

Florida State University

**Assessing the Features and
Costs of Assessments**

**Shawn Utecht, Ed.S., M.S.
V. Casey Dozier, Ed.S., M.S.**

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please visit the FSU Center for Technology in Counseling and Career Development website:

www.career.fsu.edu/techcenter/NCDA_09.html

OVERVIEW

	Self-Directed Search (SDS), Form R	Newly Revised Strong Profile, College and Interpretive Report
Purpose	Assess career interests	Discover clients true interests in order to expand their career options
Publisher	Psychological Assessment Resources (PAR, Inc.)	Consulting Psychologists Press (CPP, Inc).
Edition	4 th edition	Revised
Date published/Updated	1971/1994	1927/2005
Theory-based	John L. Holland	John L. Holland
Professional Manual	Yes (\$32)	Yes (\$69.50)
Versions	Spanish, Vietnamese, English Canadian, & French Canadian	High school; Career transition
Standardization (reliability, validity, & norms)	<p>Norms: 719 high school, college students and adults (from pop. norm group); includes a variety of ethnic and educational backgrounds</p> <p>Reliability: summary scales have substantial stability with reliability coefficients ranging from .76 and .89 (4-12 weeks)</p> <p>Validity: average validity ranges for most interest inventories falls between 40-55%; 1994 sample=54.7%</p>	<p>Norms: 1,125 women and 1.125 men, Mean Age 35.46 (from pop. Norm group)</p> <p>Reliability: shows a high level of stability of scores (median=.85 overall sample; 2-23 months)</p> <p>Validity: measured in comparison to similar interest assessments (VPI) (median=.77)</p>
Reading level	Appropriate for high school students to adults	8 th Grade
Age Group	12 and up	14 and up

INTERPRETIVE REPORT

	SDS	Strong
Lists of Occupations	√	√
List of Majors	√	√
• Values		o
• Interests	√	√
• Skills		
• Personalities	√	√
• Holland codes (RIASEC)	√	√ (General Occupational Themes)
• DOT	√	
• SOC	√	
Additional Information		

OVERVIEW

	Career Key	Myers-Briggs Type Indicator, Form M
Purpose	Discover Holland personality types that fit you, identify careers that are most promising, and learn detailed information about each one.	Designed to identify basic preferences on four dichotomies specified or implicit in Jung's theory.
Publisher	Career Key, Inc.	Consulting Psychologists Press (CPP, Inc.)
Edition	Web Based Version	Form M
Date published/Updated	1997/2009	1943/1998
Theory-based	John L. Holland	Based on Jung's theory
Professional Manual	Available on line at http://www.careerkey.org/asp/ebookstore/ebook_publications.asp	Yes (\$99)
Versions	U.S., Canadian, Caribbean, Korean, Spanish, Arabic/Saudi Arabia	Available in multiple languages
Standardization (reliability, validity, & norms)	<p>Reliability: Over a three-week interval the mean test-retest coefficient is .82 and ranges from .74 to .88.</p> <p>Validity: measured in comparison to similar interest assessment (SDS, VPI, etc.)</p>	<p>Norms: Representative sample of over 3,000 U.S. adults</p> <p>Reliability: The percentage of participants reporting the exact same four preferences 4 weeks later is 65% with a range of 55%-80%</p> <p>Validity: Utilized confirmatory factor analysis and found the 4-factor model is the best fit</p>
Reading level	8 th Grade	7 th Grade
Age Group	Middle school and up	14 and up

INTERPRETIVE REPORT

	Career Key	MBTI
Lists of Occupations	√	
List of Majors	√ (included on the website: http://www.careerkey.org/)	
• Values		
• Interests	√	
• Skills		
• Personalities	√	√
• Holland codes (RIASEC)	√	
• DOT		
• SOC	√	
Additional Info	Includes a direct link to Bureau of Labor and Statistic for a variety of information.	NA

