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5th VPL BIENNALE
May 6-8 May 2024, Ireland

ATU Oliscoil Teicneolaiochta an Atlantaigh / Atlantic Technological University

Empowering Learning Journeys: The potential for Gen AI to support the Individual Validation with My Career Path at ATU

Dr Carina Ginty, Gavin Clinch & Bridie Killoran

Rialtas na hÉireann Government of Ireland | HEA Higher Education Authority An tÚdarás um Ard-Oideachas | HCI Human Capital Initiative | Higher Education 4.0

AGENDA

1. ATU Higher Ed 4.0 (2020-2024) HCI Pillar 3
2. Value of Embedding career guidance
3. Prioritising User Experience
4. Engaging with Local Partners
5. Looking forward: Capturing value
6. 1 minute video demo

1.

ATU Higher Ed 4.0 (2020-2024) HCI Pillar 3

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Pathways into and through Higher Education

WP1 – Regional RPL Service

WP2 – Learning & Career Pathways

Project Enablement

WP6 – Policies and processes to support innovation

WP7 – Enablement & management

Employer / employee needs

WP3 – Lean content development

WP4 - Innovative flexible /online learning

WP5 – Sandbox – online innovation unit

HIGHER Education 4.0

UNDERPINNED BY INNOVATION DEMONSTRATION SUB-PROJECTS IN COLLABORATION WITH ENTERPRISE PARTNERS

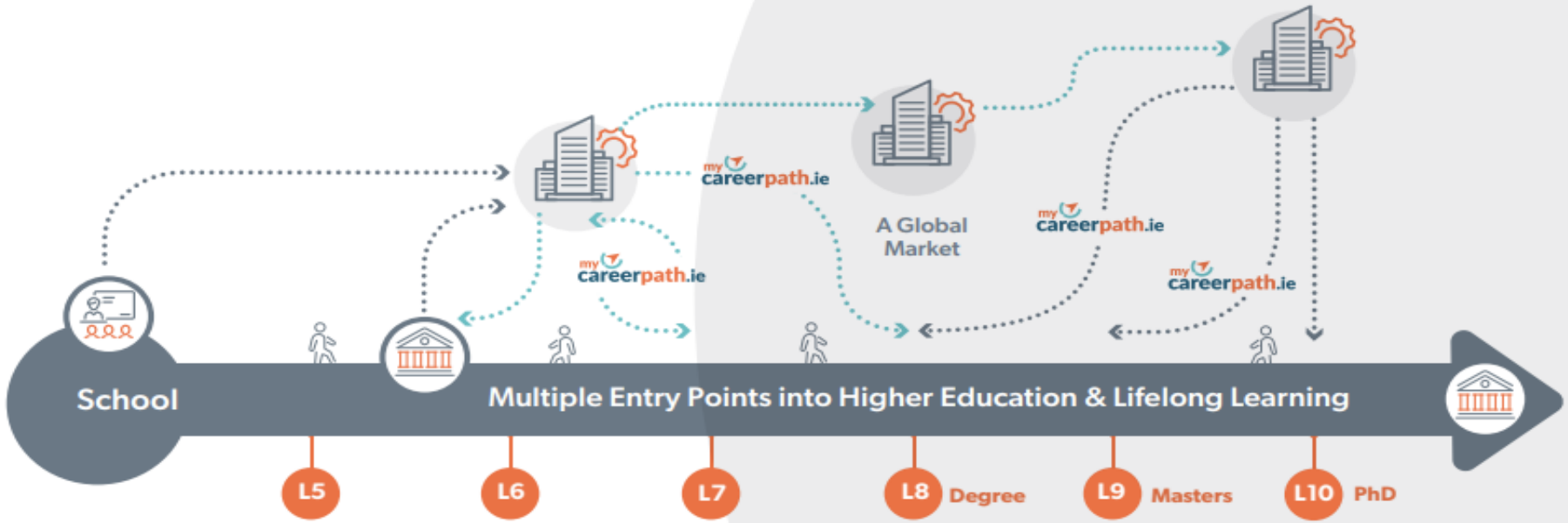
HIGHER Education 4.0

Multiple Pathways into and through Higher Education & Employment

Ollscoil Teicneolaíochta an Atlantaigh

Atlantic Technological University

www.highered4.ie



INNOVATION

- Work Based Learning
- Online learning
- Apprenticeships
- Project Based Learning
- Bespoke programmes
- Micro-Credential

www.highered4.ie

3 Elements to Service

1

MyCareerPath.ie

Online career consultancy, career assessments, 1-to-1 Career Advice

2

Recognition of Prior Learning

Making prior experience and learning count toward access to Higher Education

3

Micro credentials

Short, specialised programmes to support upskilling and internal progression

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HigherEd 4.0 Overview of Theme 1, Career and Learning Pathways

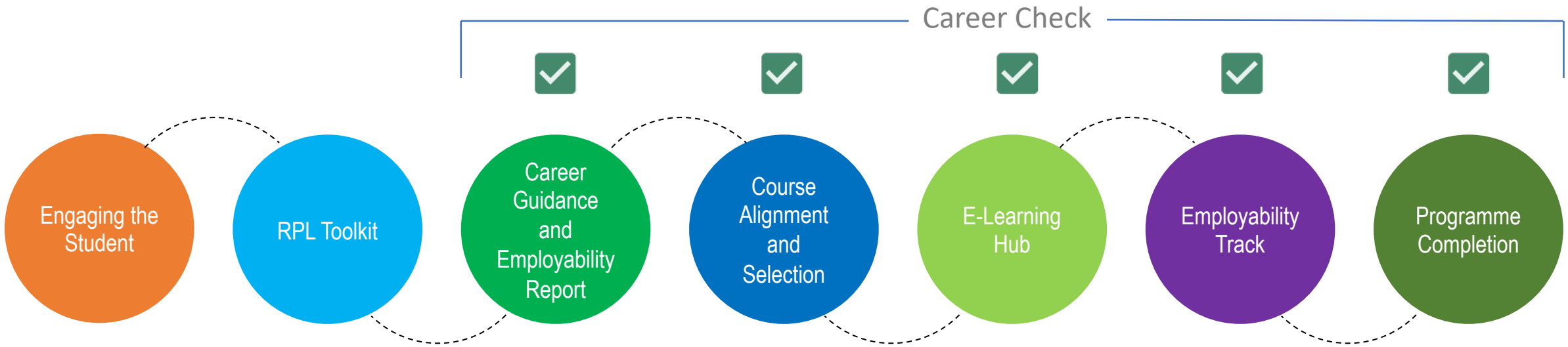
Building participation in lifelong learning through Career and Learning Pathways

- 1105 Users of MyCareerPath.ie
- 9 Organisations trained to deliver Online Strengths Path Programme
- 133 Companies engaged with mycareerpath.ie
- 13 Large scale pilots completed

We provide bespoke guided learning pathways for EVERYONE, from early school leavers to C-Suite executives

