

# Use Cases for Generative AI in Workforce Development

**Use Cases Definitions**

# Use Cases for Jobseekers

Category	Sub-Category	Definition
Help me find a career I'm interested in	<b>Self assessment</b>	Help me reflect and assess my values, motivations, interests, goals, strengths, experiences, etc.
	<b>Career navigation and exposure</b>	Help me learn about different career pathways and give me information about potential job opportunities, wages, industries, skills needed, etc.
	<b>Build career navigation skills</b>	Help me understand how the job search works (what skills are needed, what are norms) — e.g., <ul style="list-style-type: none"> <li>• How to contact potential hiring managers, mentors, and people in organizations I'm interested in</li> <li>• How jobs are secured, which is typically via networks</li> <li>• How do ATS systems work? Can you parse your background, etc.?</li> <li>• What roles require cover letters vs. not, and how they're read</li> <li>• CV/resume/LinkedIn expectations; how to tailor to jobs</li> </ul>
Help me gain the skills I need for a career	<b>Assess skills and identify gaps</b>	Help assess my skills, identify to what extent my skills and profile match specific careers and jobs, and identify gaps for entering my target career(s) (gaps could be skills, experience, credentials required for an occupation, etc.)
	<b>Training program recommendations</b>	Help me understand what training programs, work-based learning, apprenticeship, etc. opportunities I might leverage to remedy gaps and build new skills that help me land new job opportunities in my target career(s)
	<b>AI-powered learning programs</b>	Help me learn new skills through AI-powered learning programs
Help me showcase my skills when applying for a job	<b>Articulate experiences and skills</b>	Help me articulate my experiences into skills, inferring skills based on my experiences and background, and support the foundation for documentation creation (CV/resume, etc.)
	<b>Resume and cover letter builders</b>	Help me create, refine, and tailor my resume and/or cover letter to specific job opportunities
	<b>Validate experiences showcase skills</b>	Help me validate digitally verifiable credentials, which also link to LERs (learning and employment records), and showcase my skills (via portfolios and/or ultimately help me add validity to my background and fit for a role beyond the resume and cover letter
Help me find a job I'd like to have	<b>Job matching tools</b>	Help match me to (and recommend/surface) good-fit job opportunities based on different parameters (geography, skills, interests, preferences/goals, etc.)
	<b>Job search tools</b>	Help me search for or find good-fit job opportunities
	<b>Networking</b>	Help me network or connect with individuals to help me learn more about careers, surface potential job opportunities, and showcase my interest and skills in service of ultimately landing a job
	<b>Apply for jobs</b>	Help automatically apply for jobs on my behalf
Help me land a job	<b>Track job applications</b>	Help me track jobs I'm interested in, applications I've submitted, manage follow-up and communications, etc.
	<b>Prepare for interviews</b>	Help me prepare for and practice for interviews, such as providing me with potential interview questions based on employer, giving me feedback on answers to practice questions, simulating interviews, etc.
	<b>Review and negotiate offers</b>	Help me analyze all aspects of my offer (including contract language) and negotiate salary and total compensation (offer, benefits, days off, etc.) - and

<b>Help me succeed in that job</b>	<b>Professional skills coaching</b>	Help me manage other on-the-job norms like managing up, communicating, etc.
<b>Help connect me to trusted guidance</b>	<b>Provide career navigation coaching</b>	Help coach me/support me in figuring out which careers might align with my self-assessment desired criteria (e.g., location, work style, wage) and help me get into that career and/or find a job
	<b>Build relationships with peers, mentors, and advocates</b>	Help me connect and build trusted relationships with peers, mentors, advocates, and others who might help me on my career journey now and in the future
	<b>Build community</b>	Help connect me with a community of peers and mentors that I trust and who understand my lived experience
	<b>Provide safe place to ask questions</b>	Help me have a space where I can ask questions along the career navigation journey without being worried about shame and where I can be vulnerable
<b>Help connect me to wraparound support services</b>	<b>Financing</b>	Help me access financing/financial resources to support training and being able to shift into meaningful, higher-wage work
	<b>Financial wellness</b>	Help me understand the keys to overall financial health around pay, budgeting, managing my resources, investing in growth vs. costs, etc.
	<b>Health care</b>	Help provide access to health care while I'm between gigs/jobs
	<b>Caregiving</b>	Help me access caregiving for my family members (both young and old) so I have time to focus on my job search, (re)training, and working
	<b>Mental Health</b>	Help support my mental health during a job search, especially moments when things feel discouraging or tough
	<b>Transportation</b>	Help me have access to reliable transportation to interview for jobs while in a transition or search period
	<b>Benefits</b>	Help me access benefits, especially unemployment or other benefits that can help me sustain while job hunting
	<b>Language support</b>	Help me both improve my English language skills, as well as potentially translate resources, training, and more into my native, first language
	<b>Resource Navigation</b>	Help me find wraparound supports and resources that are relevant and helpful to me, including what organizations and providers exist in my area, what federal or state programs I may be eligible for, etc.

