

Meet Career Key Houston

A Better CCMR Solution for Exploration & Advisement for Your Students

Our new powerful, two-in-one tool is ready to support Houston ISD's students as they prepare and plan for post-secondary pathways.

In Career Key-Houston, students first **identify decision barriers** and learn how to overcome them. Then, they match their **personality and interests** to careers and programs where they will **thrive**.



Career Key

Customized for Students in Texas and Houston ISD

Career Key-Houston gives 8th - 12th grade students relevant, continually updated data including personalized, localized career and education planning information.

- Careers with Texas job information
- Texas endorsements
- Houston ISD CTE programs and certifications
- Houston Community College metro area postsecondary non-degree awards, degrees and certifications
- Updated job outlooks, pay, education requirements, and values for careers



Students Get a "Next Gen" Experience Built on Respected, Research-Based Tools and Methodologies

- 1 Career Decision Profile®** – In 5 minutes, students quickly identify where they are in their career decision making journey and their advisors receive information when they need direct 1:1 advisory support.
- 2 Career Key Discovery®** – In just 10 minutes students get to know themselves better and can take a deeper dive into careers in which they'll not only succeed but thrive. Also new are downloadable reports to share with parents and advisors.
- 3 Personalized Advisement** – All students receive AI-guided personalized recommendations and suggested next steps, so they can pursue the opportunities they discover.

A Superior User Experience for Students

- ✓ **Mobile friendly. Self-guiding. Self-interpreting.**
- ✓ **10 minute assessment and direct match to majors and careers increase student completion rates.**
- ✓ **Highly engaging activities and actionable advice tailored to each student's profile**



THE EDTECH AWARDS



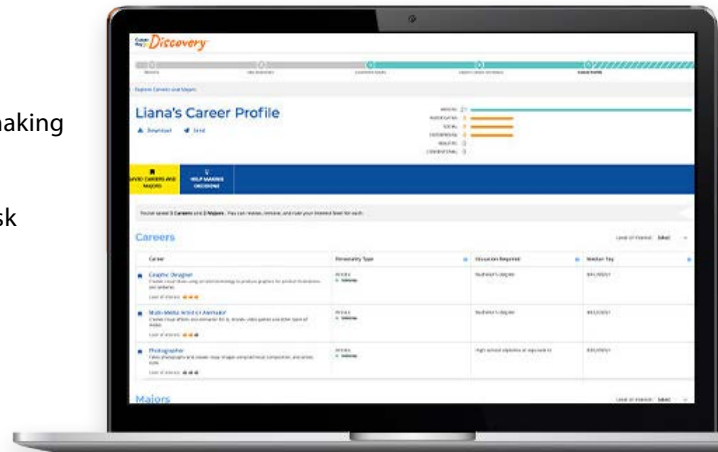
CCMR ADVISEMENT AT SCALE: THE CAREER KEY ADVANTAGE

With Career Key, career exploration and postsecondary education advising are integrated and aligned. Students get better matches and deeper self-knowledge. Advisors have on-demand data with an estimated service level for each student, so they can intervene earlier and more effectively.

Career Key Central: The Hub for Houston Advisors

Advisors can identify at a glance, students' CCMR progress, decision-making readiness, and their needs for 1:1 support.

- **Actionable Student Data** will help counselors quickly identify at-risk students to ensure equity and access. Data shows why and how to help these students.
- **AI-guided Personalized Recommendations** delivered to students directly or through their advisors extend and enhance students' options and opportunities.
- **Pre- and Post-Metrics** on students' levels of comfort, decidedness and barriers help advisors track the impact of CCMR programs and advising initiatives.



FAST FACTS

- 1 **Backed by 30+ years of research**, more than 2 million students annually complete assessments, developed by a school counselor educator.
- 2 **Specifically designed for Texas and Houston ISD students. Constantly updated** to changing labor market conditions, careers, job openings and education programs.
- 3 **Broaden options without overwhelm** with better direct matches to diverse postsecondary education and careers.
- 4 **No training needed** and implementation is fast and easy.
- 5 **Mapped to the ASCA Mindsets & Behaviors Framework and CASEL Standards.** Our reputation is unmatched among school counselors and advisors for short, research-based, practical self-interpreting career assessments and resources for middle and high school students.
- 6 **The Career Key Texas-HISD Unified Bundle** has been awarded Houston's RFP #21-06-05-B College and Career Readiness Materials and Services.

