

Mission and History of The Career Key™

Mission

We strive to be the nation's source for professional help in making career choices -- affordable to all.

Our website gives you expert help with career choices -- career changes, career planning, job skills, and choosing a college major or educational program.

It is based on the best science and practices of career counseling . . . and the most complete and accurate information available.

The Career Key test is one of the few professional-quality career tests on the Internet. The results of scientific studies show that it measures what it is supposed to; as experts say, it has validity. This is not true for virtually all of the career tests, sorters, profilers, and quizzes on the web. Beware that invalid career measures can mislead or harm you.

My wife, Jeanine Wehr Jones, and I fund this site because we want to help people and their families, worldwide, lead happy and more satisfying lives. By providing accurate, practical information to everyone, we hope The Career Key™ will empower people to make informed decisions and act in their best self-interest and, ultimately, the best interests of their country.

History

The Career Key (CK) was first published in 1987 by the Ferguson Publishing Company. In 1990, Careers, Inc. became its publisher. During this period, a number of studies showed that its validity and reliability were comparable to similar instruments and that users found it helpful.

In 1997 the CK was launched on the Internet as a free public service primarily for middle and high school students. Since then, numerous refinements and additions have been made, and it is widely used by students and adults. The number of schools, colleges, libraries, and career services linking to the website has rapidly grown.

The Career Key has been adapted for use in other countries. In 2001, we funded the translation, programming, and launch of the Chinese Career Key (CCK). Dr. Siu-Man Raymond Ting at N. C. State University provided expert consultation throughout. He is coauthor of the paper-pencil CCK and has an active research program with its use in Hong Kong, collaborating with Hong Kong Career Masters.

Professor Wan-Suk Gim, at Ajou University, developed a Korean version of the Career Key a well known and respected public service for students and adults in South Korea.

Ms. Angela deFreitas developed a Caribbean version of the Career Key that is used extensively by thousands of students and adults, primarily in Jamaica.

In 2002, a Spanish version of the paper-pencil measure was developed and field-tested in North Carolina. It is available through our eBookStore.

In 2004, a Romanian version was developed in collaboration with USAID and Sociale Alternative for use with a program for Romanian youth, primarily to prevent the exploitation of youth, especially sex slavery trafficking. The Romanian Career Key is now being distributed to teachers and counselors by UNICEF.

In 2008, an Arabic version was developed and launched online at www.morshed.org (Morshed is Arabic for mentor). Mr. Tareq Ragaban, a longtime human resource executive in Saudi Arabia, and I worked together to make a translation that would help people all over the Middle East access this high-quality career guidance material.

Also in 2008, I wrote and launched a new test and website called The Self-Employment Key™ designed to help prospective entrepreneurs find out whether self-employment matches their personality and what type of business would fit them best.

The Career Key™ is also widely used in other countries, including Canada, Mexico, Argentina, New Zealand, India, Australia, Taiwan, Britain, and Singapore.