Development and Evaluation of Revised Self-Directed Search Materials and Online Reports

Self-Directed Search®
a part of Aspira360™

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NCDA 2018

Agenda

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- Self-Directed Search Overview
- 2017 Revision & Research Findings
- Current SDS Users
- SDS Online Reports
  - Case Study: Keisha
  - Case Study: Rex

Self-Directed Search

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Self-administered, self-scored, and self-interpreted career counseling tool.

Originally developed by John Holland, based on his RIASEC person-environment typology:

Realistic	**Social**
Investigative	**Enterprising**
Artistic	**Conventional**

Self-Directed Search

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The SDS is a simulated career decision-making activity with sections that cover activities that might typically occur during a career counseling or advising session.

- The activity is structured around questions such as:
  - What occupations have you thought about in the past?
  - Tell me about the things you like to do.
  - What things can you do well or competently?
  - What occupations do or do not appeal to you?
  - How would you rate your abilities and skills compared to others your age?

The top three scores across all SDS sections represent an individual's Summary Code, the three personality types they most resemble.

Historical Overview

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Self-Directed Search Published	SDS Revised	3rd Ed. of SDS Published	SDS Form R, 4th Ed. Published	SDS Form R, 5th Ed. Published	StandardSDS and StudentSDS Published and SDS online reports include standard, student, and veteran versions
1970	1977	1985	1994	2013	2017

Historical Overview

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Dr. Holland's RIASEC theory was cited in **2,318** unique published references from 1953 – 2016.

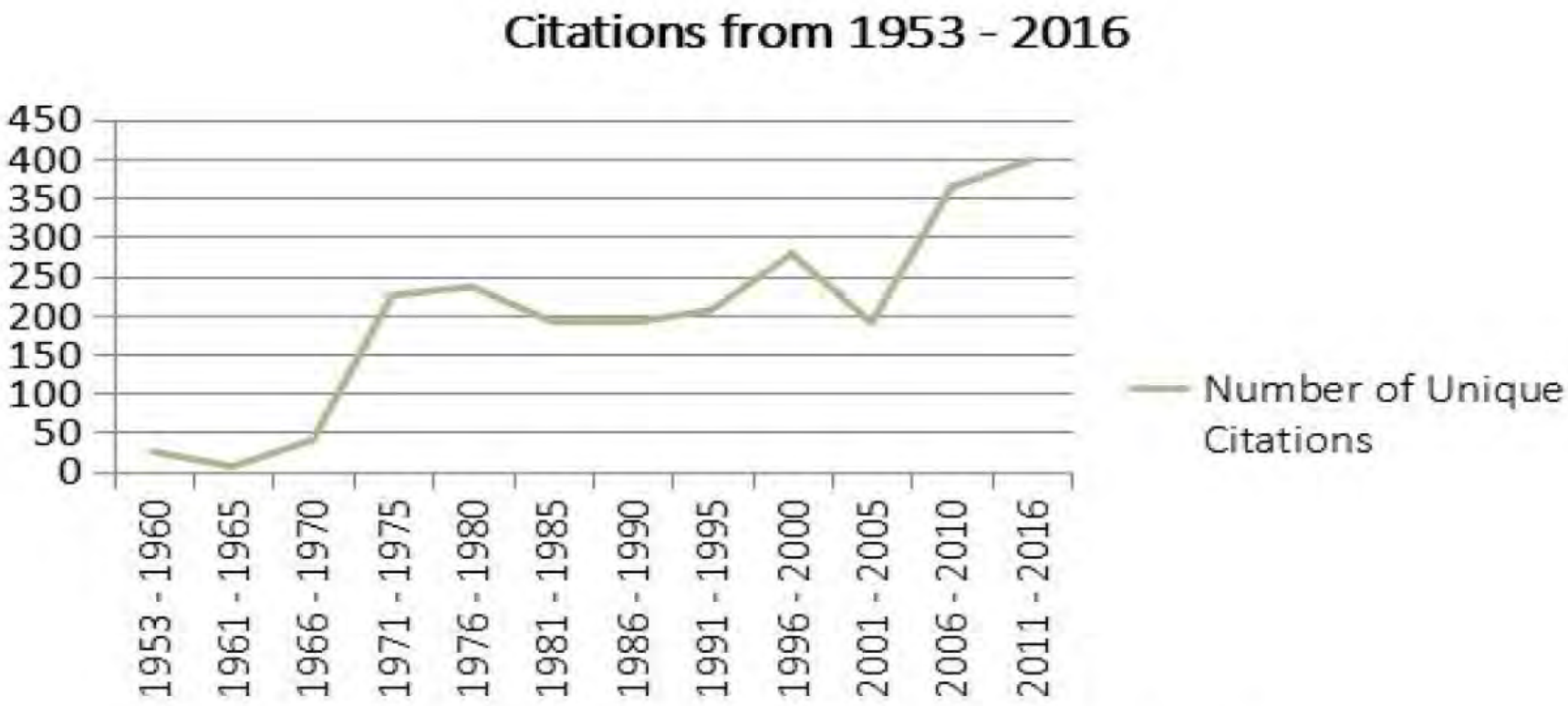

Figure 1. RIASEC professional literature citations over 63 years

Kennelly, E., Sargent, A., & Reardon, R. C. (2017, December). *A study of bibliographic references for John Holland's RIASEC theory, practice, and research, 1953-2016.* Technical Report No. 58. Tallahassee, FL: Center for the Study of Technology in Counseling and Career Development, Florida State University.

2017 Revision

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Goal: To make SDS materials more useful and relevant for career professionals and their clients.

Extensive research was conducted to gain input from career counselors and SDS users.

1. Three focus groups conducted with career professionals (n=30)
2. Quantitative survey to compare perceptions of the proposed designs to current materials and online report (n=118)
3. Quantitative survey of the online report with current SDS users (n=519)

An expert panel was involved throughout development

Research Themes – Focus Groups

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"If you could build the perfect career development assessment, what would it include?"

Customizability

- Categorize clients by career phase
- Multiple administration options
- Factor in learning or social disability

Ability to use across populations

- Include video and audio
- ADA accessible
- 8th/9th grade reading level
- Multilingual – Arabic, Spanish, Mandarin

Practical considerations

- Timely administration
- Visually appealing – not too clinical
- Ability to save favorite occupations
- Report written in simple language with visuals

Up-to-date

- Ability to filter occupations based on education level
- Information on job cluster /career path
- Industry growth projections
- Salary information & Current job listings

Research Findings – SDS Customers

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In February 2017, an online survey regarding proposed redesign of materials was conducted (n=118).

When asked about proposed Print Materials:

- **86%-94%** felt the proposed designs of the **You and Your Career Workbook** provided a better experience than current design.

Research Findings – SDS Customers

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86% felt the proposed design of the **Occupations Finder** provided a better way to look up occupations based on Summary Codes than the current design.

Occupations

Realistic

Code: RI	ED
Forester	5
Mechanical Engineer	5
Pilot	5
Quality Assurance Analyst (Tester)	5
Radiation Therapy Technologist	5
Radio Station Operator	5
Television Technician	5
Data Communications/ Telecommunications Technician	4
Electrician	4
Farmer	4
Laboratory Technician	4
Landscape Gardener	4
Machinist	4
Optician	4
Pharmacist Assistant	4
Sound Technician (Communication Networks)	4
Welder	4
Appliance Repairer	3
Taxi Driver	3
Stable Attendant	2

(Also see jobs under **IR, RA**.)

