



Helping people find their way by matching Career Clusters, Pathways, college majors and training programs to interests: Holland's RIASEC types...

College Success Linked to Matching Holland Interests with Majors

The Career Key™ Results Now Match to All Majors & Training Programs

“Education and training beyond high school is a prerequisite for employment that supports a middle-class life.”

Source: *Measuring Up 2008: The National Report Card on Higher Education*. The Nat. Ctr for Public Policy and Higher Ed.

You can now use The Career Key to [match students' interests with all college majors, training & instructional programs](#). Why is this important? Read on...

Recent studies show that students who choose a major that matches or is “congruent” with their interests and skills are more likely to stick with and be successful in that major, and in college.

In general, students who change majors are more likely to take courses not needed for graduation (Allen and Robbins, 2008). With only 51% of incoming students at 4 year institutions completing a bachelor's degree within 6 years, making sure students choose the right major is critical. ACT. (2001).

With the rise in college tuition and flat or declining family incomes, student borrowing has more than doubled since 1997, from \$41 to \$85 billion dollars. (The College Board, Trends in Student

Aid 2008). Choosing the wrong major is inconvenient, expensive, and increases students' completion failure rate.

Below are some recent study findings involving [Holland's Theory of Vocational Choice](#) and choosing a college major, education or training program:

- Greater interest-major congruence was associated with a higher GPA and rates of retention in a study involving 80,000+ students at 87 colleges.

Tracey, Terence J.G., Robbins, S.B. (2006). The interest-major congruence and college success relation: A longitudinal study. *Journal of Vocational Behavior*, 69, 64-89.

- In a study involving nearly 50,000 students at 25 four year institutions, “students are more likely to flourish in academic environments that fit their personality types.”

Allen, J., Robbins, S.B. (2008). Prediction of College Major Persistence Based on Vocational Interests, Academic Preparation, and First-Year Academic Performance. [Research in Higher Education](#), Volume 49, Number 1.

- Adult workers re-entering postsecondary education who chose college

majors and career fields congruent with their interests and abilities were more likely to be satisfied.

Olitsky, N., Robbins, S., & Neumann, G. (2007). *Job congruence, academic achievement, and earnings*. Iowa City IA: ACT, Inc. (Manuscript submitted.)

- Research suggests congruence of interests and planned college major, when measured before college, has a positive relation with post-collegiate earnings.

Kristof-Brown, A. L., Zimmerman, R. D., & Johnson, E. C. (2005). Consequences of individuals' fit at work: A meta-analysis of person-job, person-organization, person-group, and person-supervisor fit. *Personnel Psychology*, 58, 281–342.

Via [our new eBook](#) or licensing, you now have access to the most up to date and comprehensive match between Holland RIASEC and all majors and training programs. Please email VP Juliet Jones for information: julietjones@careerkey.biz.

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Career Key is the 1st to Match Career Clusters and Pathways with Students' Interests: Holland's RIASEC Types

After a yearlong effort, we created a crosswalk that matches student interests (Holland's RIASEC) to the U.S. Department of Education's (DOE) Career Clusters and Career Pathways. To our knowledge, it is the first of its kind. Now, students can choose the Clusters and Pathways that match their assessed interests and the specific careers that interest them.

Counselors, educators, and career development professionals know that students' interests are powerful motivators. Research shows that they are related to success and satisfaction in careers and educational programs. But, the Clusters and Pathways are based on "an industrial-occupational approach", not interests.

The problem this creates can be seen in the "Law Enforcement Services" Career Pathway when viewed from the perspective of Holland's six personality types. The pathway includes Immigration & Customs Inspectors (Enterprising), Anthropology & Archeology Teachers, Postsecondary (Social), Forensic Science Technicians (Investigative), and Sheriffs & Deputy Sheriffs (Realistic). How does a student choose a program of study, a Career Cluster or Pathway, when they often represent different career interests?

