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Kapi`olani Community College,
Maida Kamber Center for Career Exploration, Transfer, & Graduation
AATN Conference, October 14, 2011
AN INTEGRATED APPROACH

- Career/Life Planning
- Personal Counseling
- Academic Advising
- Transfer Advising
- Graduation Advising
Benefits of Career Planning Program

Research Based Evidence

**While Student is in a College**
- Fewer transfers to Other Colleges & switching of majors
- Graduate on time
- Less likely to drop out
- More goal focused & motivated
- Higher academic achievement

**After Graduation:**
- Better job with higher income
- More satisfied with Career Field Choice
- Less career change
- Faster advancement

What is FOCUSCAREER2?

An online career and educational planning system that helps students explore career paths based on their interests, skills, values, talents, and personality.
HISTORY OF FOCUS
1968–1970

Donald Super
David Tiedeman
Roger Myers
David Campbell
Frank J. Minor
Focus is a by–product of the IBM Corporation’s “Educational & Career Exploration System” (ECES).


Utilized by Colleges & Universities since 1990.
REPUTATION OF FOCUS

- Most widely used career planning system in the USA (NACE National Survey, 2000)

- Most preferred, most liked by users, easiest to use, & the most affordable (APA Publication, 2000)

- Over 1500 colleges, universities, career service agencies across the USA
CAREER READINESS

- Career & Educational Goals
- Academic Strengths
- Your Accomplishments
- Your Career Planning Status
- Your Personal Development Needs
SELF-ASSESSMENTS

- Work Interest
- Leisure Interest
- Skills
- Personality
- Values
EXPLORER POSSIBILITIES

- Search For Occupations By Name
- Search For Occupations By Industry
- What Can I Do With A Major In?
- Compare Two Occupations Side By Side
ELECTRONIC PORTFOLIO

- Review And Update Saved Careers
- Review And Update Saved Majors
- Review And Print Your Profile
Interest Inventory Items (n = 75)

- Content validity analysis—Factors equivalent to Holland RIASEC Type factors
- Factor structures across three samples (i.e., College & University students, Working adults) give support to construct validity
Personality Type Items (n = 82)
- Content validity analysis – Factors approximate the key scales of MBTI, and C.G. Jung’s Theories of Psychological Types
- Factor structures across three samples (i.e., College & University students, Working adults) give support to construct validity
Leisure Activities Items (n = 78)

- Content validity analysis–Factors equivalent to Holland six personality styles and six of the seven scales in the Campbell’s Interests and Skills Inventory
- Factor structures across three samples (i.e., College & University students, Working adults) give support to construct validity
CAREER COLLAGE

Healthy energy for Hawaii
STATEMENT ON RELIABILITY

- Interest Inventory Items (n = 75)
  - Reliability Coefficient = or > 85

- Personality Type Items (n = 82)
  - Reliability Coefficient = or > 86

- Leisure Activity Items (n = 78)
  - Reliability Coefficient = or > 85
Skills & Values Inventory Items
- These were drawn from the U.S. Department of Labor Skills list on O*Net online (http://onetcenter.org). The validity and a reliability study results are available through the U.S. Department of Labor.
Minor, F. J. (2010), The FOCUS V2 Career Development Model, History, Assessments & Services, Validity & Reliability & Effectiveness Research Results, Center Harbor, NH
HISTORY OF USE AT KCC

- On-line version in 2004
- 1097 participants completed Focus by 2006
Are your students hungry for knowledge of themselves that could help them:

- Choose a major
- Choose a career path
- Develop self-confidence
- Build resilience to normal stresses of academic life?

Then, offer them the Maida Kamber Center Café Menu

**Appetizers:**

- 5–10 minute orientation of the MKC

**Main Entrees**

**A La Carte** (delivered to your classes)

- Finding a career based on your interest, skills, & values (Career Kokua or FOCUS2)
- Self-improvement: How to build self-esteem
- Myers/Briggs Type Indicator: Find a career based on your personality (NACADA Free download)
- Learn techniques to handle stress
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EVALUATION BY STUDENTS

- Simple and easy to use——100%
- Clarify interests and values——97%
- Provided Useful Information—96%
- Helped decide on a career 65%
CURRENT GROUPS

- 2010 – 2011: 080
- 2011 – 2012: 066
Student will be able to:
SLO 1: Develop understanding of self to build and maintain a positive self-concept.
SLO 2: Identify 3–5 areas of interest, skills, values, and occupations to explore.

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<th>Occupations</th>
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<td>Needs Improvement</td>
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STUDENTS’ LEARNING

- That I am compatible with the job that I want
- What directions I should go in considering academic studies
- Getting some actual options to pick courses
- How to find the right job for me
- Getting information on my career choice and that it is important to have a back-up plan because you might change careers
CAREER COLLAGE
Free Trial & Guided Tour

- Contact Janis Stokes at janis@focuscareer.com or visit the website at www.focuscareer2.com

- Company’s Name is Career Dimension
- Phone # 603–513–1234