Code: RA	
Sound Effects Technician (Radio/TV)	4
Mannequin Decorator	3

(Also see jobs under **AR, RI, RS**.)

Code: RS	
Data Communications/ Telecommunications Analyst	5
Ultrasound Technologist	5
Baker	4
Bricklayer	4
Bridge Inspector	4
Electrical Appliance Repairer	4
Emergency Medical Technician	4
Immigration Inspector	4
Rancher	4
State Highway Police Officer	4
Wildlife Control Agent	4
Ambulance Driver	3
Bicycle Repairer	3
Butcher	3
Dog Groomer	3
Dressmaker	3
Mail Handler	3
Orthopedic Assistant	3
Switchboard Operator	3

(Also see jobs under **SR, RE, RA**.)

Code: RE	ED
Industrial Arts Teacher	5
Manager (Orchard, Marine Service)	5
Marine Surveyor	5
Animal Trainer	4
Boat Repairer	4
Cook	4
Diver	4
Firefighter	4
Flight Engineer	4
Hunting and Fishing Guide	4
Jeweler	4
Locksmith	4
Maintenance Inspector	4
Plumber	4
Ship Pilot	4
Bulldozer Operator	3
Bus Driver/Chauffeur	3
Energy Conservation Representative	3
Exterminator	3
Letterer	3
Shipping and Receiving Clerk	3
Baggage Handler	2
Supply Clerk	2

(Also see jobs under **ER, RS, RC**.)

Code: RC	
Architectural Drafter	4
Audiovisual Technician	4
Automobile Mechanic	4
Carpenter/Construction Worker	4
Instrument Repairer	4
Kennel Supervisor	4
Medical Equipment (e.g., heart monitor) Technician	4
Safety Inspector (Buildings)	4
Sound Mixer (Radio, TV, Movies)	4
Design Technician, Computer-Aided	3
Film Laboratory Technician	3
Picture Framer	3
Tractor Operator	3
Truck Driver	3
Automobile Detailer	2
Electrician Helper	2
Laboratory Helper	2

(Also see jobs under **CR, CI, CE**.)

Current

REALISTIC

R

Description Includes skilled trades, technical occupations, and some service occupations.

Skills Manual and mechanical skills using machines, tools, and objects.

Activities Physical or hands-on activity; use of machines, tools, materials, and working outdoors.

Rapid Growth New and Emerging

Summary Code Index

Change Date: 8/2/16

Code: RI	O*NET	ED	CLUSTER
Engineer, Mechanical	17-2141.00	College	STEM
Forester	19-1032.00	College	Agriculture
Materials Scientist	19-2032.00	College	STEM
Pilot	53-2012.00	College	Transportation
Quality Assurance Analyst/Tester	15-1199.01	College	IT
Appliance Repairer	49-9031.00	Some College	Manufacturing
Audio and Video Equipment Technician	27-4011.00	Some College	Arts
Electrician	47-2111.00	Some College	Architecture/Construction
Farmer	11-9013.02	Some College	Agriculture
Laboratory Technician	19-4031.00	Some College	STEM
Machinist	51-4041.00	Some College	Manufacturing
Radiation Therapy Technologist	29-1124.00	Some College	Health
Repairer, Electronics and Computers	49-2011.00	Some College	Manufacturing
Sound Technician	49-2022.00	Some College	Arts
Telecommunications Technician	49-2022.00	Some College	Arts
Television Technician	27-4012.00	Some College	Arts
Welder	51-4121.06	Some College	Manufacturing
Automobile Body Repairer	49-3021.00	High School	Transportation
Elevator Technician	47-4021.00	High School	Architecture/Construction
Film Projectionist	39-3021.00	High School	Arts
Medical Equipment (e.g., heart monitor) Technician	49-9062.00	High School	Manufacturing
Miner	47-5031.00	High School	Agriculture
Tailor	51-6052.00	High School	Human Services
Landscape Gardener	37-3011.00	< High School	Agriculture

– Also see occupations listed under codes **IR** and **RA** –

Code: RA	O*NET	ED	CLUSTER
Manicurist/Pedicurist	39-5092.00	Some College	Human Services
Sound Effects Technician	27-4014.00	High School	Arts

– Also see occupations listed under codes **AR, RI,** and **RS** –

Proposed

SDS Printed Materials

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StandardSDS

StudentSDS

Overall, improved design of printed materials to meet needs of users

- **Assessment Booklet**
  - Tailored resources based on population
- **Occupations Finder** (StandardSDS) and **Career Finder** (StudentSDS)
  - Updated with new occupations from O*NET
  - Each occupation linked to a career cluster
  - Icons to indicate Rapid Growth & New and Emerging jobs
- **Educational Opportunities Finder**
  - Classification of Instructional Programs (CIP) codes added for each program of study
  - Each program linked to a CIP category to encourage exploration
- **You and Your Career Workbook** (StandardSDS) and **You and Your Future Workbook** (StudentSDS)
  - Includes reflective activities and exercises to engage users in the career exploration process

Note: No new data have been collected for this revision

SDS Printed Materials

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How To Organize Your Answers

Start on page 3. Find the totals for each "**L**" (Like) or "**Y**" (Yes) column. Record the total for each group of Activities, Competencies, and Occupations in the boxes below. Then go to page 12. Find the numbers circled for each of the Self-Estimates and record the numbers in the boxes below.

	R	I	A	S	E	C
Activities (pp. 3-5)						
Competencies (pp. 6-8)						
Occupations (pp. 9-11)						
Self-Estimates (pp. 12) **Part 1**						
Part 2						
Total Scores (Add the five R scores, the five I scores, the five A scores, etc.)						
	R	I	A	S	E	C

The letters with the three highest numbers indicate your Summary Code. Write your Summary Code below. If two scores are the same or tied, put both letters in the same circle.

Summary Code

1st ___ 2nd ___ 3rd ___

Your Summary Code can help you search for occupational options. To fully explore these options, use the **StandardSDS Occupations Finder** and the **StandardSDS You and Your Career Workbook**.

What Your Summary Code Means

Your Summary Code is a simple way of organizing information about people and occupations. It can be used to discover how your special pattern of interests, self-estimates, and competencies resembles the patterns of interests and competencies that many occupations demand. In this way, your Summary Code locates suitable groups of occupations for you to consider.

Search the **StandardSDS Occupations Finder** for every possible ordering of your three-letter code. For example, if your Summary Code is ESC, search for ESC, ECS, SEC, SCE, CES, and CSE occupations by completing Steps 1 and 2 below.

1 Find the occupations with codes that are *identical* to yours, and list those occupations that are of interest to you. For instance, if your code is SEI, only occupations with a code of SEI are identical. Next, go to Step 2, even if you did not find an occupation with a code identical to yours.

Summary Code ___ ___ ___

Occupation	Education	Occupation	Education

2 Make a list of occupations with codes that resemble yours. Search the **StandardSDS Occupations Finder** for the five other arrangements of your code. For example, if your code is IRE, search for occupations with codes of IER, RIE, REI, EIR, and ERI. Start by writing down the five possible letter arrangements of your Summary Code. If your Summary Code includes a tie such as RIEA, you should look up all of the letter combinations and their arrangements.

