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AUTHOR Reardon, Robert C.; Lumsden, Jill A.
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ABSTRACT

This paper focuses on identifying and describing the current array of Holland-based career interventions that are available and most commonly used in educational settings. The authors' experiences suggest that busy practitioners may not be familiar with the more than 20 current instruments and resources that were developed by Holland and are directly based on his theory. These resources and materials are described in practical terms that counselors developing educational and career programs might find especially helpful. The remainder of the paper provides brief, thumbnail descriptions of Holland-based career materials in five categories: (1) Self-Directed Search Form R (SDS-R): The Original; (2) Self-Directed Search Alternative Forms: CE and E; (3) Measures of Stability: MVS and CASI; (4) Environmental Measures; and (5) Resource Materials. (Contains 10 references.) (GCP)

Holland-Based Career Materials: A Resource List for Educators

by

Robert C. Reardon
Jill A. Lumsden

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Robert C. Reardon

Jill A. Lumsden

The Career Center

Florida State University

Introduction

Given the rapid changes in the economy and in social institutions, it is not surprising that some career counselors and career theorists believe that the field needs a complete overhaul. These critics argue that the matching models originally developed by Frank Parsons and refined by John Holland and others are no longer relevant in a world characterized by global economies, changing work organizations, and an information revolution. For example, Mitchell and Krumboltz (1996, p. 251) indicated that “Career counselors who see their role as merely matching individuals on the basis of their current characteristics with existing occupations will soon be as obsolete as the occupations themselves.”

However, another view suggests that Holland’s theory has merit and will continue to have broad and dramatic influence on the field of career counseling. Brown (1996, p. 518) noted that “because of the instruments Holland has produced to measure his constructs, his ideas are without question more influential than the ideas of any of the other theorists in the practice area.” Borgen (1991, p. 281), noting that career counseling has increasingly moved towards viewing clients as active rather than passive agents in shaping their careers, says, “It is startling to reread Holland . . . and see how in today’s hot emphases he was ahead of the curve on cognition, agency, and empowerment . . . The subsequent success of his SDS was presaged by his beliefs about giving tools to clients to shape their career lives.” Borgen further noted that the very name “Self-Directed Search” seems synonymous with the notion of personal agency.

We agree with Brown and Borgen that Holland’s RIASEC theory (Holland, 1997) is quite relevant and appropriate for use in contemporary career counseling in educational settings. In this chapter, we first want to focus on identifying and describing the current array of Holland-based career interventions that are available and most commonly used in educational settings. Our experience suggests that busy practitioners may not be familiar with the more than 20 current instruments and resources that were developed by Holland (or his associates) and are directly based on his theory. Second, we want to describe these resources and materials in practical terms that counselors developing educational and career programs might find especially helpful. For example, we have included unit costs and descriptive details in each entry.

The *PAR Catalog of Professional Testing Resources* by Psychological Assessment Resources (PAR; 2002), the current publisher of Holland’s materials and resources, provided basic information for this list. Current details and more information about many of these

materials and others are available at <http://www.parinc.com>. For some items, the prices are based on various discounts, e.g., large volume purchases.

The remainder of this chapter provides brief, thumbnail descriptions of Holland-based career materials in five categories: (1) Self-Directed Search Form R (SDS-R): The Original; (2) Self-Directed Search Alternative Forms: CE and E; (3) Measures of Stability: MVS and CASI; (4) Environmental Measures; and (5) Resource Materials. Although there are scores of intervention materials developed by practitioners and researchers that could be included in a list of Holland-based resources, we have focused upon those most directly connected to counseling practice in schools and other educational settings.

Self-Directed Search Form R (SDS-R): The Original

The first category of items on this list begins with the basic, core instrument that is most often used in career interventions and most fully implements Holland's theory, the Self-Directed Search Form R. The list then moves to the various alternative forms and formats of the SDS Form R, including the computer-based versions.

