

Welcome to

OECD Career Readiness
2024 Symposium

FUTURE DREAMING

Career Guidance in the Age of Digital Technologies



SCAN FOR AGENDA

Program : <https://oe.cd/FutureDreaming2024Agenda>



Digital Technology in Career Guidance Fair

- [CiCi the 24/7 chatbot](#) - **Deirdre Hughes**, Managing Director at CareerChat (UK) Ltd and International Career Development Specialist, United Kingdom
- [Careers Portal, Ireland](#) - **Eimear Sinnott**, Managing Director, Careers Portal, Ireland
- [Xcelence](#): Online career guidance platform - **Carolina Pérez**, Project Manager, Fundación Bertelsmann, Spain
- [Careers Craft](#): Using Minecraft to engage students in career guidance - **Chris Brown**, Career Wales, Wales, United Kingdom
- [CareerVillage.org](#): **Alejandrina Correa**, Product Manager, United States
- [Singularity Experts](#) : Online career guidance platform - **Elena Ibáñez**, CEO, Singularity Experts, Spain
- [BECOME Education](#): Career exploration - **Liv Pennie**, CEO & Co Founder, BECOME, Australia
- [Les Métiers en Direct](#): Career Talk - **Halima Chenna**, Pedagogical engineer/ Métiers en direct co-ordinator, ONISEP, France



ARTIFICIAL INTELLIGENCE & LARGE LANGUAGE MODELS IN CAREER DEVELOPMENT

22ND May 2024

ODICY Careers Fair

Associate Professor Deirdre Hughes OBE

Co-Founder, CareerChat UK

Email: deirdre.hughes3@btinternet.com

About CiCi



We are ... harnessing world leading intuitive AI digital solutions and chatbots that are simple to deploy. This eases the pressure on resources by providing easy to use careers support services. A CareerTech Innovation National Prize winner.



With... a deep understanding of the importance and impact of quality careers information, advice and guidance. We work with customers in the UK and internationally.



Unlike other high-cost products that are inaccessible, less accurate and more time consuming.



Visit: <https://cicichat.co.uk/>



CiCi gives you access to:

Jobs & skills
information
profiles

26 000+

Course
information

40 000+

Full-time &
Part-time jobs in
England, Scotland
and Wales

25 000+

Short
inspirational career
journey videos

1 500+

Find Careers by Subject in partnership with BBC Bitesize Careers



"We are impressed with CareerChat UK's innovative work on AI and career exploration. We have begun working with them on a pilot project to increase young people's access to high-quality BBC Bitesize Careers videos."

