

## Framework for Ethical and Effective AI Use in Career Services

*This framework was developed in the initial 2024-2025 NCDA AI Taskforce with the assistance of AI tools, reflecting a collaborative approach between human expertise and AI-driven content generation. Contributing members included: Janet Wall, Candina Janicki, Dan Greenwood, and Keith Okrosy.*

Artificial Intelligence (AI) is impacting the work of career practitioners in a profound way. Not only is it influencing how we work, but it is transforming work itself. As with any new technology, AI brings opportunities and challenges. It is imperative that we understand how it works and how we can best harness it for the betterment of our clientele.

This framework was created to provide career development professionals with important overriding principles that should guide our actions. It offers guidelines for the ethical and effective integration of AI tools into their practices. Its purpose is to ensure that AI enhances and prioritizes client/student outcomes while maintaining fairness, transparency, and accountability. By addressing key areas such as data privacy, bias mitigation, and social responsibility, the framework aims to equip professionals to navigate the complexities of AI technology responsibly and inclusively. It encourages active and continuous learning, recognizing that AI itself evolves.

### A. AI System Integrity (Accuracy, Bias Mitigation, and Monitoring)

1. Acknowledge that AI data may be dated and biased.
2. Choose AI tools developed by reputable companies with policies, and comprehensive and diverse datasets, that produce the most accurate and reliable outputs currently available in the marketplace.
3. Regularly validate AI outputs with credible and trustworthy sources.
4. Continually monitor for discriminatory outputs by examining AI-generated suggestions across clients/students, and adjust recommendations and practices accordingly.
5. Regularly evaluate AI tools' effectiveness in improving client outcomes.
6. Participate in creating and updating internal policies as AI capabilities evolve.

### B. Transparency and Accountability

1. Communicate AI-related policies to clients/students and stakeholders.
2. Clearly explain how AI tools work, including limitations, data sources, and need for validation.
3. Acknowledge when AI-generated information is used.
4. Offer clients/students opt-out options if they are uncomfortable using AI.

### C. Data Privacy and Security

1. Follow data protection laws (e.g., GDPR, HIPAA) and industry standards.
2. Avoid entering sensitive client/student data into AI systems without explicit consent.
3. Ensure AI providers have strong data security policies.

### D. Fairness, Equity, and Accessibility

1. Advocate and ensure equal access to AI tools for all clients and/or students.
2. Advocate for multilingual and accessible AI tools.
3. Regularly gather and address feedback from clients/students about perceived inequities.

4. Involve diverse stakeholders in selecting and developing practices for using AI for specific populations.

## **E. Social Responsibility**

1. Use AI to promote inclusivity and reduce systemic barriers.
2. Collaborate with community organizations to extend AI access.
3. Advocate for AI tools that support marginalized groups.

## **F. Supportive and Effective AI Integration**

1. Use AI to complement and support, not replace, human interactions.
2. Educate students/clients in effective use of AI for career-related tasks.
3. Treat AI outputs as initial drafts requiring professional review and personalization.

## **G. Professional Development and Continuous Learning**

1. Stay updated on AI developments and emerging best practices.
2. Participate in relevant training and certification programs.
3. Collaborate with institutional leaders and external research institutions to influence future AI development in the career services field.

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## **Resources**

### **US Department of Defense**

5 Principles of Artificial Intelligence Ethics

<https://www.defense.gov/News/News-Stories/article/article/2094085/dod-adopts-5-principles-of-artificialintelligence-ethics>

### **Institute for Electrical and Electronics Engineers (IEEE)**

General Principles

[https://standards.ieee.org/wp-content/uploads/import/documents/other/ead\\_general\\_principles.pdf](https://standards.ieee.org/wp-content/uploads/import/documents/other/ead_general_principles.pdf)

### **National Institute of Standards and Technology**

Minimizing Harms and Maximizing the Potential of Generative AI

<https://www.nist.gov/blogs/taking-measure/minimizing-harms-and-maximizing-potential-generative-ai>

### **International Association for Vocational and Educational Guidance**

The Role of Artificial Intelligence (AI) in Career, Educational and Vocational Guidance: Opportunities and Challenges

<https://shorturl.at/rtR4X>

**National Career Development Association**

2024 NCDA Code of Ethics [https://www.ncda.org/aws/NCDA/asset\\_manager/get\\_file/3395](https://www.ncda.org/aws/NCDA/asset_manager/get_file/3395)