Innovation	Access and Inclusion	Use of Technology with Career Guidance	Career Guidance and Skills Development	Strengths Path Programme	Recognition of Prior Learning
Online career learning pathways service with eLearning and psychometric testing MCP APP Launch 2024	We work with employers to support upskilling, internal career progression and lifelong learning	New accredited programme being developed to meet employer demands	We deliver an online 4 stage college skills and career planning development programme to access students	For those at risk of leaving education early, developed by Higher Ed 4.0 and delivered by youth leaders	We have developed a preparation pathway with learner supports and AI tools for RPL portfolios

STUDENT PATHWAYS



- Awareness and Marketing
- Personal Connection
- Access, Transfer and Progression

- RPL myexperience.ie
- rplportfolio.ie
- Module information
- Mentoring

- Careers Assessment
- Personality, motivation, strengths, EI, learning styles, management skills, stress, mindset, decision making, assertiveness

- Bespoke RPL and Employability Report linked to recommended programmes

- Suite of courses, videos, e-learning courses, tips & articles
- Sector specific Careers
- Employer interaction

- Enterprise Liaison
- Employability Statement and
- Framework
- E Portfolio
- Interactive career tools-CV Builder, Interview simulator

- Guided actions
- Track activity & engagement
- Awards & programmes
- Recognition of programme completion

2.

Value of Embedding career guidance

2. Value of Embedding career guidance

Don't have clear career goals – and maybe not aware of how education can help them

Many people may not be aware of Recognition of Prior Learning or what it means

University intimidating places Difficulty of navigating the choices of courses available

Combination of digital resources and supports with human interaction

- People are social learners, & benefit from accountability
- Access to 1-to-1 guidance sessions
- Online career development platform with eLearning and Career exploration resources
  - AI powered tools – CV review, Cover Letter writing tool, Interview preparation

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CAREER AND LEARNING BOOTCAMP

Starting Blocks

REFLECTIVE SPACE

- **Exploring:** Strengths, education, experience
- **Reflecting:** Career assessments, strengths profile, learning styles
- **Supporting:** Advice and direction. Identify or clarify gaps (skills, education, experience).

On Your Marks

RESEARCH SPACE

- E-learning courses (e.g. career planning, IT skills and digital literacy)
- ATU courses
- Personalised career support

Get Set

PREPARATION PHASE

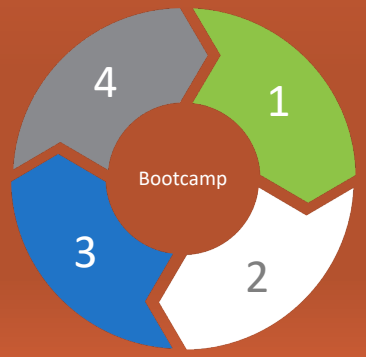
- Supported Career Action Plan
- ATU supports: academic, personal, financial
- RPL (e-portfolio)

Go

TAKING ACTION

- Submit Applications (courses, RPL, job)
- Move towards your goals
- Celebrate your achievements

Pathway 1: New beginnings (Youth)



Who am I?

Beginner/career starter/first job/first course/returning to education/workplace.

What I need:

Support in understanding myself and my career needs. Confidence and assurance in my career decisions.

What I bring:

Excitement, enthusiasm, energy. Also, confusion and insecurity.

MyCareerPath.ie Supports:

Personalised career advice. Self-exploration tools. Information and advice on courses, Recognition of Prior Learning (RPL), CVs, applications, work-based learning.

Learning Outcomes

My Career Path: Overview

Self Reflection

Identify your personal skills, strengths, and abilities through a customised journey of career assessments and learning.

Research

Explore your current position and place within the organisation and industry.

Identify Learning Gaps

Complete customised e-learning activities and access our library of resources.

Plan for your future

Develop a personalised career and learning development plan.

Our Assessments & AI Enabled Tools

CareerEdge+
– Employability Review

The Career Edge report measures employees performance on the 5 main areas of employability and provides feedback on areas for improvement.

Transversal Skills Identification & Development

Rate your level of professional competency in transversal skills and complete a personalised auto-generated action plan for development.

Strengths Assessment

The Strengths and Motivation assessments help employees understand their key driving forces and how to leverage them to maximum effect.

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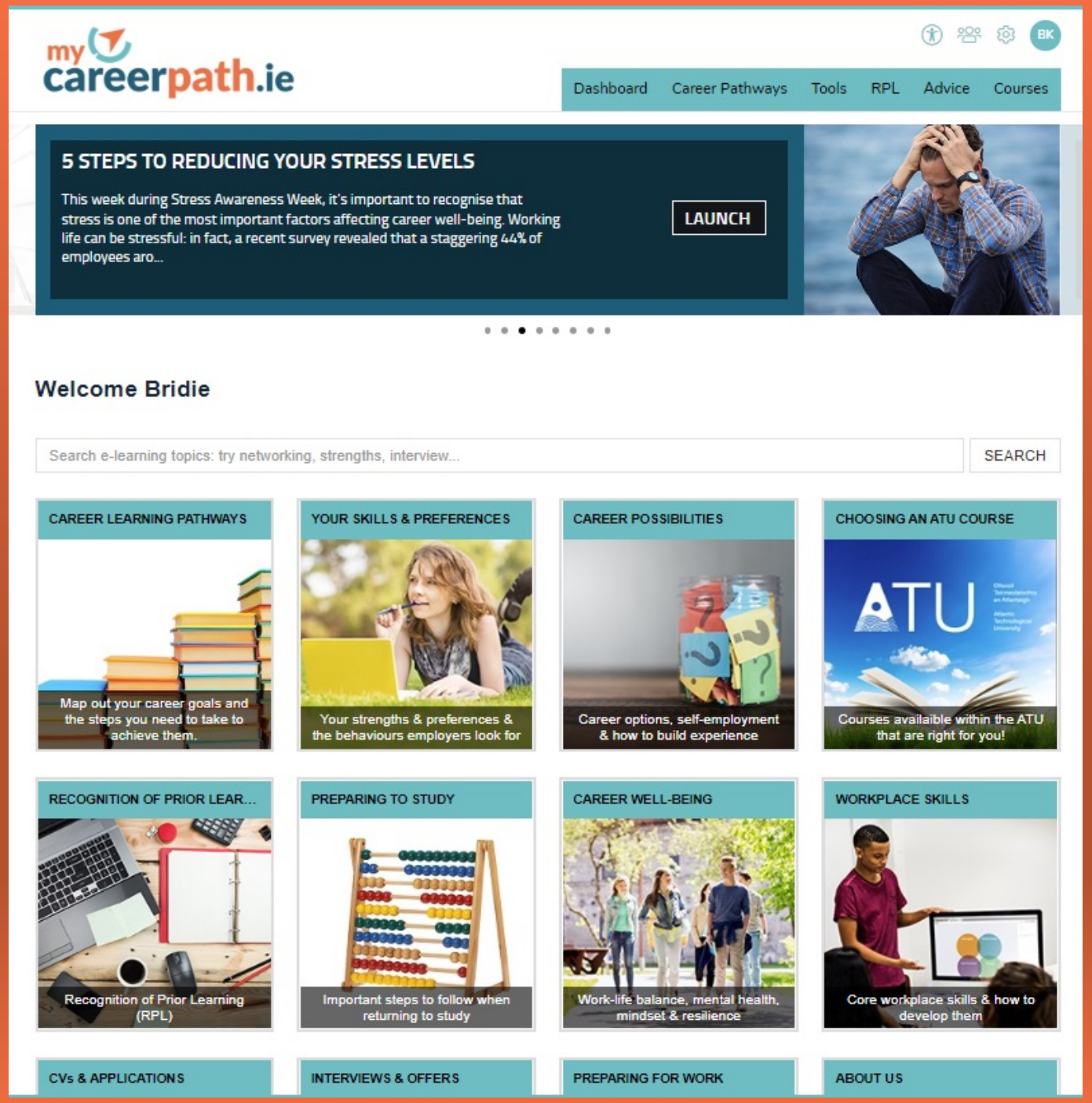
3.

