

Contents

Preface	iii
List of Tables	x
List of Figures.....	xi
Chapter 1: John L. Holland: A Personal Introduction	1
A Personal History with Holland, by Robert	1
Viewing Holland From the RIASEC Perspective	2
What Was Holland’s RIASEC Code?	2
What Do These SDS Results Tell Us About Holland?	3
Introducing “A Man of All Types”	3
Holland’s Background	4
What Was Holland’s Family Background?	4
What Kind of Student Was Holland?	4
Did Holland Really Get Fired at ACT?	4
How Did the Army and Minnesota Experiences Affect Holland’s Thinking?	5
Holland’s Creation of the Self-Directed Search	5
Why Did Holland Develop the SDS?	5
How Did Holland Go about Creating the SDS?.....	5
Recognition of Holland’s Unique Contributions	6
Obituaries	7
Gary Gottfredson, <i>American Psychologist</i> , 2009	7
Jo-Ida C. Hansen, <i>The Counseling Psychologist</i> , 2011	7
James A. Athanasou, <i>Australian Journal of Career Development</i> , 2009.....	7
Robert C. Reardon, <i>Career Developments</i> , 2009	8
Conclusion	8
Chapter 2: RIASEC Theory: Past and Present	9
Holland’s RIASEC Theory	9
Myths Associated with RIASEC Theory.....	11
Assumptions of RIASEC Theory.....	13
Primary Assumptions	13
Secondary Assumptions.....	15
Factors Outside the Typology Affecting Career Behavior.....	17
The Importance of Aspirations	17
RIASEC Theory in Relation to Other Career Theories	18
Conclusion	19
Chapter 3: Types and Environments More Fully Examined.....	21
RIASEC Types More Fully Examined	21
Distinguishing Among the Types.....	21
Rule of Asymmetrical Distribution of Types and Subtypes.....	25
Stability of Interests and Work Histories	26
RIASEC Types: A Multicultural and International View	26
Prestige	28
A Word of Caution about Types.....	28

RIASEC Occupational Environments More Fully Examined	28
Distinguishing Among Environments	28
RIASEC Codes Applied to Occupational Data	28
2022 Labor Market Projections: A RIASEC View.....	30
Rule of Intraoccupational Variability	30
RIASEC Codes of Workers.....	33
Income and Six Kinds of Work, 1990-2010	33
Vocational Aspirations and Labor Market Realities	36
The Isomorphism Assumption	36
Economic and Labor Market Changes from a RIASEC Perspective.....	37
Environmental Forces on Persons.....	37
Methods for Assessing Environments.....	39
RIASEC Educational Environments More Fully Examined	40
Academic Disciplines Related to RIASEC Codes.....	40
Academic Socialization of Students.....	40
Conclusion	42
Chapter 4: Review and Use of the SDS Form R, 5th Edition.....	43
Our History with the SDS.....	43
Some Background on the SDS	43
What’s New with the SDS?	44
The SDS as a Simulated Career Counseling Activity	44
The Daydreams Section.....	45
Activities.....	47
Competencies.....	47
Occupations.....	47
Self-Estimates	48
The Summary Code and What It Means.....	48
Congruence Between Aspirations and Summary Codes.....	49
Readiness for Career Decision Making.....	51
My Vocational Situation (MVS).....	51
Career Thoughts Inventory (CTI).....	52
Career Decision State	52
The Occupations Finder (OF 5th Edition)	53
Description.....	53
Developing the OF 5th Edition.....	56
Using the OF.....	56
You and Your Career (YYC).....	57
SDS Validity and Practice.....	57
O*NET Interest Profiler (O*NET-IP), Myers-Briggs Type Indicator (MBTI), and Strong Interest Inventory (SII)	57
O*NET Interest Profiler (O*NET-IP)	57
Myers-Briggs Type Indicator (MBTI)	58
Strong Interest Inventory (SII)	59
The O*NET-IP, MBTI, and SII in Relation to the SDS.....	60
Conclusion	61
Chapter 5: Comparing and Using SDS Forms, Formats, and Features.....	63
Self-Directed Search (SDS) Form R, 5th Ed.	63
A Transition in the Life of the SDS.....	63
SDS Form R, 5th Edition and the Occupations Finder	63
You and Your Career (YYC).....	64
The Educational Opportunities Finder (EOF)	65
Applications	65
The Leisure Activities Finder (LAF)	66
Applications	66
The Veterans and Military Occupations Finder (VMOF)	67
Applications	67

