

100  
YEAR

Celebration of CAREER  
GUIDANCE & EDUCATION

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**For Immediate Release**

**Job Losses, Unsteady Economy Underscore Important Role of Career Planning**

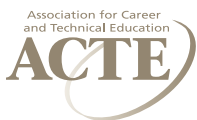
**ADEL, Iowa, Nov. 20, 2008** – When the nation’s economy faces rocky times, the first concern of many is job security. With last month’s announcement by the U.S. Bureau of Labor Statistics that over 10 million American’s were jobless – the highest rate in over 25 years – career development and guidance for both students and adults is now more critical than ever to successfully manage this challenging situation, according to organizers for the 100 Year Celebration of Career Guidance and Education.

During November’s National Career Development Month, Steering Committee members strongly advocate for the importance of Career and Technical Education (CTE) in continuing to build the U.S. workforce as well as helping Americans plan for turbulent times ahead. CTE programs prepare students to be flexible, adaptive, and have transferable skills, all of which are tremendously important with a job market shifting daily.

“America is at the cross-roads, faced with making some critical decisions around education and workforce development that will have lasting impact on the future of our citizens and our economy,” said Phil Harrington, president, Kuder, Inc., a member of the celebration’s Steering Committee. “To continue to close the skilled workforce gap and maintain our competitiveness, it is essential to create policies and find the funding necessary to reinforce the role of career development and CTE in the U.S. educational system.”

High-quality CTE programs can ensure America’s future competitiveness through increased student engagement, the innovative integration of math, science, and literacy skills, and by meeting the needs of both employers and the economy as a whole. Through better alignment of CTE with current academic programs, all students will have access to the education, training, and the 21st century skills necessary to remain competitive in the global economy.

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During the past year, 100 Year Celebration Steering Committee members, including the Association for Career and Technical Education, the National Career Development Association, the National Association of State Directors of Career Technical Education Consortium, the Society for Vocational Psychology, and Kuder, Inc., have advocated for the necessity of including the role of career development in the current education debate.

“Today, we still face many of the same challenges that we did one hundred years ago,” said Pat Schwallie-Giddis, department chair, Counseling/Human and Organizational Studies, George Washington University and president-elect, National Career Development Association. “As a country, we inherently recognize the importance of education and the need for a strong, well-prepared workforce. However, if we don’t continue to make available the tools, resources, and information that help our citizens to make solid, planful decisions about their careers and their future, then we will fall dramatically short of our goal to keep America strong and competitive.”

In July, the Committee issued a Statement of Beliefs [See *100 Year Steering Committee Announces Statement of Beliefs*, July 10, 2008], that demonstrated their ongoing commitment to promoting public policy development and advocacy support for CTE. These principles relate to education and guidance, lifelong career decision making and management skills, and appropriate professional development opportunities for our nation’s educators, counselors, and career development leaders.

“The choice, now, is ours on how to best deliver and integrate these programs and services, thereby empowering students and adults throughout the country to take a proactive approach to planning as well as managing their career future,” said Schwallie-Giddis. “The timing couldn’t be more critical.”

To learn more about the celebration, please visit [www.celebratecareers.com](http://www.celebratecareers.com).

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***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)).*

