

## Also in this issue...

### Kuder System Updates

Find out what updates have been applied to all Kuder systems.

### Journey Series – Part 3

Read about two of Kuder Journey's nine pathways (user types).

### Best Practice: Tennessee Classroom Connections

Find out how to connect career exploration and financial preparation.

### Quick News...

Learn about upcoming online trainings and events.

Read our new white paper.

## Now Available: New Kuder® Career Planning System

### New developmental guidance-based system for all ages.

In the last few issues of *Kuder User News*, you have been hearing about the new *Kuder® Career Planning System (KCPS)* with its age-appropriate solutions: *Kuder® Galaxy*, *Kuder® Navigator*, and *Kuder® Journey*. The wait is finally over. During the summer, we successfully launched the new *KCPS*, and schools and agencies across the country are already starting to utilize the solutions.

With its rich history of ongoing research, the *KCPS* has continued to provide reliable information and proven guidance for career planners. Now, the new *KCPS* combines its research-based tools with the following key features:

- A developmental guidance approach.
- New and personalized content.
- Updated graphic design.
- More tools and resources for parents.
- Enhanced administrative database management for educators, counselors, and other administrators.

- Association of Computer-Based Systems for Career Information (ACSCI) compliance at the Comprehensive (National System) Level.

The most significant enhancement from the classic Kuder system is that the *KCPS* is divided into three solutions to offer a developmental guidance approach for career awareness (*Galaxy*), career exploration and educational planning (*Navigator*), and career planning and management (*Journey*). Specifically, the system offers interventions that are appropriate to the developmental stage of the user. For example, system users are not provided a formal career assessment until the seventh grade as specific traits have not been formed until that time, according to leading career theorist John Holland and Donald Super. Additionally, the *KCPS* presents appropriate content that is needed at a given age or life stage:

- Young children need to gain general awareness of self and work.
- Middle school students need to explore many options in some orderly way.

**(Continued on page 3)**



## Spencer Niles Joins Kuder Faculty, Helps Launch Kuder International Division

For 12 years, Kuder, Inc. (Kuder) has been backed by a world-renowned faculty of experts. Recently, Kuder expanded the faculty with another important professional in the field of career development and education. We are extremely pleased to welcome Spencer (Skip) Niles, Ed.D., LPC, NCC, to the Kuder Faculty. Dr. Niles recently joined the team as vice president of international development and will help lead the new Kuder International Division. In this new role, he will act as liaison to the international market, facilitate overseas business operations and partnerships, and represent Kuder at a variety of international conferences, events, and meetings. In November, Dr. Niles will present Kuder's research studies at the International Careers Conference in New Zealand.

"Dr. Niles is highly respected worldwide as a leading expert in career development and education, and we are extremely honored that he has joined the faculty," said Kuder President Phil Harrington. "His distinguished expertise and experience will help continue to ensure that our products and services are backed by a strong foundation of reliable career guidance as well as allow us to provide international career planning solutions that impact the lives of students and adults around the world."

### About Spencer Niles

Dr. Niles serves as professor and department head of Counselor Education, Counseling Psychology, and Rehabilitation Services for The Pennsylvania State University. He is the co-director of the University's Center for the Study of Career Development and Public Policy.

**(Continued on page 2)**

## Kuder Faculty Welcomes Niles

(Continued from page 1)

Previously, he served as assistant dean and taught doctoral and master's level courses in career counseling and development at the University of Virginia, Curry School of Education. Dr. Niles has also acted as a consultant and visiting professor for universities throughout the country and the world, and has delivered over 85 presentations at regional, national, and international conferences.

As an author or co-author of nearly 100 publications, Dr. Niles' most notable works include *Career Flow: Constructing Careers in the 21st Century* (Merrill Prentice Hall); *Introduction to Counseling: Joining the Profession* (Lahaska Press); *Career Planning* (AGS Publishing); *Career Development Assessment and Counseling* (American Counseling Association); and *Introduction to Career Development Interventions for the 21st Century* (Merrill Prentice Hall). He is also co-author of the National Career Development Association's *The Career Counseling Casebook: A Resource for Students, Practitioners, and Counselor Educators* and the sole author of the National Career Development Association's *Adult Career Development: Concepts, Models, and Practices*.