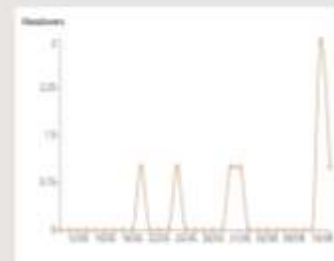
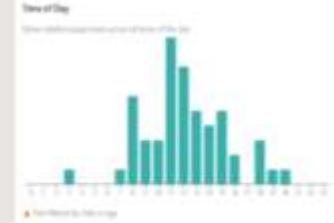
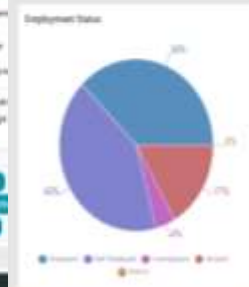
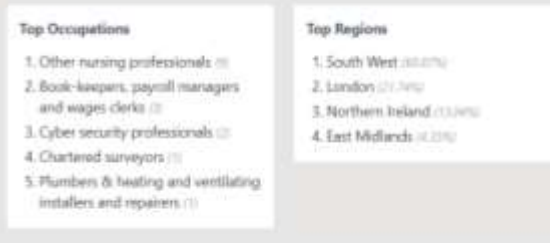
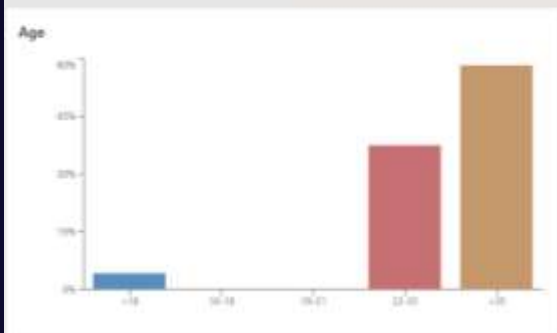
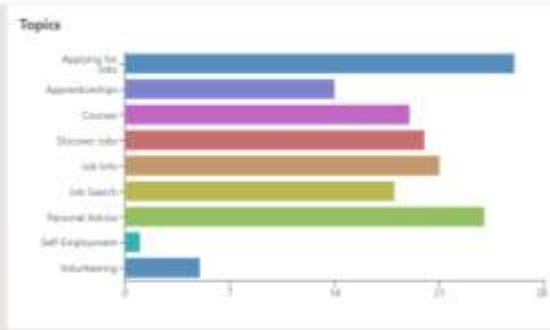
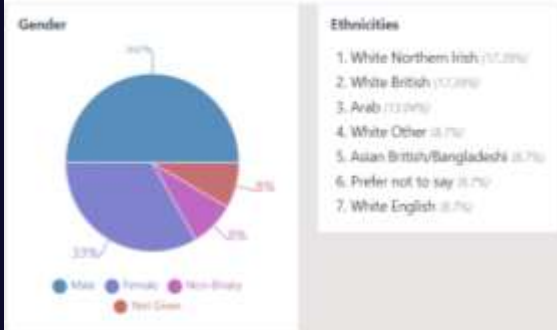
Andrew Swanson, Executive Producer, BBC Bitesize Careers

Chat GPT Powered 'Free Chat'

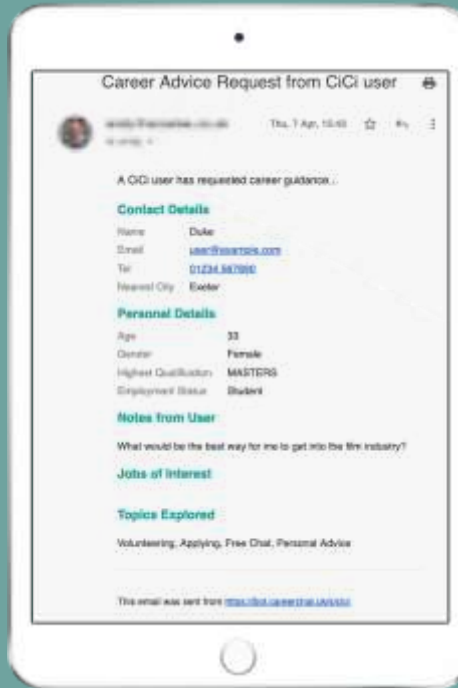
The ability to 'free chat' with CiCi using curated Chat GPT to answer questions prompt engineered to act as a level 6/7 professional careers adviser.



moving carefully with the sector



Referral to a human advisor



CiCi is able to provide a record of the user journey giving advisers a head start with interviews

Analytics

Tailored to your organisation, CiCi comes with a personalised dashboard of metrics, providing comprehensive data analytics to help align your service provision with the reality of the types of searches and occupations individuals are exploring.

This can enable accurate comparison against local, regional and national LMI.



At least five advantages of AI and LMS in chatbot technology

- scalability
- personalisation
- data-driven insights
- cost-effective
- empowerment

What is ODICY?



ODiCY = Observatory on Digital technologies in Career Guidance for Youth

resources using technology.

Based on the **OECD Career Readiness Indicators** connected to how young people explore, experience and think about potential futures in work.

Searchable and up-to-date.

Linked to key research, blogs from experts in the field and videos.

Information on how many schools use the resource, research base, evaluations, government funding etc. + what makes the CG more effective, efficient and/or equitable. Currently contains examples from MANY countries.

