



Contact Information:

Marti Martz, Director of Public Relations
Kuder, Inc.
1-408-569-6472
martzm@kuder.com

Shannan Rolfsen, Director of Communications
Texas Business and Education Coalition
1-512-922-2214
shannan@tbec.org

FOR IMMEDIATE RELEASE

**Texas Business & Education Coalition and Kuder Join Forces to Create
New TBEC Achieve Texas Education and Career Planning System**

Texas Education and Career Conference, San Antonio, Texas, July 17, 2007 – The Texas Business & Education Coalition, Austin, Texas, and Kuder, Inc., Adel, Iowa announced today the launch of the *TBEC Achieve Texas Education and Career Planning System*, a comprehensive Internet-based education and career planning tool that will ensure students and adults across the state have access to educational, postsecondary, and career planning resources. The *Education and Career Planning System* is the first major component of TBEC’s support for the Texas Education Agency’s *Achieve Texas Initiative*, an ambitious statewide venture designed to promote shared communication and collaboration between all stakeholders in the future of Texas including students, parents, educators, postsecondary institutions, businesses, and state agencies.

“For Texas to remain competitive, it is critical that we continue to pioneer and provide programs that help our citizens achieve success in today’s global economy. We must begin by preparing our students for expanded educational opportunities, career preparation, and advancement as well as meaningful citizenship,” said John Stevens, Executive Director, TBEC. “The new *Education and Planning System* is the first part of a comprehensive system that will ultimately serve the education and career development needs of every Texas citizen.”

-- more --

Page 2 continued...

By using the system, educators and administrators across the state will be able to make informed real-time educational program decisions. Students will be able to create personal roadmaps for success, allowing them to connect what they learn today with their evolving career interests and future employment opportunities, and adults will be able to use the system to plan how they can update their skills to remain current and meet the needs of an ever-changing job market.

TBEC Achieve Texas Education and Career Planning System

The system supports highly personalized career exploration and educational planning through user completion of research-based assessments that help them understand what they like to do, what they are good at doing, and the kind of work environment they prefer. Students can use the system to create four-, six-, and eight-year education plans, to explore colleges and careers across the state, to research opportunities for financial aid – all of this and more, from a single web site.

As an Internet-based system, students, their parents/guardians, adults, and educators can access the system at any time from wherever they are - school, the library, workforce resources centers, or even at home. Once they create an account, users can use the system for a lifetime, without cost to them.

From an economic development and business viewpoint, the system reports student and adult career interests that can be compared with regional and state workforce needs. It provides a mechanism for making students aware of new and emerging fields and the availability of opportunities in high-demand careers involving science, technology, engineering, and mathematics. The student and adult reports provide information needed to tailor class offerings, plan new programs, and attract new businesses.

-- more --

“It’s a win-win situation for all stakeholders including businesses, educators, students, and their parents,” said Phil Harrington, President, Kuder, Inc. “Not only does it address the state’s educational requirements, but it also provides the actual system for successfully achieving them. Now all system users are able to view their postsecondary and career transitions with confidence and in doing so, state career development standards will be exceeded.”

The new *TBEC Achieve Texas System* is currently available and being implemented by school districts, institutions of higher education, and workforce resource centers throughout the state. For more information, please contact John Stevens, Executive Director, Texas Business and Education Coalition at 512-480-8232.

###

About TBEC

Business leaders established the Texas Business and Education Coalition (TBEC) in 1989 to work with education leaders in a long-term effort to improve public education. TBEC has been a major force behind many of the policy reforms related to standards, testing and accountability that have gained nationwide attention. Through the Texas Scholars Program, TBEC volunteers have motivated thousands of students to complete a rigorous academic course of study in high school. Now TBEC is focusing its activities on strengthening the connection between public education and business so that students will be able to take advantage of the many exciting career opportunities being created by the Texas economy. TBEC is located in Austin, Texas.

About Kuder

Kuder, Inc. (www.kuder.com) is the industry’s leading provider of comprehensive, Internet-based education and career planning tools that allow students and adults to access the educational, postsecondary and career planning resources necessary to create a roadmap for a lifetime of success. Backed by a world renowned faculty and staff, Kuder continues to pioneer innovative products and services for the educational and career assessment marketplace.

Kuder is the exclusive publisher of the *Kuder® Career Planning System*, *Visions* systems, *Develop Your Future®*, *Take Hold of Your Future*, and the *Iowa Career Learning Assessment®*.