

# Career Key Discovery<sup>®</sup> for Middle Schools

## ENERGIZES CAREER DISCOVERY

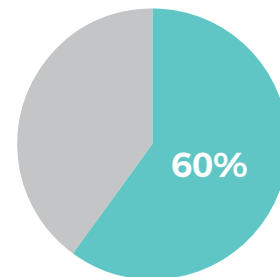
When it comes to getting excited about the future, teenage students feel more energized and optimistic when they belong. Finding careers where they'll work with others sharing similar interests, values and abilities, prompts students' enthusiasm. Using the science of Holland's Theory of Career Choice\*, **Career Key** maps personality elements to characteristics of careers and majors, energizing students to explore careers that fit.

- **Simple & Short:** 10 minute assessment.
- **Familiar & New:** Group format for exploring occupations introduces students to new and unexplored career options. Relationship with known careers prompts curiosity and additional discovery.
- **Science & Experience:** Built on more than 20 years of science and experience understanding students and helping counselors apply ASCA Mindsets & Behaviors for successful futures.
- **Results & Research:** A match\* between interests and education and career choices improves outcomes and individuals' experiences. According to ACT®, the right fit 'provides opportunities to do preferred activities and express one's values.'

### Winning Matches\*

Students choosing personality-matched careers and majors ...

- Perform better in college
- Persist in school and major
- Graduate on time
- Earn higher salaries



### Engage Now

At college entrance exams, **>60% of students** say they still need help with education and career choices

### Career Key Success Story

“Students really took to the assessment,” says Weaver. “They felt that the assessments were pretty accurate, encouraging them to want to investigate more into their interests and goals.”

Excerpt from Houston Independent School District Jumpstarts Career Planning with Career Key.