Digital Applications of the SDS Form R, 5th Edition	67
SDS Internet Version	68
PARIConnect	68
SDS Form R, 5th Edition Client Interpretive Report	68
Applications	68
SDS Form R, 5th Edition Professional Interpretive Report	69
SDS Form R, 5th Edition Spanish Translation	70
Applications	70
SDS Form E	70
Applications	71
SDS Career Explorer	71
Applications	72
Conclusion	73
Chapter 6: Other Holland-Based Program Materials.....	75
Dictionary of Holland Occupational Codes (DHOC)	75
Vocational Preference Inventory (VPI).....	76
Case Study Using the VPI: The Boat Yard.....	76
Position Classification Inventory (PCI).....	77
Applications	77
Career Attitudes and Strategies Inventory (CASI)	78
Environmental Identity Scale (EIS; Organizational Focus Questionnaire).....	79
Applications	79
Conclusion	80
Chapter 7: Practicing with RIASEC and Cognitive Information Processing (CIP) Theories	81
Translating Theory into Practice: The CIP Approach.....	81
What's Involved in Career Choice	82
Knowledge About Self.....	82
Knowledge About Options.....	83
Decision Making: The CASVE Cycle.....	85
Taxonomy of Decision Making	87
Executive Processing or Thinking About Thinking	90
Readiness Assessment.....	91
Connecting RIASEC and CIP Theories in Practice	92
Conclusion	92
Chapter 8: Interpreting the SDS.....	93
Issues and Questions to Consider in Using the SDS	93
Policy Options Governing Use of the SDS	94
Drawing Upon RIASEC and CIP Theories.....	96
Readiness Assessment and SDS Interpretation	97
Applying Holland Typology Concepts in Interpreting the SDS.....	97
Basic Interpretive Ideas	98
Congruence	98
Personality Characteristics	101
Secondary Interpretive Ideas.....	105
Coherence of Aspirations	105
Consistency.....	106
Profile Elevation	106
Differentiation	107
Commonness	108
Professional Judgment	108
Where Do I Go From Here in Interpreting the SDS?.....	109
The Career Information Exercise	109
Using the "RIASEC Game"	109
Conclusion	111

Chapter 9: Using SDS Diagnostic Signs and the CTI in Career Assistance	113
Guidelines for Using the Self-Directed Search and Related Interventions	113
A Brief Screening Interview.....	114
Productive and Less Productive Uses of the SDS	115
Assigning the SDS	115
Using and Interpreting SDS Results.....	116
Dealing With Flat Profiles	116
College Student Case Study: "Juanita"	117
Authors' Case Analysis of Juanita	118
Conclusion	121
Chapter 10: Four Case Studies.....	123
Case 1: Martha	123
Case Notes	123
Case Data for Martha.....	123
Our Comments	123
Case 2: William	127
Case Notes	127
Case Data for William	128
Our Comments	128
Case 3: Lena	130
Case Notes	130
Case Data for Lena	130
Our Comments	130
Case 4: Shane	131
Case Notes	131
Case Data for Shane	133
Our Comments	133
Conclusion	135
Chapter 11: Program Development Strategies.....	137
Holland's Early Ideas About Career Programs	137
Career Services Program Options: A CIP Perspective.....	138
Three Levels of Career Intervention	139
Self-Help Services	140
Brief Staff-Assisted Services.....	140
Individual Case-Managed Services.....	141
A Systems Approach to Program Development.....	141
Communication	142
Analysis	143
Synthesis	144
Valuing	145
Execution	145
Communication	145
Screening for Client Readiness.....	146
A Basic Seven-Step Model for Career Service Delivery.....	148
Sample Program Scenarios.....	149
Scenario 1, Middle School Guidance: Project EXPLORE.....	149
Communication.....	149
Analysis	149
Synthesis	150
Valuing	150
Execution	150
Communication.....	150
Scenario 2, Military Transition Program	151
Scenario 3, Human Resources Office Program	151
Scenario 4, A Career Program for Rural Australians	151

