



national association of  
colleges + employers

## Ask NACE: From Questions to Action

Career services professionals, early talent leaders, faculty, and campus partners rely on NACE for trusted research, standards, competencies, professional insights, and practical resources. Ask NACE helps you access that knowledge more quickly, making it easier to connect trusted information to the work in front of you. Powered by Advisor AI and grounded exclusively in NACE content, Ask NACE helps you explore topics, discover relevant resources, and identify practical next steps. It helps members of the NACE community ask direct questions, explore relevant topics, review organized responses, and connect more quickly to source material that can support their work.

Ask NACE is not a general AI search experience. It is designed to help users explore NACE-approved resources from NACEWeb.org. In practice, that means less time searching and more time applying.

### How Ask NACE supports your work

Ask NACE can support the everyday work of career services and early talent professionals by helping users:

- Find relevant NACE resources more quickly
- Summarize a topic before a meeting, workshop, or decision
- Explore career readiness, internships, employer engagement, talent acquisition, workforce trends, and related topics
- Turn broad guidance into practical next steps
- Create outlines, talking points, discussion questions, or training ideas grounded in NACE content
- Prepare for conversations with students, employers, faculty, staff, or campus leaders
- Identify related topics or follow-up questions worth exploring

Ask NACE helps you move more quickly from a question to a practical next step. A practitioner may be preparing for a student workshop. An employer relations team may be rethinking outreach strategy. A campus partner may ask for guidance on career readiness. A new staff member may need help understanding current best practices. In each case, Ask NACE helps users begin with the question already in front of them and connect that question to trusted NACE resources.

## **It starts with just one question.**

The best way to use Ask NACE is to start with a real task, question, or challenge from your work. You don't need a perfect prompt to get started. You can begin the same way you would ask a colleague for help:

- Which NACE resources can help me plan a workshop on career readiness?
- How can I explain career readiness competencies to students in practical language?
- What should our employer relations team consider as we rethink career fair strategy?
- What NACE research or guidance can help me prepare for a leadership conversation about career services?
- What resources should a new career services professional review first?

Once Ask NACE provides a response, you can continue the conversation. You might ask it to summarize, clarify, compare, create talking points, suggest next steps, or point you toward related NACE resources.

## **Real questions. Real applications.**

### **Example #1: Preparing for a Workshop**

A career services professional may not have time to search across multiple resource types before preparing a workshop. Instead, they could ask:

**Prompt: What NACE resources can help me plan a workshop on career readiness for first-year students?**

Rather than starting with a broad search, Ask NACE helps you begin with the task at hand. Ask NACE can help surface relevant resources, organize key ideas, and suggest themes that may be useful for the workshop.

Helpful follow-up questions might include:

- Can you turn this into a 30-minute workshop outline?
- Can you suggest discussion questions for students?
- Can you make this more practical for first-year students?

### **Example #2: Explaining Career Readiness Competencies**

Career readiness competencies are central to the work of many career centers, but students may not immediately understand how those competencies connect to their daily choices, classes, work experiences, internships, or job searches.

**Prompt: Using NACE's career readiness framework, what language can I use to explain the competencies to students in a way that feels clear and practical?**

Ask NACE can help translate career readiness concepts into language that resonates with students, employers, faculty, and campus partners. Helpful follow-up questions might include:

- Can you adapt this language for first-year students?
- Can you create talking points for graduating seniors?
- Can you turn this into a short handout for students preparing for internships?

### **Example #3: Supporting Employer Relations Strategy**

Employer relations teams are often asked to respond to changing recruiting patterns, declining event attendance, shifting employer needs, and questions about return on investment.

**Prompt: What NACE resources or research can help our team assess the purpose, structure, and return on investment of our career fairs?**

Ask NACE can help the team move from a broad concern to a more focused planning conversation. It can support reflection, meeting preparation, and strategy development by connecting the question to relevant NACE knowledge.

Helpful follow-up questions might include:

- Can you turn this into a staff meeting agenda?
- What questions should we ask before changing our career fair model?
- What related NACE resources should we review first?

### **Example #4: Responding to AI Questions in Career Services**

Career services professionals are increasingly supporting students, faculty, and employers through questions about artificial intelligence, job search ethics, student preparation, and responsible use.

**Prompt: What NACE resources or guidance can help me talk with students about using AI responsibly in the job search process?**

From there, the user could ask for student-facing language, staff training ideas, workshop outlines, or talking points for campus partners.

Helpful follow-up questions might include:

- Can you create student-facing dos and don'ts for using AI in the job search?
- Can you draft talking points for advisors discussing AI with students?
- Can you suggest questions our staff should consider as we develop guidance around AI use?