Prioritising User Experience



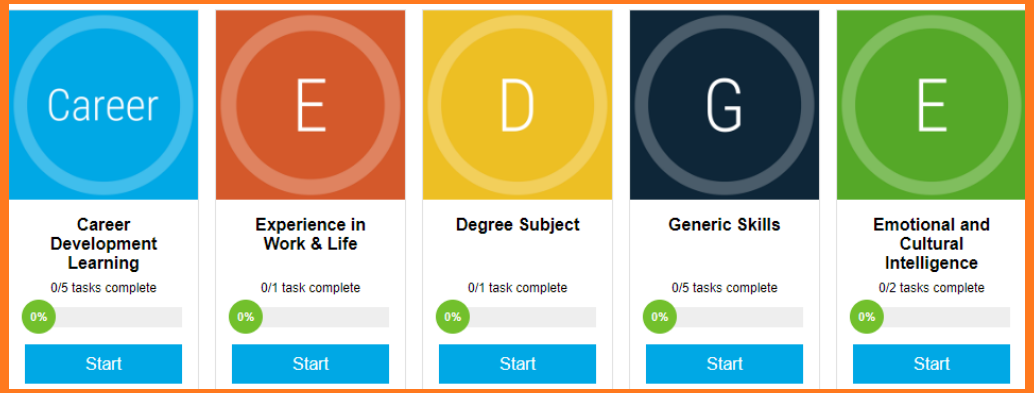
June 2022 - **April 2024**

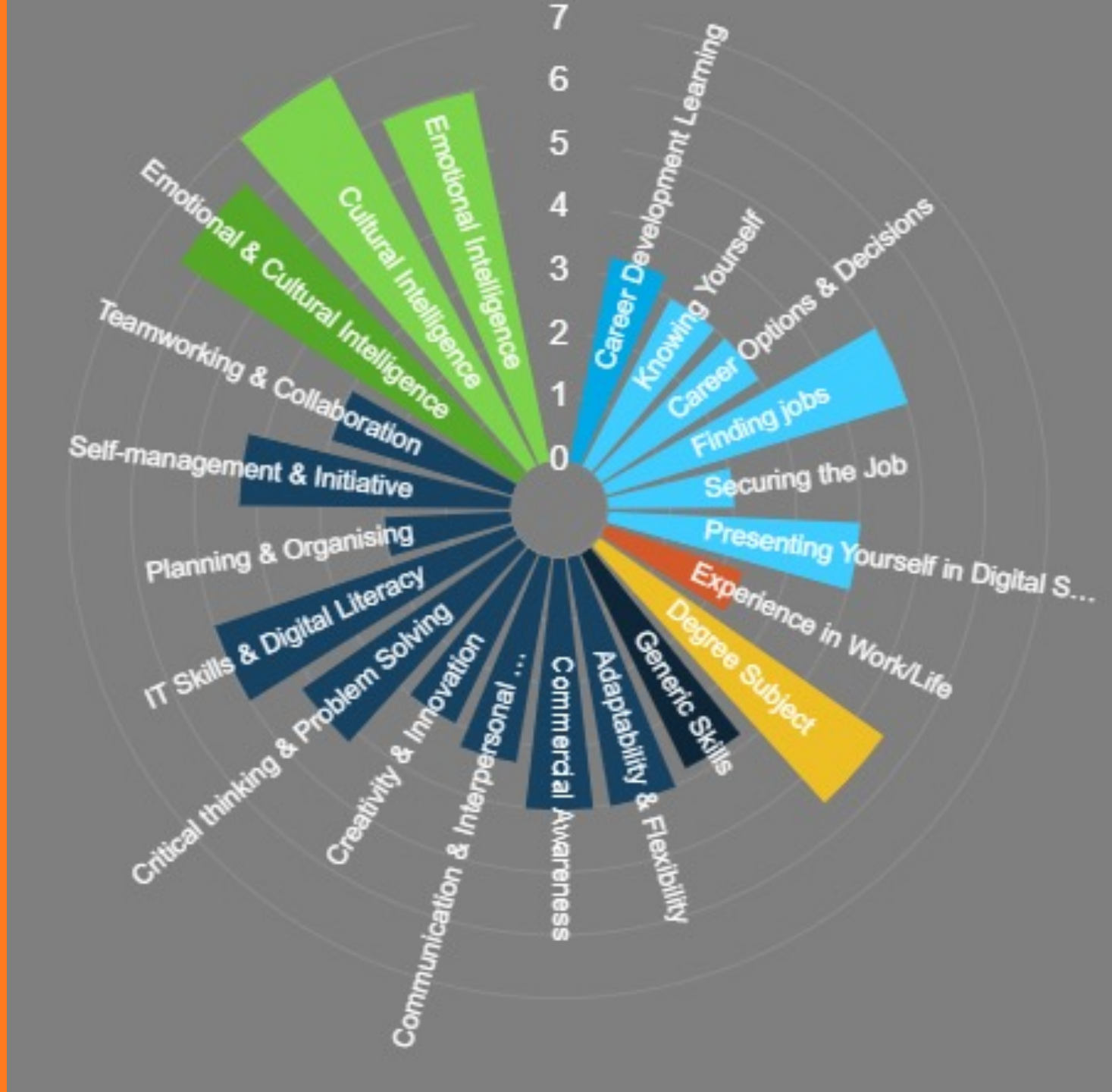
1,200+ Users

15,000+ Logins

65,000+ Activities

MEASURING EMPLOYABILITY USING AI





Rate your employability!

