UNIVERSITY OF SOUTHERN INDIANA®

AI-ENHANCED COACHING: HUMAN FIRST, DATA-PROVEN





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“How do I bring AI into my practice without losing the thing that makes career coaching work - the relationship?”



THE RESOURCE:

1 Career Coordinator

at the start of this case study

The Formula:

A Trauma-Informed Imperative.

AI doesn't replace the human connection.

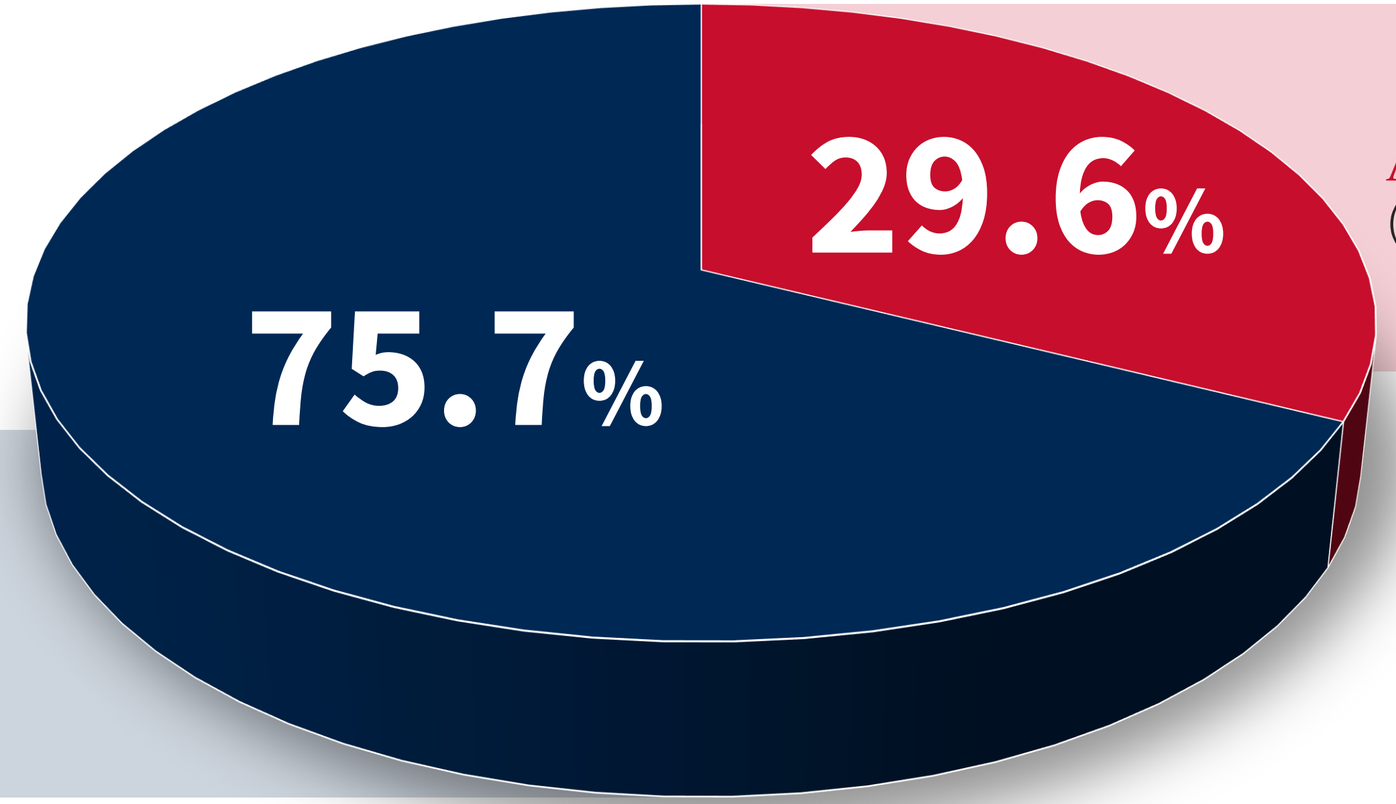
It **deepens** it.