Similar Codes ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___ ___

Occupation	Education	Occupation	Education

StandardSDS Occupations Finder

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Alphabetized Index

Alphabetized Index

Description Use this list to look up the jobs you listed in the Occupational Daydreams section of the **StandardSDS Assessment Booklet** or just to further explore jobs.

★ New and Emerging
Rapid Growth

Occupation Title	O*NET	HOC	ED
A			
Abstractor	23-2093.00	CSI	2
Academic Advisor	21-1012.00	SEC	4
Account Executive	11-2011.00	AES	4
Accountant	13-2011.01	CSI	4
Accountant, Cost	13-2011.01	CIE	4
Accountant, Property	13-2011.01	CER	4
Accountant, Systems	13-2011.01	CSE	4
Accountant, Tax	13-2011.01	ECS	4
Accounting Clerk	43-3031.00	CSR	2
Acquisitions Librarian	25-4021.00	SAI	5
Acrobat	27-2011.00	AER	2
Actor	27-2011.00	AES	1
Actuary	15-2011.00	ISE	4
Acupressurist	29-1199.00	ISR	5
★ Acupuncturist	29-1199.01	IRE	5
★ Adapted Physical Education Specialist	25-2059.01	SRE	4
Adhesive Bonding Machine Operator	51-9191.00	RCS	2
Administrative Assistant	43-6011.00	ESC	3
Administrator, Health Care Facility	11-9111.00	SER	5
Advertising Sales Agent	41-3011.00	ERS	3
Agent, Artists	13-1011.00	ESA	4
Agent, Athletes	13-1011.00	ESR	4
Agricultural Inspector	45-2011.00	RIC	2
Agronomist	19-1013.00	IRS	5
Air Analyst	17-3025.00	IRS	4
Air Traffic Control Specialist	53-2021.00	SCE	4
Aircraft Mechanic, Electrical and Radio	49-2091.00	RIE	3
Airfield Operations Specialist	53-2022.00	RES	3
Airframe and Power Plant Mechanic	49-3011.00	RIE	3
Airline Radio Operator	27-4013.00	CRE	2

Occupation Title	O*NET	HOC	ED
A (continued)			
Airplane Inspector	53-6051.01	RES	3
Airport Maintenance Chief	49-1011.00	ERS	2
Airport Manager	11-3071.01	ESR	4
Airport Utility Worker	53-6099.00	RCI	2
★ Allergist/Immunologist	29-1069.01	ISE	5
Amusement Park Worker	39-3091.00	SRE	1
Analyst, Management	13-1111.00	ICR	4
Anesthesiologist	29-1061.00	IRS	5
★ Anesthesiologist Assistant	29-1071.01	RSI	5
Animal Breeder	45-2021.00	RES	2
Animal Nursery Worker	39-2021.00	RCI	1
Animal Scientist	19-1011.00	IRS	5
Animal Trainer	39-2011.00	RES	2
Announcer, Amusement and Recreation	27-3012.00	ESR	2
Announcer, Radio and TV Broadcasting	27-3011.00	SCE	4
Anthropologist	19-3091.01	IRE	5
Appeals Referee	23-1021.00	SCE	5
Appliance Repairer	49-9031.00	RIE	3
Appliance Service Supervisor	49-1011.00	ERS	2
Appraiser	41-9099.00	RIS	4
Appraiser, Governmental Services	13-2021.01	IES	3
Appraiser, Real Estate	13-2021.02	SCE	4
Arbitrator	23-1022.00	SEA	4
Archeologist	19-3091.02	IRE	5
Architect	17-1011.00	AIR	5
Architect, Marine	17-2121.02	IRE	5
Archivist	25-4011.00	AES	5
Art Appraiser	27-1019.00	IAS	4
Art Director	27-1011.00	AES	4
★ Art Therapist	29-1125.01	SAI	4

(continued)

Holland Occupational Code Index

Realistic Occupations

R

Description Includes skilled trades, technical occupations, and some service occupations.

Skills Manual and mechanical skills using machines, tools, and objects.

Activities Physical or hands-on activity; use of machines, tools, materials, and working outdoors.

★ New and Emerging
Rapid Growth

Occupation Title	O*NET	ED	CLU
RIA			
Audio and Video Equipment Technician	27-4011.00	3	ART
Television Technician	27-4012.00	3	ART
Also see occupations listed under codes IRA, IAR, ARI, and AIR			
RIS			
Appraiser	41-9099.00	4	MKT
Engineer, Electronics	17-2072.00	4	STM
Engineer, Mechanical	17-2141.00	4	STM
Forester	19-1032.00	4	AGR
Pilot, Helicopter	53-2012.00	4	TRA
Prospector	19-2042.00	4	STM
Tool Designer	17-2141.00	4	STM
Farmer, General	11-9013.02	3	AGR
Nuclear Medicine Technologist	29-2033.00	3	HEA
Radiation Therapy Technologist	29-1124.00	3	HEA
Repairer, Electronics and Computers	49-2011.00	3	MAN
Telecommunications Technician	49-2022.00	3	ART
Welder	51-4121.06	3	MAN
Cabinetmaker	51-7011.00	2	MAN
Chemical Equipment Operator	51-9011.00	2	MAN
Dockworker	53-7041.00	2	TRA
Elevator Technician	47-4021.00	2	A/C
Engine Tester	51-9061.00	2	MAN
Engineer, Operating	47-2073.00	2	A/C
Iron and Steel Worker	47-2221.00	2	A/C
Manager of Mechanics, Installers, and Repairers	49-1011.00	2	MAN
Multiple Machine Operator	51-4081.00	2	MAN
Structural Metal Fabricator and Fitter	51-2041.00	2	MAN
Substation Operator, Utilities	51-8012.00	2	MAN
Landscape Gardener	37-3011.00	1	AGR
★ Engineer, Automotive	17-2141.02	4	STM
Engineer, Computer Systems Hardware	17-2061.00	4	IT

Occupation Title	O*NET	ED	CLU
RIE			
Engineer, Petroleum	17-2171.00	4	STM
Engineer, Plant	11-9041.00	4	STM
Geologist, Petroleum	19-2042.00	4	STM
Materials Scientist	19-2032.00	4	STM
Pilot, Commercial Airplane	53-2012.00	4	TRA
Pilot, Executive	53-2011.00	4	TRA
Aircraft Mechanic, Electrical and Radio	49-2091.00	3	TRA
Airframe and Power Plant Mechanic	49-3011.00	3	TRA
Appliance Repairer	49-9031.00	3	MAN
Die Maker, Jewelry	51-4111.00	3	MAN
Drafter, Detail	17-3013.00	3	A/C
Electric Motor Repairer	49-2092.00	3	MAN
Electrical Technician	17-3023.03	3	STM
Electrician	47-2111.00	3	A/C
Electro-Mechanical Technician	17-3024.00	3	STM
Laboratory Technician	19-4031.00	3	STM
Machinist	51-4041.00	3	MAN
★ Manager, Hydroelectric Production	11-3051.06	3	BUS
Motorcycle Mechanic	49-3052.00	3	TRA
Prosthetics Technician	51-9082.00	3	HEA
Sound Technician	49-2022.00	3	ART
Weather Observer	19-4099.00	3	STM
Automobile Body Repairer	49-3021.00	2	TRA
Biomedical Equipment Technician	49-9062.00	2	MAN
Blaster	47-5031.00	2	AGR
Farm Machine Operator	45-2091.00	2	AGR
Film Projectionist	39-3021.00	2	HOS
Gunsmith	51-4081.00	2	MAN
Inspector, Missile	51-9061.00	2	MAN
Inspector, Tester, Sorter, Sampler, and Weigher	51-9061.00	2	MAN

