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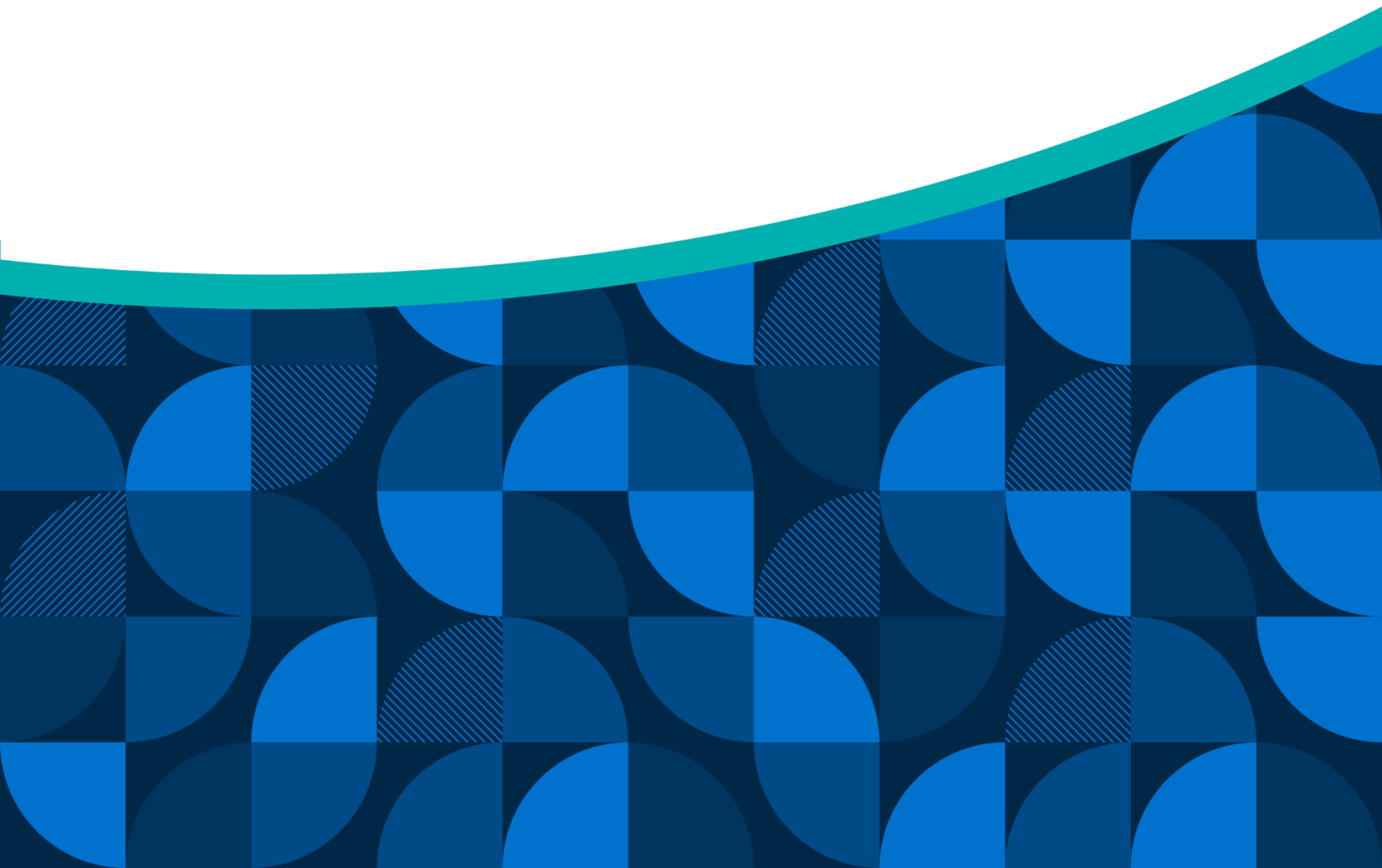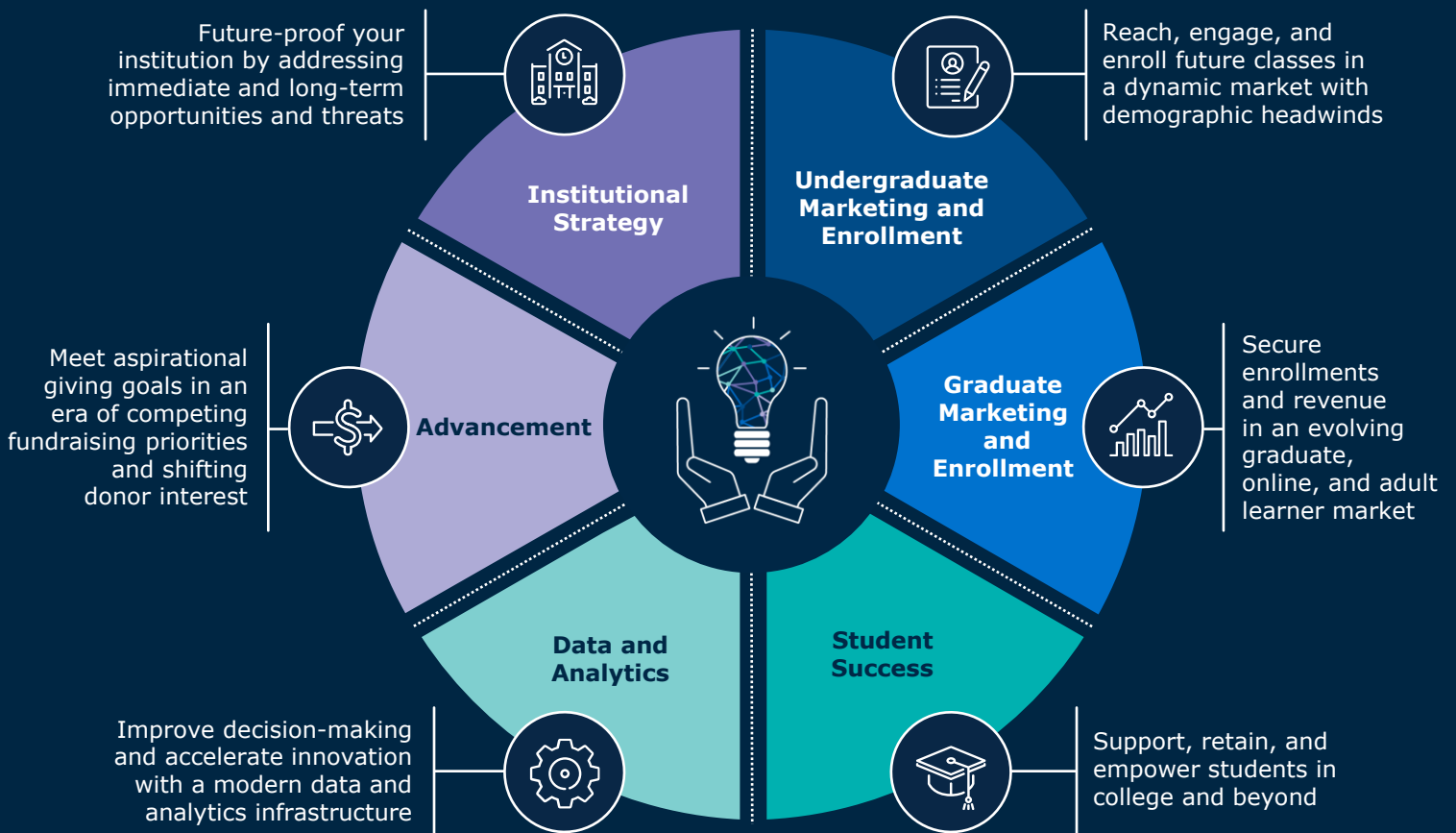
GenAI Employer Interview Guide

