

Kuder Celebrates 100 Years of Career Guidance and Education

Steering Committee Formed to Oversee Events as part of this year-long celebration

In January 1908, Frank Parsons saw the first client at his vocational guidance clinic in Boston, Massachusetts, marking the beginning of what we know today – career guidance and education. To celebrate this significant milestone, we are planning four major events taking place throughout 2008 - learn more at www.celebratecareers.com.

Although the past 100 years have brought many new changes and advancements in career guidance and education, Parson's three basic principles of vocational choice remain valid yet today and align with the Kuder Career Planning System. (For more information on Frank Parsons and his contributions to the field, read [100 Years of Career Counseling - Honoring Frank Parsons by Dr. Zytowski](#), also in this issue).

While Frank Parsons was the first to advocate for career guidance and education, he was certainly not the last. Our celebration will also honor the many other world-renown leaders that have led the field and guided the work we do everyday for students and adults. Some of these leaders include:

- Frank Parsons
- Hugo Munsterberg
- E. L. Thorndike
- E. K. Strong
- David Campbell
- Frederic Kuder
- Anne Roe
- Leona Tyler
- John Holland
- Donald Super
- JoAnn Harris-Bowlsbey
- Mark Savickas
- Donald Zytowski
- Nancy Betz
- Steve Brown
- Robert Lent
- Gail Hackett
- Linda Gottfredson
- Nadya Fouad

Kuder has also partnered with several industry-leading organizations to assemble a Steering Committee for the celebration. The Committee includes:

- Association of Career & Technical Education (ACTE) - **Jan Bray, Executive Director**
- National Career Development Association (NCDA) - **Darrell Luzzo, President**
- National Association of State Directors of Career Technical Education Consortium (NASDCTEc) - **Kim Green, Executive Director**
- Society for Vocational Psychology - Section of the Division of Counseling Psychology of the American Psychological Association - **Paul Gore, Chair**
- Kuder, Inc. - **Phil Harrington, President**

"NASDCTEc is excited to be a part of this historic celebration. 100 years - what an accomplishment!" said Kim Green, NASDCTEc Executive Director. "This anniversary is a time for thoughtful reflection of the many accomplishments of the vocational guidance community, as well as an opportunity to look ahead and chart out the course for the next century. The anniversary is a chance to inspire and lead, to appreciate and celebrate! Congratulations and thank you to the guidance professionals across the United States!"

While recognition of the 100th anniversary will take place throughout the year, the Steering Committee will host four main Centennial Events:

State Directors Celebration Breakfast

April 1st, 2008

National Press Club • Washington, D.C.

This launch breakfast event will include a press conference and panel discussion on the role of 100 years of career guidance and education. The panel will include representatives from the Celebration Steering Committee, and other distinguished guests. Kuder will also take this opportunity to make a significant announcement regarding the release of important research data supporting Career Guidance and Education.

This event will take place in association with the National Association of State Directors of Career Technical Education Consortium Spring Meeting.

NCDA Legislative Luncheon

July 11, 2008

Capitol Hill • Washington, D.C.

Join the luncheon, in conjunction with the National Career Development Association Annual Convention, to learn more about the 100 Year Anniversary of Career Guidance and Education.

APA Celebration Dinner

August 13, 2008 • Boston, MA

Return to where it all began – the birthplace of vocational guidance and Frank Parson's clinic. This celebration dinner will take place in association with the American Psychological Association Annual Convention.

ACTE Celebration Dinner

December 2008 • Charlotte, NC

More information on the ACTE Celebration Dinner coming soon! This event will take place in association with the Association of Career and Technical Education Annual Convention.

We hope that you join us this year as we celebrate the historic milestone - look for us throughout the year promoting the anniversary at the main events and other venues. This significant anniversary is especially important to us as career guidance and education is the foundation of our mission - to raise student aspirations and to provide career options to students and adults through self-assessment and education - which remains constant today after 100 years in the field.

"At a time when it is critical for our country to create meaningful and effective strategies for addressing the career development and workforce needs of individuals from all walks of life, NCDA is proud to be an active participant in the 100 Year Celebration of Career Guidance and Education," stated Darrell Luzzo, NCDA President. "We proudly add our voice to the voices of several other organizations that have already pledged their support of the 100 Year Celebration, and we encourage other organizations to rally to the cause. As we join forces to bring heightened awareness to the history of career guidance and education in America, it is our hope that we can inspire the many constituents involved with the career guidance and education of youth and adults to forge ahead with a renewed sense of commitment and energy! As a united voice, we can truly make a difference!"

How has career guidance and education made an impact on you, your students and clients, and/or the work you do? We would like to hear from you and share your story with others! Please send the information to us at news@kuder.com and your story may be featured at www.celebratecareers.com.

For more information on the celebration, visit www.celebratecareers.com, where information is being updated often.