(continued)

Occupation	O*NET	HOC	ED
A			
Abstractor	23-2093.00	CSI	2
Academic Advisor	21-1012.00	SEC	4
Account Executive	11-2011.00	AES	4

Occupation	O*NET	ED	CLU
RIE			
★ Engineer, Automotive	17-2141.02	4	STM
Engineer, Computer Systems Hardware	17-2061.00	4	IT
Engineer, Petroleum	17-2171.00	4	STM

Research Findings – SDS Customers

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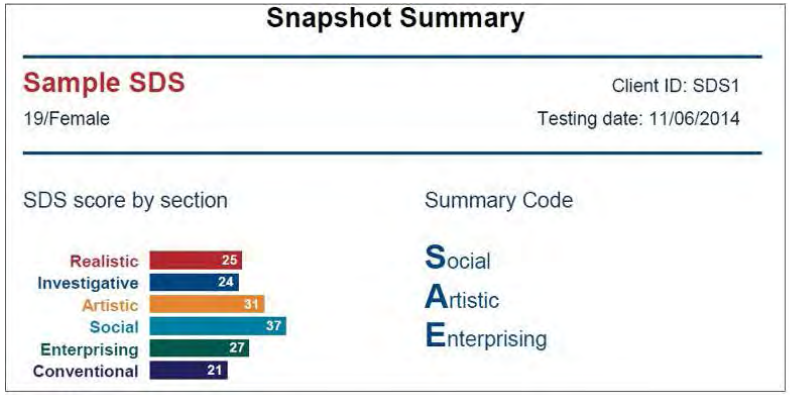
In February 2017, an online survey regarding proposed redesign of materials was conducted (n=118).

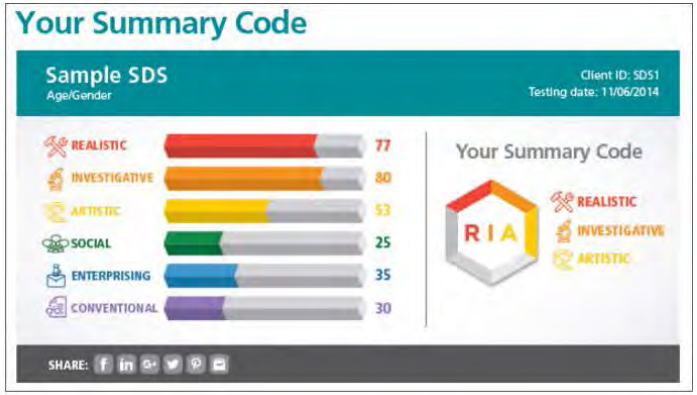
When asked about the proposed online report:

- **63-88%** felt the online report was more informative in presenting occupations based on Summary Code and how Summary Codes apply to reported occupational daydreams.

- **73%** felt the online report explained the user's Summary Code better than the current design.



Current



Proposed

SDS Online Materials

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Snapshot Summary

Sample SDS
19/Female

Client ID: SDS1
Testing date: 11/06/2014

SDS score by section

Summary Code

Social
Artistic
Enterprising

INTRODUCTION

To get the most from your Self-Directed Search (SDS) results, read this report carefully. The report provides lists of possible career options for you to consider as you think about your future. It also answers some frequently asked questions about the SDS and includes suggestions and resources to assist you with your educational and career planning.

We suggest that you mark each possibility listed in this report as No Interest (NI), Unsure (U), or Good Possibility (GP). Try not to discard possibilities because of inaccurate stereotypes or lack of information, and use the U designation to mark possibilities about which you are uncertain or unfamiliar.

What's included in this report?

This report includes a review of your Occupational Daydreams.

In addition, your Summary Code has been used to generate lists of occupations, fields of study, and leisure activities that match your Summary Code.

A list of next steps and resources is also provided.

Every combination of the letters of your Summary Code was used to generate this report. This was done to increase your awareness of potentially satisfying options and to provide you with a better understanding of your future possibilities. Remember, every code is different, and reports vary in the numbers of possibilities provided.

Your Summary Code

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John Sample

My Report

- My Summary Code
- Exploring Occupations
- My Occupational Daydreams
- My Job History
- My Education
- Income
- Career Clusters
- Resources
- **Learn how to use this report**

StandardSDS Report

The goal of this report is to help you learn about yourself, discover your occupational and educational options, and inform your decision-making process. You may have already made up your mind about an occupation, and therefore it may support your idea or suggest other possibilities. On the other hand, you may be uncertain about what occupation to pursue or question your current career or educational path.

This report can provide insight and information that may help you in your career development. It includes information and activities to prepare you to make career decisions. Make sure to take your time as you read through it and complete the activities.

What's included in this report?

- Your Summary Code, which is based on the results of your assessment.
- A personalized list of occupations associated with your Summary Code, which can be further customized by you.
- Additional personalized lists of occupations based on your daydream occupations and job history.
- A personalized list of programs of study associated with your Summary Code, which can be further customized by you.
- Overview of salaries associated with occupations that interest you.
- A list of careers organized by career clusters, which can be used for an additional self-directed search.
- A list of resources to assist you with your educational and career planning.

My Summary Code

John Sample
36 / Male
7/5/2017

My Summary Code

SHARE

When you completed the **StandardSDS**, you described what you like best—your favorite activities and interests. The three personality types that match your activities and interests most frequently make up your three-letter Summary Code. Your Summary Code is a brief way of saying what you like—your combination of interests.

Research Findings – Current SDS Users

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15,379 people have taken the SDS online over the past 12 months. 519 completed an online survey after taking the SDS.

- **57%** of participants found the online report to be useful or extremely useful. (n=519)
- **70%** felt the online report provided them with new occupational options or validated current interest areas. (n=481)

When asked about their intended next steps, participants reported positive outcomes including: (n=481)

- **38%** considering occupational alternatives listed in their report.
- **33%** felt that the SDS confirmed they had selected a good career path.
- **8%** considering a significant change in direction.