- Self Assessment in Five Key Areas
- Employability Report with Learning Priorities
- Generated Programmes of Activities
- Retake Pulse
- Analytic real-time reports overall employability reports

The Role of AI in Building Career & Learning Pathways

CareerEdGE + Pulse

Measuring individual employability using AI and generating recommended online programmes for development

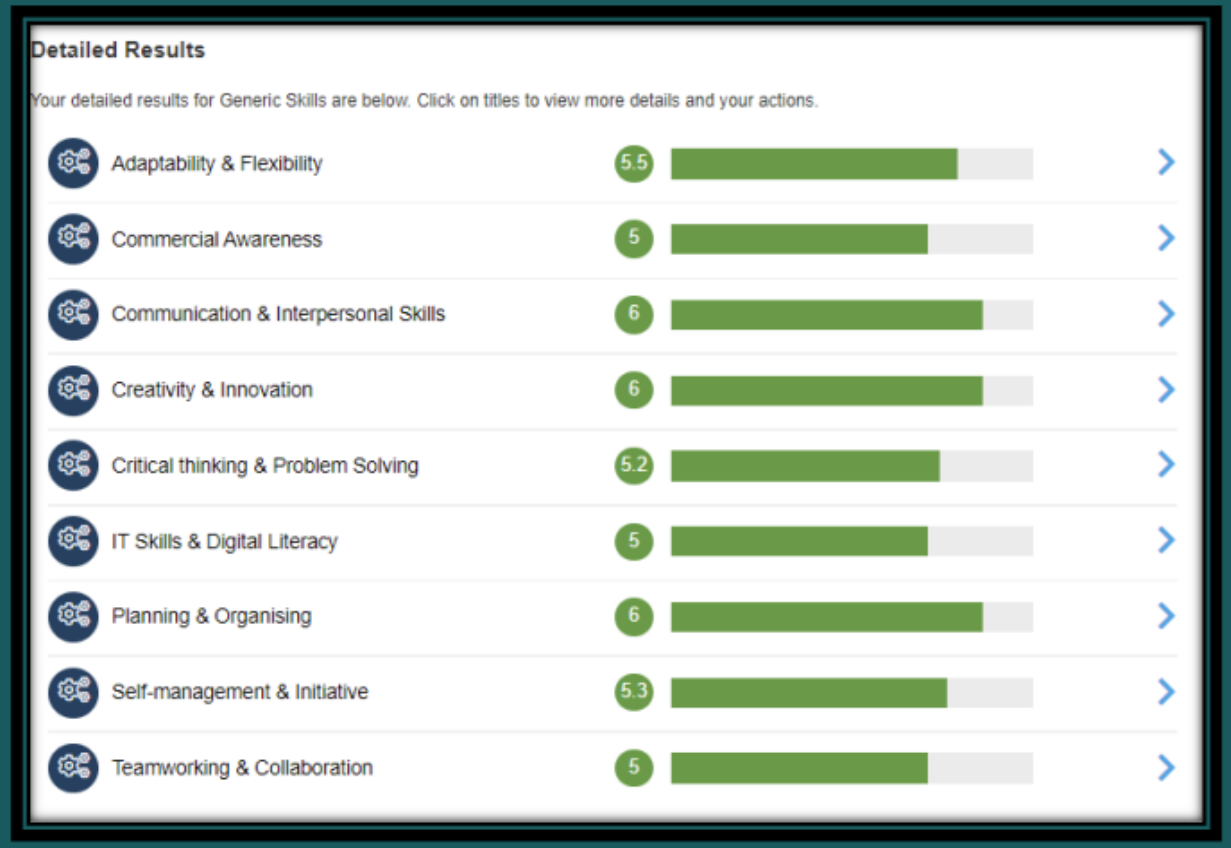
CV 360

Automated CV scoring, Instant analysis/ feedback, progress tracking & informal learning that they have achieved

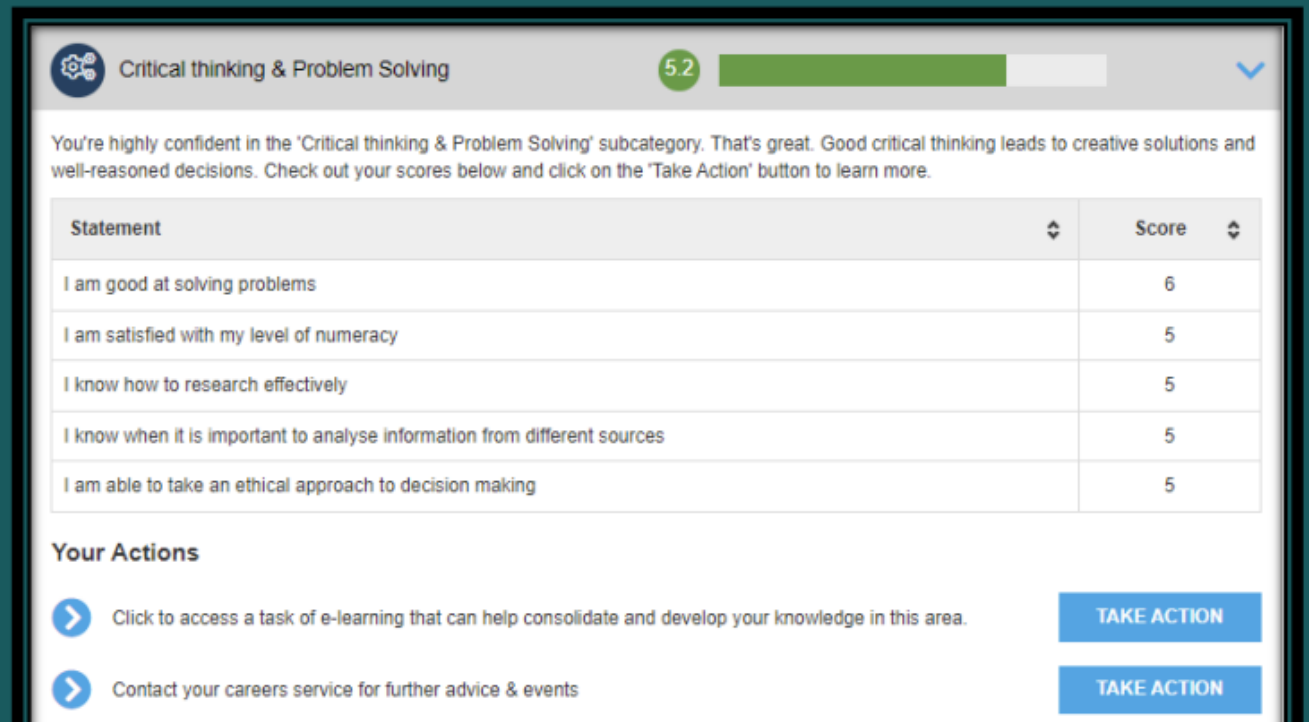
Interview 360

Auto- generated interviews, instant AI- powered feedback, customisable mock interviews and progress tracking

