

Arkansas

Statewide Implementation of Kuder Career Planning System (CPS)

ADWE Spring Career and Technical Leadership Workshop

April 28, 2004

Stephen D. Lease

AATYC

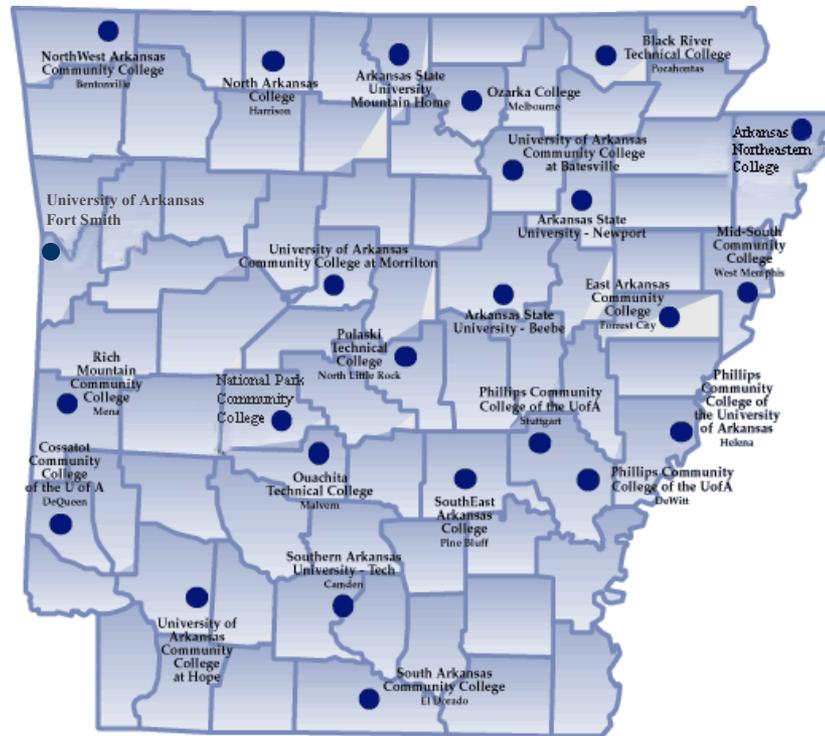
Arkansas Association of
Two-Year Colleges

Purpose of Arkansas Association of Two-Year Colleges

- Provide information about the value and impact of the two-year colleges to the citizens of Arkansas.
- Provide staff development opportunities to faculty and staff of two-year colleges that would assist them in constantly improving the quality of education.
- Work with business and industry to provide partnerships with colleges that positively impact the economy of Arkansas.
- Be a liaison with the various governmental and educational agencies, so Arkansans will receive the highest quality two-year educational services possible.



Arkansas Colleges using Kuder



AATYC

Arkansas Association of
Two-Year Colleges

Partners

Current Partners

- Arkansas Department of Workforce Education
- Arkansas Department of Education
- Arkansas Department of Higher Education
- Presidents and Chancellors

Discussion Partners

- Arkansas Department of Economic Development
- Arkansas Workforce Investment Board



Communication

Joint Letter from Directors of

- Arkansas Department of Workforce Education
- Arkansas Department of Education
- Arkansas Department of Higher Education
- AATYC

The logo for the Arkansas Association of Two-Year Colleges (AATYC). It features the acronym "AATYC" in a bold, blue, sans-serif font. The letters are slightly overlapping, with the "A" and "T" being larger and more prominent. The background behind the text is a light gray, stylized map of the state of Arkansas.

Arkansas Association of
Two-Year Colleges

Communication

Letters sent to (1800 letters)