Self-Directed Search® Form R (Regular)

The original paper-pencil form of the SDS, first published in 1970 and revised and improved in 1977, 1985, and 1994, was developed by John L. Holland. It includes the *Assessment* booklet (AB; Daydreams Section and 228 items) and *Occupations Finder* (OF) and the *Alphabetized OF* (1,335 occupations employing 99% of U.S. workers and updated in 1996). The SDS Form R is based on Holland's RIASEC theory, and is self-administered in 35-45 minutes. It is intended for use by high school, college, and adult populations, and the publisher reports that more than 14 million people have used it. PAR claims that the SDS Form R is the most widely administered interest inventory in the world, being translated into more than 20 languages. SDS Form R sells for about \$2.25 per administration (AB + OF), or about \$4 when used with the *My Vocational Situation* and the *You and Your Career* booklet described below. It may be noted that many of these materials are trademarked or registered, including the hexagon figure, and it is illegal and unethical to copy and use these works without permission of PAR.

You and Your Career

This 7-page booklet written by Holland and published in 1994 is used with the SDS Form R. It discusses the scientific ideas supporting the inventory, how to use the scores and codes, personality characteristics associated with codes, and suggestions for successful career planning. The cost is about \$1 per booklet. We view it as an essential component of the SDS program.

Self-Directed Search® Form R: Interpretive Report (SDS-R:IR) for Windows™

This computer-based SDS interpretive report was written by Robert Reardon and first published in 1987 with revisions in 1994 and 1996. The computer software produces a 10-12 page interpretive report based on SDS summary scores and a one page professional summary for the counselor. The program provides for optional entry of 5 occupational

daydreams. The basic interpretive report adapts material from the *Assessment* booklet, *You and Your Career* booklet, and *Dictionary of Holland Occupational Codes* (DHOC; 3rd Ed.) described later, and provides lists of occupational titles from the *Occupations Finder*. Interpretive Report options include fields of study from the *Educational Opportunities Finder* and leisure options from the *Leisure Activities Finder*. The IR can be customized by adding local information. This Interpretive Report is now available in the Self-Directed Search Software Portfolio (SDS-SP™) for Windows, a new system described below.

SDS Software Module Key Disks

The SDS Software Module replaces the Self-Directed Search® Form R: Computer Version, which was the original computer-based administration of the SDS Form R. The SDS Software Module provides for client on-line administration of the complete SDS Form R *Assessment* booklet (including the Daydreams Section) and the MVS. It produces a 10-12 page interpretive report for the client and 2-3 page professional summary of 7 diagnostic signs for the counselor. It has a shorter administration time than the paper SDS and can be used as a data collection tool to assess career needs and interests of clients in a setting. It costs about \$2.80 per administration (3.5 disk with 50 uses is \$140).

Self-Directed Search Software Portfolio (SDS-SP™) for Windows

The SDS-SP (2001) application provides unlimited SDS Form R Interpretive Reports when scores are entered from the SDS paper version (and the My Vocational Situation). It features an on-screen manual and help system, and it provides for SDS on-screen administrations with 25- or 50-use SDS Form R Software Module Key Disks. The Interpretive Report may be edited on-screen and printed in black and white or color. The SDS-SP requires Windows 95/98/ME or Windows NT/2000 or higher and sells for \$450 for unlimited uses of the Interpretive Report.

SDS® Form R: Professional Report Service

This system uses special Form R scoring service answer sheets that are completed by students and mailed to PAR. Within 24 hours, PAR returns a 10-12 page SDS Interpretive Report and 1-2 page Professional Summary and a Guidelines Booklet. This system can be useful for large group testing, e.g., high school junior class, in a short period of time. This version of SDS Form R does not include SDS Daydreams Section or the MVS. It sells for about \$6.80 per administration.

SDS® Form R: Internet Version

This most recent version of Form R developed in 1998 and revised in 2001 provides for the on-line administration of the SDS Form R, minus the Daydreams Section and MVS, and produces an Interpretive Report for the user. It was developed in accordance with NCDA's guidelines for Internet-based delivery of career services, includes a section on How To Find A Career Counselor, and has links to Internet sites for career assistance and information. It may be administered on an individual basis (credit card secured by TPN) or a multi-use administration option (user ID and Password) available from PAR. Costs range from \$4.95 (for 1001+ uses) to \$8.95 for an individual report. Preview information is available at <http://www.self-directed-search.com>. A study comparing the three administrative formats of the

SDS Form R (paper, PC, Internet) was reported by Lumsden et al. (2002) and is available at <http://www.career.fsu.edu/techcenter/>.

