



Why Kuder



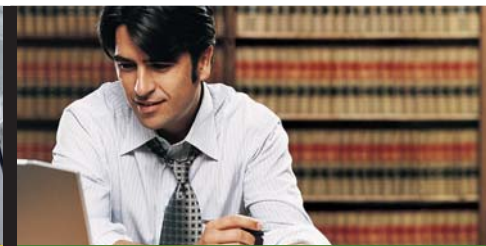
Educators



Students & Parents



Business & Industry



Government Agencies



Career Changers

## ***Marketplace Benefits***



## Why Kuder?

From our comprehensive, Internet-based *Kuder Career Planning System* to our supporting curricula and customizable options, millions of students, adults, and educators around the world choose Kuder. Why do so many customers depend on us to provide them with the tools and resources necessary to create a lifetime of education and career success?

**1 Research-based Assessments:** Kuder is the only company in the marketplace with an online career planning system that is grounded in research today. Offering assessments scientifically aligned to 16 Career Clusters allows users to be confident that they will have valid and reliable results as they plan for their future!

**2 Complete End-to-End Solution:** Whether you begin exploring careers early in life or are looking to change careers later on – the Kuder system is developmentally-appropriate to meet the varied needs of all students and adults.

**3 Customization to Meet YOUR Specific Needs:** The Kuder system is completely customizable to meet the needs of our clients – from unique statewide systems to custom-designed portal pages – no customer request is too big or too small.

**4 Research Faculty & Staff:** Kuder conducts ongoing, industry-wide research to validate and ensure our customers that we have the most relevant and proven tools and resources for educational and career planning.

**5 Outstanding Customer Support & Service:** Your real-time support and service needs are answered by our in-house customer support team of trained Career Development Facilitators – we take pride in our ability to provide outstanding, accessible, and

responsive support and service.

**6 Lifelong System Access:** Once created, your electronic portfolio is a resource you can access for the rest of your life for all your on-going career planning and management needs.

**7 Up-to-Date Exploration Information:** The Kuder system provides the most up-to-date and reliable college, scholarship, labor, and occupational information by integrating directly and seamlessly to the most authoritative and respected informational databases available.

**8 Real-time Data Reporting:** Reports are available with accurate and current information which allow you to make appropriate, real-time educational, workforce, and economic development decisions.

**9 Backed by 70 Years of Research:** With a rich 70 year history of research and experience and guided by the work of Dr. Frederick Kuder, Kuder remains a leader in today's marketplace by creating powerful, reliable solutions for our customers.

**10 Ease of Implementation:** Backed by a winning combination of experienced faculty, outstanding customer support, and professional field trainers, implementing our easy-to-use Kuder system into your school or organization is easy and straightforward.

# Educators

Research shows that students who put a career plan in place during their high school years are 47 percent more likely to complete postsecondary education. Make this a reality by partnering with Kuder to help students start planning early!

At Kuder, we support schools, educators, and educational agencies by providing powerful resources and planning solutions – helping to inspire the next generation to plan for a successful future!

Every year, thousands of schools use *Kuder* in the classroom – and for good reason. From research-based assessments and classroom curricula to powerful database capabilities, Kuder is the proven solution for giving educators what they need to help their students make plans for their future while meeting today's required career education standards.

**Contact us today to learn more at  
800.314.8972 or [info@kuder.com](mailto:info@kuder.com)!**

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“ *There are a variety of activities for students to do and these activities are real situations for the kids. This program simulates adult decisions, but in a safe environment and with guidance. That's why I use it. We just love it.* ”

Ann Hudson, Career Orientation Teacher  
Bryant Middle School - Bryant, AR

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## **Choose Kuder for the Right Reasons!**

### **K-12 Educators**

- Prepare students early for the next step in education and career success!
- Get the right tools that work and meet your needs!
- Enhance classroom instruction and understanding of the career planning process!
- Ease your work load while improving career education, guidance, and placement!

### **Postsecondary Educators**

- Improve student completion and retention rates!
- Form stronger relationships to secondary schools!
- Outreach directly to students who are interested in your programs!
- Create graduates who enter the workforce prepared to work!

### **Departments of Education**

- Meet standards and requirements for education!
- Organize resources around state-specific clusters!
- Seamlessly integrate and expand database management options!
- Impact all ages with developmentally-appropriate content!



## Students & Parents

### Choose Kuder for the Right Reasons!

#### Students

- Explore opportunities for education and the world of work!
- Know your options when it comes to post-high school decisions!
- Make a plan for school and work success!
- Meet graduation and college entry requirements!

#### Parents

- Get ways to support your child's education and career planning!
- Know that your child is getting quality and reliable guidance based on over 70 years of research!
- Understand the career planning process as a family!

When it comes to building your future – are you using the tools for success? Career planning isn't something you do in a weekend. It's an ongoing process that allows you to continue to create the life of your dreams! A strong foundation on which to build your dreams starts with Kuder.

Using our solutions, we allow students and parents to participate in the planning process – together – improving education and career satisfaction now and throughout their lifetime.

Jump-start career exploration, smooth those sometimes awkward 8th grade transitions, facilitate the important college and major choices, and create a “spark” for lifelong learning and career development – all results of what Kuder can do for you – and your student.

The world is full of opportunities – just waiting for you!

**Get started today at [www.kuder.com](http://www.kuder.com)!**

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*“Students are exposed to a wealth of information through the Kuder system. I feel it enables students to explore various options and view/copy current information to make important educational/career decisions regarding the direction they want to pursue. In some cases, this process solidifies the student's decision to pursue their dream career.”*

Linda S. Sanchez, Director of Guidance and Counseling - South San Antonio ISD - San Antonio, TX

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# Business & Industry

We know that finding the best talent possible for your company is a top priority. As the baby boomers retire – taking their skills and knowledge with them – business today faces an unparalleled shortage of employees never before seen in American history.

