

## Fact Sheet for The Career Key™

- The Career Key™ [website](#) is a system of *interrelated* parts designed to help youth and adults make good career decisions. The system is based on the research and writings of the respected psychologists Irving L. Janis and Leon Mann -- [the best decisions](#) are made when a wide range of *alternatives* and their *consequences* are considered; new *information* about these options is sought; and detailed *plans* for implementing the decision are made.

Individuals take the Career Key test, learn about themselves, identify the career options (*alternatives*) most likely to lead to educational or job satisfaction and success. They learn detailed *information* about these career options, their major pros and cons (*consequences*) and what they need to do to make good *plans*.

- The Career Key™ (CK) is a career test based upon [John Holland's theory of career choice](#), one of the most researched and widely used theory in career counseling. The test takes about fifteen minutes and measures the user's resemblance to the six Holland personality types -- Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.

A [unique classification system](#) enables users to identify matching careers based on their test results. Each of these careers is linked to the best source of accurate, comprehensive information: the U.S. Department of Labor's 2008-9 [Occupational Outlook Handbook](#).

- Attention is focused on helping individuals understand their test results, encouraging them to do further career exploration, and to make good career decisions. In addition to reading it at the website, individuals download a 4-page interpretive booklet, *What Your Test Scores Mean*. Further support is provided by the numerous career-related self-help articles on the website. All are based on the best science and practices of the career counseling field.
- The CK test is one of the few scientifically valid, 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. Test validity is especially important since [invalid measures can mislead or harm](#) individuals.
- The CK test was first published in a paper/pencil format in 1987 by the Ferguson Publishing Company. In 1997, it was the first scientifically valid career test launched on the Internet. For several years it was offered 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. About 5000 persons visit the website daily.

A nominal test fee was added in 2005 to support the maintenance and improvement of the website. A group, multi-purchase discount of \$1.00 per test-taking was added to ensure

affordability for counselors, educators, and other human service groups.

- The paper-pencil version is offered by the [American School Counselors Association](#).
- The CK is the only scientifically valid career test that can be licensed that can be custom designed to fit into other websites. Consequently, The CK has been licensed by some of the largest, most well-known companies in college preparation and job search such as Peterson's, XAP.com, The Princeton Review, and Naviance.
- The CK test has been translated into Spanish, Chinese, Korean, Romanian, Vietnamese, and Arabic. Ms. Angela deFreitas, the Caribbean's career guidance leader and publisher of [CHOICES](#), developed a Caribbean version of the CK that is used extensively by thousands of students and adults, primarily in Jamaica.
- Dr. Lawrence K. Jones is the Career Key's [author](#); his story is found in a separate backgrounder.
- A companion website, the [Self-Employment Key](#) has been recently launched.

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