It may be noted that *Canadian Editions of SDS Form R*, the *Self-Directed Search® (SDS®) Form R: 4th Edition—Spanish (1994) Edition*, and the *Vocational Exploration and Insight Kit (VEIK)* are other applications of the SDS Form R.

Self-Directed Search Alternative Forms: CE and E

The second category of Holland-based materials reviews the two additional alternative forms of the Self-Directed Search typically used in schools, Forms Career Explorer (CE) and E.

SDS® Career Explorer

This version of the SDS was developed by Holland and Amy Powell and published in 1994. It is designed to help junior high and middle school students with educational and vocational planning. A technical information booklet and teacher's guide are provided. SDS Career Explorer includes a 216-item *Self-Assessment* booklet that produces a 2-letter code, the *Careers* booklet that includes 400 occupations, and the *Exploring Your Future with the SDS* booklet that provides additional interpretive information. It is packaged in sets of 35 and costs about \$3.90 per student administration for the three items.

SDS® Career Explorer: Interpretive Report

This computer-based Interpretive Report for SDS Career Explorer was written by Reardon and published in 1994. Following operator entry of summary scores, this software program provides students with a 6-8 page individualized report of their educational and career interests in relation to Holland's theory using 2-letter Holland codes in a question and answer format. It includes sample lists of code-related occupations with information about GED and SVP levels, and it includes related fields of study with information about education (ED) levels. An optional list of leisure activities is also available. This program allows for unlimited use and has a batch feature for producing reports for groups. The cover page can be customized with local information. Designed for IBM PCs or compatibles and Macintosh, the cost is \$299 for unlimited use.

SDS® Form E (Easy)

SDS Form E published in 1996 was the second version of the SDS developed by Holland, and is now in a 4th edition. It provides career assessment for persons with limited reading skills (6th grade level) and features large print directions written at the 4th grade level. This 198-item version of the SDS produces a two-letter code and has simplified scoring. The *Jobs Finder* (JF) includes 860 titles and the *You and Your Job* (YYJ) booklet provides interpretive information for clients. The cost is about \$3.28 for the three items. It should be noted that all versions of the SDS are fully compatible with all other SDS materials, e.g., Form E results can be used with the Form R *Occupations Finder*. An audiotape is available for an alternative administration format of SDS:E for \$32. A 1996 Canadian (English) version is about \$3.04, and an SDS Form E Spanish Translation, including AB, JF, and YYJ, is

about \$5.48.

Space does not permit a review of *SDS® Form CP (Career Planning)* published in 1990 and designed for adult professionals or adults in transition.

Measures of Stability: MVS and CASI

The third category of this list reviews two instruments, the My Vocational Situation (MVS) and the Career Attitudes and Strategies Inventory (CASI), developed by Holland that measure the stability of a person's code. This affects the quality of the match between the person and the environment. Persons with Holland codes that are more stable generally require less counselor assistance.

My Vocational Situation (MVS)

The MVS was developed by Holland, Denise Daiger-Gottfredson, and Paul Power and first published in 1980. The MVS is a two page form useful in counseling and research for identifying career decision making problems in three areas: Vocational Identity (18 items), (need for) Occupational Information (4 items), and Barriers (personal limits or environmental problems) (4 items). The MVS costs about \$.72 per administration, can be completed in less than 10 minutes, and is scored in seconds. Holland, Johnston, and Asama (1993) provide detailed information about the validity and use of the MVS.

Career Attitudes and Strategies Inventory™ (CASI)

The CASI, developed by Holland and Gary Gottfredson, was published in 1994, is self-administered in 35 minutes, and costs about \$3.25 per administration. The CASI assesses career attitudes and obstacles in employed and unemployed adults; surveys job satisfaction, work involvement, skill development, dominant style, career worries, interpersonal abuse, family commitment, risk-taking style, and geographical barriers; and identifies 21 potential career obstacles, i.e., health, finances. Like the MVS, the CASI examines issues outside of the RIASEC typology that may affect a client's career problem solving and decision making.