Transversal & Generic Skills Rating



Generated Online Programme of Development



Skills Checker Pulse Assessment

Communications & Interpersonal Skills

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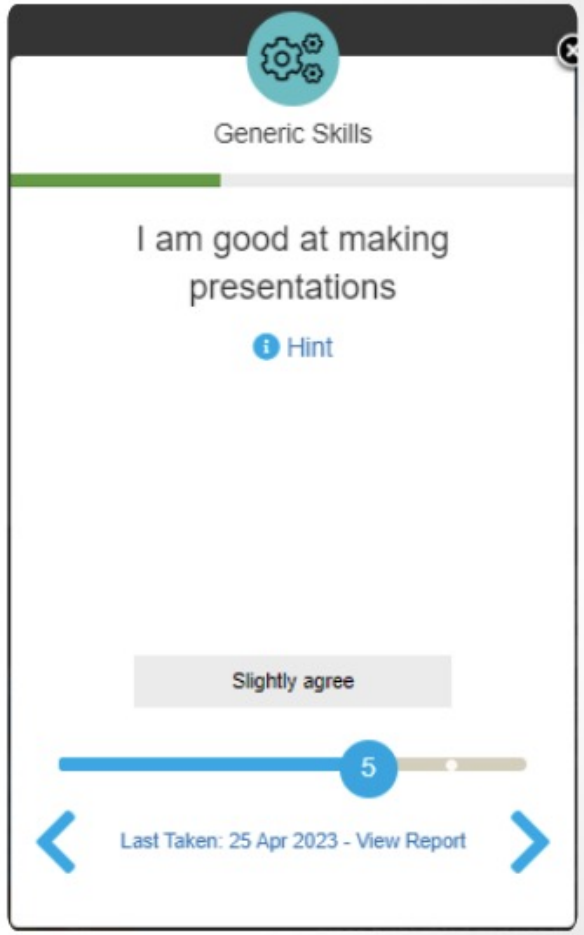
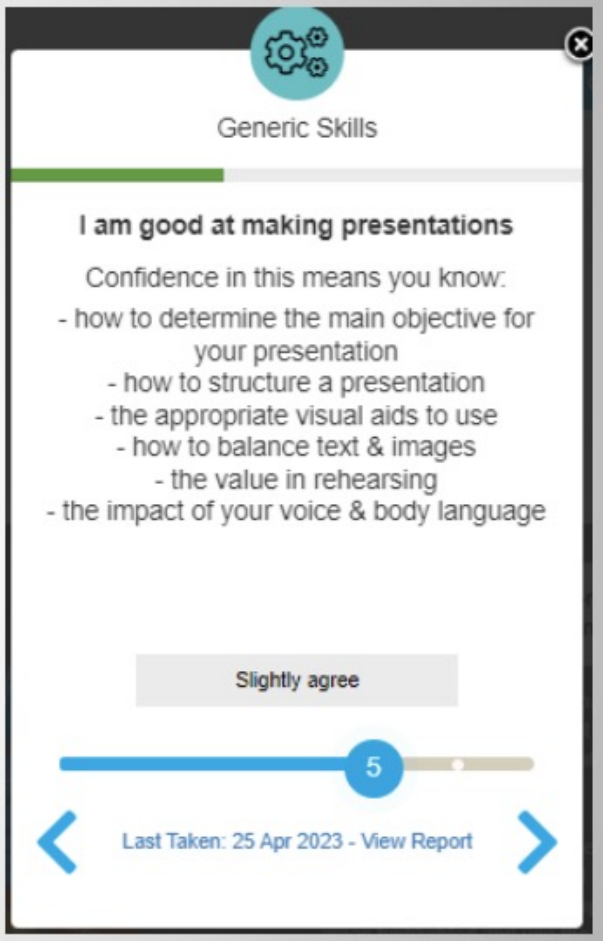
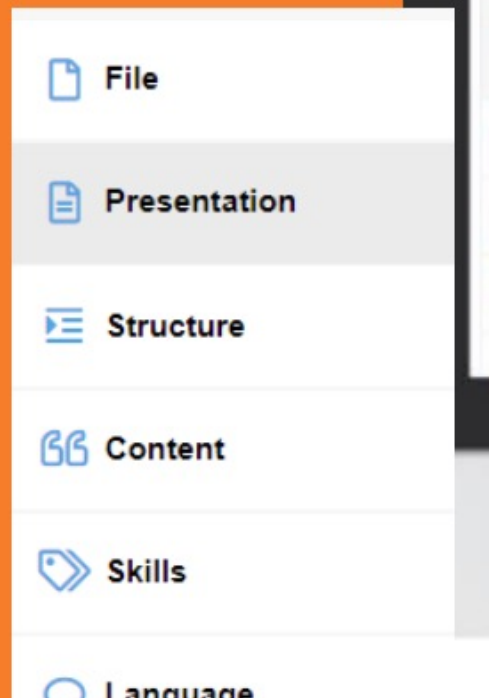
I have good oral communication skills	I am completely confident in my presentation skills
I am good at making presentations	I am confident about my written communication skills for various audiences
I know how to network effectively	I am completely comfortable networking face-to-face
I know the basic principles of negotiation & how to negotiate effectively	I easily establish a good rapport irrespective of the situation