This problem is widespread, since most states have adopted the 16 Career Clusters and 81 Career Pathways of the U.S. Department of Education as a way to organize programs of study in secondary schools and community colleges. It is also linked to receiving Perkins IV funding. Since 2004, Career Clusters implementation has increased by:

- 16% in Secondary schools,
- 48% in 2-year community and technical colleges, and

- 77% in 4-year universities.
- ["Career Clusters and Programs of study: State of the States June 2007"](#), Career Clusters Institute. This same survey reported that the second greatest obstacle to implementing Career Clusters was a "lack of assessments."

To meet this need, data from DOE and the Office of Adult and Vocational Education was analyzed to create a crosswalk that matches career interests with the DOE clusters and pathways.

Now counselors and students can match career interests to specific occupations and identify the Career Clusters and Career Pathways that prepare a person for each one. They are organized by Holland's six personality types – Realistic, Investigative, Artistic, Social, Enterprising, and Conventional – and within each of these types by "Work Groups" – groups of jobs based on the traits of workers (their interests, aptitudes, temperament, skills, and abilities).

The Career Key test is the only scientifically valid measure that offers this match. [The use of invalid measures like the O*NET Interest Profiler can be harmful.](#) The Career Key website describes [Holland's theory and personality types](#), and how they are related to educational and career success and satisfaction.

Our new ePublication, "[5 Steps to Choosing a Career Cluster, Field or Pathway](#)" is now available for purchase in our eBookstore. It includes the new Career Key RIASEC/Career Clusters map and the matching Career Key Work Groups and occupations. Please email julietjones@careerkey.biz for more information. Licensees, as part of their licensing agreement, receive the full crosswalk from Career Key test results to matching Career Clusters, Pathways, O*Net Occupations, and the CIP Classification of Instructional Programs.

Career Key Canada Well-received at CANNEXUS 09

In early April, I spent 4 days at CANNEXUS 2009, Canada's national career development conference both as a presenter and exhibitor. My presentation, "The Career Key Canada: A New Resource" was filled to capacity.

I was really pleased by the reception and appreciated the feedback from Canadian career development professionals. Some spent large amounts of their time sharing their knowledge and experiences with me.

[The Career Key Canada](#) is the only scientifically valid measure of Holland's Theory to provide users with Canadian career information about matching occupations.



New Updates to The Career Key Tests, Products, & Classification System

We've been busy! In 2009, we updated virtually all of products and resources to reflect technology and work world changes.

The Newly Revised Career Key Holland Types/Work Groups Classification System and test results are now matched to:

- 900+ O*Net Occupational Titles,
- U.S. Department of Education's 16 Career Clusters and Pathways, &
- Classification of Instructional Programs (CIP), 1500+ college majors, training and instructional programs in the U.S. and Canada.

Recently we launched [2 new, affordable ePublications](#) using this information.

Newly updated ePublications in 2009:



- 2009 What Job is Best for Me?
- The Career Key Manual, 2nd Ed.
- The Career Key Test, paper/pencil
- The Career Key Canada Test, paper/pencil (**New!**)

Website changes:

- New article: [Choosing a Career Cluster, Field, or Pathway](#)
- Updated article: [Education Options \(with the new "matchup" for Majors\)](#)
- Online tests updated with new classification system, and
- New server installed in August 2009

New Licensee

Congrats to Zumeo.com, our newest licensee and a [2009 Webby Award Honoree!](#)

WEBBY HONOREE
Zumeo is an official honoree for the Webby awards



Check out their [Youtube channel](#) and Facebook presence. Now Generation Y has a science-based way to find jobs and professionally network!

Who we are: a unique combination

Public Service, Philanthropy, and a Family Owned Business

Career Key (CK) was started in 1997 by Dr. Jones and his wife Jeanine Wehr Jones as a public service website hosted by the North Carolina State University server. After expanding website traffic forced CK to find its own web hosting service, Dr. Jones and his wife funded the website until 2005 when they decided to charge for the Career Key test to make the website self-supporting. Leading web-based educational and career service companies in the U.S. license the Career Key to incorporate in the website services they offer to schools, libraries, colleges, and related career services.