<https://oe.cd/odicy>

Find Out More

We'd love to hear from you.
Here's how we can chat.

Visit: www.cicichat.co.uk

Book a Demo: <https://cicichat.co.uk/book-a-demo/>

Or send us an E-mail: admin@cicichat.co.uk



Thank you😊

Email: deirdre.hughes20@btinternet.com

Tel: 00 44 (0) 7533 545057

LinkedIn: <https://www.linkedin.com/in/dr-deirdre-hughes-obe-28594911/?originalSubdomain=uk> X @deirdretalks

Website: CareerChat (UK) - <https://cicichat.co.uk>

SAVE THE DATE: 4/7/24 14.00 - 15.30 - Preparing young people for the intelligence revolution - <https://cicichat.co.uk/blog/>

IAEVG Conference 2024 – <https://peda.net/iaevgconference2024>





“We are a small HEI that has to invest smartly in our provision. Naturally, CiCi was of great interest to us and provides a vital service in bridging the gap between our student services and the curriculum teams. Catering to a diverse group of students, many with caring or parenting responsibilities, the 24/7 access to careers and progression support is amazing! Although we don’t encourage it, we have even had students on CiCi at 2am. Everyone is really impressed with the technology and the support from Careers Chat UK has been phenomenal with access to cutting edge seminars growing my understanding of AI.”

Adam Stowe, HE Welfare and Progression Officer
University Centre Leeds





We are very proud and excited at The Bemrose School to have developed a great partnership with CareerChat UK. Their dedication to quality, easy to access careers advice and information is evident in all aspects of what they do. The team made it so simple for us to pilot CiCi across our school by promoting it personally to our students and we have seen how CiCi's personalised and friendly careers support will help our student to explore their future career possibilities, raise aspirations and become aware of labour market information. CiCi is a fantastic and easy resource that can be used by students of all abilities.



*Claire Amos, Lead in Careers
Delivery and HR Business at
The Bemrose School and Sixth Form*



Eimear Sinnott – Careers Portal Ireland

Home CA EN Accessibility Tools Join Login

Careers Portal COMMUNITIES EXPLORE MEDIA TOOLS SEARCH

Career Guidance tools for all

Join to create a Career Profile **START HERE!**

Discover your Career Interests **MORE INFO**

Match your Interests to Careers & Courses

Courses Careers Apprenticeships Career Sectors Site Search

by Course Title or Code... by College here... **SEARCH COURSES**

School
I am a second level student researching my subjects, courses and career options

Graduates
I am an undergraduate / graduate researching career opportunities

Adult Learners
I want to return to education and explore options and supports available

Job Seekers
I am interested in upskilling, changing career or finding a job

Parents
I want to understand my child's educational and career options

Guidance / Teaching Professionals
I want key tools and resources

Reach Junior Cycle
New Programme for August 2024

Xcelence is an online platform that provides schools with an innovative and strategic reference model for guidance.

What can you find in our website?



Videos and documents to understand the Xcelence quality framework.



A self-audit tool that offers personalized reports for schools.



Our data accessible for researchers, public administrations and anyone interested.



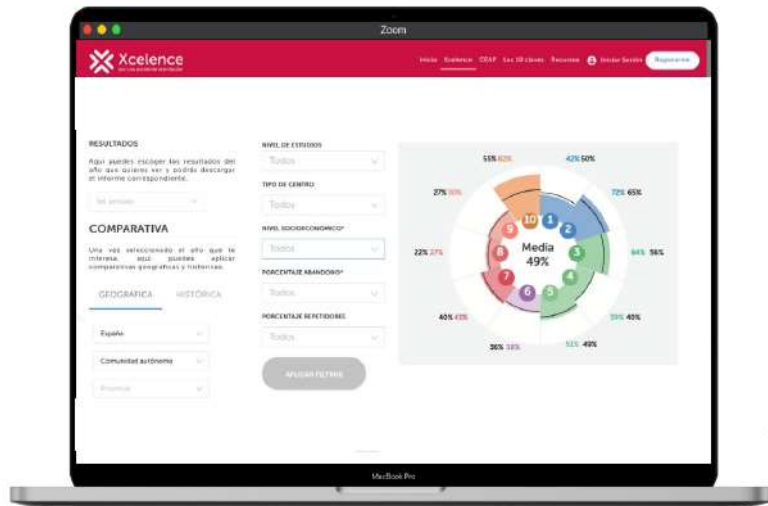
A compilation of resources and good practices with multiple filters available.

