

100  
YEAR

Celebration of CAREER  
GUIDANCE & EDUCATION

www.celebratecareers.com

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**For Immediate Release**

## Career Guidance and Education Celebrates 100 Years

*Celebration launched in Washington, D.C. showcases significant milestone in the History of Career Guidance and Education*

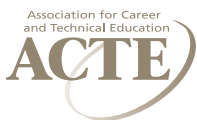
**Washington, D.C., April 1, 2008** – Today, organizers of the 100 Year Celebration of Career Guidance and Education officially launched a year-long celebration to commemorate this important milestone in the history of career and technical education (CTE) as well as unveiled the significant results of a research study exploring the impact of career planning on academic performance, career decision-making, and educational transitions.

A century ago, Frank Parsons established the first vocational guidance clinic and formulated the basic principals of career choice from which the profession of vocational counseling and education evolved. His early work, as well as the work of many others, provided a framework for building the foundation of CTE as we know it today.

“This centenary year is not just a time to celebrate the remarkable achievements of the vocational guidance community, but to also look forward and chart out the course for the next 100 years,” said Rich Katt, President, National Association of State Directors of Career Technical Education Consortium (NASDTCEc). “Career and technical education has played a leading role in shaping the American workforce and the economy of tomorrow. This celebration presents another significant opportunity to highlight CTE’s importance of guiding students and adults as they make choices for future education and careers.”

The launch of the celebration included a panel discussion hosted by industry leaders and visionaries in the area of career and technical education, including: The Honorable William L. Walker, Arkansas Department of Workforce Education, Rich Katt, President, National Association of State Directors of Career Technical Education Consortium (NASDCTEc), Dr. Judy Whitaker, Association for Career and Technical Education (ACTE), Dr. Pat Schwallie-Giddis, National Career Development Association (NCDA), Dr. Heather Z. Lyons, Society for Vocational Psychology, and Phil Harrington, Kuder, Inc.

- More -



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To commemorate this achievement in career guidance and education, the Committee will host additional events throughout the year including a Legislative Luncheon – National Career Development Association Conference – Washington, D.C. – July 11th, 2008; a Celebration Dinner – American Psychological Association Conference – Boston, Massachusetts – August 13th, 2008; and a Celebration Dinner – Association for Career and Technical Education Conference – Charlotte, North Carolina – December 4th, 2008.

### **South Carolina Students Find Success**

In addition to the celebration launch, the results of the research study provided important data points on the impact of the career planning process today. [See *South Carolina Students Find Success with the Kuder Career Planning System*, April 1st, 2008]

The study included 2,000 students from South Carolina and examined the impact of using the *Kuder Career Planning System* to engage in purposeful career planning. Results showed that those students who used the Kuder System experienced increased academic performance, transitioned at a higher rate from high school to postsecondary education, and graduated at an increased rate due to the fact that they changed their college major less frequently.

“It’s exciting to see the positive impact we’ve been able to have on helping students make reliable and successful choices as they plan for their future,” said Phil Harrington, President, Kuder, Inc. “The results from this study are the perfect proof point of the important role that student engagement plays in creating lifelong career satisfaction and success.”

To learn more about the celebration, visit [www.celebratecareers.com](http://www.celebratecareers.com). For additional information on the South Carolina data, please contact Marti Martz, Vice President – Public Relations, Kuder, Inc. at 515-314-5979 or [martzm@kuder.com](mailto:martzm@kuder.com).

### ***About the Steering Committee - 100 Year Celebration of Career Guidance and Education***

*The Committee was formed to promote this significant milestone in the history of CTE as well as create broad-based awareness for the prominent role of CTE in creating America’s workforce. Members of this committee include Association for Career and Technical Education, National Career Development Association, National Association of State Directors of Career Technical Education Consortium, Society for Vocational Psychology, and Kuder, Inc. ([www.celebratecareers.com](http://www.celebratecareers.com)).*