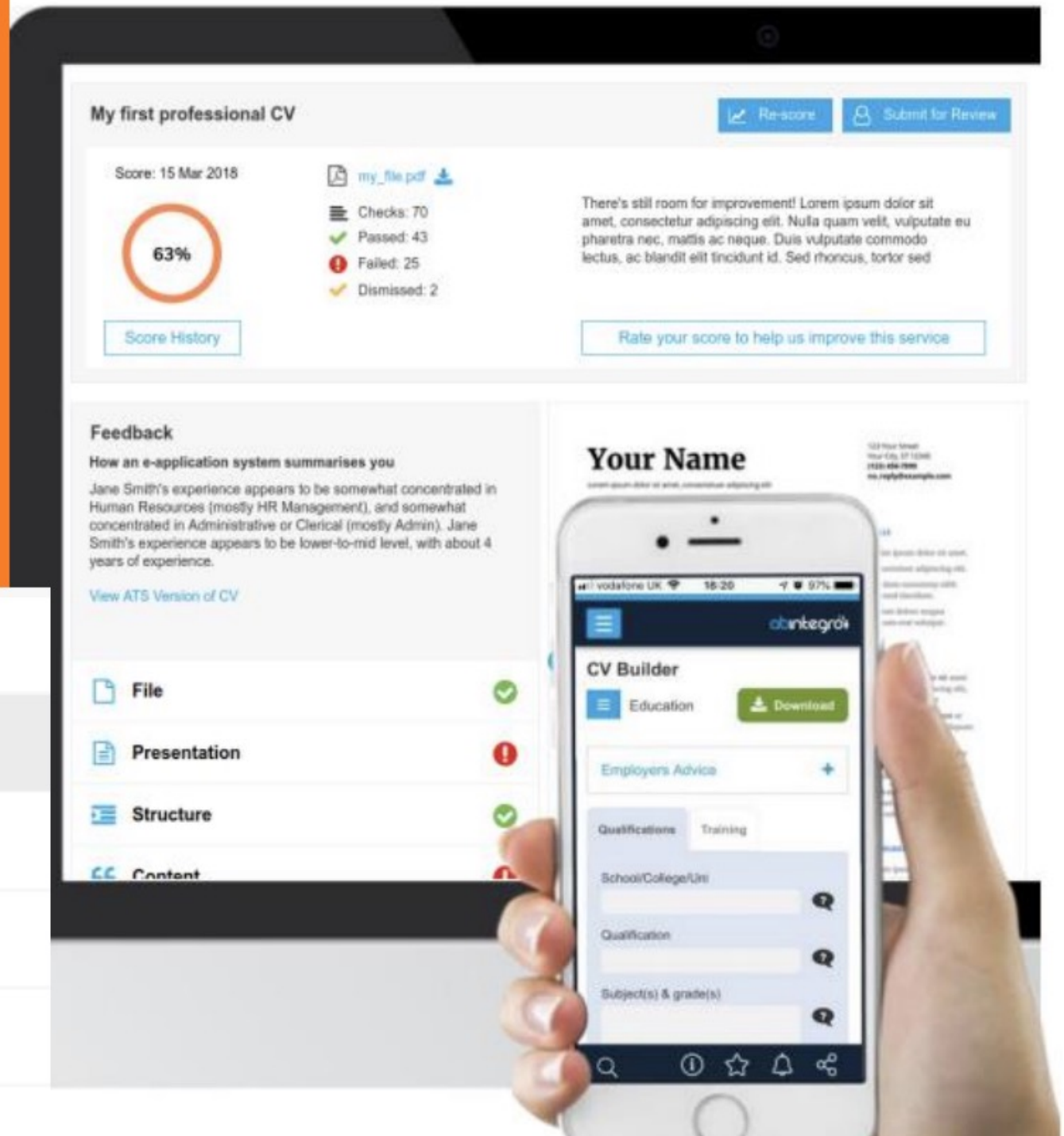


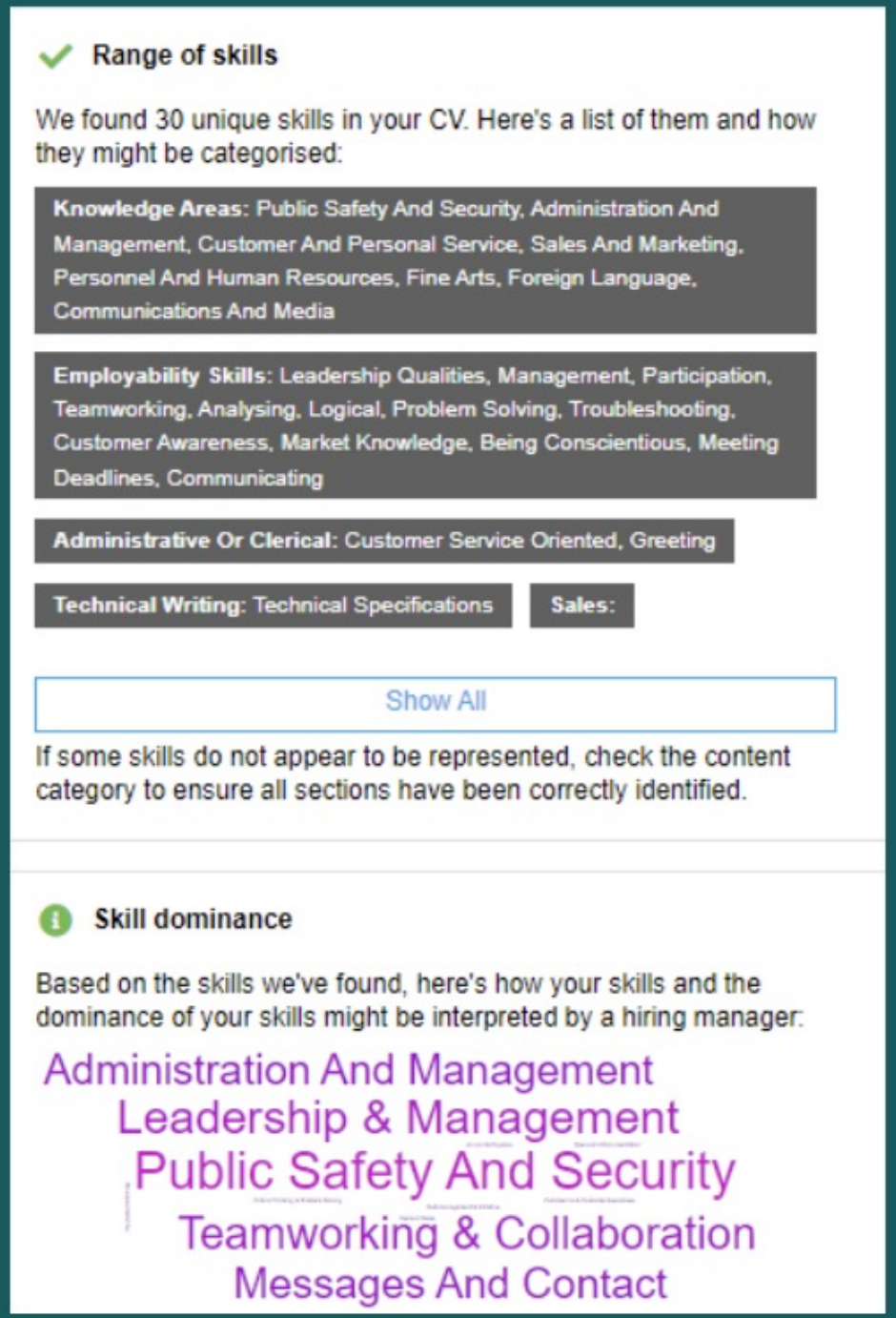


CV360

Automated Scoring, instant analysis and Progress tracking USING AI



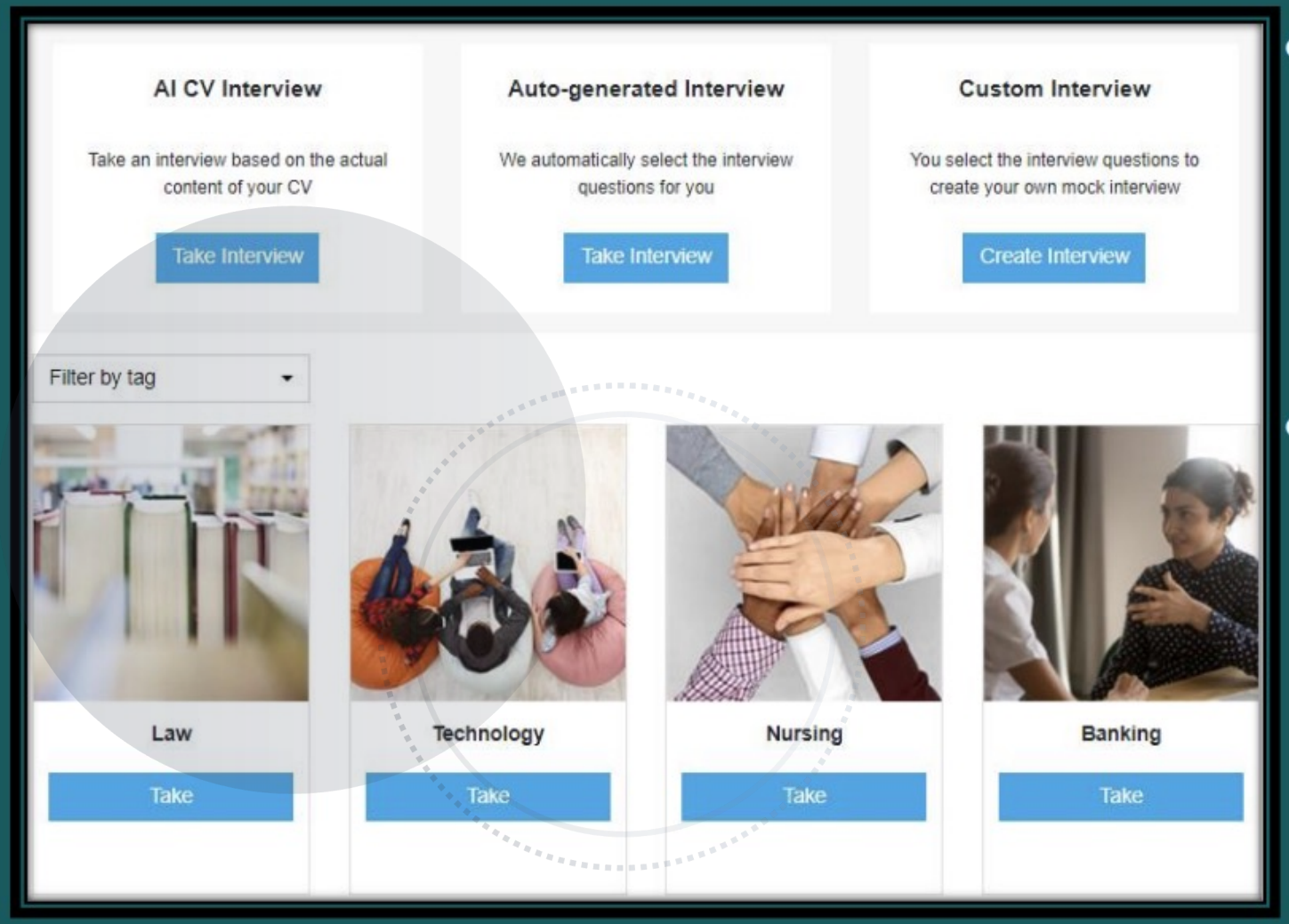




- Smart Scoring
  - ✓ 50 automated checks across 6 categories
- Scalable Model
  - ✓ Unlimited usage
- Skills Checker
- Tracking/ Reporting
  - ✓ Evidence activity & progress
- Smart Interviews
  - ✓ Auto- generated interview based on CV content

Interview360

- Auto-generated interviews
- instant AI-powered feedback
- fully customisable mock interviews



- Real-Life Interview
  - ✓ Based on CV content
- Personalised
  - ✓ Mock Interview and practice questions for specific cohort
- AI-Powered Feedback
  - ✓ body language,
  - ✓ communication,
  - ✓ speech
  - ✓ camera position
  - ✓ voice quality

4.

Integrating RPL

Recognition of Prior Learning (RPL)
priorlearning.ie

Recognise

Learning happens everywhere, in formal education but also through work, volunteering and life experience. At ATU we recognise all types of learning

Value

RPL Coordinators work with your individuals to identify the formal and informal learning that they have achieved throughout their careers, education and lives.

Apply

Learners can then use the RPL process to:

- Apply for a programme
- Apply for module exemptions
- Apply for advanced entry

Online RPL Preparation Pathway

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Online RPL Preparation Pathway

- **Online 2-stage Pathway preparing learners for the RPL application process. Designed by CLPAs & RPL Co-ordinators**
- **RPL Portfolio of Evidence Toolkit, which includes, 1-to 1 mentoring with a Skills & competencies tracker**
- **2 stage pathway**
  - **Step 1: About RPL – ATU RPL Process, Terminology & Definitions Explained, NFQ Award Standards, ATU Courses, Springboard, QQI Learning Outcomes**