Current SDS Users

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15,379 people have taken the SDS online over the past 12 months

- Most users are Social types (42%)
- Most people aspire to their high point code
  - Exception is Conventional types – more likely to aspire to Social or Enterprising occupations

	Aspiration Summary Code					
SDS Code	**A**	**C**	**E**	**I**	**R**	**S**
A	**46%**	0%	13%	11%	8%	22%
C	5%	4%	22%	14%	8%	**48%**
E	6%	1%	**38%**	14%	9%	32%
I	6%	0%	7%	**49%**	13%	25%
R	6%	1%	10%	17%	**52%**	14%
S	7%	0%	8%	10%	4%	**71%**

Current SDS Users

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Student Users (77%)	
Education Level	Percentage
Elementary and Middle school	3%
High school diploma	18%
College*	62%
Graduate school	17%

Non-Student Users (23%)	
Education Level	Percentage
No degree	4%
GED	2%
High school diploma	20%
College degree	42%
Graduate degree	25%

*40% are in their first year of college

Self-Directed Search Online

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Online Reports - Overview

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Revision resulted in personalized reports for individual needs

- All reports are customized interactive experiences
- Includes a printable summary report

StandardSDS — For adults making career and educational decisions

StudentSDS — For students in middle/high school planning for their futures

VeteranSDS — For military personnel transitioning to the civilian workforce

Case Study: Keisha

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- 26 years old
- Daycare worker
- High school diploma
- Interested in the medical field

StandardSDS Online Report

Self-Directed Search
a part of Aspira360

StandardSDS

PRINT

My Report

- My Summary Code
- Exploring Occupations
- My Occupational Daydreams
- My Job History
- My Education
- Income
- Career Clusters
- Resources
- **Learn how to use this report**

My Summary Code

Keisha Sample
26 / Female
5/22/2018

Score out of 56

REALISTIC	25
INVESTIGATIVE	20
ARTISTIC	24
SOCIAL	36
ENTERPRISING	36
CONVENTIONAL	23

My Summary Code

SER

- SOCIAL
- ENTERPRISING
- REALISTIC

SHARE:

When you completed the **StandardSDS**, you described what you like best—your favorite activities and interests. The three personality types that match your activities and interests most frequently make up your three-letter Summary Code. Your Summary Code is a brief way of saying what you like—your combination of interests.

Based on your responses on the **StandardSDS**, your Summary Code is SER, or Social, Enterprising, and Realistic.

Learn more about the six personality types

Occupations

Self-Directed Search
a part of Aspira360

My Occupational List

TOP PICKS	OCCUPATION	HOLLAND CODE	EDUCATION REQUIRED	CAREER CLUSTER	OUTLOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Administrator, Health Care Facility	SER	Advanced degree			$ Salary Data	Indeed
	Athletic Director	SER	Advanced degree			$ Salary Data	Indeed
	Athletic Trainer	SRE	Advanced degree			$ Salary Data	Indeed
	Business Manager, College or University	ESR	Advanced degree			$ Salary Data	Indeed
	Chief Sustainability Officer	ERS	Advanced degree			$ Salary Data	Indeed
	Deputy Insurance Commissioner	ESR	Advanced degree			$ Salary Data	Indeed
	Director, Consumer Affairs	SER	Advanced degree			$ Salary Data	Indeed

Rapid growth

New and emerging

My Occupational List

TOP PICKS	OCCUPATION	HOLLAND CODE	EDUCATION REQUIRED	CAREER CLUSTER	OUTLOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Administrator, Health Care Facility	SER	Advanced degree			Data	Indeed
	Athletic Director	SER	Advanced degree			Data	Indeed
	Athletic Trainer	SRE	Advanced degree			Data	Indeed
	Business Manager, College or University	ESR	Advanced degree			Data	Indeed
	Chief Sustainability Officer	ERS	Advanced degree			Data	Indeed
	Deputy Insurance Commissioner	ESR	Advanced degree			Data	Indeed
	Director, Consumer Affairs	SER	Advanced degree			Data	Indeed
	Director, Zoo	ESR	Advanced degree			Data	Indeed
	Faculty, Business	ESR	Advanced degree			Data	Indeed
	Harbor Master	ESR	Advanced degree			Data	Indeed
	Librarian, Head	SER	Advanced degree			Data	Indeed
	Manager, Bakery	ESR	Advanced degree			Data	Indeed
	Manager, Brokerage Office	ESR	Advanced degree			Data	Indeed

Select Career Clusters

Clear All Select All

- [x] Agriculture
- [x] Architecture/ Construction
- [x] Arts
- [x] Business
- [x] Education
- [x] Finance
- [x] Government
- [x] Health
- [x] Hospitality
- [x] Human Services
- [x] IT
- [x] Law/Public Safety
- [x] Manufacturing
- [x] Marketing/ Sales
- [x] STEM
- [x] Transportation

Clear Apply

My Occupational List

TOP PICKS	OCCUPATION	HOLLAND CODE	EDUCATION REQUIRED	CAREER CLUSTER	OUTLOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Administrator, Health Care Facility	SER	Advanced degree			$ Salary Data	Indeed
	Athletic Trainer	SRE	Advanced degree			$ Salary Data	Indeed
	Occupational Therapist	SRE	Advanced degree			$ Salary Data	Indeed
	Vision Rehabilitation Therapist	SER	Advanced degree			$ Salary Data	Indeed
	Orthotist	RSE	College degree			$ Salary Data	Indeed
	Prosthetist	RSE	College degree			$ Salary Data	Indeed
	Chiropractor Assistant	SRE	Some college			$ Salary Data	Indeed
	Home Health Aide	SER	High School/GED			$ Salary Data	Indeed
	Nurse Assistant	SER	High School/GED			$ Salary Data	Indeed
	Orderly	SRE	High School/GED			$ Salary Data	Indeed

Summary Report for:
31-1014.00 - Nursing Assistants

Updated 2018

Bright Outlook

Provide basic patient care under direction of nursing staff. Perform duties such as feed, bathe, dress, groom, or move patients, or change linens. May transfer or transport patients. Includes nursing care attendants, nursing aides, and nursing attendants.

Sample of reported job titles: Certified Medication Aide (CMA), Certified Nurse Aide (CNA), Certified Nurses Aide (CNA), Certified Nursing Assistant (CNA), Geriatric Nursing Assistant (GNA), Licensed Nursing Assistant (LNA), Nurses' Aide, Nursing Aide, Nursing Assistant, State Tested Nursing Assistant (STNA)

View report: Summary | Details | Custom

Tasks | Technology Skills | Tools Used | Knowledge | Skills | Abilities | Work Activities | Detailed Work Activities | Work Context | Job Zone | Education | Credentials | Interests | Work Styles | Work Values | Wages & Employment | Job Openings | Additional Information

Tasks

5 of 33 displayed

- Answer patient call signals, signal lights, bells, or intercom systems to determine patients' needs.
- Turn or reposition bedridden patients.
- Provide physical support to assist patients to perform daily living activities, such as getting out of bed, bathing, dressing, using the toilet, standing, walking, or exercising.
- Review patients' dietary restrictions, food allergies, and preferences to ensure patient receives appropriate diet.
- Measure and record food and liquid intake or urinary and fecal output, reporting changes to medical or nursing staff.

back to top

Technology Skills

5 of 8 displayed Show 50 tools used

- **Accounting software** — Billing software
- **Electronic mail software** — Microsoft Outlook
- **Medical software** — Medical procedure coding software ; MEDITECH software ; PointClickCare; Telemetry software
- **Office suite software** — Microsoft Office

The results of your ass ciated with the other combinations of your code is very important.

When reviewing the lis Rapid Growth jobs ( ) are projected to grow much faster than average job icons can help you pinpoint jobs that are likely to be in demand in the comi

Indeed Jobs

Nurse Assistant Full Time Days

Florida Hospital Zephyrhills and Dade City - Dade City, FL 33525 - 30+ days ago

Performs under the supervision of the Charge **Nurse** on an assigned unit or **Nurse** Supervisor. Will consider **nurses** aid experience....