Dr. Niles has served numerous roles in distinguished organizations and boards, including editor for the *Journal of Counseling & Development* (2008-2011); president of the National Career Development Association (2003-2004); editor for the Board of Examiners of the National Council for Accreditation of Teacher Education (2008-present); and board member and United States national correspondent for the International Association for Educational and Vocational Guidance (2004-2007 and 1996-2002, respectively).

Throughout his career, Dr. Niles' work in the field of career development and counseling has been recognized through several honors and awards, including the National Career Development Association Eminent Career Award (2007); the American Counseling Association Extended Research Award (2004); the American Counseling Association David Brooks Distinguished Mentor Award (2003); the University of British Columbia Noted Scholar Award (2001); and numerous others.

Dr. Niles holds a Doctor of Education degree in counselor education from The Pennsylvania State University; a Master of Education degree in counselor education from Lehigh University; a Master of Divinity Studies degree from Colgate Rochester Divinity School; and a Bachelor of Science degree in elementary education from Bloomsburg University. Dr. Niles completed postdoctoral studies in management development at Harvard University.

## Kuder System Updates

It is our ongoing commitment to keep the *Kuder® Career Planning System (KCPS)*, its research-based assessments, and informational databases up to date and compliant. Doing so allows us to continue to provide current, accurate, and reliable information to system users. Recently, we updated key aspects of the *KCPS* and all systems powered by *Kuder®*.

**Re-Normed Assessments** – As you know, we take pride in providing only research-based assessments. Norm-referenced assessments provide scores that have been compared to a group of individuals representing the population and a distribution of scores. To ensure and retain their reliability and validity, we have re-normed our assessments. We do this every two years in order to stay up to date. In reports generated from the *Kuder® Administrative Database Management System*, assessment percentile scores may change slightly, but the top five results will typically remain the same. (Note: This update will be integrated into all *Kuder* systems in Oct. 2009.)

**O\*NET 14.0 Update** – All *Kuder* systems were recently updated to use O\*NET 14.0, the most recent release of occupational information from the U.S. Department of Labor's Employment and Training Administration. The new database retains and includes updates for its 949 occupations and adds 153 new and emerging occupations. These additional occupations were selected from the current in-demand industry areas. We always update our O\*NET database as soon as possible following the release of a new version from the Department of Labor, which occurs at least once annually.

**2010 Classification of Instructional Programs (CIP)** – The CIP from the U.S. Department of Education and its National Center for Education Statistics (NCES) is used as a national standard for reporting information and statistics on the majors and programs of study offered by colleges, universities, and other postsecondary institutions throughout the United States. All *Kuder* systems are using the 2010 CIP which has 1,720 instructional programs and includes a number of new and additional listings. Information on the majors and programs of study offered by each college are reported annually to the Department of Education. The latest updates of this information are always integrated into all *Kuder* systems soon after they become available.

**Association of Computer-Based Systems for Career Information (ACSCI) Compliance** – Recently, the ACSCI standards committee granted the *Kuder Career Planning System* with compliance at the Comprehensive (National System) Level. National Systems provide integrated components that are consistent with career development theory in their design and facilitate career development in their application. ACSCI standards for National Systems exceed the core, component, and integration standards. Meeting National System standards at the comprehensive level signifies that a system is qualified to serve multiple states. **To date, Kuder, Inc. is the only company that has achieved this level of compliance.**

# New KCPS Offers Improved Developmental Career Guidance

(Continued from page 1)

- High school students need to make tentative choices and develop education plans around those choices.
- High school students not attending postsecondary schools/training, college students, and adults need assistance in preparing for a job.

## Career Awareness

*Kuder Galaxy* ([www.kudergalaxy.com](http://www.kudergalaxy.com)) exposes elementary students to the world of work while giving them tools to achieve self-understanding. The educational and interactive online program allows pre-kindergarten through fifth grade students to play games, watch videos, download worksheets, and explore field trips.

“Research is showing that there is a need for earlier career awareness and exploration in our children,” said Dr. Catalina D’Achiardi-Ressler, vice president of research and lead developer of *Kuder Galaxy*. “The question was, how do we help elementary students explore their interests and the world around them in a fun, educational way? Our solution is the *Galaxy* system.”

