

Meeting the ASCA Standards Using The Career Key™

by

Lawrence K. Jones and Juliet Wehr Jones

Presentation at the 2007 OSCA/WSCA Conference
Vancouver, WA

The image shows a screenshot of the American School Counselor Association (ASCA) website. At the top left is the ASCA logo, and at the top right is a search bar. Below the logo is a navigation menu with links for "School Counselors & Members", "Administrators", "Parents & Public", "Press", and "Advertise/Exhibit". The main content area is titled "ASCA National Model" and contains a paragraph describing the model as a comprehensive approach to program foundation, delivery, management, and accountability. A blue callout bubble is overlaid on the bottom right of the screenshot, containing the text: "A model to use as a framework to design, manage and evaluate your program for students' success."

Home :: School Counselors & Members :: ASCA National Model

ASCA National Model

"ASCA's National Model: A Foundation for School Counseling Programs" reflects a comprehensive approach to program foundation, delivery, management and accountability. The model provides the mechanism with which school counselors and school counseling teams will design, coordinate, implement, manage and evaluate their programs for students' success. It provides a framework for the program components, the school counselor's role in implementation and the underlying philosophies of leadership, advocacy and systemic change. When implementing a National Model-based program, school counselors switch their emphasis from service-centered for some of the students to program-centered for every student. It not only answers the question, "What do school counselors do?" but requires school counselors to respond to the question, "How are students different as a result of what we do?"

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[Executive Summary](#)

ASCA National Model

- Order the ASCA National Model
- Order the ASCA National Model Workbook
- Recognize Model Programs
- RAMP
- ASCA Training

Resource

Legal & Ethical

Awards

A model to use as a framework to design, manage and evaluate your program for students' success.

Professional Resources

Standard A1

A1: Develop Career Awareness

- Develop skills to locate, evaluate and interpret career information**
Students:
 - Use taking The Career Key™ as an example of one way to locate information about the careers they are considering. Discuss other methods of doing this.
 - Discuss how to evaluate the career information found using The Career Key.
 - Purchase a license to print multiple copies of the paper-pencil version of The Career Key™ (English or Spanish) at the Career Key [eBookStore](#) for the activities above.
 - Review the methods recommended in "[Learn about the World of Work](#)". What are the advantages and disadvantages of each? How would you do each in your own life? How would you evaluate the information you find?
- Learn about the variety of traditional occupations**
Students:
 - Browse through the [Occupational Outlook Handbook](#) to learn about different occupations.
 - Take [the Career Key](#). Click on each of those you identified for your Personal Job Options list and write down the interesting things you learn about them.
- Develop an awareness of your own interests and motivations**
Students:
 - Take The Career Key and discuss the results.
 - Read and discuss [Holland's Theory of Career Choice](#).
 - Make multiple copies of "What Color are Your Feathers?" for the students and have them read and discuss how Holland's theory relates to them. Order from the Career Key [eBookStore](#).

Professional Resources

- The Value of Career Counseling & Guidance
- Achieving the ASCA National Standards Online Services Featuring The Career Key™
- eBookstore

“Develop Career Awareness”

“Skills to locate career info.”

Take the Career Key test > explore jobs you identify in the OOH

Go to “Learn about the World of Work”

Korean | Chinese | Spanish | Caribbean

The Career Key™

By Lawrence K. Jones, Ph.D., NCC

Welcome! The Career Key™ 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 counselling . . . and the most complete and accurate information available.

The Career Key™ test is one of only a few professional-quality career tests on the Internet. It has been used by career counselors for over 20 years.

Millions of students and adults use this website. More than 1,000 schools, colleges, libraries, and career services link to it.

We strive to help all people make the best career choices, worldwide -- to empower and enrich people's working lives.

Best wishes for success,

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

Your Personality

Career Options

Education Options

Your Decision

Career Development

About the Career Key™

Professional Resources

Site Map

Getting Started

Learn to use the Career Key website guided by these three principles:

- 1. Know yourself**
- 2. Know your options**
- 3. Make a good decision**

[> Learn More](#)

Quick Links

- [>Take the Career Key test](#)
- [>What's New](#)
Career Key notebook offered at ASCA Tour of Caribbean islands.
- [>The Author](#)
- [>eBookStore](#)
- [>Beware of harmful career tests](#)

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The Career Key™

By Lawrence K. Jones, Ph.D., NCC

Career Options

Match Your Personality with Careers

"What career would fit me best?" How many times have you asked yourself this question? It is a common question, and a good one. Research shows that the match between your job and your personality plays a major role in your job satisfaction and success.

Here you will find the careers that match your Holland personality type. In addition, you will learn a great deal about each of them -- accurate information about such things as what workers do in them, what they pay, and their outlook.

