



Nicky shows early career identification with his favorite truck, the Fire Engine.  
(see "Who We Are" p.3)

## Harmful, Invalid Career Tests Attract National Media Attention

### Educating the public about the harm of invalid tests

The spread of harmful invalid career tests, especially on the internet, is a growing problem attracting national media attention. Top career development news outlets recently took the lead in raising awareness that people are harmed by invalid career tests, matched with careers chosen with no scientific basis.

In the last six months, Career Key author Dr. Lawrence K. Jones, wrote three articles in the top career development trade publications read by approximately 30,000 career development professionals nationwide:

\* November/December 2007 issue of School Counselor magazine, "Testing the Test: Career interest tests can be an important tool in a school counselor's repertoire. Not, however, if the tests aren't valid. Learn how to separate the wheat from the chaff," published by the American School Counselor Association.

\* May 2008 issue of the national Washington Counseletter, "Special Report: Testing the Test; Harming Students by Using an Invalid Career Test," pub-

lished by Chronicle Guidance Publications; and

\* Summer 2008 issue of NCDAs Career Developments magazine, "Caution: Internet-Based Assessments May Be Hazardous to Your Career."

Concern about harmful career tests has spread to the national media. In the June 29th Sunday column for Tribune Media Services, one of the U.S.'s most well-known and respected career columnists, Joyce Lain Kennedy, wrote about invalid career tests: "Tests Just One Spoke on Career Wheel." And MSNBC's career columnist, Eve Tahmincioglu, wrote in her July 2 blog post about The Career Key and our tips for choosing the right career test:

• Consider taking a high quality career interest inventory. The best valid interest inventory will do four things: help you understand yourself better, match you with careers that are likely to lead to satisfaction and success, suggest careers you had not thought of, and give you comprehensive information about each one.

• For a serious career decision, choose a serious, valid test. Quizzes,

games, sorters, profilers, and finders that assess and match you with jobs are all career tests. To be helpful, they must be valid measures. But few of them are. If you want accurate information about yourself and job options that fit you, take a valid test.

• Make sure the test website contains information about the test's validity. It should mention specific studies or offer a professional manual you can see. If no such information is available, avoid using it.

• Look beyond credentials, links, and endorsements. A Ph.D.'s endorsement or authorship does not make a test valid; anyone, with or without a Ph.D., can create an invalid career test.

To learn more, visit our website.

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### Career Key's Mission:

# 1997-2008

To help all people make the best career choices, worldwide. Online career assessment is the core of our business. We base our methods on the best science and practices of professional career counseling; accurate, comprehensive information; what is most practical and affordable; and the latest technological innovations. Always, we strive to empower and enrich people's working lives with the highest quality products and services.

Career Key presenters and attendees at the International Congress of Counseling



## Career Key international partners present at ICC 2008

We believe career guidance programs can help improve economic conditions for people in other countries. The U.S. is looked to as a good example for career guidance and here at Career Key we welcome opportunities to share our career guidance knowledge with others. We recently had that opportunity in late April when we attended and gave a presentation at the International Congress of Counseling, "Counseling in International Perspective: Global Demands and Local Needs," organized by Bahcesehir University in Istanbul, Turkey and NBCC International.

In the photo are our Turkish colleagues from the conference as well as our Career Key presenters. From left: Hasan Bozgeyikli, Tareq Ragaban (Arabic Career Key) and his wife Fawquia, Nguyen Dang Tuan Minh (Vietnamese Career Key), Feride Bacanli, Juliet Wehr Jones (front), Dr. Jones's wife Jeanine Wehr Jones, Susran Erkan Eroglu, and Career Key author, Dr. Lawrence K. Jones.

We were able to meet in person our partners from the Arabic Career Key and Vietnamese Career Key, Mr. Ragaban and Ms. Minh, both of whom hold Masters Degrees from the University of Westminster in London. We are so lucky to work with such wonderful international partners, including Ms. Angela deFreitas, our Caribbean Career Key colleague. At the ICC conference, Dr. Jones, Mr. Ragaban and Ms. Minh gave

a successful and well attended presentation on "Using The Career Key in Different Countries Worldwide." An article about our conference experience appeared in the June issue of the American Counseling Association's monthly publication, Counseling Today.

## Holland Theory Still Top Career Choice Theory

A recent Florida State University study of over 50 years of research shows John Holland's theory of vocational choice (also referred to as the RIASEC theory) still ranks as the most widely researched and used theory in career counseling. This news confirms why The Career Key test, based on Holland's Theory, continues to be the best, counselor recommended career test.

The study, published in late 2007 by Elizabeth A. Ruff, Robert Reardon, Ph.D., and Sara C. Bertoch, of The Center for the Study of Technology in Counseling and Career Development at Florida State University, contains a bibliographic study of over 1,600 references spanning 50 years of scholarship, showing the extent of interest and research in the theory, its applications, and tools. These references span over 197 professional journals worldwide.

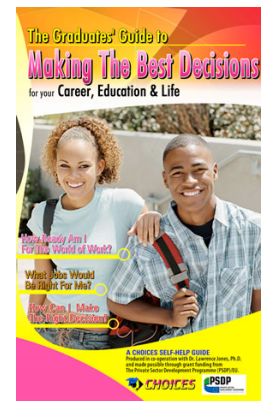
### CK Fact:

In 1997, Career Key website was the first to combine a valid professional career test of Holland's personality types and accurate, up to date, comprehensive information about the matching careers users identify.



## CHOICES and the Caribbean Career Key add two exciting new products for parents and students.

Pictured above are Dr. Jones and Ms. Angela deFreitas, publisher of the Caribbean Career Key and the paper/pencil version of Career Key, sold by the American School Counselor Association (ASCA).