Nurse Assistant Full Time Days

Adventist Health System - Dade City, FL 33525 - 5 days ago

Performs under the supervision of the Charge **Nurse** on an assigned unit or **Nurse** Supervisor. Will consider **nurses** aid experience....

Assistant Nurse Ambulatory Urology Surgery

Florida Hospital Tampa - Tampa, FL 33602 - 14 days ago

The **Assistant Nurse** Manager participates in unit employee selection through interviewing and the hiring process. Team Leader, Clinical **Nurse** Coordinator)....

View More Job Search Results

Close

My Occupa

TOP PICKS	OCCUPATI			LOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Administra				$ Salary Data	Indeed
	Athletic Tr				$ Salary Data	Indeed
	Occupatio				$ Salary Data	Indeed
	Vision Reh				$ Salary Data	Indeed
	Orthotist				$ Salary Data	Indeed
	Prosthetist				$ Salary Data	Indeed
	Chiropract				$ Salary Data	Indeed
	Home Health Aide	SER	High School/GED		$ Salary Data	Indeed
	Nurse Assistant	SER	High School/GED		$ Salary Data	Indeed

Additional Occupations

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Because there were fewer than 8 points between some of your highest scores, it is recommended that you review a list of occupations based on all three letter code combinations of your top four highest scores.

It is also recommended that you review the list of occupations based on your Aspirations Summary Code for additional occupational options to explore.

Further Exploration of Occupations

It is possible that you might not have found occupations that interest you in the earlier sections of this report.

It is recommended that you review the following topics to continue exploring:

Explore more occupations

The table below provides more occupations to review. It includes occupations related to your highest scores.

Additional Occupations to Explore

TOP PICKS	OCCUPATION	HOLLAND CODE	EDUCATION REQUIRED	CAREER CLUSTER	OUTLOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Director, Council On Aging	EAS	Advanced degree			$ Salary Data	Indeed
	Faculty, Foreign Language and Literature	ASE	Advanced degree			$ Salary Data	Indeed
	Archivist	AES	Advanced degree			$ Salary Data	Indeed
	Producer, Radio and TV	SEA	College degree			$ Salary Data	Indeed
	Manager, Employee Welfare	SEA	College degree			$ Salary Data	Indeed
	Field Contractor	SEA	College degree			$ Salary Data	Indeed
	Director, Television	SEA	College degree			$ Salary Data	Indeed

Learn more…

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Learn even more about your code

Digging Deeper Into My Summary Code

Now that you know your three-letter Summary Code is SER, it is helpful to consider a few other details. As mentioned earlier, the first letter of your code, S, indicates that you resemble the Social type; your second letter, E, indicates the next type you resemble most, Enterprising; and your third letter, R, indicates the next type you resemble most. The remaining letters are types to which you are less similar. It is also important to consider the location of your three types on a hexagon.

The first two letters of your Summary Code of SER are next to each other on the hexagon, which often indicates overlap in interests and skills and is often associated with more stability in work history and direction of career choices.

Hopefully, you were able to identify occupations that interest you. If not, it is recommended that you review the list of occupations based on your Aspirations Summary Code for additional occupational options to explore.

Occupational Daydreams

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My Occupational Daydreams

When making a decision about your career, it is helpful to explore any daydreams you have had about your potential jobs. When beginning the **StandardSDS**, you were asked to report occupations you have dreamed about. You reported the following occupations:

My Daydream Occupations

ASPIRATION ENTERED	HOLLAND CODE
Medical Assistant	SCR
Phlebotomist	SRI
Nurse, Licensed Practical	SAC
ASPIRATIONS SUMMARY CODE	SRC

When comparing your Aspirations Summary Code, which is a summary of each of the daydream occupations you listed, to the three-letter Summary Code based on your assessment results, it was found that they have the same first letter. It is very likely that the occupations listed earlier in this report include jobs that interest you. As a result, you may not need to do much additional exploring to find an occupation that may be a good fit for you. However, you can always review your occupations list again.

Programs of Study

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The following section includes a list of potential programs of study based on your three-letter Summary Code of SER and its combinations.

The results of your assessment revealed a tie for the first letter in your code, so reviewing the programs associated with the other combinations your code is very important.

Potential Programs of Study

TOP PICKS	PROGRAM OF STUDY	HOLLAND CODE	CATEGORY
	Chiropractic Assistant/Technician	SRE	
	Health Aide	SER	
	Home Health Aide/Home Attendant	SER	
	Hospital and Health Care Facilities Administration/Management	SER	
	Long Term Care Administration/Management	SER	
	Massage Therapy/Therapeutic Massage	RES	
	Medical/Health Management and Clinical Assistant/Specialist	ESR	
	Nursing Assistant/Aide and Patient Care Assistant/Aide	SER	
	Occupational Therapy/Therapist	SRE	
	Orthodontics/Orthodontology	RSE	
	Orthotist/Prosthetist	RSE	
	Pharmaceutical Marketing and Management	ESR	

Case Study: Rex

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- 17 years old
- High school senior
- Exploring majors
- Interested in business and engineering fields

StudentSDS Online Report

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StudentSDS

PRINT

My Report

- My Summary Code
- Exploring Occupations
- My Occupational Daydreams
- My Education
- Income
- Career Clusters
- Resources
- **Learn how to use this report**

My Summary Code

Rex Sample
17 / Male
5/25/2018

Score out of 56

REALISTIC	41
INVESTIGATIVE	36
ARTISTIC	5
SOCIAL	18
ENTERPRISING	21
CONVENTIONAL	19

My Summary Code

REALISTIC
INVESTIGATIVE

SHARE:

When you completed the **StudentSDS**, you described what you like best—your favorite activities and interests. The two personality types that match your activities and interests most frequently make up your two-letter Summary Code. Your Summary Code is a brief way of saying what you like—your combination of interests.

Based on your responses on the **StudentSDS**, your Summary Code is RI, or Realistic and Investigative.

Career Clusters

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STEM Occupations

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Science, Technology, Engineering, and Mathematics (STEM)

Description:
Manage and provide scientific research and professional services in areas such as physical science, social science, and engineering.

Common Code: Investigative

TOP PICKS	OCCUPATION	HOLLAND CODE	EDUCATION REQUIRED	OUTLOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Archeologist	IR	Advanced degree		$ Salary Data	Indeed
	Astronomer	IR	Advanced degree		$ Salary Data	Indeed
	Chemical Laboratory Chief	IE	Advanced degree		$ Salary Data	Indeed
	Chemical Laboratory Technician	IR	Some college		$ Salary Data	Indeed
	Chemist	IR	College degree		$ Salary Data	Indeed
	Cryptanalyst (Secret Code Analyst)	IE	Advanced degree		$ Salary Data	Indeed
	Drafter, Electrical	IR	Some college		$ Salary Data	Indeed
	Electronics Technician	IR	Some college		$ Salary Data	Indeed
	Engineer, Airport	IS	College degree		$ Salary Data	Indeed
	Engineer, Chief	IE	College degree		$ Salary Data	Indeed
	Engineer, Civil	IR	College degree		$ Salary Data	Indeed
	Engineer, Industrial	EI	College degree		$ Salary Data	Indeed

Business Management Occupations

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Business Management and Administration

Description:
Plan, organize, and direct activities essential to any business.