You will use the personality types identified by the internationally known and respected career psychologist, Dr. John Holland. There are six types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. Hundreds of studies have investigated his theory with positive results. It is the most widely used career guidance and counseling today. [More about Holland's theory.](#)

Read through these steps and then start:

1. Click the button below for the personality type you are most interested in. If you do not know which Holland personality types you are most like, [click here.](#)
2. Click each of those jobs that interest you.
3. Then, do the same for the personality type that you are next interested in.

Career Options

Match Your Personality with Careers

- Learn about Occupations
- Learn More about the World of Work
- Self-Employment
- Choosing a Military Career
- Job Satisfaction
- The Free Agent Outlook on Work
- Changing Careers
- Military to a Civilian Career

[Match Your Personality with Careers](#)

[Learn about Occupations](#)

[Learn More about the World of Work](#)

[Self-Employment](#)

Self-Employment Key™

By Lawrence K. Jones, Ph.D., NCC

Young Entrepreneurs



Considering Entrepreneurship

Are you a young entrepreneur? Do you want to start a business now or in the future? It's an attractive option for many people.

Some people call this the "era of the entrepreneur", see the entrepreneur as a folk hero, and enthusiastically urge young people to become one. "Being your own boss" is a deeply held American ideal.

On the other hand, even though more than 60 percent of adults say they would like to be self-employed, only about 10 percent are. And, few young people are self-employed -- about 4 percent of those 16 to 24 years old.

As with any career choice, you want to be open-minded, realistic, and prepared to make good decisions.

We will help you.

Our advice and the activities are based on the best science and the recommendations of leaders in counseling, education, and business.

To be successful and satisfied in a career, there are three things you need to do. Select the one you want to work on:

1. [Choose a Career that Matches Your Personality;](#)
2. [Learn the Knowledge and Skills Needed in Your Career;](#) and
3. [Make Good Decisions](#)

Young Entrepreneurs

Considering Entrepreneurship

- Choose a Career that Matches Your Personality
- Learn the Knowledge and Skills Needed
- Make Good Decisions

[Home](#)

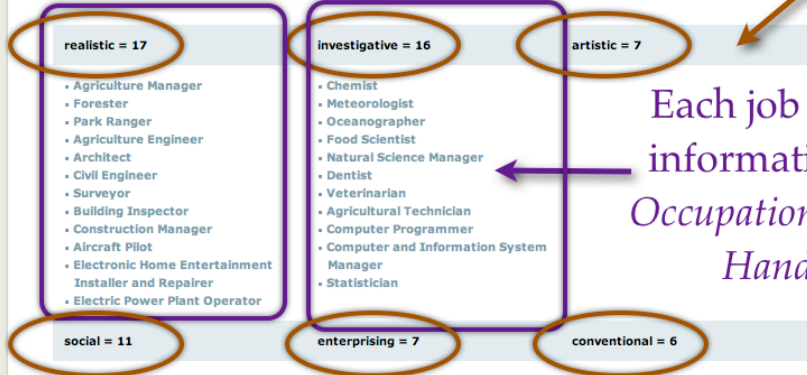
[Site Map](#)

Career Key™ test scores



Career Key Results for John

Here you see the scores John received from The Career Key™ and the careers that he identified. And, if you scroll down, you will see excerpts, or parts, of the information that he received for one of these careers, Construction Manager.



John's Scores

Each job linked to information in the *Occupational Outlook Handbook*.

- About 10 minutes to take the test;
- 10 - 15 minutes to identify and explore occupations;
- Scientific studies support its validity, reliability, and helpfulness;
- Students and counselors rate it highly.

Site Map

[Home](#)

[Getting Started](#)

Your Personality

- [Take the Career Key test](#)
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- [Identify Your Skills](#)

Career Options

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Education Options

- [Select a College, Apply for Admission, Finance . . .](#)
- [Choose a College Major or Training Program](#)

Your Decision

- [High-Quality Decisions](#)
- [Career Indecision](#)
- [Career Counseling](#)

Career Development

- [Networking](#)
- [The Foundation Skills: Job Skills All Workers Need](#)
- [How Parents Can Help](#)

About the Career Key™

- [What's New](#)
- [Visitors' Praises](#)
- [Linking, Licensing, Reproduction](#)
- [Content, Accessibility and Privacy](#)
- [Mission & History](#)
- [The Author](#)

Professional Resources

- [The Career Key™ Manual](#)
- [Make a Prepaid Group Test Purchase](#)
- [Harmful Career "Assessments" on the Internet](#)
- [The Value of Career Counseling & Guidance](#)
- [Achieving the ASCA National Standards](#)
- [Online Services Featuring The Career Key™](#)
- [eBookStore](#)

[eBookStore](#)

The Career Key™ offers school counselors a unique resource . . .