The ten benchmarks integrate the different **perspectives** necessary to create a comprehensive and quality guidance system.

- Evaluation and coordination
- Students and families
- Curricular content
- World of work
- Post-compulsory pathways



Dynamic Report Generation software



EFFICIENCY

Xcelence allows a quick overview of the school's guidance system.



EFFECTIVENESS

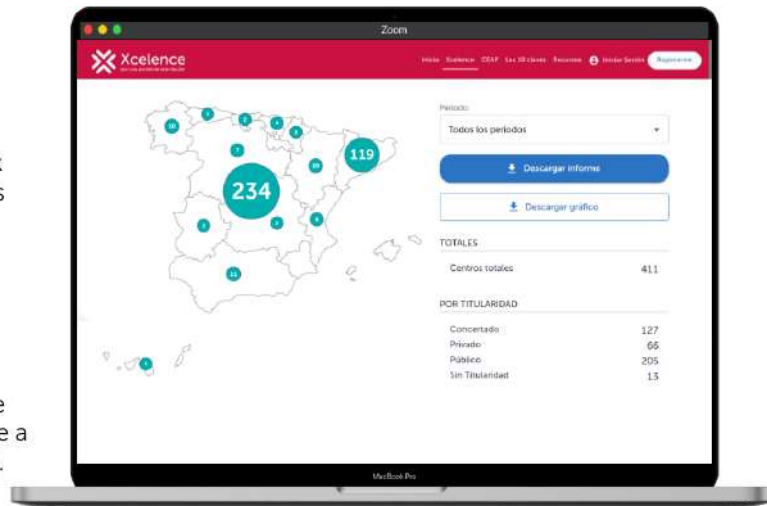
The process of doing the questionnaire is a formative a collaborative experience.



EQUITY

All types of schools are welcome to use Xcelence for free.

Statistical analysis



For school staff (headmasters, career leaders, school counsellors, teachers...).

- Self-audit tool (questionnaire).
- Personalised school report.
- Comparative chart.
- Resources recommendation.
- Form for sending good practices.

For researchers and public administrations:

- Downloadable data.
- Interpretative chart with the latest information.
- Annual reports of Xcelence data.

A lesson we have learned:

Engaging with the world of work (e.g. organising job shadowing experiences, career talks or learning visits) is the most difficult area of career guidance.

There is also a lack of resources to help understand labour market information.



1. A stable careers program.



2. Strategic coordination.



3. Addressing the needs of each student.



4. Personal guidance.



5. Family involvement.



6. Linking curriculum learning to careers.



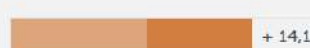
7. Encounters with employers and employees.



8. Experiences in the workplace.



9. Learning from career and labour market information.



10. Encounters with further and higher education.



■ Latest audit.

■ First audit.



Gyrfa Cymru
Careers Wales

CAREERSCRAFT

CAREERSCRAFT

Pupil Work

**Pontcysyllte Aqueduct
CareersCraft Engineering Challenge**

Year Group: **Years 6, 7 and 8**

Duration:
1 hour (suggested but may vary with other CareersCraft lessons)

**Pontcysyllte Aqueduct
CareersCraft Engineering Challenge**

Name:

Year Group:

CAREERSCRAFT The Senedd
(CareersCraft Literacy and Communication Challenge)

Resource Sheet 2

Research Senedd Jobs

Scenario:

- For this activity you will be required to research the skills and qualities required for jobs at the Senedd
- From the list below pick a number of job titles and go to the job information section of the Careers Wales website and find the job title of your chosen jobs using the search button. Record the skills and qualities required for these different roles in the worksheet provided.