Holland’s Ideas for Improved Career Programs	154
Conclusion	154
Chapter 12: Evaluation and Future Trends.....	155
The Gap Between Reviews and Activity	156
What Others Have Said About RIASEC Theory	156
Duane Brown	156
Vernon Zunker	156
Richard Sharf.....	156
Spencer Niles and JoAnn Harris-Bowlsbey.....	157
Gysbers, Heppner, and Johnston	157
Margaret Nauta.....	157
Patton and McMahon	157
Tracey and Sodano	157
Summary of Others’ Views of RIASEC	157
What Holland Said About RIASEC Theory.....	158
What Others Have Said About the SDS	159
What Holland Said About the SDS	161
The Future: Prospects and Challenges.....	162
Conclusion	162
Epilogue	163
Ted’s Story.....	163
A Call to Network and Share	164
References	165
Appendix A: Glossary	175
Appendix B: Matching RIASEC and SDS Concepts/Terms	179
Appendix C: Undergraduate Programs Arranged by RIASEC Categories	181
Appendix D: Individual Learning Plan (ILP)	185
Appendix E: Career Information Follow-Up Exercise	187
Step 1: Initial Review of Occupations	188
Step 2: Narrowing Your List.....	188
Step 3: Deciding What Information You Need.....	188
Step 4: Obtaining Detailed Information About Occupations.....	188
Appendix F: Cognitive Information Processing (CIP) Practitioner Self-Test	191
Key to CIP Practitioner Self-Test.....	195
Appendix G: SDS Practitioner Self-Test	199
Answer Key for SDS Practitioner Self-Test.....	204
Appendix H: Worksheet for Calculating the Iachan Agreement Index for Any Pair of Three-Letter Codes	209
Appendix I: Occupational Exploration Activity Worksheet.....	211
Appendix J: SDS and CIP Case Interpretation Guidelines.....	213
Appendix K: Guide to Good Decision Making Exercise	215
Appendix L: SDS Case Analysis Worksheet.....	221
Appendix M: Case Analysis Worksheets: Four Completed Cases	225
Index.....	229
About the Authors.....	235
Robert C. Reardon, PhD	236
Janet G. Lenz, PhD	236

List of Tables

3.1	A brief description of the Holland personality typology	23
3.2	Personality characteristics and career interventions.....	24
3.3	Normative distribution of two-letter college student codes	25
3.4	A brief description of the Holland environmental typology.....	29
3.5	PCI codes for 24 counselors' job descriptions	32
3.6	Number and percentage of persons employed in six kinds of work, 1960-2010	33
3.7	Reich emerging categories of work in relation to RIASEC codes and employment growth	38
3.8	Academic disciplines related to RIASEC codes.....	41
8.1	SDS indicators/diagnostic signs	99
8.2	Percentile ranks for Iachan Agreement Index Scores.....	100
8.3	Strategies for career counseling using Holland's typology	104
9.1	Guidelines for assigning the SDS Form R, SDS on PARiConnect, and related Holland interventions	114
9.2	SDS case worksheet for Juanita	120
11.1	Scenarios of six RIASEC areas of work in a primitive environment	153

List of Figures

2.1	A hexagonal model for interpreting inter- and intra-class relationships among personality types and environments.....	11
2.2	Career theories viewed from dimensions of structure versus process orientation and impact on research and practice.....	19
3.1	Percentage of occupational titles used in the U.S. Census over six decades	31
3.2	Distributions of types and subtypes employed in career counseling (SEA)	32
3.3	Percentage of persons employed in six kinds of work, 1960-2010.....	34
3.4	Annual income (dollars) in six kinds of work across three Census decades	35
3.5	Percent of postsecondary degree levels in RIASEC categories	42
4.1	Example of an SDS Professional Interpretive Report score summary table	50
4.2	Client information form measuring career certainty, satisfaction, and clarity including the Occupational Alternatives Question (OAQ), Satisfaction with Choice Question, and Career Decision State Survey	54-55
7.1	The CIP pyramid.....	82
7.2	The CASVE cycle	86
7.3	Three levels of client decision-making status.....	88
8.1	Sample individual learning plan from the Career Center at Florida State University.....	95
8.2	SDS theory-based interpretive ideas.....	98
8.3	Congruence worksheet for calculating the Iachan Agreement Index for SAE/SAR	101
8.4	Career interventions by Holland type	102-103
8.5	An illustration of highly differentiated and undifferentiated profiles	107
8.6	Hexagon with RIASEC type descriptions.....	110
9.1	SDS Assessment Booklet summary sheet for Juanita.....	119
10.1	SDS results for Martha.....	124-125
10.2	PCI profile grid for Martha.....	126
10.3	CASI profile sheet for Martha.....	127
10.4	SDS and CTI results for William.....	128-129
10.5	SDS and CTI results for Lena.....	131-132
10.6	SDS and CTI results for Shane.....	133-134
11.1	A synthesis of three guidance dimensions: Client needs, intervention complexity, and staff competencies...	139
11.2	CASVE process of program development	142
11.3	A two-dimensional model of readiness for career decision making.....	147
11.4	The seven-step service delivery sequence	149