## Make the Connection Between Education & Business

Kuder helps business and industry make a powerful connection between education and the ever changing needs of the 21st century workforce. We can help you connect all the pieces together for a seamless pipeline with the prepared job candidates you need.

## The Power of Collaboration

Whether you are a company looking for your future workforce, or an association ready to showcase and expand its membership – we have the powerful outreach capabilities to help!

By providing the educational and career planning tools and resources that students and adults need to succeed in the modern workplace, our solutions help set the stage for your current, and future, recruitment efforts.

Let Kuder's *Connect2Business* and *Kuder Career Planning System* solutions help you connect all the pieces together for a seamless pipeline with tomorrow's prepared job candidates.

**Contact us to learn more today at 800.314.8972!**



## Choose Kuder for the Right Reasons!

- Engage middle school students in early workforce preparation!
- Help high school and postsecondary students connect with future possibilities!
- Give all future employees a “look” into the world of work and showcase your company or association!

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“...This partnership has enhanced communication, provided career information for students on an individual basis, and allowed businesses to discover where career interests match with future jobs on local, regional, and statewide levels.”

Ed Franklin, Executive Director  
Arkansas Association of Two-Year Colleges  
Little Rock, AR

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# Government Agencies

## Choose Kuder for the Right Reasons!

### Workforce & Commerce

- Align expectations between education and industry!
- Accurately forecast education, workforce, and economic trends!
- Communicate and collaborate with educators, community partners and business and industry!

### Career Centers & One Stop Shops

- Comprehensive, reliable approach for effective career management!
- Meet accountability and data requirements with real-time reports!
- Help your clients plan for lifelong success!

### Economic Development

- Impact economic prosperity with a well trained and educated workforce!
- Support educational and workforce leaders in the preparation of today's students and adults!

Kuder provides powerful and collaborative solutions that address the concerns facing the American workforce – today. Our end-to-end solutions allow for students and adults to have access to the tools and resources they need to enter the workforce educated and prepared to compete in the 21st century marketplace.

### A Look Through to the Talent Pipeline

Customers use our system to create powerful communication and collaboration between all government agencies providing an unprecedented window into their local talent pipeline and offering a plan of action to continue to grow local talent prepared to step right into the world of work.

With Kuder, you have the unique opportunity to play a leading role in creating and preparing the talent pipeline of the future.

We believe that lifelong career success involves many partners from education to workforce and business and industry to students and parents. Kuder is the solution to helping connect all these partners together increasing consistency for workforce preparation, encouraging lifelong learning, and increasing student engagement.

**Begin to create the workforce of tomorrow – today!**  
**Contact us at 800.314.8972 or [info@kuder.com](mailto:info@kuder.com).**

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“ The Kuder program was a stepping stone toward the wide horizon of the *workforce* in the future of our students. This program has brought the reality of business opportunities and education together for our students...”

Anne Alsobrook & Sue Moore, Teachers - Tellico Plains Junior High School - Tellico Plains, TN

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# Changing Careers

One thing we hear most from adults is “I wish I had something like this when I was in school.” Stop wishing, Kuder can help put you on a path to career success too!

We believe career planning and development is a lifelong process. Whether being prompted by career transition, an interest in exploring new career opportunities, or even due to current economic trends in employment, Kuder is an excellent place to start.

## It All Starts with You

Follow a self-guided, step-by-step process to plan your next career move that starts simply by learning about yourself – specifically what you like doing (interests), what you are good at (skills), and what is important to you in a work environment (values).

With our comprehensive, user-friendly, and Internet-based solution, you can explore new career directions, plan for future education, seek current job opportunities, or even apply for financial aid.

## Plan for Lifelong Success

We say it all the time – career planning is an ongoing, lifelong process. With the *Kuder* system you can continue to plan for new or additional educational opportunities and manage changes in your career.

**Don't wait to take hold of your future –  
get started now at [www.kuder.com](http://www.kuder.com)!**



## Choose Kuder for the Right Reasons!

- Get reliable career guidance for your next career move!
- Accurate and up-to-date solutions to effectively manage career development!
- Make career planning an ongoing process for lifelong success.

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“...The *Kuder* system helps guide individuals as they answer key questions: “Who am I?” “Where do I want to go?” “How do I get there?” Local research has shown that informed, empowered learners are more likely to advance along their chosen Career Pathways.”

Marsha VanNahmen, Director  
College & Career Exploration Center  
Columbus, IN

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## Our Goals

- Guide students and parents through successful 8th grade and post-high school transitions
- Increase retention and graduation rates
- Provide career planning, guidance, and development resources to last a lifetime

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### *Our Mission*

*To raise student aspirations and to provide career options to students and adults through self-assessment and education.*

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## About Kuder

Kuder, Inc. is the leading provider of Internet-based tools and resources that help students and adults achieve their educational and career planning goals.

The *Kuder Career Planning System* has become the solution of choice for individuals around the world when it comes to identifying their interests, exploring their options, and planning for career success. The easy-to-use and completely customizable Internet-based system combines research-based interests, skills, and work values assessments with portfolio development, comprehensive education and career exploration capabilities along with powerful administrative database management.

Our clients include educators, students and parents,, adult career changers, business and industry, and government agencies.

Each year, millions of students and adults use the *Kuder Career Planning System* worldwide. Many states, including Arkansas, Kansas, Missouri, Nebraska, South Carolina, Tennessee, and Virginia use our customized solutions statewide.

