



Application of AI tools to enhance professional competencies of school counselor

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ABSTRACT

The paper examined application of AI tools to enhance professional competencies of school counselor. Based on research and experiences, the authors x-rayed the core guidance services which include socio-personal guidance, vocational guidance and educational guidance. Some of the objectives of counseling according to National Policy on counseling (2018) were stated. AI as a developed computer system performing works equivalent to human brain such as learning, reasoning and perception were explained. Professional competencies of school counselor on applications of AI were stated. Counselors application of AI to enhance professional competencies were reviewed under the four main AI powered platforms which include ChatGPT Notebook LM, Gamma app and magic school-io. These four main AI applications were grounded and well explained in the three core areas of guidance which include socio-personal guidance, vocational guidance and educational guidance. After conclusion, the writers also made suggestions which include among others, training and familiarizing counselors with 1A tools, making set of computer system available in all. Counseling offices, including AI in counseling education programme of counselors.

1. Introduction

Presently, people are facing many challenges in the society. Specifically, students are faced with the peculiar problems of educational, socio personal, vocational needs are other challenges in the society. It is very necessary that these students and provided with helping services for them to be able to deal with these challenges and realities they face in their immediate change environment and general society. Guidance and counseling services is one life wires of any educational system, it can be used as both corrective and curative measures in addressing indiscipline behaviours among students through interaction and professional approaches with guidance counselor. Guidance and counseling services are designed to enable an individual to gain self-understanding of himself and self-direction through services offered by professional counselor who is competent in relevant psychological skills and knowledge to assist the client (Ada & Chinyere, 2020). Core counseling services which Guidance counselor offer students in school are:

Educational Counselling: It is the application of psychological principles, procedures and techniques in assisting individuals with problem of learning, to resolve educational problem such as choosing of subject/courses, study habits.

Vocational Counselling: It is the application of Psychological principles, procedures and techniques to deal with the problems of selection, training for, and adjustment to occupation. Vocational guidance helps individual to prevent or resolve vocational problem, like choosing occupation trends in the world of work and labour market.

Social-Personal Counselling: It is the application of psychological principles, procedures and techniques to with deal socio-personal and emotional problem as well as the problems of overall life adjustment like anxiety, negative-self concept, shyness etc. Some of the objectives of counseling as stated in National Policy on Counselling (2018) are

- To develop understanding of intrapersonal (within individual) and interpersonal (with other people) problems and challenges
- To make informed decisions and choices
- To ameliorate or mitigate difficult circumstances when they arises in human development with a view to achieving healthy growth.
- To remedy existing behavioural problems by re-directing a maladaptive pattern of development to a healthy state.
- To enhance and promote a clients' quality of life. For the school counselor to be able to tackle with the objectives of counseling, she must posses knowledge and skills in computer and digital technology tools in artificial intelligence. Given the diverse cultural, social, and academic backgrounds of students, the rapidly increasing student population and emerging trends in education, these services must be adopted to meet varied needs of students in an innovative world with emerging trends implies, that counselors should be abreast with present realities, modern counseling methods and tools, digital technology tools artificial intelligence and apply same effectively in providing counseling services (Eyo, 2014).

AI in Guidance and Counselling

Bodisene (2025) defined artificial intelligence as branch of computer science focused on creating machines capable of performing tasks that typically require human intelligence such as learning: AI can help one learning from data to improve performance. Reasoning: AI system can draw conclusion and make decision based on data and rules. Problem Solving: AI helps to analyze complex problem and provide solution to problem and decision making: AI Chatbots decides responses to customer queries based on patterns and intents. Perception: It can interpret and understand data from sensor, images and other sources. It is the capability of computational systems to perform tasks typically associated with human intelligence such as learning, reasoning, problem solving perception and decision making (Wikipedia 28/9/2025).