# Use Cases for Professionals Who Assist Jobseekers

Type	Category	Sub-Category	Definition
Direct Service	Help me support jobseekers	Record meeting notes	Transcribe and summarize notes during meetings between case managers and jobseekers
		Capture jobseeker data across sources	Centrally house data about jobseekers (including notes from meetings, demographic information, wages, eligibility for programs, etc.)
		Communicate with jobseekers	Send omnichannel communications to jobseekers, ideally leveraging AI responses for lower-priority questions and human responses for higher-priority ones
		Recommend actions to jobseekers	Recommend actions for case managers to support jobseekers (e.g., recommend wraparound service, learning program, etc.) that connect jobseekers to the right combination of funding streams, programs, and resources to help them succeed and get the support they need
		Match jobs with candidates	Connect jobseekers to jobs based on skills and interests
Operations	Help me manage organizational knowledge and data	Create shared knowledge and resources	Aggregate resources, data, and information across organizations to access internally as well as externally for jobseekers and/or other community stakeholders to share information
		Maintain job database	House jobs from employer partners and others in the region from various sources in one place that is accessible for jobseekers and case managers
		Manage training opportunities	House training opportunities from training partners and others in the region from various sources in one place that is accessible for jobseekers and case managers
	Help me manage programs	Recruit program participants	Craft messaging for outreach through social media, for career coaches to use in conversations, etc., and track the efficacy of communications
		Track jobseeker feedback and sentiment	Gather feedback, listen to and track job seeker sentiment, experiences with programs, and success metrics with training programs
		Maintain eligibility and compliance	House and manage continuous updates around eligibility for programs; compliance needs to ensure and nudge adherence
		Coach case managers	Provide coaching recommendations and feedback (in the moment and after the fact) for case managers based on in-person and online interactions with jobseekers
	Help me manage partnerships	Find target partners	Research target partners, regionally or nationally, who can help fill skills gaps, hire, or otherwise serve jobseekers
		Manage, track, and facilitate communications	Log records of communications efforts with partners and use that to send out relevant and timely follow-ups and other communications through the right channel to cultivate and maintain relationships
		Manage administrative contracts and paperwork	Draft, review, and house administrative paperwork for partnerships, such as contracts, MOUs, and RFPs.

	<b>Help me manage grants and funding</b>	Find suitable funding opportunities	Scan publicly available funding sources and grant opportunities (including foundation, corporate, federal/state/local) and recommend opportunities suited for region, industry, and/or program
		Draft funding applications	Draft and track status of funding applications
		Manage reporting	Create reporting and compliance documentation based on each funder/funding stream/grant's requirements, including drafting narratives and pulling datasets needed
<b>Strategic Leadership</b>	<b>Help me track and showcase impact</b>	Track outcomes data	Track and prove impact by finding missing outcomes data for jobseekers that received services through direct outreach or inference (e.g., LinkedIn updates and Glassdoor salaries)
		Understand evidence base for programs	Sort through any publicly available data (including RCT or other efficacy studies) and jobseeker sentiment to understand program efficacy and success rates
		Showcase outcomes and impact	Share the impact of an organization's services and programs by showcasing job outcomes data and other narratives in a visually appealing and engaging way, including for the Board of Directors, community partners, etc.
	<b>Help me understand my market and region</b>	Interpret and anticipate labor market trends	Use quantitative and qualitative data to anticipate labor market needs, including the projected growth industries and occupations with living wages, credentials, and skills needed
		Break down jobs into skills	Break target job roles into component skills to be used to identify program and provider gaps, as well as where there are and might be opportunities for jobseekers
		Map regional assets	Create a map of a region's assets, including key organizations and their expertise (e.g., training, wraparound supports) and relevant programs.