COST Comparison

Pencil-&-paper	Cost (1)	Cost (50)	Cost (100)	Admin Time	Manual (\$\$)	Reusable Materials/ Other Cost Factors	Level of Assessment (A, B, C)
SDS (self-scoring)	\$3.28	\$164	\$328	30-45 minutes	\$32	Alphabetized occupations finders: \$42/set of 25	A
Strong (mail in)	\$14.95	\$747.50	\$1,385	30 minutes	\$69.50	NA	B
Myers-Briggs (mail-in)	\$17.60	\$880	\$1,760	15-25 minutes	\$99	Scoring templates: \$79.95/set of 8	B
Career Key (self-scoring)	\$.50	\$25	\$50	20 minutes	Free summary online; electronic copy \$14.95	Purchase a license to print 25 self-scoring: \$.50 a piece	A
Computer version	Cost (1)	Cost (50)	Cost (100)	Admin Time	Manual (\$\$)	Reusable Materials/ Other Cost Factors	Level of Assessment (A, B, C)
SDS	\$4.32	\$116	\$392	15-25 minutes	\$32-62	\$525 (SDS-SP Software with 5 BONUS On-Screen Administrations of Form R, On-Screen Help, Quick Start Guide, and Unlimited Interpretive Reports)	A
Strong	NA	NA	NA	NA	NA	NA	NA
Myers-Briggs	NA	NA	NA	NA	NA	NA	NA
Career Key	NA	NA	NA	NA	NA	NA	NA
Internet/ Online	Cost (1)	Cost (50)	Cost (100)	Admin Time	Manual (\$\$)	Reusable Materials/ Other Cost Factors	Level of Assessment (A, B, C)
SDS	\$9.95	\$447.50	\$895	15 minutes	\$32	NA	A
Strong	\$14.95	\$747.50	\$1,385	30 Minutes	\$69.50 195 computer fee/\$195 yearly maintenance fee	NA	B
Myers-Briggs	\$10.95	\$547.50	\$1,015	15-25 minutes	\$99	NA	B
Career Key	\$9.95	\$50	\$100	15 minutes	Free summary online; electronic copy \$14.95	Access to site for 90 days	A

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Strong	\$14.95	\$747.50	\$1,385	30 Minutes	\$69.50 195 computer fee/\$195 yearly maintenance fee	NA	B
Myers-Briggs	\$10.95	\$547.50	\$1,015	15-25 minutes	\$99	NA	B
Career Key	\$9.95	\$50	\$100	15 minutes	Free summary online; electronic copy \$14.95	Access to site for 90 days	A

OVERVIEW

	Assessment Name	Assessment Name
Purpose		
Publisher		
Edition		
Date published/Updated		
Theory-based		
Professional Manual		
Versions		
Standardization (reliability, validity, & norms)		
Reading level		
Age Group		

INTERPRETIVE REPORT

Assessment Name	Assessment Name	Assessment Name
Lists of Occupations		
List of Majors		
<ul style="list-style-type: none"> • Values 		
<ul style="list-style-type: none"> • Interests 		
<ul style="list-style-type: none"> • Skills 		
<ul style="list-style-type: none"> • Personalities 		
<ul style="list-style-type: none"> • Holland codes (RIASEC) 		
<ul style="list-style-type: none"> • DOT 		
<ul style="list-style-type: none"> • SOC 		
Additional Info		

Roundtable References

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- Psychological Assessment Resources, Inc. (January, 2009). *Catalog of selected testing resources*. Lutz, FL: Author.
- Self-Directed Search Form R: 4th Edition(SDS R). (2005). Retrieved March 10, 2009, from http://www3.parinc.com/products/product.aspx?Productid=SDS_R
- Whitfield, E. A., Feller, R. W., & Wood, C. (Eds.). (2009). *A counselor's guide to career assessment instruments* (5th ed.). Broken Arrow, OK: National Career Development Association.

Additional Resources

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- Whiston, S. C. (2001). Selecting career outcome assessments: An organization scheme. *Journal of Career Assessment, 9*, 215-228.