



Inquiry into Annual and Financial Reports 2023–2024

Answer to question on notice

Asked by: Miss Laura Nuttall MLA

Addressed to: Mr Bill Shorten, Vice-Chancellor, University of Canberra

Reference: UC Annual Report 2023

Hearing: 21 February 2025

In relation to: CareersUC

Question received: 27 February 2025

Answer Due: 6 March 2025

(1) Regarding the use of AI in Careers UC, is the introduction of this AI a cost-cutting measure, or being done to assist students?

(2) Have you collected any data on student satisfaction with Careers UC since this was an included feature, and how it compares to pre-AI?

The Hon Bill Shorten: The answer to the Member's question is as follows:

- (1) The introduction of AI-based software to assist students with developing their CV's has resulted in more meaningful conversations when students present at the Drop In service. Prior to the introduction of CV360, students would present at Drop In with resumes that were of a low quality. Since the introduction of CV360, we have seen a measured improvement in the quality of resumes. When a student uploads their resume to CV360, the software provides instant detailed feedback and scores the CV against more than 50 checks including Presentation, Structure, Content, Skills, and Language. It then suggests ways that the student can modify their resume to increase their score.

In 2023, the average user starting score was 75% and the average user highest score was 81%. The average improvement rate was 6% per user. In 2024 the average user starting score was 76% and the average user highest score was 82%, and average improvement rate was 6% per user. Since November 2022, there have been 4648 CVs uploaded for review. Prior to the use of AI-based software, Careers UC had a 'Resume Doctor' service for the online submission of CV's for review. This exercise would take a staff-member at least 30 or more minutes per review, as each submission required extensive comments/feedback. In the year prior to the introduction of CV360, there were approximately 105 CV's reviewed using the online 'Resume Doctor' service.

The introduction of CV360 was not a cost saving exercise however the integration of the software has enabled Careers staff to direct their time/resources into 'higher order' work activities such as running Careers workshops, curriculum development, and the ongoing

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provision of one-to-one career counselling. In addition, the use of the software has made the conversations with students more meaningful. The software is embedded into curriculum across various faculties and degrees which has allowed career development to be scaffolded across courses.

The introduction of CV360 has allowed Careers UC to provide a service that students can access 24/7 and at a time that meets their needs, especially for our online students.

- (2) No, we have not collected data on student satisfaction. However, we do know that when a student uses CV360 they do improve the quality of their resumes.

Approved for circulation to the Standing Committee on Social Policy



Signature:

Date: 6 March 2025

By the Vice-Chancellor of the University of Canberra, the Hon Bill Shorten