

Online Software for Career Education & Guidance

CASCAiD Ltd, UK



Career Education & Guidance

- Self knowledge
- Learning about careers and the world of work
- Developing your career management & employability skills

CASCAiD Overview

- Founded in 1969: a local authority Careers Service project to develop careers information databases and help users find the right information
- Owned by Loughborough University since 1996
- Employs 25 people with skills in software development and occupational research
- CASCAiD is committed to providing high quality software to assist in careers education and guidance throughout the UK and internationally



Loughborough

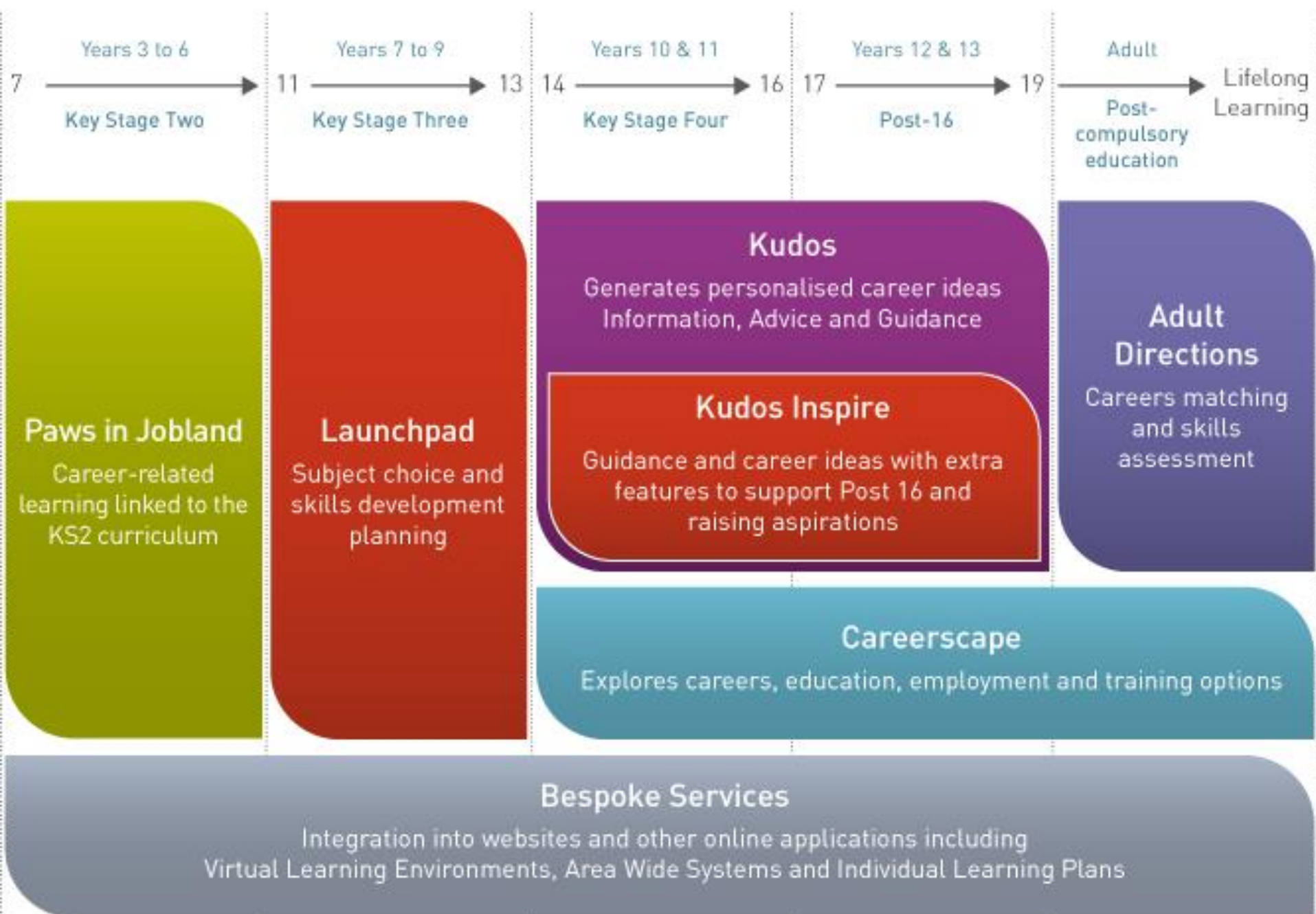


CASCAiD Overview

- Comprehensive database of UK careers supported by multimedia content
- “Careers Matching” interests inventory
- Skills assessment and matching tools
- Action planning for career management
- Careers education and guidance programmes
- International lifelong guidance projects



Age Range



Years 3 to 6

Years 7 to 9

Years 10 & 11

Years 12 & 13

Adult

Lifelong Learning

Key Stage Two

Key Stage Three

Key Stage Four

Post-16

Post-compulsory education

Paws in Jobland

Career-related learning linked to the KS2 curriculum

Launchpad

Subject choice and skills development planning

Kudos

Generates personalised career ideas Information, Advice and Guidance

Kudos Inspire

Guidance and career ideas with extra features to support Post 16 and raising aspirations

Careerscape

Explores careers, education, employment and training options

Adult Directions

Careers matching and skills assessment

Bespoke Services

Integration into websites and other online applications including Virtual Learning Environments, Area Wide Systems and Individual Learning Plans

CASCAiD Internationally

- **Scotland**
- **Belgium**
- **Canada**
- **Croatia**
- **Denmark**
- **Republic of Ireland**
- **Italy**
- **Northern Ireland**
- **Norway**
- **Singapore**
- **Slovenia**
- **Sweden**
- **United States**
- **Wales**
- **Romania**