Ms. deFreitas, a career guidance leader in the Caribbean, just released two new publications:

"Help Your Child with Career Choice" and (above) "The Graduate's Guide to Making the Best Decisions for Your Career, Education, and Life."

## Holland's Theory & College Success

A recent report sponsored by the National Post-secondary Education Cooperative links Holland's Theory with college student success. One finding suggests congruence between one's personality type and major leads to higher scores on the sets of interests, abilities, and values the relevant academic environments seek to foster and support. The more time you spend studying an academic subject matching your interests, the greater your knowledge and skills in that area. See report here: "Holland's Theory and Patterns of College Student Success" [[nces.ed.gov/IPEDS/research/pdf/Smart\\_Team\\_Report.pdf](http://nces.ed.gov/IPEDS/research/pdf/Smart_Team_Report.pdf)]

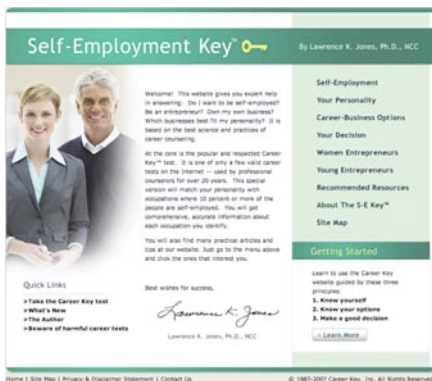
# New Career Key test features and websites enjoy early success

## New Features & Booklet

In response to educators' interest and a desire to improve the user experience, we added 2 new features to the online tests at all 3 of our websites:

- 90 day access to test results and selected careers for exploration; and
- Color, 4 page downloadable or on-screen, printable booklet, "What Your Test Scores Mean."

These features allow users more flexibility and make it easier for people to interpret their test scores.



## Self-Employment Key

Featured in The Riley Guide and About.com, The Self-Employment Key is the first test to combine Holland's Theory with occupations where 10% or more are self-employed. It also includes a measure of the two "Big 5" Personality dimensions recent research shows leads to entrepreneurial success. [www.self-employmentkey.org](http://www.self-employmentkey.org)

## Career Key Canada

Canadians finally have access to a scientifically valid career test based on Holland's Theory that links to the most up to date, comprehensive Canadian occupational information at the Government of Canada's Job Futures. Launched in May, we received a warm response from professionals and individual users.

# Who we are: a unique combination

## Public Service, Philanthropy, and a Family Owned Business

Career Key (CK) was started in 1997 by Dr. Jones and his wife Jeanine Wehr Jones as a public service website hosted by the North Carolina State University server. After expanding website traffic forced CK to find its own web hosting service, Dr. Jones and his wife funded the website until 2005 when they decided to charge for the Career Key test to make the website self-supporting. Leading web-based educational and career service companies in the U.S. license the Career Key to incorporate in the website services they offer to schools, libraries, colleges, and related career services.

## Lawrence K. Jones, Ph.D., NCC, President



A nationally recognized leader in counselor education and career development, Dr. Lawrence K. Jones is a Professor Emeritus at North Carolina State University and a recipient of the American Counseling Association's annual Professionalism Award. He was the first in his family to attend college and to receive an advanced degree. He received his master's degree from the University of Pennsylvania and his doctorate in counseling psychology from the University of Missouri. He and his wife Jeanine Wehr Jones taught English in Turkey from 1963-66, sparking a lifelong interest in other cultures. They have two children, Mark and Juliet Wehr Jones, both of whom live in the Pacific Northwest.

## Juliet Wehr Jones, J.D., Vice-President



A graduate of Princeton University and the Seattle University School of Law, Juliet joined Career Key in 2006 after 10 years of practicing labor and employment law. She last served as the Legal Officer for the Washington State Patrol. Along with being a good mom to Nicholas (cover photo), Juliet manages Career Key's technology, licensing inquiries, customer support, and marketing.

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### CK Facts:

- Since 1997, over 18 million people visited The Career Key's website and over a million have taken the test.
- The Career Key is the only website that links users' results to the very best source of information about occupations: The U.S. Department of Labor's *Occupational Outlook Handbook*.

## New International Websites



Career Key Canada  
[www.careerkey-ca.org](http://www.careerkey-ca.org)



Arabic Career Key  
[www.morshed.org](http://www.morshed.org) ("mentor")

# Group Purchase Discount Still \$1 per test

If you buy at least 30 online test takings, you receive a discounted price of \$1 per test. Pay as you go for flexibility. Click on "Professional Resources" at any of our websites to learn more.

## Our philosophy: helping people help themselves.

Our company's focus is on helping people help themselves whether they are U.S. counselors or international entrepreneurs. By delivering affordable professional resources in a simple, easy to use way, we accomplish our goal to help all people make the best career choices, worldwide.

Revenue we receive from online tests and license fees not only helps us maintain our websites and \$1 per test group discount program, but also to support international partners seeking to improve career development

for their country's citizens. Career development is not a "get rich quick" business so it takes public interest, creativity, and cultural adaptation to be successful.

Public interest and private enterprise need not be mutually exclusive, evidence of which I saw after meeting in Istanbul my new colleagues like Minh (at right) who is working on the Vietnamese version of The Career Key. A few years ago, it would not have been possible for someone like her with public interests to start a private enterprise in Vietnam with the goal of helping people choose careers, using the best science available. But now, as the global economy opens up, won-



derful people like her have such opportunities and we are fortunate to work with them. To our customers, big and small, we say thank you for supporting us in our mission.

*Juliet Wehr Jones, July 2008*

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