So AI is developed computer system that perform works equivalent to human brain such as this implies that in counseling, AI can assist to identify students at risk of academic failures or social challenges, enable counselor to develop targeted support plans that address these challenges. But AI can never replace school counselor, instead it offers an ideal partnership to enhance the effectiveness of counselor through streamling processes like assignments, freeing up counselling to focus on deeper and more personalized interactions, provide up-to-date information on career and educational paths which school Counselor can contextualize for individual students. So while AI provides vast information and convenience, school counselor offer human insight, emotional intelligence and mentorship that technology cannot replicate (Rita, Karine, Janis (2025). Following the trends of technological changes now, the school counselor must have the knowledge and application of computer and artificial intelligence in the professional skills of counseling. The aim of these papers is to analyse application of AI tools to enhance professional competences of school Guidance counselor in a changing world.

Professional Competence of School Counsellor in Application of AI

The use of technology for the benefits of students demands transformation of the school counsellor's professional competence in the era of AI. The school Counsellor in this era of AI must possess professional competencies on the application of Ai to make his work more effective and less burden. Some professional competences of school counselor include:-

- Ability to provide personalized career guidance and support to students on career decision-making

- Ability to gather and manage information on various topics based on student's needs
- Ability to organize career conference and other events for students.
- Ability to educate students on emotional intelligence.
- Ability to assist students in creating and implementing an individualized educational plans
- Ability to provide emotional support and encourage students to overcome their personality problems
- Ability to act ethically, honestly and ensure confidentiality of information disclosed to him.
- Ability to identify the students' developmental needs and problems
- Ability to help students understand their career interests and their capabilities
- Must have the knowledge of different theories relating to counseling profession
- Ability to listen attentively to understanding client's problems.
- Have knowledge of computer system including IA tools for problem solving
- Ability to collaborate with other counselors to gain current information relating to his profession.
- Ability to carry of research for up-date information

Counsellor's Application of AI To Enhance Professional Competences

The advancement of artificial intelligence offers school Guidance Counselors the new way of enriching their profession practically and better service incounseling session. AI tools can help counselor to streamline his activities, and maintain more meaningful interactions with students in school. The four main AI applications are: (a) CHATGPT (b) NotebookLM, (c) Gamma.pp and (d) Magic school.io. These four main AI applications are grounded in the core areas of guidance and counseling which are (a) Socio-personal guidance (b) Vocational guidance and (c) Educational Guidance.

- (1) ChatGPT: This is an AI chatbot (computer programme) developed by open AI that uses natural language processing (NLP) to understand and respond to human input. It is designed to simulate conversation with human users through text conversation. It can understand context, provide detailed response and assist in tasks like brain storming, report-writing and quick content generation.

Counselors Practical Applications of Chatgpt

- Socio-Personal Guidance: Counsellor uses
 - Assessment: ChatGPT (chatbot) gather information about the students' concern, feelings and goals.
 - Resource Provision: Counsellor uses ChatGPT to get relevant resources and coping strategies for student to manage stress, anxiety and other issues
 - Students Support: ChatGPT helps counselor to provide immediate responses to students' common questions that enable students access resources and cope with socio-personal problem
 - Emotional Support: Its application offers emotional support by providing empathetic responses for students to express themselves
 - Goal Setting: It strengthens counselor students' goal setting, for it helps students set and work towards personal goals using ChatGPT's guidance
 - Follow-up Support: Counsellor uses ChatGPT to check in with students, and monitor their progress, as needed by students

(B). Vocational Guidance

1. Career Exploration: ChatGPT helps counselor generate an overview of various careers as they relate to specific interests and prepare materials for students seeking for career

counseling, which enable students have information on available careers, and option, job descriptions and require skills.

2. Initial Student Support: ChatGPT also provides students with immediate responses to common questions as relates to job descriptions and job analysis.
3. Skill Assessment: ChatGPT helps counselor to identify students' strengths, interests and values then match them with suitable career.
4. Preparation for Interview: With ChatGPT, counselor prepares students for interview by providing interview questions for students to boost their confidence
5. Work trends Insight: Counsellor get ChatGPT to provide information on important trends in world of work and labour market demands and salary expectations.

(C) Educational Guidance

1. Exam Preparation: Guidance counselor prompts ChatGPT to create brief study online or course summary for students to prepare for exams
2. Study Skills: ChatGPT helps counselor to offer tips and strategies for effective study skills including note-taking, forming reading groups and time management
3. Institution Search: Counsellor prompts ChatGPT to provide information as regarding admission requirements, institutions, programmes and available courses/disciplines
4. Fund Aids and Scholarship: School guidance counselor uses ChatGPT to source and apply for scholarship, grants and bursary award.
5. Essay Writing Support: School guidance counselor uses ChatGPT to helps students learn effective essay writing.
6. Learning Strategies: Counsellor uses ChatGPT to generate personalized tips for students for time management, goals setting to overcome procrastination.