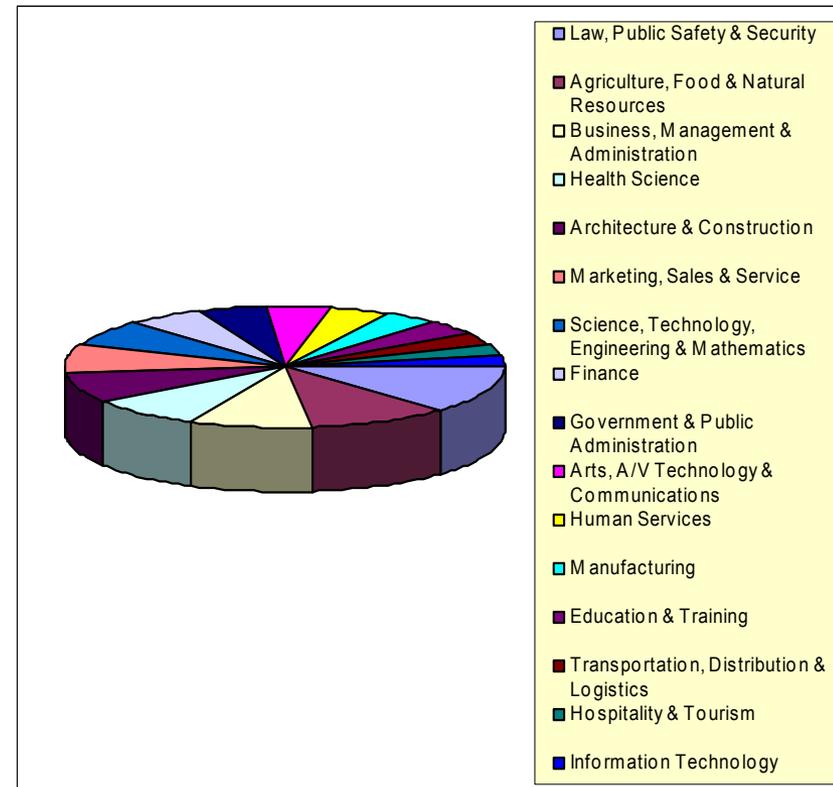
- Superintendents of schools
- Principals of schools
- Middle/High School Counselors
- Directors of Secondary Area Vocational Centers
- Directors of Educational Service Cooperatives
- Coordinators of Tech Prep Associate Degree Programs
- Directors of Adult Education Programs
- Technical Institutes and Vocational Technical Schools
- AATYC Presidents and Chancellors and student advisors/registrars/placement



Aggregate Results- Kuder Career Search with Person Match

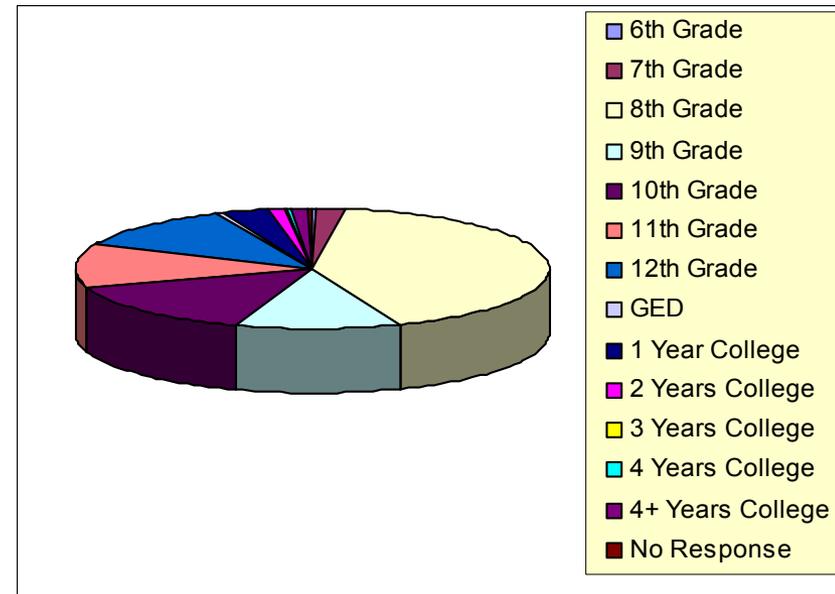
Cluster Name	Count	Percentage
Law, Public Safety & Security	5,672	12.6%
Agriculture, Food & Natural Resources	4,679	10.4%
Business, Management & Administration	4,016	8.9%
Health Science	3,922	8.7%
Architecture & Construction	3,690	8.2%
Marketing, Sales & Service	3,218	7.1%
Science, Technology, Engineering & Mathematics	3,155	7.0%
Finance	2,588	5.7%
Government & Public Administration	2,337	5.2%
Arts, A/V Technology & Communications	2,098	4.6%
Human Services	1,957	4.3%
Manufacturing	1,834	4.1%
Education & Training	1,804	4.0%
Transportation, Distribution & Logistics	1,534	3.4%
Hospitality & Tourism	1,384	3.1%
Information Technology	1,278	2.8%
Total	45,166	

April 2004



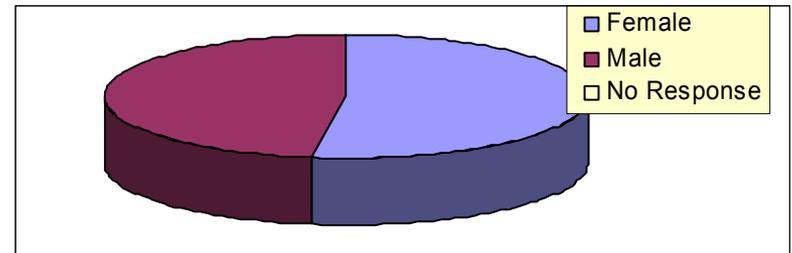
Aggregate Results- Kuder Career Search with Person Match