  - **Step 2: Programme Application Preparation – Competency & Skills Checker, CV Builder, AI Tool CV360, Personal Statement Development**

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MCP and RPL Stories

Development of a suite of digital videos have been prepared that outlines the journey of ATU RPL applicants through both MyCareerPath.ie and the RPL process and onto a programme of study at ATU.

Have had a multiple RPL stories so far, including employees from, Merit Medical, Bus Eireann and ATU

https://www.youtube.com/watch?v=Mv5MI3qPaGc

Quotes from our RPL Applicants

“My experience with this service in an online setting was excellent. My mentors were not only highly knowledgeable but also incredibly practical. They helped speed up and streamline the RPL process by offering insights for ***updating my CV****, providing constructive feedback for* ***creating a personal statement*** *and even helping me p****repare for a skills-based interview****.“*

Emma Finnegan

"I came across numerous courses but ***found the concept of RPL quite perplexing****. Seeking guidance proved to be invaluable, as it* ***led me to a course that aligned perfectly with my career goals****, offering a solution that was well-suited for my professional growth. I want to express my heartfelt gratitude to the entire team at ATU whose support and guidance were instrumental in helping me secure the course I wanted“*

Kieran Hastings

"This platform has opened a door for me to further my skills both personally and professionally and I would highly recommend Mycareerpath.ie to anybody who is considering returning to education. ***Through the RPL resource I have now successfully applied for the part-time level 8 BA in Human Resource Management.*** *I* ***have gained advanced access into year 3*** *of this programme which will allow me to recommence my education while also continuing to work full time.“*