All of *Galaxy’s* activities are tied to grade level goals, core school subjects, and career fields. Parents and teachers can also use the program to monitor progress and offer guidance through their web-based graphical dashboards.

## Career Exploration and Educational Planning

*Kuder Navigator* ([www.kudernavigator.com](http://www.kudernavigator.com)) is based on the proven tradition of Kuder, but offers a fresh design, more interactive features, and updated and refined tools. *Navigator* is tailored to the unique needs of each grade level (grades 6-12) to help students learn about themselves, build an education plan, and prepare for options after high school.

“*Kuder Navigator* was thoughtfully designed to deliver content incrementally as students move from sixth grade through twelfth grade,” said Dr. JoAnn Harris-Bowlsbey, executive vice president of development and lead developer of *Kuder Navigator* and *Kuder Journey*. “Content items such as assessment options, explanation of a system for organizing occupations, and information about educational options change as students progress across these grade levels. This progression is guided by a Career Planning Timeline that suggests in-system tasks appropriate for each grade level.”

Parents can create an account as well to learn about *Navigator’s* tools and resources, review their child’s portfolio, and get additional information on the career planning process. Educators monitor progress and facilitate guidance through the *Kuder® Administrative Database Management System*.

## Career Planning and Management

*Kuder Journey* ([www.kuderjourney.com](http://www.kuderjourney.com)) is part of our solution to impact economic recovery by providing postsecondary students and adults with the career planning and management tools necessary to succeed in today’s workforce. *Journey* is an intuitive system that offers personalized content tailored to the unique needs of each user.

“In developing *Kuder Journey*, we recognized that the solution had to reach a broad audience of users and as a result, it includes the capability to vary content by each of nine different user types, including postsecondary students, displaced workers, veterans, and persons with disabilities,” said Dr. Harris-Bowlsbey. “Though there is core content for all types, each separate category of users also receives content and access to external linkages that are appropriate to their current situation and expressed needs and barriers.”

*Journey* guides users through a flexible step-by-step process and portfolio development to explore their interests and career options, consider new or additional education and training, prepare for a job in today’s workforce, and find a job.

“The capability to develop an extensive e-Portfolio, a personal web site that can be viewed by potential employers or others designated by the user, is another unique feature of *Journey*,” stated Dr. Harris-Bowlsbey. “The content of this portfolio can be determined by users and includes their work in *Journey* as well as those items uploaded at the time the e-Portfolio is built.”

Like *Navigator*, *Journey* includes the *Kuder Administrative Database Management System* for colleges, workforce agencies, and other organizations to manage data, track usage, and support guidance.

## Updated Curricula

With the launch of the new KCPS, our comprehensive curricula series is being updated. *Develop Your Future®*, the middle school and high school curriculum, will become *Direct Your Future* and feature *Kuder Navigator*. *Take Hold of Your Future* will align with *Kuder Journey* and is ideal for a postsecondary course. Both curricula will be provided in an online format and available in early 2010. Watch for more information in the next issue of *Kuder User News*.

## Ready to Transition to a New Solution?

If you are currently using the *Kuder* classic system, now is the time to consider transitioning to one of the new solutions.

“We recently transitioned from using *Kuder Classic* to *Kuder Navigator* to provide up-to-date, high quality resources that are developmentally-appropriate for our students,” said Sallie Lawrence, career development coordinator for Birmingham City Schools in Alabama. “This instrument provides the resources our students need to be successful at the click of a button. They are able to move through the entire process effortlessly, accessing readily available information on careers, postsecondary training/education, and scholarships. The new e-Portfolio component puts our students on the cutting edge of the 21st Century – an advantage they have over many others entering the workforce.”

For questions on the new KCPS or to determine if you are eligible to transition, please contact Kuder Customer Support at 877.999.6227 or [support@kuder.com](mailto:support@kuder.com). The classic system will continue to be accessible until next summer at which time current users will be moved to the appropriate new solution.