Environmental Measures

The fourth category includes instruments and materials that classify or measure educational and work environments, including occupations, jobs, and positions. We have not included the *Occupations Finder* here because it was described earlier.

Dictionary of Holland Occupational Codes™ (Third Edition; DHOC)

The DHOC, developed by Gottfredson and Holland, was published in 1982, 1989, and 1996. It is 750 pages and costs \$54. The DHOC provides empirically derived alphabetical and code-classified indices for all occupations in the DOT and Supplements, and includes cross references for RIASEC codes and OES, SOC, Census, CIP, GOE, and OOH occupational classifications. It is the definitive reference for Holland codes and environments.

Educational Opportunities Finder™ (EOF)

The EOF, written by Donald Rosen, Kay Holmberg, and Holland, was first published in 1987 as the *College Majors Finder*. The most recent version was published in 1994 and costs about \$1.80 per booklet (may be reused). The EOF lists over 750 technical and college level fields of study alphabetically, by three-letter Holland code, and by degree level (2 year; 4 year; postgraduate). It helps individuals relate Holland codes to varied educational options.

Leisure Activities Finder™ (LAF)

The LAF, developed by Holmberg, Rosen, and Holland, was published in 1990 and costs about \$2 per booklet (may be reused). It lists more than 750 leisure activities alphabetically and by two-letter Holland codes, and is useful in career, educational, and retirement planning.

Position Classification Inventory™ (PCI)

The PCI, authored by Gottfredson and Holland, was published in 1991. It is a job analysis inventory for more accurately classifying positions according to RIASEC codes. Its 84 items can be completed in less than 10 minutes and self-scored in 2 minutes at a cost of about \$2.32 per administration. The PCI can be used to compare employee and supervisor views of a job position and to identify areas of person-job fit. It could be used in conjunction with the SDS to assess the quality of person/job fit in internships and part-time positions. A PCI Professional Report Service is also available at about \$3 per administration.

Resource Materials

The fifth and concluding category includes the manuals, books, and general resources that support practitioners using Holland's theory and materials in career counseling. Practitioners using the SDS should have read and studied the Professional User's Guide.

Making Vocational Choices (3rd edition)

This basic reference on RIASEC Theory by John Holland was first published in 1973, with later editions in 1985 and 1997. It is the fourth book by Holland (1997) on the RIASEC theory in 25 years and reviews more than 500 studies on the theory, classification, SDS, and VPI. It includes 303 pages of practical suggestions for using the theory in research and counseling practice, features a 42-page reference list, and sells for \$35. It is a must-read for anyone interested in Holland's work.

The SDS® Professional User's Guide (PUG) and The SDS® Technical Manual

The PUG is one of two SDS manuals by Holland, Amy Powell, and Barbara Fritzsche and both were published in 1994. The PUG includes 101 pages of information about the origins of the RIASEC theory and the SDS, about 30 case studies, and a 143-item reference list. It provides suggestions on interpretation and use of the SDS, norms for SDS scales and codes, scoring procedures for the Future Possibilities item, the Iachan Index, and a counselor self-test.

The 92 page Technical Manual reviews the psychometric history of the four editions of the SDS Form R and other forms of the SDS; provides technical information about SDS concurrent and predictive validity and the reliability of SDS scales; and summarizes development of the *Occupations Finder* and the results of SDS outcome studies. It has 189 references and 87 tables.

The Self-Directed Search and Related Holland Career Materials: A Practitioner's Guide

This book, written by Robert Reardon and Janet Lenz (1998), includes 12 chapters in 317 pages that provide a complete review of the history, design, and use of the SDS and supporting materials and resources. It also links Cognitive Information Processing theory and RIASEC theory through 6 case studies and program development suggestions. It includes 28 figures, 19 tables, 12 appendices, and subject/author indices. Excerpts from published reviews of the book are available at www.parinc.com. The cost is \$35.

Summary

In this chapter we have provided brief sketches of 20 products and materials that are based upon or operationalize Holland's theory of vocational behavior. This array of resources is unique because it is based on the life's work of one person, John Holland. These career interventions are also based upon research and documentation that is without peer in the career services field, and they merit careful review by counselors even in this time of rapid social economic change.

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