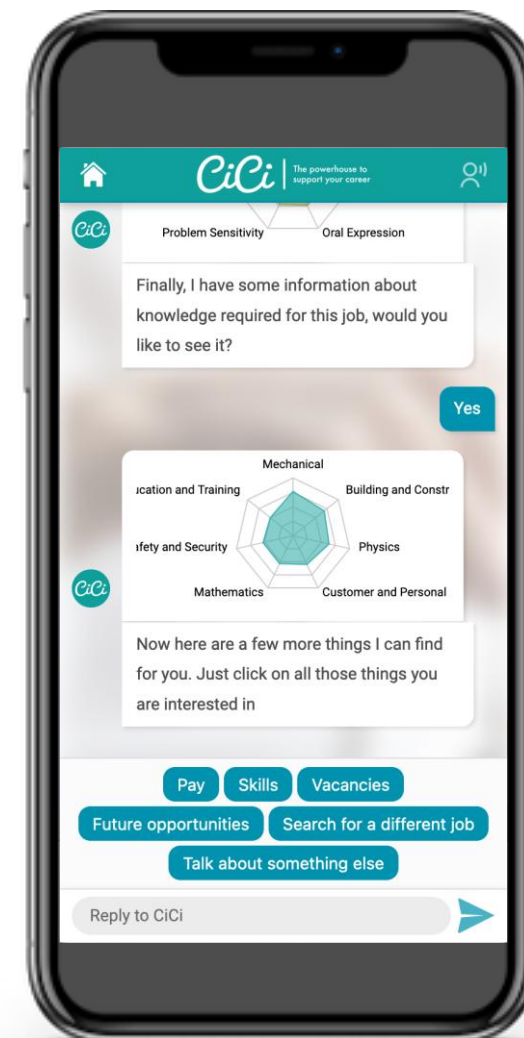
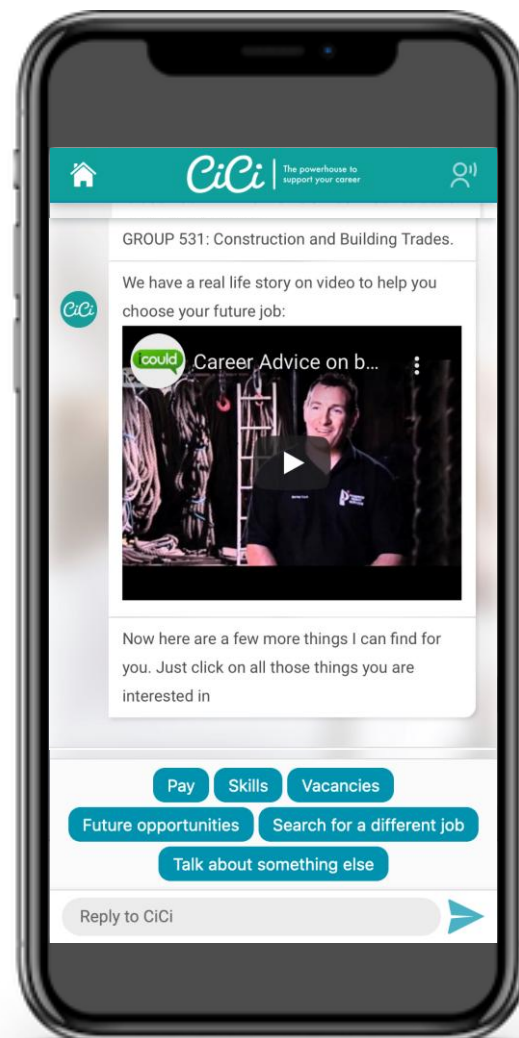
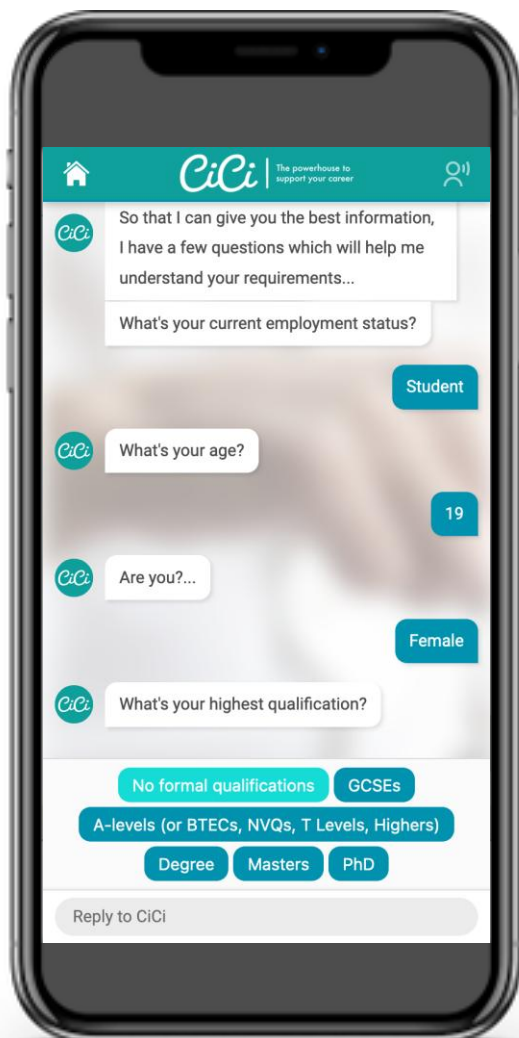


**Empowering Diverse
Communities
in the places and spaces
that matter to them**



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Book a Live Demo 😊





Guest contributor: Matthew (Weemz) Wemyss

Artificial Intelligence Governance Professional (AIGP)

Leader in education innovation.

Currently based at the **Cambridge School of Bucharest**, Matthew brings a wealth of experience as an **author on generative AI in education**, a pioneer with **Edufuturists**, and a respected voice in the global conversation on AI and ethics.

JOIN US ON WEDNESDAY 8TH OCTOBER

FROM 14.15 – 15.45 BST (UK TIME)

AI Literacy – what is it really?

<https://cicichat.co.uk/ai-literacy-what-is-it-really/>

Defining AI Literacy

AI literacy involves understanding and critically evaluating artificial intelligence in our daily routines and decisions.

Essential Skill or Red Herring Distraction?

There is ongoing debate about whether mastering AI concepts is crucial for everyone or diverts from other important abilities.

Competence for the Modern World

Exploring if AI literacy is a key competence needed to thrive in today's rapidly changing society.

Thank You 😊

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