FOCUS-2
The Online Career & Education Planning System
An Overview for Administrators
www.focuscareer2.com

Career Dimensions, Inc.
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FOCUS-2 is an online, self-guided program that helps students explore and make decisions about their career goals and their major areas of study.
The FOCUS–2 PROCESS
Steps Involved in Career & Education Decision Making

Self-Assessment of Personal Attributes:
*Interests, Values, Personality, Skills, Leisure Activities*

Assessment Results are Matched to Occupations

The Major Areas of Study Supporting Preferred Occupations are Identified

Users analyze and compare the pros and cons of the occupations and majors that appeal to them, make choices and map out goals and action plans
Benefits of Career Planning

(Reference: America's Career Research Network Association-US Dept of Education.)

While In College:
- Fewer transfers & switching of majors
- Graduate on time
- More motivated & goal focused
- Higher academic achievement

After Graduation:
- Better entry job with higher income
- More satisfied with chosen career field
- Less career change, faster career advancement
The consequences of not planning are costly

Absence of Career Planning is a major cause of:

- Switching majors
- College transfer
- Dropout
- Extended years in school

Research by the US Department of Education and American College Testing shows:

- 51% of U.S. college students entering 4 year colleges will transfer or dropout

Of this 51%:

- 30% transfer to another college or change their major
- 20% transfer 2X and require 6+ years to graduate
- 50% dropout completely
GETTING STARTED
Users need to create their FOCUS-2 accounts first.
The FOCUS-2 Self-Registration and Login pages can be accessed directly from your Career Services webpage.

Sample log in page

If you need to create new account, click here.

LOG-IN For Returning Users
RETURNING USER LOGIN
User name
Password
Log-in
Students self-register to create their new FOCUS-2 accounts

Sample self-registration page

<table>
<thead>
<tr>
<th>LOG IN For New USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREATE A NEW USER ACCOUNT</td>
</tr>
<tr>
<td>All fields are required</td>
</tr>
<tr>
<td>Enter our access code</td>
</tr>
<tr>
<td>Group</td>
</tr>
<tr>
<td>Enter your e-mail address</td>
</tr>
<tr>
<td>Name</td>
</tr>
<tr>
<td>Create a user name:</td>
</tr>
<tr>
<td>Create a password:</td>
</tr>
<tr>
<td>Confirm your password:</td>
</tr>
</tbody>
</table>

Remember: the user name and password are case sensitive!!!
Users can reuse FOCUS-2 24/7, on or off campus, on any PC

FOCUS-2 saves all results! Students can log back into their accounts and pick up where they left off.

Each person should create only one account. Administrators can use their administrative user name and password to log into the user side of the system.

If you have forgotten your username or password, click here.

Don’t forget: the user name and password are case sensitive!!!
FOCUS-2 Main Menu

**Career Readiness**
Career and Educational Goals
Academic Strengths
Your Accomplishments
Your Career Planning Status
Your Personal Development Needs

**Self Assessment:**
Work Interest Assessment
Leisure Interest Assessment
Skills Assessment
Personality Assessment
Values Assessment
*Combine the Results of Multiple Assessments*

**Explore the Possibilities**
Search by Name
Search by Industry
What can I do with a major in...?
Compare Two Occupations Side by Side

**Your Personal Portfolio**
Review and update saved occupations
Review and update your saved majors
Review and print your portfolio

**Recommended Tools and Websites**
Calendar of Events
Job Board Network
Links
Quick reference sheets for students and counselors are available as print outs.

A Power Point slideshow: FOCUS 2 Student Orientation of FOCUS 2 is also available.
Features on the FOCUS–2 Main Menu

Career Readiness
Career and Educational Goals
Academic Strengths
Your Accomplishments
Your Career Planning Status
Your Personal Development Needs

Career Readiness is a good starting point for students to assess how involved they are in activities that support their career and education decision making.
Features on the FOCUS–2 Main Menu

**Self Assessment:**
- Work Interest Assessment
- Leisure Interest Assessment
- Skills Assessment
- Personality Assessment
- Values Assessment

Combine the Results of Multiple Assessments

Five reliable and valid assessments guide students through the career & education exploration and decision making process. Assessment results lead students to occupations matching their profiles.
After completing an assessment, FOCUS –2 matches a user’s results to occupations and the majors offered at your school that will prepare them for those occupations. *Students should be encouraged to save occupations and majors that appeal to them.*

<table>
<thead>
<tr>
<th>Saved</th>
<th>Sort by Occupation Name</th>
<th>Sort by Mean Salary</th>
<th>Majors at Your School</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Biology Professor</strong></td>
<td>$77,690.00</td>
<td>Science Teacher Education Biology / Life Science</td>
</tr>
<tr>
<td></td>
<td><strong>Biopsychologist</strong></td>
<td>$74,250.00</td>
<td>Biology / Life Science Mathematics Psychology</td>
</tr>
<tr>
<td></td>
<td><strong>Cardiologist (MD)</strong></td>
<td>$138,910.00</td>
<td>Biology / Life Science</td>
</tr>
<tr>
<td></td>
<td><strong>Chemistry Professor</strong></td>
<td>$65,400.00</td>
<td>Science Teacher Education Chemistry</td>
</tr>
<tr>
<td></td>
<td><strong>Clinical Psychologist</strong></td>
<td>$63,960.00</td>
<td>Psychology Social Work</td>
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</tbody>
</table>
Features on the FOCUS–2 Main Menu