A Tool Designed to Help PCO Leaders Identify and
Scope Employer Needs for Generative AI Training

Insight-powered Solutions for Your Top Priorities and Toughest Challenges

Future-proof your institution by addressing immediate and long-term opportunities and threats

Institutional Strategy

Reach, engage, and enroll future classes in a dynamic market with demographic headwinds

Undergraduate Marketing and Enrollment

Meet aspirational giving goals in an era of competing fundraising priorities and shifting donor interest

Advancement

Graduate Marketing and Enrollment

Secure enrollments and revenue in an evolving graduate, online, and adult learner market

Improve decision-making and accelerate innovation with a modern data and analytics infrastructure

Data and Analytics

Student Success

Support, retain, and empower students in college and beyond

We partner with 2,800+ institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Professional and Adult Education Advisory Services

Project Director

Davis Cousar

Contributing Consultants

Zach Streit
Jennifer Lerner, PhD

Managing Director

Megan Adams, PhD

Introduction

Employers Struggle to Articulate How They Will Use GenAI

Many Professional, Continuing, and Online (PCO) leaders are frustrated by conversations with employers about GenAI. Despite an interest in GenAI, employers are often unable to be specific about the skills they need or even how they'll use GenAI in their workplaces. This lack of specificity makes it difficult for PCO leaders to plan relevant curriculum. **This tool will help you push past this impasse by asking better questions of your employer partners.**

Understanding employer needs for GenAI skills presents a significant opportunity for PCO units. As more companies integrate GenAI into their workstreams, they will need workers who understand the strengths and limitations of GenAI, know how to use GenAI in an ethical manner, and possess "human skills" that will become more important as GenAI automates routine work.