Lawrence K. Jones, Ph.D., NCC, President



A nationally recognized leader in counselor education and career development, Dr. Lawrence K. Jones is a Professor Emeritus at North Carolina State University and a recipient of the American Counseling Association's annual Professionalism Award. He was the first in his family to attend college and to receive an advanced degree. He received his master's degree from the University of Pennsylvania and his doctorate in counseling psychology from the University of Missouri. He and his wife Jeanine Wehr Jones taught English in Turkey from 1963-66, sparking a lifelong interest in other cultures. They have two children, Mark and Juliet Wehr Jones, both of whom live in the Pacific Northwest.

Juliet Wehr Jones, J.D., Vice-President



A graduate of Princeton University and the Seattle University School of Law, Juliet joined Career Key in 2006 after 10 years of practicing labor and employment law. She last served as the Legal Officer for the Washington State Patrol. Along with being a good mom to her son Nicholas, Juliet manages Career Key's technology, licensing inquiries, customer support, and marketing.

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CK Facts:

- Since 1997, over 18 million people visited The Career Key's website and over a million have taken the test.
- The Career Key is the only website that links users' results to the very best source of information about occupations: The U.S. Department of Labor's *Occupational Outlook Handbook*.

Media Coverage:

- [Profile and demonstration of The Career Key with Wake Technical College](#), WRAL-TV in Raleigh, N.C., 1/19/09
- Dr. Jones's NCCA magazine *Career Developments* article "Caution: Internet-Based Assessments May Be Hazardous to Your Career" was reprinted in CPP's *Winter 2008 Career Insider* newsletter. CPP publishes the MBTI instrument and the Strong Interest Inventory.
- NCCA graciously gave us reprint permission for the "Caution..." article - [please download it here](#).
- Jobacle.com [positively reviews](#) our eBook "2009 What Job is Best for Me?"
- [The Career Key Blog](#) added to [Alltop Careers](#) in a prominent position.

Group Purchase Discount Still \$1 per test

If you buy at least 30 online test takings, you receive a discounted price of \$1 per test. Pay as you go for flexibility. Click on "Group Discount" at any of our websites to learn more.

Staying on Top of New Developments

Three great things about basing our career development resources (our tests and self-help articles) on Holland's Theory of Vocational Choice is that it's useful, well-respected, and scholars and educators continue to apply and study it.

Although we were all saddened last November by the news of [Dr. John Holland's passing](#), no doubt his work will continue to inspire and inform future research.

We constantly work on making sure Career Key offers the most up to date products to both our licensees and our website customers. That's why Dr. Jones and I spent this past fall and winter updating Career Key's unique system for organizing occupations and match-

ing it to the most up to date occupational databases.

Our customers now have the most up to date Holland RIASEC matchup to occupations, Career Clusters/Pathways, and college majors that can be found anywhere.

Dr. Jones did what I view as the near impossible, reconciling the non-interest based Career Clusters with a valid interest inventory; Something no one else has done. I think he should get some sort of medal for all the gnashing of teeth that took. Of course, I'm biased but you be the judge.

We're very excited about our new licensee [Webby Honoree Zumeo.com](#), who is taking The Career Key and Holland's Theory to a new level. They are the only job search and networking site to match people to job openings and fellow "Zumeos" using a scientifically

valid career test. And their work is catching colleges' attention - Pepperdine University just signed on as a college network partner, with more to follow.

Finally, we are very pleased to honor a few of the many popular high-quality career sites, who despite the proliferation of free, invalid career test sites, continue to link and recommend us to their visitors:

[JobHuntersBible.com](#)
[About.com Jobsearch](#), Alison Doyle
[The Riley Guide](#)
[Vocational Information Center](#)
[Workforce Solutions](#), Houston-Galveston Gulf Coast region
[University of Waterloo](#), (ON, Canada)
[Contactpoint.ca](#)

Juliet Wehr Jones, August 2009

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