- Administrative Assistant - Civil Service
- Communications Manager
- Information Scientist
- Events Manager
- Facilities Manager
- Finance Officer
- Translator
- Human Resource Officer
- IT Infrastructure Engineer
- Lawyer
- Security Officer
- Politician



CAREERSCRAFT Caernarfon Castle
(CareersCraft Humanities Challenge)

Resource Sheet 2

More Medieval Jobs

You are required to give a brief job description of your understanding of the medieval jobs in the **LEFT-HAND** column, then in the **RIGHT-HAND** column record what you think are the modern day equivalent job titles. Once completed your Teacher will explain the roles in more detail.

Medieval Job Title	Modern Day Equivalent	Skills needed for both
[Example] - Horse and Cart driver Transported goods like food or wool from the places they were made (e.g. farms) to the places where there were people who wanted to buy them (e.g. markets)	Lorry Driver or Delivery Driver	- a skilled driver - able to work alone and concentrate for long periods of time - security conscious, as the loads are often valuable and sometimes dangerous - a reliable person, as you'll be working to tight deadlines - reasonably fit and have the stamina for carrying and lifting loads
Alchemist		
Alewife		



**Gyrfa Cymru
Careers Wales**



Alejandrina Correa- Career Village

 CareerVillage.org 

[Ask Question](#) [Sign Up](#) [Log In](#)

Welcome to a community that believes in you. Join 7M+ people and unlock free career advice from 130K+ professionals from companies including:

[Sign up](#) [Learn more](#)

How it works: always free, always available.



1 Students ask any question about any career.



2 Questions are matched to relevant Professionals.



3 Professionals give amazing advice, and we all celebrate!



Elena Ibáñez – Singularity Experts

CareerVillage.org Search [Ask Question](#) [Sign Up](#) [Log In](#)

Welcome to a community that believes in you. Join 7M+ people and unlock free career advice from 130K+ professionals from companies including:

[Sign up](#) [Learn more](#)

How it works: always free, always available.

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A person is sitting on a large, reddish-brown rock formation, looking out over a vast landscape of rolling hills and mountains under a clear sky. The person is wearing a dark shirt and a cap. The logo 'BECOME' is overlaid on the rock.

BECOME

become.education

**A future designed by them not
defined for them.**



A whole-school approach to student futures



FOR STUDENTS

BECOME.me web app and
Journal for exploration and
reflection



FOR EDUCATORS

Curriculum-aligned
resources & professional
development



FOR SCHOOLS & SYSTEMS

Insights into aspirations for
planning & intervention



« Les Métiers en direct » « Profession Live »

May 2024



Audience: Designed for students aged 12 to 18

Technology Used: Video conferencing tool (Teams)



Reach and Impact: Accessible to students in rural and overseas French territories



This Year's Figures: 34 500 students registered, 119 sessions conducted



Values: Inform, Inspire, Interact

Equity: In education through reach to all schools

Interactivity: Enhanced student engagement with a long Q&A sessions

Efficiency : A pedagogical guide to prepare students and a simulated session for professionals.

Mon année de 3e Ce qui m'intéresse Activités pédagogiques Le kiosque en ligne Mon portfolio Ma liste d'accompagnement

Bienvenue
Léo

Vous avez de quoi vous
aider à faire plus tard ?

Mon agenda 22 Mars 2024

Prioritaire 19 mars

À faire pour la 00:00

00:00 00:00

La découverte des
métiers du numérique

07 mars - 10:00 à 11:00

07:00 10:00

Construire son projet
avec "Mon projet en c...

10 mars - 8:00 à 11:00

08:00 11:00

Conseil de classe

11 mars - 14:30 à 15:30

14:30 15:30

Les métiers en direct :
les métiers du journali...