2. NotebookLM

This is AI powered writing tools developed by Google that helps users organize and understand information from various documents. It is a AI-powered note-taking and research companion that uses language model to summarise and interpret user-provided materials which can help counselor organize information effectively.

Counsellor's Practical Application of NotebookLM

(A) Socio-Personal Guidance

1. Retrieving Information: Guidance counselor can prompt NotebookLM to provide contextual linking of ideas references and keywords for quick retrieval to use in socio-personal guidance
2. Case Note Summary: NotebookLM can be used by the counselor to quickly summarises client's/issues or action points of counseling session
3. Organizing Students' Information: It helps counselor to organize students' data and other concerns as late to socio-personal counseling services
4. Collection of Resources: Counsellor can use notebookLM to compile and categorize articles of self-help materials to share with students during counseling services.
5. Generate Study Guide: It can help counselor to generate students' study guides for students, provide frequently asked questions (FAQs) and answers as well as briefing documents on socio-personal topics.

(B) Vocational Guidance

1. To Get Information on labour Market Trend: Counsellor uses NotebookLM to get summary labour statistics or sector – specific reports which helps counselor to keep up-to-date with emerging careers.
2. Career Exploration: It helps counselors to provide career options for students, job descriptions and required skills.

3. Interview Preparation: NotebookLM helps provide counselor with information on common interview questions for students which helps students to practice responses for interview examinations
4. Occupational Information: Counsellors use it to get information for students on Job markets, salaries and growth prospects.
5. Client file Management: It helps counselor to efficiently link client interest, aptitudes and potential career paths in on centralized workplace.

(C) Educational Guidance

1. Course and Curriculum Overview: Counsellor uses notebookLM to get summary of essential course information, prerequisite and learning outcomes for students to decide and make selections.
2. Search For Universities and Programmes: Counsellor uses it to search institutions, programmes and admission requirements for students.
3. Research Assistance: Counsellor can use it quickly to extract salient points from educational researches or documents which helps in educational counsellings of the students.
4. Study Skills: It can help counselor to provide students with tips and strategies for effective studying and time management
5. Scholarship and financial Aids: NotebookLM can help both students and counselor to find and apply for scholarship and bursaries.

3. Gamma.app

This is AI-powered platform for creating engaging visual presentations, documents and pitches. Its main function is to help users generate and design professional- looking presentations quickly.

Counselors Practical Applications of Gamma.app

A) Socio-Personal Guidance

1. Visualizing Emotional Skills: Counsellors can use Gamma.app to generate interactive content (slides or info graphics) to discuss topics on emotional intelligence like self-awareness, relationship, stress management or coping strategies with groups or individual students in socio-personal guidance
2. Creating Visual Aids: Counsellor uses Gamma.app to create interactive presentations or visual aids for socio-personal guidance sessions.
3. Workshop and Seminars: Counsellor uses it to deliver visually appealing workshop session on mental health and stress management
4. Mindfulness and Self-Care: Gamma.app can generate guided meditation or relaxation exercise which helps counselors in socio-personal guidance
5. Social skills Development: It can be used by counselor to create scenarios or role play exercise using Gamma's interactive templates.

B) Vocational Guidance

1. Career Exploration presentation: Counsellor can use Gamma.app to create interactive Presentations showcasing different careers, industries, opportunities and job role to students in career guidance
2. Career fairs and presentations: Gamma.app can help counselor produce published slides for career day events detailing sector-specific opportunities and pathways.
3. Skills Assessment Tools: Counsellors can use Gamma.app to create quizzes or assessment to help students identify their strength and interest in career guidance.
4. Portfolio Showcases: Counsellor uses Gamma.app to assist students in designing visual compelling personal Portfolio to share with potential employers.

5. Occupational Information: In vocational guidance, counselor can design interactive templates with job description, salary ranges and growth prospects for students.
6. Interview Preparation: It can be used by counselor to develop interactive scenarios or role play exercise for job practice interview for students in career guidance.