THE SCOPE
JAN 2025 – MAY 2026

291
Unique Students Served

375
Completed Appointments
(Out of 430 scheduled)

THE DEPTH



AI Tool Integration
(Sessions Utilizing AI Tools)

Multi-Service Delivery Rate
(Documented Sessions)

THE RELATIONSHIP OUTCOME

3.6%

No-Show Rate

Reported ranges vary, 15 to 40% across surveys

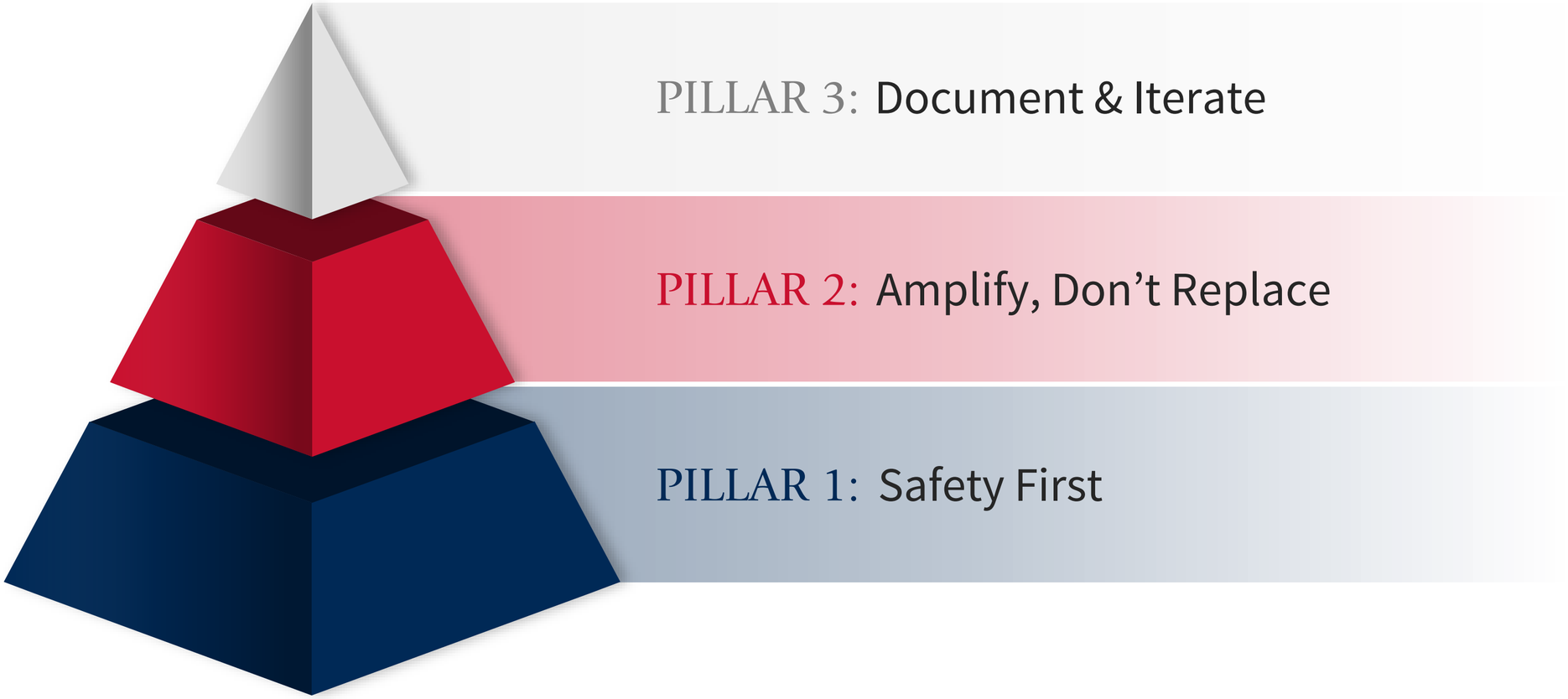
19.2%

Repeat Visit Rate

Student with 2+ visits

**No-show rate reflects same-day, no-contact absences only. Advance cancellations and rescheduled appointments excluded.*

THE FRAMEWORK: THREE PILLARS OF TRAUMA-INFORMED AI COACHING





PILLAR 1: SAFETY FIRST

Regulate before educate. The appointment is safe before it is productive. Trauma-informed grounding must happen before introducing tools.



PILLAR 2: AMPLIFY, DON'T REPLACE

AI tools enter only after trust is established. Every tool is introduced as a skill transfer-students leave knowing how to use it independently.



PILLAR 3: DOCUMENT & ITERATE

Every session documented. Data identifies patterns, informs follow-up, and creates the evidence base that justifies the model to administration.