CASCAiD Career Guidance Tools



CASCAiD Overview

- Original occupational database project:
 - Clarity
 - Consistency
 - Impartiality
 - Quality
 - Professional accreditation
 - Further information



CASCAiD Overview

- Help users find the right information:
 - Descriptive
 - Factual
 - Statistical
 - Experiential
- CASCAiD Matching System





CASCAiD Careers Matching

- Analysis of occupational database in terms of interests, skills, qualifications, health factors, competencies, etc.
- The user must indicate their qualification level before the initial match list
- A user is asked whether they are interested in each aspect of work
 - 5 possible answers: Like very much, Like, Dislike, Dislike very much, Does not matter
- Each career starts out as a suitable match
 - Each stage of process either leaves career as suitable or demotes it



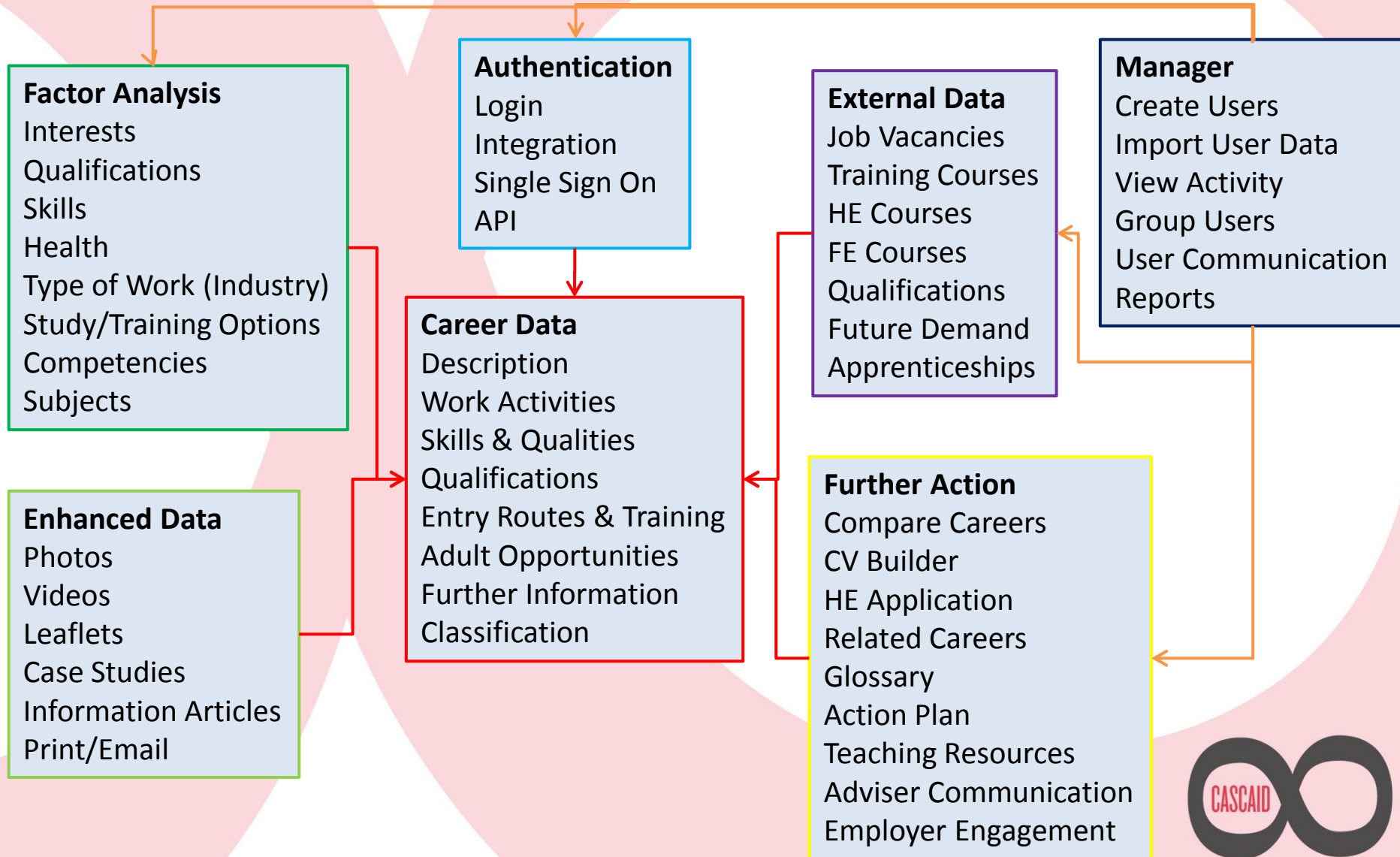


CASCAiD Careers Matching

- Matching is Open
 - User can see how factors relate
- Matching is User Centric
 - User makes own responses and sees how they are used
- Matching is Learning Based
 - User learns about themselves & careers
- Matching is Reflective
 - Think about result & how to use it



CASCAiD Matching System



Principles of CASCAiD's career guidance software


- CASCAiD software is used for a variety of purposes:
 - To raise questions and identify issues for discussion with a careers counsellor
 - To encourage clients to investigate careers further
 - To provide new career ideas and widen their horizons



Principles of CASCAiD's career guidance software

- CASCAiD software is used...
 - ...with a variety of individuals of all ages and abilities in:
 - Employment
 - Unemployment
 - Education
 - Training
 - ...with varying needs:
 - Wishing to change career
 - With a qualification potential ranging from no qualifications to degree level and beyond
 - Investigating training and/or higher education choices
 - Investigating career choices generally





I'VE ALWAYS
WONDERED WHY
YOU DECIDED
TO BE A DOG..

I WAS FOOLED
BY THE JOB
DESCRIPTION..

Thank You!
Any Questions?

John Kelly

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