Education Level	Count	Percentage
6th Grade	65	0.1%
7th Grade	915	2.0%
8th Grade	18,830	41.7%
9th Grade	5,190	11.5%
Subtotal	24,935	55.2%
10th Grade	6,568	14.5%
11th Grade	5,167	11.4%
12th Grade	5,457	12.1%
Subtotal	17,192	38.1%
GED	269	0.6%
1 Year College	1,340	3.0%
2 Years College	476	1.1%
Subtotal	1,816	4.0%
3 Years College	112	0.2%
4 Years College	97	0.2%
4+ Years College	594	1.3%
No Response	86	0.2%
Total	45,166	

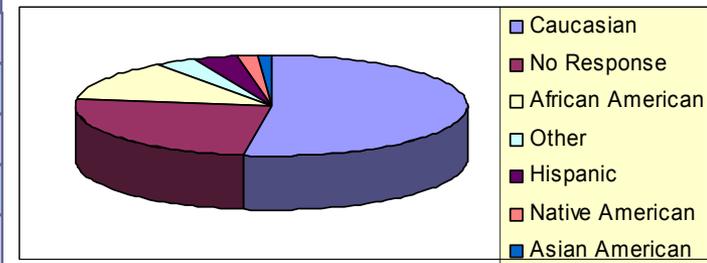


Aggregate Results- Kuder Career Search with Person Match

Gender	Count	Percentage
Female	23,590	52.2%
Male	21,575	47.8%
No Response	1	0.0%
Total	45,166	

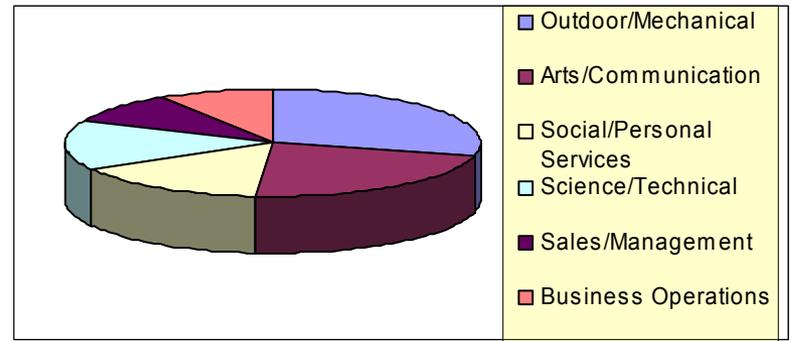


Ethnicity	Count	Percentage
Caucasian	23,628	52.3%
No Response	11,303	25.0%
African American	5,673	12.6%
Other	1,720	3.8%
Hispanic	1,639	3.6%
Native American	697	1.5%
Asian American	506	1.1%
Total	45,166	

