

**Contact:**

Marti Martz  
VP – Public Relations  
515-314-5979  
martzm@kuder.com

**For Immediate Release**

**South Carolina Students See Benefits with the Kuder Career Planning System**

*Results of Research Study Show Positive Impact of Student Engagement in Career Planning*

**Adel, Iowa April 1, 2008** – Kuder, Inc., the premier provider of Internet-based tools and resources for educational and career planning, today unveiled the results of an impact study which sought to measure the effect that using career exploration and planning tools have on academic performance, career decision-making, and educational transitions. The results of the study were announced during a press conference in Washington, D.C. in conjunction with the launch of the 100 Year Celebration of Career Guidance and Education [See *Career Guidance and Education Celebrates 100 Years*, April 1, 2008].

Among the key findings were those students who used the *Kuder Career Planning System* (KCPS) experienced an increase in academic performance as measured by their grade point average (GPA) or achievement test scores (ACT or SAT); fewer changes in college major along with a higher degree of alignment between their college major choice and their assessment results – increasing the rate at which they graduated and selected career choices that were more congruent with characteristics about themselves; and demonstrated increased career exploration behavior through the use of the KCPS resulting in a more successful transition from high school to postsecondary education.

“The findings of this study are meaningful in many ways,” said Dr. Catalina D’Achiardi-Ressler, Vice President, Research, Kuder, Inc. “Many suspected that career planning has an impact on students’ education, but this study makes that premise tangible and more clearly defines the specific impact it truly has on career planning. This will send a critical message regarding the importance of providing structured career planning for students at all educational levels.”

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This study was designed to examine the impact of using the KCPS to engage students in purposeful career planning. It used a true experimental control group design and included 2,000 students from the state of South Carolina. The KCPS provides students and adults with Internet-based tools and resources that allow them to reach their educational and career goals. It features research-based interests, skills, and work values assessments, educational planning and career exploration tools, online portfolio development, and a powerful database management system offering all users a comprehensive approach to planning for a successful future.

For additional information on the results of the South Carolina study, please contact Marti Martz, Vice President – Public Relations, Kuder, Inc. at 515-314-5979 or [martzm@kuder.com](mailto:martzm@kuder.com). For information about how students, schools, or individuals can participate in the *Kuder Career Planning System*, please contact Kuder Customer Support at 877-999-6227 or [support@kuder.com](mailto:support@kuder.com).

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**About Kuder**

Kuder, Inc. ([www.kuder.com](http://www.kuder.com)) is the industry's premier 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. This year alone, over three million Kuder assessments have been completed. Kuder is the exclusive publisher of the *Kuder<sup>®</sup> Career Planning System*, *Visions* systems, *Develop Your Future<sup>®</sup>*, *Take Hold of Your Future*, and the *Iowa Career Learning Assessment<sup>®</sup>*.