Jeremiah Tydings

Integrating RPL Systems

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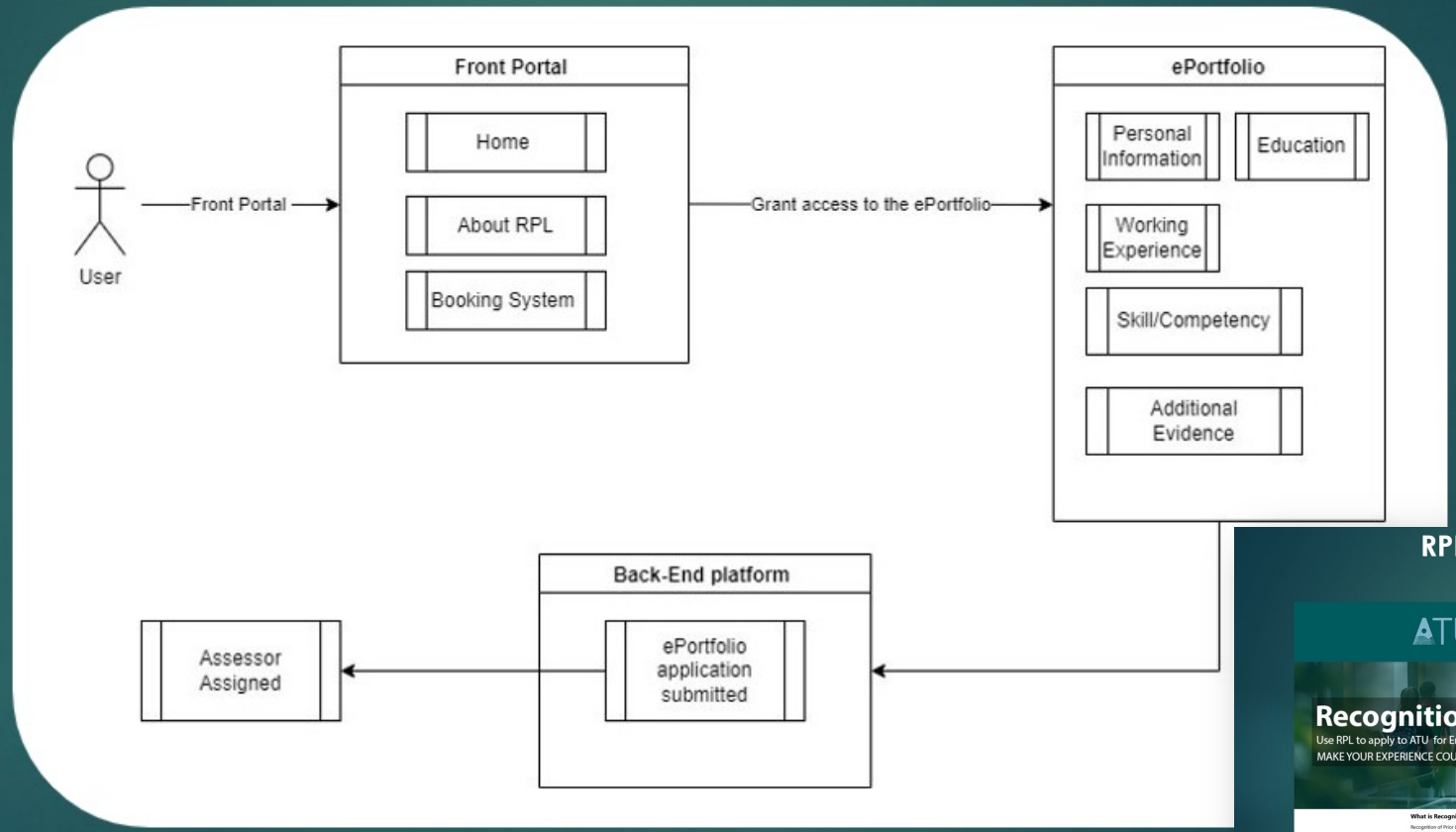
Development of a single, centralized, digital repository for RPL applications – an ePortfolio RPL online application tool

Domenico Carbone- STO

RPL workflow



RPL Platform Front end

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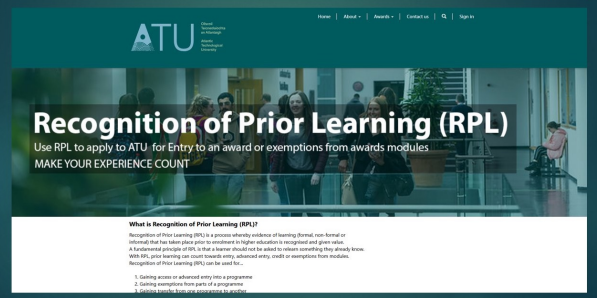

RPL Platform phases details

Phase 1 PoC

- Build RPL PoC in Microsoft Dynamics
- Pilot the RPL platform (8 courses from ATU Galway, 1 from Sligo and 1 from Donegal)
- Collect Feedback from Stakeholders
- Create a video and instructions for assessors, RPL coordinators, and applicant users.

Phase 2 Update Platform

- Based on the feedback collected updated the RPL platform
- In production for all the RPL entry level application within ATU in July/August 2024

Phase 3 Integration with CRM

- Intergrate the RPL platform under the new CRM platform (Intuity)

Phase 4 Implement RPL exemption

- Reviewing process for RPL Exemption to be implemented in the new platform

5.

Engaging with Local Partners

Case Studies Completed

Medtronic

REGENERON

MERITMEDICAL

SIRO

MEISSNER

abbvie

Abbott

forward emphasis international

coffey

An Roinn Fiontar, Trádála agus Fostaíochta
Department of Enterprise, Trade and Employment

msletb
Bord Oideachais agus Oiliúna Mhaigh Eo, Shligigh agus Liatroma
Mayo, Sligo and Leitrim Education and Training Board

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ATU

Meeting Business Challenges

CHALLENGE

Upskilling
Motivating and training employees to take on higher level roles

Succession Planning
Challenges around cross training in multi-function teams.

Retention
Loss of revenue due to recruitment costs and downtime.

SOLUTION

1-to1 Career Coaching
Our career development team will work with your employees to help them develop an open mindset to learning

Career and Learning Pathways
We develop personalised career progression and learning pathways that support succession planning

Increased Employee Engagement
Research shows that employees, particularly millennials, place a high value on training and development that is provided by employers

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4. Engaging with Local Partners

504 Industry Learners from 32 Organisations	Outreach 261
148 Meetings with industry	11 Industry Case Studies
65+ Industry events attended	Strengths PATH Programme – 180 Learners
65 Site visits	7 Publications

Partnership with ETB

mycareerpath.ie pilot programme with Mayo, Sligo & Leitrim Education and Training Board and Galway & Roscommon Education and Training Board.

msletb Bord Oideachais agus Oiliúna Mhaigh Eo, Shligigh agus Liatroma *Mayo, Sligo and Leitrim Education and Training Board*

gretb Bord Oideachais agus Oiliúna na Gaillimhe agus Ros Comáin *Galway and Roscommon Education and Training Board*

Workshops

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Impact Case-Study

MyCareerPath.ie collaborated with **Forward Emphasis International (FEI)** and the Insurance Institute of Ireland to create a unique programme aimed at inspiring early career stage employees in the insurance and risk profession to engage with continuing professional development and understand their career paths within the industry. We developed an online educational programme for this cohort which addresses the challenges faced by those in the early stages of their career and has equipped employees with a foundation of knowledge, opportunities, and education goals.

Impact

- Increased employee motivation
- Confirmation of employees' suitability to a career in the insurance sector
- Improved skills and confidence
- Employees feeling valued in their current role
- Long-lasting benefit to participants after completing the programme

First Enterprise Client

"I found the Career Assessments extremely beneficial, especially in identifying my strongest skills, boosting my confidence in using them, and realising the need to be more confident and make better use of my skills and resources. My Career Advisor provided great support throughout the online process. I am now motivated to apply this knowledge to my career development and aim for an internal promotion in the future."

Erin McDermott, Learner

The Education Awards 2024

ATU/MyCareerPath.ie collaborated with Forward Emphasis International and the Insurance Institute of Ireland to provide career and learning pathways to support and inspire early career employees in the insurance and risk profession. This collaboration showcased the impact of targeted bespoke career learning pathways in addressing retention rates in the industry.

Transversal Skills Micro-credential

MyCareerPath.ie and a Micro Credential on Transversal Skills for Industry

12 Transversal Skills

Skills Checker

Questionnaire to rank level of transversal skills – improve skills through eLearning and retake to show progression

- 5 ECTS Credits
- NFQ Level 8
- 15-week module (1 semester)
- Department of Enterprise and Technology
- Digital Badge

6.

1 Min Demo

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