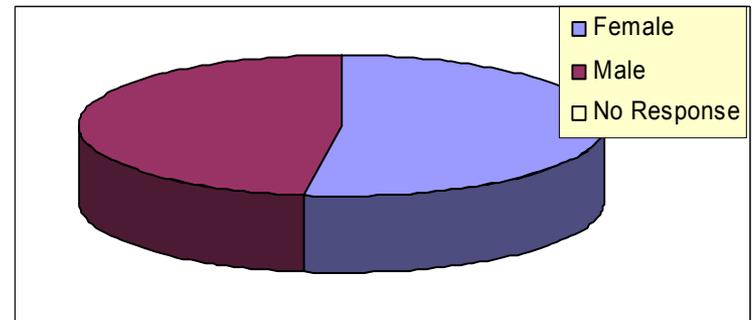


Aggregate Results- Kuder Skills Assessment

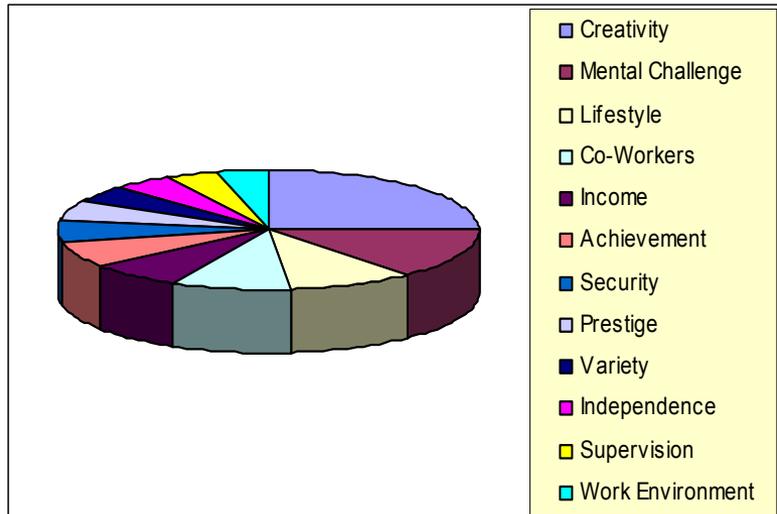
Cluster Name	Count	Percentage
Outdoor/Mechanical	10,171	28.9%
Arts/Communication	7,941	22.6%
Social/Personal Services	5,483	15.6%
Science/Technical	5,230	14.9%
Sales/Management	3,264	9.3%
Business Operations	3,094	8.8%
Total	35,183	



Gender	Count	Percentage
Female	18,415	52.3%
Male	16,767	47.7%
No Response	1	0.0%
Total	35,183	



Aggregate Results- Kuder Super's Work Values Inventory



Cluster Name	Count	Percentage
Creativity	7,218	25.1%
Mental Challenge	3,839	13.4%
Lifestyle	2,830	9.8%
Co-Workers	2,651	9.2%
Income	2,040	7.1%
Achievement	1,909	6.6%
Security	1,698	5.9%
Prestige	1,587	5.5%
Variety	1,342	4.7%
Independence	1,277	4.4%
Supervision	1,223	4.3%
Work Environment	1,121	3.9%
Total	28,735	

Career Exploration for Arkansas Students

KUDER® CAREER PLANNING SYSTEM CAREER EXPLORATION FOR ARKANSAS STUDENTS

- Select the **Best Career Path**.
- Choose the **Right College Major**.
- Build a **Professional Portfolio and Resume**.
- Sign Up. **Begin Planning** for the Future.



COLLEGE	CAREER	ARKANSAS
College Search	Occupation Search	Arkansas Next
Arkansas: Four-Year Public Universities	Arkansas: Career Watch	Student's First Choice
Two-Year Public Colleges	Labor Market Information	Access Arkansas
Independent Colleges/Universities	Arkansas Career Resources	Department of Workforce Education
Technical Institutes/Vocational Technical Schools	Career Development Centers	Arkansas Business
Financial Aid	Arkansas Jobs	

My Career Starts Here.

SIGN UP

Existing Member Login:

Member Name:

Password:

Login

Forgot your login information?

Administrators

powered by
KUDER.com

Students

Teachers & Administrators



Arkansas Association of Two-Year Colleges



Proudly supporting career planning throughout Arkansas schools and communities by providing the Kuder® Career Planning System.



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“Pipeline Information”

- Senior High and Junior High/Middle Schools
- Community College Service Area
- County / Local Workforce Investment Board Areas
- Economic Development Region
- Entire State (Aggregate)



Funding

- Workforce Education
- Speaker of the House Herschel Cleveland



Arkansas Association of
Two-Year Colleges

Financial Impact for Schools

1. The Kuder CPS assessments are free to all students 7-14th grades thru June 2005, and are expected to be thereafter as an institutionalized career planning tool;
2. ADWE will not allow the use of any Federal funds requested thru the ADWE for any schools to buy any other assessment products, because Kuder is free to them;
3. ADWE has requested and will continue to request Kuder CPS student data to justify all secondary school new or expanded occupational/technical program applications, such as the current batch of 194 such program requests now pending approval at the ADWE: it is advisable for schools to use Kuder as the new common student interest assessment "yardstick" among the ADWE, ADHE, ADE;

Financial Impact for Schools

4. The Kuder CPS student data can be extremely helpful for local school or district applications for outside grants;
5. The Ark. Dept. of Economic Development wants to utilize the Kuder CPS student data for Business & Industry recruitment and hiring statewide;
6. The use of Kuder CPS student data makes Career Fairs, college recruitment efforts, and college accessibility info and student/counselor communications easier, less time consuming, and many say, more meaningful and encouraging for students and parents.

Where do we go from here?

- Develop Your Future Curriculum
- Arkansas Economic Developers and others
- Determining how to use data
- School follow-up (who's using)
- Kuder CPS Best Practices Workshop, June 10 – 11
Embassy Suites, Little Rock
- Press Conference
- 2005 Legislative Session