## **Common Challenges. Practical Support.**

These examples reflect the kinds of questions practitioners often need to answer in real time, whether they are preparing for a student appointment, planning a workshop, onboarding a staff member, responding to an employer, or supporting a campus partner.

### **When you're looking for trusted resources**

- What NACE resources can help me explain to students what employers value most in resumes, interviews, and early career hiring?
- What NACE resources should I review if I want to strengthen how our office talks about career readiness?
- Can you summarize NACE guidance on career readiness competencies in a way I could use for student-facing work?
- What NACE resources would be most useful for a new career services professional learning current best practices?
- Can you pull together a concise overview of NACE resources related to employer engagement trends?

### **When you're supporting students and programs**

- What NACE resources can help me plan a workshop on career readiness for first-year students?
- Using NACE resources, create student-facing talking points on how students can strengthen resumes for internship and job applications.
- Draft a 30-minute workshop outline on using AI responsibly in the job search process, grounded in NACE guidance where available.
- What language can I use to explain NACE's career readiness competencies to students in a way that feels clear and practical?
- Help me create talking points for students exploring how to communicate transferable skills in interviews and networking conversations.

### **When you're developing your team**

- Create a short training outline for front-line career advisors on how to explain NACE's career readiness competencies consistently.
- What NACE-informed ideas could help us train peer career advisors or student ambassadors?
- Based on NACE resources, what should a new employer relations staff member understand about building strong employer partnerships?
- Turn NACE content into a discussion agenda for a staff meeting on how AI is affecting student job search support.
- Help me build a quick onboarding guide for new staff using NACE resources, competencies, and best practices.

### **When you're strengthening employer partnerships**

- What NACE resources could help us rethink employer outreach in a market where employers are becoming more selective and targeted?
- What guidance or examples can help me think through employer relations team structure, roles, and responsibilities?
- What NACE resources can help us strengthen recruiting through alumni engagement, employer champions, or campus advocates?
- What NACE-informed questions should we ask as we assess the purpose, structure, and return on investment of our career fairs?
- What resources or discussion themes could help us respond when employer registrations for fairs begin to decline?

### **When you're preparing for strategic conversations**

- Which NACE resources can help me prepare for a leadership conversation about the value of career services?
- Help me summarize the connection between career readiness, student success, and institutional outcomes using NACE resources where available.
- What NACE-informed language can I use when explaining the importance of employer engagement to campus partners?
- What questions should our office consider as we evaluate whether our career readiness efforts are reaching all students equitably?
- Create talking points for a campus committee about why career readiness should be integrated across the student experience.

### **Ask more effective questions**

Ask NACE is most useful when your question includes context.

Instead of asking:

**What does NACE say about career readiness?**

Try asking:

**Can you summarize NACE's career readiness competencies in language I could use with first-year students during a 30-minute workshop?**

Instead of asking:

**What does NACE say about employers?**

Try asking:

**What NACE resources can help our employer relations team think through how to strengthen employer engagement when career fair participation is changing?**

To make your questions more useful, include:

- The audience you are supporting
- The type of output you need
- The student population or professional context
- The decision, meeting, program, or conversation you are preparing for
- Whether you need a summary, outline, talking points, questions, or next steps

The more specific the question, the more useful the starting point.

## **Keep the conversation going**

When Ask NACE provides a response, use it as a starting point for professional work. Review the answer, follow source links when available, and continue refining the question.

Helpful follow-up prompts include:

- Can you summarize this in simpler language?
- Can you turn this into student-facing talking points?
- Can you create a meeting agenda from this?
- Can you suggest three follow-up questions I should consider?
- Can you organize this by audience?
- Can you make this more practical for career advisors?
- Can you help me identify which NACE resources I should read first?
- Can you turn this into a short workshop outline?
- Can you create a checklist based on these ideas?
- Can you help me prepare for a conversation with campus leadership?

Ask NACE is designed to help you spend less time searching and more time applying trusted information to your work.

## **Put Ask NACE to work**

The easiest way to begin is to open Ask NACE and ask one question connected to work already on your desk.

Start with a workshop you are planning, a student question you hear often, a staff training need, an employer relations challenge, a leadership conversation, or a topic you want to understand more clearly.

Ask NACE works best when it begins where practitioners are in the middle of real questions, real responsibilities, and real decisions.

The goal isn't to add more technology to your work. It's to make trusted NACE knowledge easier to find, easier to understand, and easier to put into practice.

What will you ask first?