- A website ideally suited to implementing the ASCA National Model;
- A valid career test measuring Holland's six personality types -- used by counselors for more than 20 years;
- Accurate, comprehensive occupational information;
- Attractive to students, teachers, and parents;
- More than 20 self-help modules based on the best practices and science of counseling;
- Practical, thoughtful resources for school counselors.

Dr. Lawrence K. Jones is a professor Emeritus in the College of Education at N.C. State University; he specializes in the areas of school counseling and career counseling and development. He received his Master's degree from the University of Pennsylvania, and earned his Ph.D. in counseling psychology at the University of Missouri. A recipient of the annual Professional Development award of the American Counseling Association, Dr. Jones is also a National Certified Counselor and a member of the National Career Development Association, the American School Counselors Association, and the American Counseling Association.

In addition to the Career Key, Dr. Jones developed two other career guidance instruments used by career counselors, *Occ-U-Sort* and the *Career Decision Profile*. He is also the author of *Encyclopedia of Career Change and Work Issues*, selected as one of the "Outstanding 1993 Reference Sources" by the American Library Association. His most recent book is *Job Skills for the 21st Century, A Guide for Students*. He has written extensively for professional journals and served on the editorial boards of the *Career Development Quarterly* and the *Journal of Counseling and Development*.

Dr. Jones now lives with his wife Jeanine in Hood River, Oregon. They have two adult children who also live in the Pacific Northwest.

Juliet Wehr Jones is Vice President of Career Key, Inc. and a graduate of Princeton University and the Seattle University School of Law. Before joining Career Key, Ms. Jones was the Legal Officer of the Washington State Patrol, serving as policy advisor to three Chiefs. For ten years, she practiced labor and employment law representing employers, employees, and labor unions. She was a member of the Washington State Bar Association's Executive Committee of the Labor & Employment Law section and has published several articles in WSBA and Washington Women Lawyers publications. Having seen many different occupations through the eyes of employers and employees gives Ms. Jones a unique perspective on the needs of both.

Contacting Us.

Technical SupportTo report difficulties accessing purchased items or to ask any customer service-related questions, please email productsupport@careerkey.org. We make every effort to respond to inquiries within one business day.

Before contacting us about any difficulties accessing the online test, please make sure your internet browser security preferences are set to enable or allow javascript to operate, then retry the test. Although infrequent in occurrence, this is the most common technical problem with taking the online test.

Licensing and Purchasing InquiriesFor questions about licensing the content of The Career Key website including the test, please email lawrencejonesphd@earthlink.net or julietjones@careerkey.org.

Purchase Orders. Unfortunately due to the costs of administration, we are not able to accept purchase orders unless you are ordering over \$500 in Career Key products. In that case, please contact Vice President [Juliet Jones](#) to make special arrangements. An alternative is to receive an invoice in advance of receiving your order from SWREG, our payment vendor. This is called a "Pro Forma Invoice". It works like this: when you checkout, select "Pay by Check" and SWREG will email you the Pro Forma Invoice. Once SWREG receives your check, your order will be emailed to you. Please note that there is an additional \$3 charge for this service. Please [contact us](#) if you have any questions.

Summary of Presentation:
Meeting the ASCA Standards Using The Career Key™
2007 OSCA/WSCA Conference in Vancouver, WA

In this presentation we describe the ASCA National Standards/Model, The Career Key™, and how school counselors can use the Career Key to implement the Model.

The ASCA National Standards (1997) are " . . . what the ASCA believes to be the essential elements of a quality and effective school counseling program." "ASCA's National Model [is] . . . a comprehensive approach to program foundation, delivery, management and accountability. The model provides the mechanism with which school counselors and school counseling teams will design, coordinate, implement, manage and evaluate their programs for students' success."

The ASCA Model focuses on three broad areas of student development: Academic, Career, and Personal/Social.

The Career Key™ is the name of a website (www.careerkey.org) and several related career tests. The website includes the Career Key test, 20+ self-help modules, and resources for counselors -- 5,000+ young people and adults visit daily -- 1.8 million in 2006. Research demonstrates that the Career Key test is a valid measure of Holland's six personality types.

The self-help modules are based on the best science and practices of career counseling. The information for the occupations identified is the most accurate and comprehensive available. No userid or password needed. There are also paper-pencil versions of the Career Key; one is sold online by ASCA; and there is a Spanish version.

You can implement the ASCA Model with the Career Key in many ways. Go to *Professional Resources* at our website. There you will find a link for, "*Achieving the ASCA National Standards*". It gives you detailed suggestions for meeting most of the standards. You will be pleased to see how practical and helpful they are.

Also on that page, you will find a link for, [Recommendations for Developing an Outstanding Program](#) that gives you tips on making the most effective use of your time and resources.

We also recommend visiting our new website, the Self-Employment Key (www.self-employmentkey.org). One section is devoted to *Young Entrepreneurs*.

Visit The Career Key™ and find why it is so respected and popular!