This tool provides questions your team can ask employers to help you determine:

1. Does this employer need workers with GenAI skills?
2. What kind of training would best meet this employer's needs?
3. Which types of staff at this company need training in GenAI, and which GenAI skills do they need to learn?

Along with the questions to ask, we also provide examples of what to listen for in employers' responses. For each typical response, we make recommendations for the kind of GenAI training that will be most appropriate for that type of employer.

Using the GenAI Employer Interview Guide:

This tool will help you:

1. Gain familiarity with the different types of responses employers give in interviews about GenAI training
2. Understand the general kinds of GenAI training that are appropriate for different types of employers and employees

Use this tool at your institution to prepare for interviews with employers. See Page 6 for additional ways EAB can help you engage with employers and build GenAI training.

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GenAI Employer Interview Guide

Topic	Questions for Employers	What to Listen For
Does this employer have a need for GenAI training?	Has your company tried to teach employees to use GenAI yet? What barriers have you encountered when trying to integrate GenAI into your organization's work? Do you have any reservations about using GenAI in your work?	1. **Employers that seem interested in integrating GenAI into workstreams but worry that integration will be too difficult for their company.** These types of employers are prime candidates for GenAI upskilling content provided directly to employees. This content should teach employees how to understand the strengths of different GenAI tools, where they may be useful in the organization's work, and hands-on practice for employees to use GenAI tools on common tasks in their job. 2. **Employers that say that they do not want to integrate GenAI for privacy or security purposes.** These types of employers are not candidates for GenAI upskilling targeted directly to employees. However, they may be candidates for executive education offerings. This type of training should focus on GenAI ethics, how to navigate data privacy when using GenAI, and basic teaching on where GenAI may be useful. If leadership responds positively to this initial training, there may be an opportunity to follow up with training employees directly.
What type of GenAI training does this employer need?	What kinds of tasks in your work do you imagine could be enhanced using GenAI? If GenAI automates away certain tasks, what new sorts of tasks would you like staff to spend time on? Do you want to implement GenAI into larger processes and workstreams? Or would you like staff to use GenAI on a purely individual basis?	1. **Employers that want staff to use GenAI to enhance their own performance.** These companies could benefit from very basic training on GenAI literacy. This type of training can be provided to all employees to help them use GenAI tools in their own ways such as drafting emails or creating project plans. This basic training is focused how to know what GenAI is good at, what it is bad at, and basic guidelines for use. 2. **Employers that want to use GenAI to automate routine processes and open time for staff to work on higher-level tasks.** These companies need in-depth training on how to use the GenAI tools in their particular industry and the specific tasks their employees do. Their staff may also need training that builds the new skills they will take on as GenAI automates routine tasks. For example, employees who used to spend time on routine tasks like data checking may now be asked to do tasks like sharing presentations on data analysis, but they may not yet have the public speaking skills necessary for this new expectation of their role. In other words, these employees may not need GenAI training, but rather, training in other sorts of business skills. 3. **Employers that do not know what kinds of tasks GenAI can do or how they could use GenAI in their work.** These companies are good candidates for GenAI training delivered through applied, experiential learning. In this type of training, staff who enroll in upskilling bring company tasks and, under faculty supervision, experiment with how GenAI could improve the output of that task. They then return to the company with knowledge about how to use GenAI to enhance output and improve productivity in their unique context.

GenAI Employer Interview Guide (cont.)

Topic	Questions for Employers	What to Listen For
Which staff should this employer provide GenAI training for?	Which staff are most in need of improved GenAI skills? Do you have any staff who focus their work on creating language, coding, text, image, video, or sound? Do you have any staff or departments who are using GenAI now?	1. **Employers that mention they have staff already using GenAI.** These staff likely need training in GenAI ethics and data privacy. They are already using GenAI, but employers will want to ensure that their staff are using GenAI in a way that is safe, compliant with regulation, and protective of company data. 2. **Employers that don't know which staff need GenAI training.** These companies should prioritize staff who work with language, coding, text, image, video, and sound. GenAI's strongest capabilities are in these categories, and these workers can significantly improve their output through GenAI use.

Next Steps for GenAI Training:

- **Request a session with an EAB expert** to discuss strategies for engaging with employers around GenAI.

- **Learn about GenAI's role in the future of work by bringing a workshops to campus:**

  - **Leadership workshop.** This workshop will educate decision-makers about the impact of Generative AI on the workplace and develop a shared vision for curricular revision to prepare students to succeed in a GenAI economy.

  - **Faculty workshop.** This workshop will teach faculty about how jobs will change through GenAI and explore applications of GenAI in the classroom.

- **Refine your employer partnerships strategy.** Bring an EAB expert to campus to share best practices for employer partnerships and profiles of institutions operating successfully in this space.

- **Improve your approach to all employer interviews**, whether about GenAI or not, using Employer Needs Assessment Template.

Source: EAB interviews and analysis.

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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.