

Prepare Your Learners to Thrive in Accelerating Change

Exponential technological change is disrupting knowledge production career fields like business. To prepare, business school faculty, advisors, and career coaches trust Career Key® to innovate their professional development programs and career services. Top ranked, AACSB-accredited institutions use Career Key's scientifically valid, self-guided assessments and actionable data to scale career advising, measure program interventions, and to conduct research.



enhances professional development courses with short, practical activities that:

- Teach learners lifelong career competencies
- Match learners to best-fit programs customized by institution
- Identify at-risk learners who need support and recommend effective interventions
- Make faculty-learner engagement easier and more meaningful

From Our AACSB-Accredited and Higher Education Partners

"As a counselling tool the Career Decision Profile® (CDP) allows us to discuss very specifically where the student is in the process of career development and where they want to go next. Students appreciate the simplicity of the CDP and using it to formulate next steps. A pre/post administration of the CDP allows us to measure the degree of change on all the scales and we have found statistically significant progress. These results encourage further participation from our faculty partners."

– Felicity Morgan, M. Ed., RP, Director, Career Centre, University of Toronto Mississauga, partner since 2010

"You [Career Key] are our favorite tool! The Career Decision Profile® gives us the opportunity to show students the value of knowing their own strengths, identifying barriers that may hold them back, and reflecting about their career choices."

The assessment is not just an "add-on" for our course... it's a core component of helping students learn to make key decisions and evaluate their own levels of confidence. Equally important, the results of the assessment have given us, as faculty members and advisors, visibility into the individual challenges students face, so we can help students individually as needed."

– Associate Director of Student Services, Top 20 undergraduate business school, AACSB accredited partner since 2016

"Data we've analyzed from the Career Decision Profile shows us quantitatively that students' comfort levels with their career decision processes connects directly to their sense of belonging and identity within our university community... and those factors are pivotal in student persistence and retention."

– Jared Meitler, Assistant Director of Career Exploration, Kansas State University, partner since 2018



Let's Connect

Each year 5 million people worldwide use Career Key to strengthen their career well-being. Founded 25 years ago by nationally recognized counselor educator Dr. Lawrence K. Jones, NCC at N.C. State University, Career Key delivers the best science and practices of career counseling to higher education, K12 and workforce development. Based in Seattle, Career Key is certified as a U.S. women-owned business by the Women's Business Enterprise Council and is an AACSB Business Member. For more information and a personalized demo, contact our CEO, Juliet Jones-Vlasceanu directly at julietjones@careerkey.org, (206) 850-6195.

Our Partners Include



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Career Key Alignment to AACSB Accreditation Standards

In just 15-20 minutes of learner time, Career Key's career decision tools can align your professional development program with critical AACSB standards. The Association to Advance Collegiate Schools of Business (AACSB) is a global accrediting body for business schools that aims to promote excellence in business education.

Standard 4	Curriculum	Basis for Judgment	Suggested Documentation Describe	Career Key Alignment
4.1	Content is current, relevant and forward-looking; cultivates agility with current and emerging technologies	<ul style="list-style-type: none"> • Include relevant competencies that prepare graduates for business careers and foster a lifelong learning mindset • A learn-to-learn expectation is instilled in learners to facilitate agility in adaptation to emerging technologies in the future 	<ul style="list-style-type: none"> • Learning experiences in career readiness, development of mindsets (lifelong learning, adaptation and use of emerging technologies) • Narrative description of current and emerging technologies for which learner would be able to demonstrate competency 	<ul style="list-style-type: none"> • Teaches value of self-knowledge, strengthens self-efficacy, lifelong career management skills • Foundation for more effective information interviewing, networking, identification of purpose • 25 years of research-based career development expertise in higher education • Integration of career competency re: using artificial Intelligence to augment one's work
4.3	Promotes and fosters innovation, experiential learning, and a lifelong learning mindset		<ul style="list-style-type: none"> • Innovations in curriculum and how they demonstrate currency, creativity, and foster lifelong learning • How the school encourages learners to take responsibility for their learning, promotes characteristics of a lifelong learning mindset 	<ul style="list-style-type: none"> • Application of new career development research that, <ul style="list-style-type: none"> ▪ helps faculty focus on the areas of highest learner need ▪ prepares learners for labor market disruption from emerging technologies and economic forces
4.4	Facilitates meaningful learner-to-faculty academic and professional engagement		How learner-to-faculty interactions are supported, facilitated, encouraged, and documented	Career Key Central group administration portal provides engagement tools and data; PowerBI reporting
Standard 6	Learner Progression	Basis for Judgment	Suggested Documentation Describe	Career Key Alignment
6.1	Policies and procedures for admissions, progression, degree completion, and career development	Consistent, timely high quality advising	<ul style="list-style-type: none"> • Strategies to attract and retain diverse learners • Academic advising services 	<ul style="list-style-type: none"> • Guide learners to congruent academic and work environments, predicting persistence and retention • Teach value of self-knowledge, strengthen self-efficacy, lifelong career development skills • 25 years of research-based career development expertise in higher education
		Identify and provide intervention and support for at-risk and underrepresented learners	How appropriate interventions are undertaken when learners fail to thrive or progress	<ul style="list-style-type: none"> • Self-guided, tailored advice in assessment, recommends next action steps to make progress • Advisors see 1 of 3 service levels (estimated need for support) assigned to each learner based on assessment results • Tailored and custom methods to follow up with learner
		Effective career development support	<ul style="list-style-type: none"> • Information technologies that support academic progression and career development • Support for career development activities including career counseling 	<ul style="list-style-type: none"> • Research based assessments and advising resources based on the best practices and science of career counseling • Curated resources for advisors enable more effective, timely advising without extensive training or a credential
Standard 7	Learner Progression	Basis for Judgment	Suggested Documentation Describe	Career Key Alignment
7.4	Teaching impact	Demonstrated learner success and satisfaction	<ul style="list-style-type: none"> • Innovative and/or effective teaching practices that have had significant, positive impact on learning • Examples of teaching impact 	Pre and post administration of Career Decision Profile® documents change in learner across 7 scales + learner feedback

AACSB 2020 Guiding Principles and Standards for Business Accreditations (Eff. July 28, 2020, Updated July 1, 2022) No endorsement is implied by Career Key.

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