# A Look at Two *Kuder*<sup>®</sup> Journey Pathways, Part 3

**By: Catalina D'Achiardi-Ressler, Ph.D., Kuder, Inc. Vice President of Research**

Today's job candidates have a variety of needs when it comes to securing a satisfying career. Achieving success in the workforce requires the right choices, tools, and information. *Kuder*<sup>®</sup> Journey is an effective solution to help postsecondary students and adults plan for a career, make a career change, and keep their career on track. Developed to address the career planning needs of a diverse adult workforce population with an ever-changing national economy, the system includes customized features for nine different adult user populations.

In an effort to increase awareness of the features available for each user type pathway in *Journey*, this article is the third in a four-part series in which we highlight two of the nine pathways. It is our hope that this information will enable practitioners to better serve their adult populations when using *Journey*.

## **Pathways: Postsecondary Students & Adults With Work Experience, Laid Off, and/or Seeking a Job in the Same Occupation Outside Their Company**

### **Postsecondary Students**

*Journey* is designed to help postsecondary students explore occupations or majors they may want to pursue, and to transition into a full-time job or graduate school. Below is a list outlining the actions that have been customized for these users.

#### **View Occupations Suggested by Assessments**

With this feature, postsecondary students may review the results of any assessments they have taken and view a list of suggested occupations.

#### **Majors Tab**

This tab is unique to postsecondary student users, as the first step in pursuing a career is to identify majors that can best help prepare for it. Postsecondary students can select any of the options below to create a list of majors that are of interest to them, required for their occupation of choice, or beneficial in expanding their knowledge and experience in a professional field.

*List of Majors by Assessment Results* – Postsecondary students can determine majors they want to research by comparing the areas of study based on their assessment results.

*List of Majors by Occupation* – If postsecondary students have one or more specific occupations in mind, they can use this feature to find the most closely related majors.

*List of Majors by Title or Keyword* – Postsecondary students can expand their list of majors by searching for titles or keywords that relate to the studies they are interested in pursuing.

*Saved List of Majors* – Here, postsecondary students can take a look at the list of possible majors they have created. They can also reorder the list according to how high or low their interest is in a major, and delete their previous selections.

*Print Summary for Advisor* – This feature helps prepare postsecondary students for meeting with their school advisor to discuss potential majors. The system compiles their list of potential majors; five top clusters of interest; favorite pathways; and favorite occupations into a print-friendly summary that they can take with them to their advisor meeting.

### **Learn About Graduate School**

Here, postsecondary students can learn about graduate schools by selecting from the following submenu of options: "Top Three Reasons for Going to Graduate School;" "How to Choose Your Graduate School;" "Prepare Your Graduate School Application;" "Learn About Graduate School Entrance Examinations;" and "Get Financial Aid for Graduate School." Each submenu item contains detailed information, tips, and resources to assist postsecondary students in making plans to further their education.

Highlights of this feature include:

- Links to graduate school entrance exam test prep materials and information specific to the GRE; GMAT; LSAT; MCAT; and PCAT.
- A search for graduate and professional advanced degree programs by geographic location and setting; degrees and majors offered; size and control; cost; and other search criteria. (Note: All user types have the ability to search for *all* types of schools using the "Find Schools" tool from the Education & Financial Aid tab.)

### **Contact Your School's Career Services Office**

Most postsecondary schools have an office on campus that offers job fairs, invites employers to visit, assists with résumé writing and a variety of other services to assist their graduates in finding jobs. In this section, postsecondary students can access a link to their school's web site to access any job placement services that are offered.

### **Adults with Work Experience, Laid Off, and/or Seeking a Job in the Same Occupation Outside Their Company**

Adults with work experience, laid off, and/or seeking a job within the same occupation outside their company will find the following options in their customized menu in *Journey*.

#### **Enter Assessment Scores**

Users may enter the scores of assessments that they have previously taken in print form by entering their scores from score reports. Users may then view occupations suggested by these assessment results.

#### **Join Professional Associations**

Having an effective interview is essential to getting a job, and first impressions are very important. In this area, users may search for professional associations related to their field that can help them network, stay current, and discover new opportunities.

#### **Learn How to Find Job Openings**

This feature enables users to explore the variety of ways in which they can find job openings and begin to apply. Users may select from a list of options, including "Develop a Job Network of Family, Friends, and Acquaintances;" "Attend Job Fairs;" "Call Potential Employers;" and "Answer Newspaper Ads" to discover the many approaches that can be taken to find job openings.