Informez-vous auprès de votre professeur principal

Mon année de 3e Ce qui m'intéresse Activités pédagogiques Le kiosque en ligne Mon portfolio Ma liste d'accompagnement

Mon agenda de l'orientation

Afficher les événements passés

Mars



11 mars - 14:30 à 15:30

14:30 15:30

Les métiers en direct :

Les métiers en direct : les métiers du journalisme

À distance

Prioritaire

18 mars - 08h30 à 09h00

08:30 09:00

Les métiers en direct : les métiers du journalisme

Les événements qui pourraient
m'intéresser



Importance of teacher feedback : Satisfaction surveys and pedagogical adjustments

Partnerships: Collaborative efforts with France Televisions, Paris 2024 Committee

Guidance Platform Avenir(s): easy integrates into the broader orientation ecosystem, offered alongside other interactive tools dedicated to exploring careers



Now is the time for you to ask your questions

- Breakout Rooms will be organised as:

Breakout room 1 will have Halima Chenna (Les Métiers en direct), Chris Brown (CareersCraft) and Eimear Sinnott (Careers Portal Ireland)

Breakout room 2 will have Liv Pennie (BECOME Education), Elena Ibáñez (Singularity Experts) and Alejandrina Correa (Career Village)

Breakout room 3 will have Deirdre Hughes (CiCi 24/7 chatbot) and Carolina Pérez (Xcelence)

- You can move in between breakout rooms – ask questions, see demonstrations.
- We have until 14h40 Paris time for this part of the fair

FUTURE DREAMING | Digital Technology in Career Guidance Fair

Welcome to the Future Dreaming 2024 conference!

Practical examples of digital technology Digital Technology in Career Guidance Fair

This session will have 8 different presentations from chosen ODICY examples of practice from around the world.
Hear what is happening and then meet the presenters, ask them questions to find out more.

Speakers:

- *CiCi the 24/7 chatbot* - **Deirdre Hughes**, Managing Director at CareerChat (UK) Ltd and International Career Development Specialist, United Kingdom
- *Careers Portal, Ireland* - **Eimear Sinnott**, Managing Director, Careers Portal, Ireland
- *Xcelence: Online career guidance platform* - **Carolina Pérez**, Project Manager, Fundación Bertelsmann, Spain
- *Careers Craft: Using Minecraft to engage students in career guidance* - **Chris Brown**, Career Wales, Wales, United Kingdom
- *CareerVillage.org*: **Alejandrina Correa**, Product Manager, United States
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- *BECOME Education: Career exploration* - **Liv Pennie**, CEO & Co Founder, BECOME, Australia
- *Les Métiers en Direct: Career Talk* - **Halima Chenna**, Pedagogical engineer/ Métiers en direct coordinator, ONISEP, France

Choose your breakout session

- ➡ Breakout 1 – Halima Chenna, Chris Brown, Eimear Sinnott
- ➡ Breakout 2 – Liv Pennie, Elena Ibáñez, Alejandrina Correa
- ➡ Breakout 3 – Deirdre Hughes, Carolina Pérez

FUTURE DREAMING | Digital Technology in Career Guidance Fair

Welcome to the Future Dreaming 2024 conference!

Parallel presentations have now started in three breakout rooms 1, 2 and 3. Feel free to join either session by following the guidance below.

You will find the programme of presentations on the following link or QR code:

<https://oe.cd/FutureDreaming2024Agenda>



SCAN FOR
AGENDA

Check for presentations under 13:30 Practical examples of digital technology and choose your breakout session.

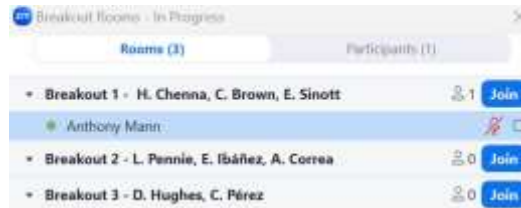
How to join a breakout room?

- 1 Click on Breakout Rooms icon on the toolbar at the bottom



You will see two breakout rooms in progress. Choose the one you'd like to join.

- 2 Hover your mouse over the number on the right and click Join



- 3 You'll be sent to your selected breakout room