C) Educational Guidance

1. Course Selection: In educational guidance, counselor creates interactive presentation or templates to help students choose courses or programmes.
2. Study Skill Webinars: Counsellor generate information on Gamma.app to build clear, concise slides for students on topics like note-taking methods, exam preparation or academic goal setting, time-management.
3. Search for Universities and Programmes: In educational guidance, counselor use Gamma.app to create customizable templates for students to search institutions and their programme.
4. Information for Parents and Teachers: It can be use by counselor to generate quick, aesthetically pleasing presentations to up-date stakeholders (parents and teachers) on students' progress or academic initiatives.
5. Scholarship and Financial Aids Tools: Counsellor uses Gamma.app to design interactive resources for finding and applying for scholarship for students.

(4) Magic School.io

This is an AI powered or driven platform specifically tailored for teachers, counselors and education professionals. The main functions of magic school.io are to assist with lesson planning, assessment creation, resource generation and personalized learning.

Counsellings Practical Applications of Magic School.io

A) Socio-personal Guidance

- Interactive Activities: In socio-personal guidance, counselor creates AI powered quizzes, games or exercises to promote social skills and emotional intelligence in students
- Goal Setting Tools: Counsellor uses magic school.io to create personalized goal setting templates and track progress of each student.
- Individualized Intervention: Counsellor uses AI powered platform to suggest social emotional learning activities for individual students based on their age group and needs.
- Lesson Planning: Counsellor use it to generate customized lesson plans aligned with educational standards in socio-personal guidance
- Students Support: In socio-Personal guidance, counselors use magic school.io to offer AI powered tutors, study aid and interactive tools for students.

(B) Vocational Guidance

1. Industry Specific Resources: In vocational guidance, Counselor uses AI- powered platform to create real-world examples, interview tips and skill building exercises to prepare students for internship or job placements.
2. Occupational Information: Counsellors uses magic school. AI to customized resources on job descriptions, salary ranges and growth prospects for students.
3. Career Exploration: Counsellor uses magic school. AI-powered career assessments, quizzes, or interactive tools to help students identify interest and aptitudes.
4. Interview Preparation: Counsellor uses AI platform to develop interactive scenarios or role-play exercises for students to practice job interviews.
5. Vocational Course Guidance: COunsellor uses magic school. AI platform to suggest relevant vocational courses or certificate programmes and potential career trajectories for students in vocational guidance.

(D) Educational Guidance

1. Lesson Plan for Academic Skills: Guidance counselor uses magic school.io powered AI platform to quickly create or adopt lesson plans focused on areas like study skills, test-taking strategies and peer collaboration for students in educational guidance
2. Course Selection: In educational guidance, the counselor uses magic school.io AI to generate personalized course recommendations and programme suggestions for students.
3. Search for Universities and Programs: Counsellor creates AI-powered resources to help students research institutions, programmes and admission requirements.
4. Scholarship and Financial Aids: Counsellor uses design AI-powered resources for finding and applying for scholarship for students.

Conclusion

AI powered platforms are now rapidly reshaping the educational guidance and counseling services by offering unprecedented efficiencies resources generations, personalizing and data management. Thoughtful, integration of AI tools such as chatGTP, NotebookLM, Gamma.app and magic school.io into counseling services, with counsellors enhance the supports they provide in socio-personal, vocation and educational guidance services. The value of AI in guidance and counseling services lies mostly on its ability to free counselors to devote more time to the human dimensions of their roles, so there is need that counselors must harness this technology to elevate the art of guidance and counseling. But counsellor must bear in mind that AI cannot replaced the role of counsellor but it can only help to lessen burdens for counsellor.

Suggestions: The writers made the following suggestions

1. For effective implementation of AI in counseling profession, there is need to train and familiarize counselors with AI tools to help them develop skills of effective application of AI tools in counseling profession.
2. Set of computer system should be made available in all counseling offices so that counselors will have easy access to computer system which helps to enhance counselors services
3. Curriculum Planner should include AI education in counseling education programme of counselors
4. Government should provide funds to make counselling service a functional programme in all levels of education.

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