Common Code: Enterprising

TOP PICKS	OCCUPATION	HOLLAND CODE	EDUCATION REQUIRED	OUTLOOK	SALARY INFORMATION	RELATED JOB LISTINGS
	Accountant	CS	College degree		$ Salary Data	Indeed
	Accountant, Tax	EC	College degree		$ Salary Data	Indeed
	Accounting Clerk	CS	High School/GED		$ Salary Data	Indeed
	Administrative Assistant	ES	Some college		$ Salary Data	Indeed
	Agent, Athletes or Artists	ES	College degree		$ Salary Data	Indeed
	Analyst, Management	IC	College degree		$ Salary Data	Indeed
	Auditor	EC	College degree		$ Salary Data	Indeed
	Budget Analyst	CE	College degree		$ Salary Data	Indeed
	Business President	SE	Advanced degree		$ Salary Data	Indeed
	Collection Clerk	CS	High School/GED		$ Salary Data	Indeed
	Computer Operator	CS	Some college		$ Salary Data	Indeed
	Controller/Comptroller	EI	Advanced degree		$ Salary Data	Indeed

Programs of Study

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Potential Programs of Study

TOP PICKS	PROGRAM OF STUDY	HOLLAND CODE	CATEGORY
	Acoustics	IR	
	Aeronautical/Aerospace Engineering Technology/Technician	RI	
	Aerospace Physiology and Medicine	IR	
	Agricultural and Horticultural Plant Breeding	IR	
	Agricultural Mechanics and Equipment/Machine Technology	RI	
	Agriculture	IR	
	Agroecology and Sustainable Agriculture	IR	
	Agronomy and Crop Science	IR	
	Aircraft Powerplant Technology/Technician	RI	
	Airframe Mechanics and Aircraft Maintenance Technology/Technician	RI	
	Airline/Commercial/Professional Pilot and Flight Crew	RI	
	Alternative Fuel Vehicle Technology/Technician	RI	
	Anesthesiology	IR	

Programs of Study

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Potential Programs of Study

TOP PICKS	PROGRAM OF STUDY	HOLLAND CODE	CATEGORY
	Business Statistics	IR	
	Management Information Systems	IR	
	Ceramic Sciences and Engineering	IR	
	Electromechanical Engineering	IR	
	Geotechnical and Geoenvironmental Engineering	IR	
	Materials Engineering	IR	
	Mechanical Engineering	IR	
	Metallurgical Engineering	IR	
	Operations Research	IR	
	Polymer/Plastics Engineering	IR	
	Textile Sciences and Engineering	IR	

Select Categories

Clear All Select All

- [ ] Agriculture
- [ ] Architecture
- [ ] Arts
- [ ] Biological Sciences
- [x] Business/Marketing
- [ ] Communications
- [ ] Computer Science
- [ ] Construction
- [x] Engineering
- [ ] Engineering Technologies
- [ ] Health
- [ ] Interdisciplinary Studies
- [ ] Mathematics
- [ ] Mechanic Technologies
- [ ] Natural Resources

College Navigator

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IES NCES National Center for Education Statistics ≡ MENU Search Go

COLLEGENavigator

Name of School
Type name of school here

States (use map for more than 1 state)
No Preference
Alabama
Alaska
Use Map

ZIP Code 33612 250 miles

Programs/Majors
1 Items Selected
Browse for Programs

Level of Award
Certificate
Associate's
Bachelor's
Advanced

Institution Type
Public
4-year
Private non-profit
2-year
Private for-profit
< 2-year

MORE SEARCH OPTIONS

Show Results

Guide Me | Clear Search

Print Export Results Save MY FAVORITES (0)

Mousing over gives you a brief description of an institution. To see full details click the name of the institution. Add to Favorites places institutions into My Favorites above, mousing over allows institution comparisons.

Sort by: Name City State ▼ Distance 1–15 of 27 Results

University of South Florida-Main Campus
Tampa, Florida | Distance from ZIP 33612: 2.4 miles

Pasco-Hernando State College
New Port Richey, Florida | Distance from ZIP 33612: 20.4 miles

Schiller International University
Largo, Florida | Distance from ZIP 33612: 21.6 miles

University of South Florida-St Petersburg
St. Petersburg, Florida | Distance from ZIP 33612: 22.9 miles

Eckerd College
Saint Petersburg, Florida | Distance from ZIP 33612: 25.6 miles

Southeastern University
Lakeland, Florida | Distance from ZIP 33612: 31.0 miles

State College of Florida-Manatee-Sarasota
Bradenton, Florida | Distance from ZIP 33612: 43.2 miles

College of Central Florida
Ocala, Florida | Distance from ZIP 33612: 77.7 miles

Rasmussen College-Florida
Ocala, Florida | Distance from ZIP 33612: 77.7 miles

Seminole State College of Florida
Sanford, Florida | Distance from ZIP 33612: 86.8 miles

Stetson University
DeLand, Florida | Distance from ZIP 33612: 95.8 miles

Florida Gulf Coast University
Fort Myers, Florida | Distance from ZIP 33612: 106.3 miles

Add to Favorites

IES NCES National Center for Education Statistics ≡ MENU Search Go

COLLEGENavigator

Back to Results | Print | Save | MY FAVORITES (0)

Name of School

Type name of school here

States (use map for more than 1 state)

No Preference
Alabama
Alaska

Use Map

ZIP Code 33612 250 miles

Programs/Majors
1 Items Selected

Browse for Programs

Level of Award

- Certificate
- Associate's
- Bachelor's
- Advanced

Institution Type

- Public
- 4-year
- Private non-profit
- 2-year
- Private for-profit
- < 2-year

MORE SEARCH OPTIONS

Show Results

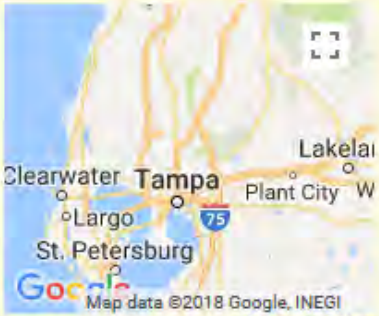
Guide Me | Clear Search

University of South Florida-Main Campus

4202 East Fowler Ave, Tampa, Florida 33620-9951

Add to Favorites

Distance from ZIP:	2.4 miles from 33612
General information:	(813) 974-2011
Website:	www.usf.edu
Type:	4-year, Public
Awards offered:	Associate's degree Bachelor's degree Master's degree Post-master's certificate Doctor's degree - research/scholarship Doctor's degree - professional practice
Campus setting:	City: Large
Campus housing:	Yes
Student population:	42,861 (31,461 undergraduate)
Student-to-faculty ratio:	22 to 1



View Full Map

IPEDS ID: 137351
OPE ID: 00153700

Expand All | Collapse All

- GENERAL INFORMATION
- TUITION, FEES, AND ESTIMATED STUDENT EXPENSES
- FINANCIAL AID
- NET PRICE
- ENROLLMENT
- ADMISSIONS
- RETENTION AND GRADUATION RATES
- OUTCOME MEASURES
- PROGRAMS/MAJORS
- SERVICEMEMBERS AND VETERANS
- VARSITY ATHLETIC TEAMS
- ACCREDITATION
- CAMPUS SECURITY
- COHORT DEFAULT RATES