THE HUMAN PROOF

PHASE 01

Arrival

(anxious, unsure if retail experience “counts”)

PHASE 02

Grounding

(relational safety established)

PHASE 03

Amplification

(skills reframed + tools applied)

PHASE 04

Return

(student returns three times)

THE TOOL PHILOSOPHY



Free

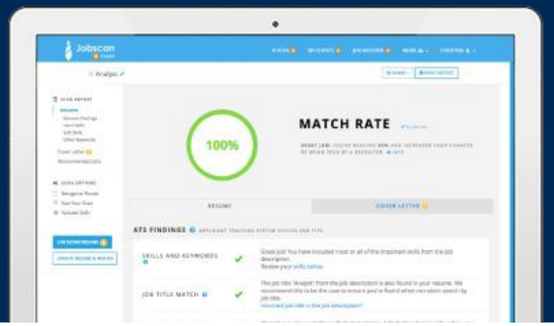


Accessible



Under 5 Minutes

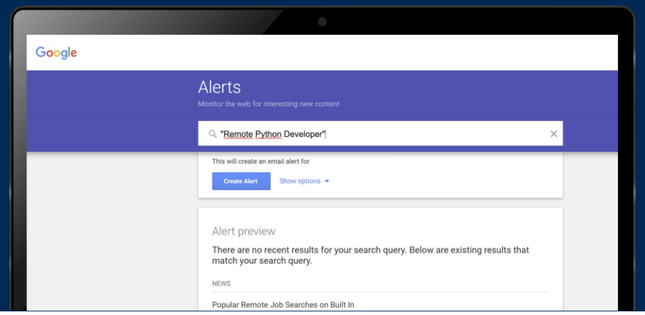
TOOL INTEGRATION & STUDENT EMPOWERMENT

Tool Screenshot	How it Enters The Session	Student Takeaway
JobScan 	After rapport is built: coach and student review match score together-a conversation about fit and ATS literacy, not a “grade.”	Student can self-assess future applications for keyword match, reducing “am I qualified?” anxiety.
Boolean Search Operators	Framed as a “smart searching”. Walk through..	Quality over volume. Student learns to search like..
Google Alerts	Set up during the session for a target company + role..	Opportunities arrive while students focus on life and..

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Boolean Search Operators Marketing manager AND (SaaS OR B2B) AND Seattle	Framed as a "smart searching". Walk through a search string built for the student's specific target role and location.	Quality over volume. Student learns to search like a recruiter, making 3-6 strategic applications instead of hundreds of generic ones.
Google Alerts	Set up during the session for a target company + role..	Opportunities arrive while students focus on life and..

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Boolean Search Operators	Framed as a “smart searching”. Walk through..	Quality over volume. Student learns to search like..
Google Alerts 	Set up during the session for a target company + role. Positioned as a passive job search.	Opportunities arrive while students focus on life and studies. Reduces the anxiety of missing out.

PEER REFLECTION



Think about your last five appointments. In how many did you address more than one service area? What stopped you from going deeper- time, tools, student readiness, or something else?

PRACTICE SELF-ASSESSMENT GRID

	Not yet	Sometimes	Consistently
I document services delivered per session	○	○	○
I track repeat visit rates	○	○	○
I introduce at least one AI or digital tool per session	○	○	○
I use trauma-informed grounding before jumping into task	○	○	○
I can articulate my impact in data to my supervisor	○	○	○

IF IT WORKS FOR ONE PERSON UNDER CONSTRAINT, IT SCALES!

THREE-PHASE ADOPTION FRAMEWORK

PHASE 01

Observe
(Mo. 1-2)

Document what you're already doing. Track appointment types, note patterns. No new tools yet.

Key Question

What am I already doing that I'm not measuring?

PHASE 02

Integrate
(Mo. 3-6)

Introduce one tool. Start with the student type who benefits most.

Key Question

Which students are most ready, and which tool serves them first?

PHASE 03

Analyze
(Mo. 7+)

Review your data (No-shows? Repeat visits?). Build a one-page impact brief.

Key Question

What story does my data tell, and who needs to hear it?

THREE TAKEAWAYS

01

AI is a coaching amplifier, not a replacement.

02

Data tells the story administrators need to hear

03

Start where you are



Discussion:

What's one thing you could bring to your next appointment?

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Next Up: NACE 2026 Denver (June) – "Beyond ChatGPT: Guiding Students in Ethical AI Career Readiness"



QUESTIONS?

Thank You!

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