

History of Career Counseling

- Product of our development as a nation
- Touches on all aspects of human life
 - Political, economic, educational, philosophical, social
- Historical perspective provides insight
 - Role of the career counselor
 - Development of career guidance

Terms and definitions

- Career development
 - Total constellation of psychological, sociological, educational, physical, economic, and chance factors that combine and influence the nature and significance of work throughout the life span
- Vocation, occupation & job
 - Used interchangeably

Terms and definitions

- Career
 - A continuous life process consisting of many work experiences and life roles
- Career counseling
 - Activities associated with assisting career choices over the life span
 - All aspects of individual needs
 - Clarify career decision making
- Career guidance
 - Institutional and service components that offer career counseling

Birth of Career Guidance

- Industrial Revolution
- Study of individual differences
- World War I
- National Conference on Vocational Guidance (1910)
- Measurement movement
- Significant federal legislation

Industrialism

- Changed work environment and living conditions
 - Agrarian to industrial
 - Rural to urban
 - Immigration
 - Growth and centralization of industry
- Loss of individual identity
- Birth of reform movements to correct abuses; improve quality of life

Study of Individual Differences

- Francis Galton & John Stuart Mill
 - Galton – founder of eugenics movement
 - Mill – proponent of equal education
- Alfred Binet & Theophile Simon
 - Binet-Simon test of 1905
 - Became the Stanford-Binet, 1916 – Terman
- James Catell – student of Galton

Study of Individual Differences

- John Dewey – educational reform
- Increased focus on the individual
- Assessment of abilities for purposes of identifying differences in ability
- Foundation of intelligence assessment
- Great influence on development of both career and school counseling

Early Career Guidance Programs

- Merrill (early 1900's) industrial arts
- Jesse B. Davis
 - Father of school counseling
 - 11th grade educational and vocational guidance 1898-1907
 - Later as principal, required students to actively reflect on career decisions

Frank Parsons

- Father of career guidance
 - Developed first comprehensive conceptual framework
- "Choosing a Vocation"
- Deep interest in social reform
- Started Vocation Bureau of Boston

Parson's Framework

- Clear understanding of self, aptitudes, abilities, interests, resources, limitations, etc.
- Knowledge of requirements and conditions for success: pros & cons; compensations, opportunities, prospects in a given line of work
- Apply "true reasoning" to realistically assess likelihood of successful match

National Conference

- National conference on Vocational Guidance
 - First held in Boston, 1910
 - Call for increase in school guidance personnel
 - Greater focus on vocational guidance in the schools
- 3rd National Conference in 1913
 - National Vocational Guidance Association was formed
 - Became National Career Development Association

World War I

- Need for testing of large groups
- Robert M. Yerkes developed first group intelligence tests
 - Alpha – verbal tests
 - Beta – nonverbal tests
- 1928 – “Aptitude Testing” – Hull
 - Published to provide information on aptitude test batteries matching human traits with job requirements

Post WWI...

- Achievement testing
 - Increased in 1920s in schools
- Personality testing
 - Slow to develop
 - Became integral to career assessment
- Too much reliance on testing early on
 - Little consideration for other aspects of human development and experience

Federal Legislation

- 1917 – Smith-Hughes Act
 - Federal \$ for nationwide vocational education
 - Counselor training programs at universities
- 1936 – George-Dean Act
 - Continued support vocational education
- 1933 – Wagner-Peyser Act
 - Established U.S. Employment Service

Other activity...

- 1939 – Dictionary of Occupational Titles
- 1938 – B'nai B'rith Vocational Service Bureau
- 1939 – Jewish Occupational Council
 - Career guidance for Jewish immigrants
 - Established models for delivery of programs

Growth – 1940 to Present

- Counseling publications
- World War II
- Federal programs
- Theories of career development
- Development of career education
- Professional movement
- Advances in technology

Williamson & Rogers

- E. G. Williamson
 - "How to Counsel Students" 1939
 - Drew on Parsons; Trait & Factor
 - Directive counseling
- Carl R. Rogers
 - "Counseling & Psychotherapy" 1942
 - Attacked directive counseling
 - Affect, motivation, self-awareness
 - Non-directive, client-centered

World War II

- Again needed testing procedures to classify recruits
- Army General Classification Test
 - Assess recruits, maximize potential, placement into appropriate areas of service
- Assistance to veterans
 - Educational, vocational planning (GI bill)
 - 1944 – est. career guidance centers

More assessment...

- Renewed focus and interest
- 1938 – Mental Measurements Yearbook
- Increased college enrollment (GI Bill)
 - College Entrance Examination Boards
 - American College Testing Program (ACT)

National Defense Education Act

- 1957 the Russians launched Sputnik
- 1958 National Defense of Education Act
 - Increased focus on Math and Science
 - Endorsed close relationship between testing and career guidance
 - Identify students with outstanding ability and aptitude
 - Generated greater need for school guidance counseling

The 1960s

- Period of great social change in US
- Issues with role and meaning of work
 - Civil rights movement – racial equality
 - Feminist movement
 - Services for the elderly
- Greater emphasis on existential and humanistic issues

The 1960's

- Individual awareness
 - Potential and experience
 - Self-assertion
- Manpower legislation – occupational training programs
- Economic Opportunity Act
 - Head Start
 - Job Corps
 - Community Action Programs

The 1960's

- 1963 – Vocational Educational Act
 - Formal training for job seekers
 - Occupational adjustment in changing market
 - More funding for school guidance as well

NOICC

- National Occupational Information Coordinating Committee (NOICC) 1976
 - Bureau of Labor Statistics
 - Employment and Training Administration
 - Office of Vocational and Adult Education
 - National Center for Educational Statistics

NOICC

- Develop occupational information system
 - Employment and training on federal, state, local levels
- Assist in organization and operation of state committees (SOICCs)
- Assist all users in sharing and use of occupational information
- Labor market information for the needs of youth

Summary

- Career guidance movement began at the turn of the 20th century
- Greatly influenced by
 - Industry and technology
 - Social change and reform
 - Government funding and programs
 - Testing and assessment of human traits

Summary

- Links between School and Career counseling history and development are strong
- Shifting focus from “making a living” to the meaning of work to the individual self
- An understanding of this history & development increases insight into the role of the Career Counselor