COLLEGENavigator

Name of School

Type name of school here

States (use map for more than 1 state)

No Preference
Alabama
Alaska

Use Map

ZIP Code 33612 250 miles

Programs/Majors
1 Items Selected

Browse for Programs

Level of Award

- Certificate
- Associate's
- Bachelor's
- Advanced

Institution Type

- Public
- 4-year
- Private non-profit
- 2-year
- Private for-profit
- < 2-year

MORE SEARCH OPTIONS

Show Results

Guide Me | Clear Search

Florida State University

222 S. Copeland Street, Tallahassee, Florida 32306-1037

Added to Favorites

Distance from ZIP:	199.4 miles from 33612
General information:	(850) 644-2525
Website:	www.fsu.edu
Type:	4-year, Public
Awards offered:	Associate's degree Bachelor's degree Master's degree Post-master's certificate Doctor's degree - research/scholarship Doctor's degree - professional practice
Campus setting:	City: Midsize
Campus housing:	Yes
Student population:	41,173 (32,933 undergraduate)
Student-to-faculty ratio:	24 to 1

View Full Map

IPEDS ID: 134097
OPE ID: 00148900

Expand All | Collapse All

- GENERAL INFORMATION
- TUITION, FEES, AND ESTIMATED STUDENT EXPENSES
- FINANCIAL AID
- NET PRICE
- ENROLLMENT
- ADMISSIONS
- RETENTION AND GRADUATION RATES
- OUTCOME MEASURES
- PROGRAMS/MAJORS
- SERVICEMEMBERS AND VETERANS
- VARSITY ATHLETIC TEAMS
- ACCREDITATION
- CAMPUS SECURITY
- COHORT DEFAULT RATES

COLLEGENavigator

Name of School
Type name of school here

States (use map for more than 1 state)
No Preference
Alabama
Alaska
Use Map

ZIP Code 33612 250 miles

Programs/Majors
1 Items Selected
Browse for Programs

Level of Award
Certificate
Associate's
Bachelor's
Advanced

Institution Type
Public
4-year
Private non-profit
2-year
Private for-profit
< 2-year

MORE SEARCH OPTIONS

Show Results

Guide Me | Clear Search

	FLORIDA STATE UNIVERSITY	UNIVERSITY OF SOUTH FLORIDA-MAIN CAMPUS
City, State	Tallahassee, Florida	Tampa, Florida
Distance from ZIP 33612	199.4 miles	2.4 miles
Type	4-year, Public	4-year, Public
Campus setting	City: Midsize	City: Large

Expand All | Collapse All

Calculate Tuition

ESTIMATED STUDENT EXPENSES (BEFORE AID)

	Florida State University	University of South Florida-Main Campus
Total for	Undergraduates	Undergraduates
In-state		
On Campus	$21,774	$21,410
Off Campus	$21,774	$21,410
Off Campus with Family	$11,316	$11,710
Out-of-state		
On Campus	$34,904	$32,324
Off Campus	$34,904	$32,324
Off Campus with Family	$24,446	$22,624

All student expenses data apply to full-time first-time degree/certificate-seeking students for academic year 2017-2018.

MULTIYEAR TUITION CALCULATOR

This calculator uses estimated student expenses data to estimate the total tuition and fees charged at a school. The total is calculated for either the typical duration of a program or for the largest program at the school.

1. Select **starting academic year** 2018-2019
2. Select **tuition inflation rate**
   - (●) Use estimates (if not available, the custom value will be used)
   - ( ) Use custom value [ ]% (0-100 allowed)

Calculate Tuition

- **The output is only an estimate and not a guarantee** of the actual amount the student may be charged; it is not binding on the Secretary, the institution of higher education, or the State; and it may change, subject to the availability of financial assistance, State appropriations, and other factors. *The student must complete the Free Application for Federal Student Aid (FAFSA) to be eligible for, and receive, an actual financial aid award that includes federal grant, loan, or work-study assistance.*
- The estimated price does not include room and board, books and supplies, &c. (where applicable) and is based on previous years' tuition and fees data. Tuition and fees may vary by program. Please contact this institution for detailed price information.
- Estimated yearly tuition and fees may not sum to totals because of rounding.
- Tuition inflation rate estimates, where available, are based on previous years of tuition and fees data.

FINANCIAL AID

NET PRICE

ENROLLMENT

Online Report - VeteranSDS

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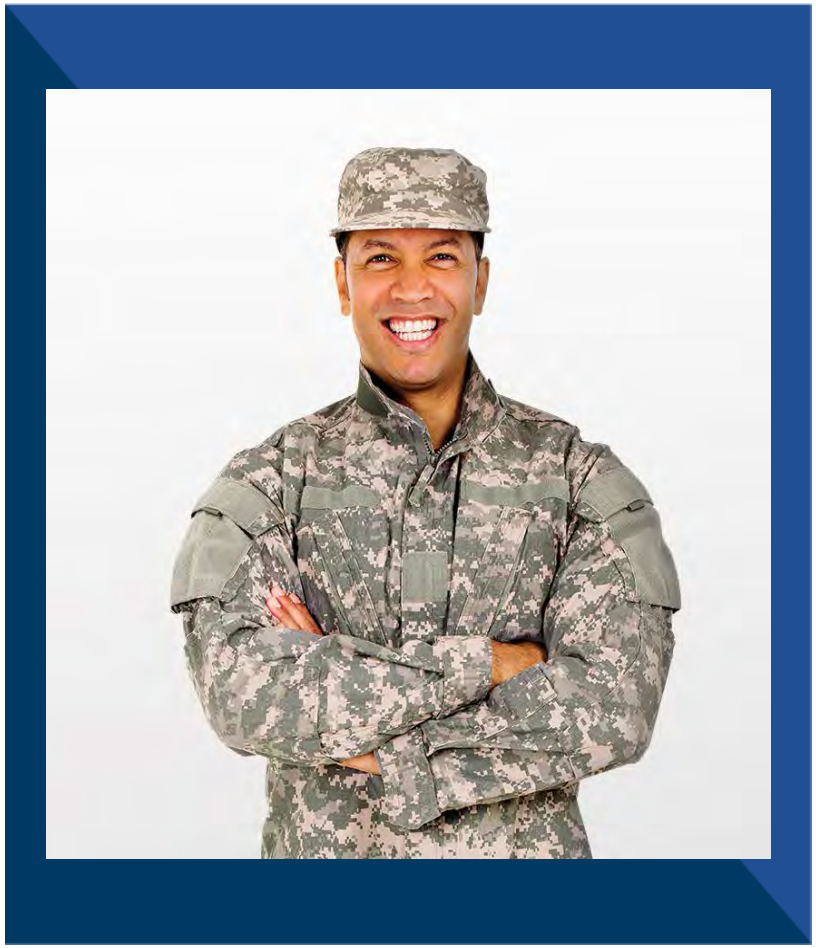

Designed for those with military experience

Incorporates My Next Move for Veterans

Links military occupation with related civilian occupations

Includes a transition planning checklist

Learn more about the online VeteranSDS report tomorrow at 10:00am session (#708)

What's Next?

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Comprehensive career guidance platform offering a variety of assessment tools to help career counselors and their clients across the career development lifespan.

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