#### **Search for Jobs on Internet Sites**

Here, users may browse recommended Internet sites for job openings in their areas of interest and experience, based on their own favorite occupations.

#### **Research Employers**

Users will discover tips and advice on how to research potential employers online and through direct communication in this feature, which also includes a targeted list of online resources through which to research employers.

# Classroom Connections: Career Exploration & Financial Preparation

## A Kuder Best Practice on the Tennessee College and Career Planning System

**By: Mason Grace, Teacher**

**Bolton High School, Arlington, Tennessee**

At Bolton High School in Arlington, Tennessee, the *Tennessee College and Career Planning System (TCCPS)*, powered by *Kuder*® is utilized by students in the required Personal Finance class. This class is designed to help prepare students for their financial futures with lessons on banking, budgeting, career searching, and debt management. Because the class is comprised mostly of seniors, the system is introduced early in the semester to allow students ample time to get acquainted with its features.

### Part One

At the beginning of the semester, several days are designated to introducing the *TCCPS*, helping students register, and taking the *Kuder*® *Career Search with Person Match* interest assessment and *Kuder*® *Skills Assessment*. Once both assessments are completed, a worksheet of questions is distributed to allow students to evaluate what they learned about themselves from the two assessments and how their skills and interests compare to each other. This questionnaire helps students to begin thinking about which career paths might suit them best and prepares them for the next activity.

### Part Two

The second activity is a scavenger hunt that allows students to further explore the system and its many resources. A major part of this assignment requires students to explore and identify an occupation that corresponds with a career cluster that ranked high

on their assessment scores. Once an occupation is chosen, they use the *TCCPS* to find a local business where that occupation is performed and interview a person in that occupation. Students perform this activity for their top two career clusters based on assessment scoring.

After several weeks of assessments, research, and interviews, the *TCCPS* connects students with adults in the workforce in their field of interest and is a valuable tool for helping them decide on majors,

colleges, and careers. For students who did not have a career path in mind before beginning the lesson, the *TCCPS* has proven to help give them a starting place for researching career fields and specific occupations.

One of the curriculum standards for this class is that students will “interpret factors affecting career choices and potential income.” The *TCCPS* is a highly effective resource for accomplishing this standard and creating a

realistic picture of career and income expectations. Once students have completed these activities and this class, they are better equipped to find occupations that align with their skills and interests, and have discovered first-hand what it takes to be successful in that specific industry.

“... the *TCCPS* connects students with adults in the workforce in their field of interest and is a valuable tool for helping them decide on majors, colleges, and careers.”

### We Want to Hear From YOU:

Submit your comments, article ideas, and best practices by e-mail to [news@kuder.com](mailto:news@kuder.com). Selected best practice submissions are awarded \$50.

## Quick News...

### Online Training Opportunities: Sign Up Today!

Online training sessions for *Kuder Galaxy*, *Kuder Navigator*, and *Kuder Journey* have been added to the [Kuder Events & Training calendar](#). These guided, online sessions will provide a broad overview of the solutions for first time users. Sessions are free of charge. Also, watch the [calendar](#) to register for free research highlight sessions. Periodically, a member of our research staff will hold an online presentation on a career development related topic. Confirmed presentations include:

- Nov. 17, 10:00 a.m. CST: Dr. Catalina D’Achiardi-Ressler will present on our newest white paper, “The Value of Career Education: A Brief Research Summary.”
- Jan. 12, 10:00 a.m. CST: Dr. D’Achiardi-Ressler will highlight elementary career development, the importance of early career awareness, and *Kuder Galaxy*.

### White Paper: The Value of Career Education

To learn more about the positive impact career interventions have on students and adults, we invite you to read our new white paper, “The Value of Career Education: A Brief Summary.” [Click here](#) to read the full article.

### Follow Us, Become a Friend

You can now find Kuder on Twitter and Facebook. [Click here](#) to follow us on Twitter and [click here](#) to become our friend on Facebook.



Kuder User News is a Kuder, Inc. Publication  
Kuder, Inc. • 302 Visions Parkway • Adel, IA 50003  
[www.kuder.com](http://www.kuder.com) • 800.314.8972 • [news@kuder.com](mailto:news@kuder.com)