Self Assessment:
- Work Interest Assessment
- Leisure Interest Assessment
- Skills Assessment
- Personality Assessment
- Values Assessment

Combine the Results of Multiple Assessments

Upon completion of two or more assessments, students should click on “Combine the Results of Multiple Assessments.”

This function narrows down their results.

This is a great place for students to spend time reviewing occupations and majors that match their assessment results.
Sample Occupation

Overview

Archeologist

Archeologists research the materials and records of past cultures, countries, tribes, and early human history to reconstruct and understand origin and development. They excavate, classify and interpret artifacts and weapons to identify trends.

- Click on Play Video to view the nature of the work.
- Click on Interest Profile to see how well their interests match the interest profile for the occupation.
- Click on other topics to explore earnings, outlook, working conditions, etc.

Students should **SAVE OCCUPATIONS** that appeal to them! We recommend saving a minimum of 5 occupations.

Students can then click on **Areas of Study** to find out which Majors support those occupations.

Students should **SAVE MAJORS** that appeal to them!
Features on the FOCUS–2 Main Menu

Explore the Possibilities
Search by Name
Search by Industry
What can I do with a major in...?
Compare Two Occupations Side by Side

Students should be sure to utilize the feature “What can I do with a major in...”. This feature allows them to explore any major offered at your college and to explore the occupations that a specific major can lead to.
An **Automated Portfolio Builder** records students’ decisions and preferences as they use FOCUS-2. They can review and print their results. They can add their addresses, IM addresses, etc. to their portfolios by selecting “**Update My Account**” in the upper right hand corner of the Main Menu.
Sample pages from a student’s portfolio. Students’ portfolios can be accessed online on your school’s FOCUS 2 Administrative Website.
Features on the FOCUS-2 Main Menu

**RECOMMENDED Tools and Websites**

- Calendar of Events
- Job Board Network
- Links

These features allow students to access helpful websites directly from FOCUS-2 and to review upcoming events.
The next series of slides will present a guided tour highlighting the functions of the Administrative Menu for FOCUS Administrators.

Log on to your FOCUS 2 administrator account at http://focuscareer2.com/InstAdminLogin.cfm or www.focuscareer2.com: click on Administrative Login at the bottom right.

Administrators can use their administrative user name and password to also log into the user side of the system.
These quick reference sheets describe the administrative tools available for administrators and sub-administrators. They are available to you as print outs.
Managing Users

**Add A New User**
- Register an individual user in your office.

**Look Up A User**
- Access individual student results by last name.

**Delete Active Users**
- Delete selected users who have used FOCUS 2.

**Delete Inactive Users**
- Delete selected users with unused accounts.

Tools to Manage Users

To view a student’s portfolio from the administrative side of FOCUS 2:

Click on **Look up a User**, enter the name of the student and click on the student’s name (hyperlinked) then click on “**View Full Report**” (at the bottom of the page).
Features on the FOCUS-2 Administrator’s Menu:

<table>
<thead>
<tr>
<th>Manage Groups</th>
<th>Organize Users into Distinct Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add A Group</td>
<td>Create groups to organize your users.</td>
</tr>
<tr>
<td>Manage Existing Groups</td>
<td>Change group names, delete groups of users.</td>
</tr>
<tr>
<td>Transfer Groups</td>
<td>Move one group of users into another group.</td>
</tr>
</tbody>
</table>

Groups: Groups are a useful way to organize your users within your database. Think of a group as a sub-set of all your users. Examples of classification systems for groups within a college:

- Year of Graduation
- Counselor Name
- Part-time or Full-time
- Courses, etc.

Remember, if you delete a group, you are also deleting all the users within that group.

To create a group that is not displayed on the self registration form:
Click on Add a Group and uncheck the box “Display on Registration Form”.
Features on the FOCUS-2 Administrator’s Menu:

<table>
<thead>
<tr>
<th>Administrators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add an Administrator</td>
</tr>
<tr>
<td>Look up an Administrator</td>
</tr>
</tbody>
</table>

**Tools to Manage Account Administrators**

Create administrative accounts for administrators (with full access) or sub-administrators (with limited access to specific groups of students).

**FOCUS Administrators** have access to your school’s FOCUS 2 administrative interface. FOCUS 2 allows you to have multiple administrators. (Students should not be given access to the administrative interface.)

When administrator accounts are created, they must be designated as either an administrator or as a sub-administrator account.

- **Administrators** can access all administrative functions. They can create groups, create administrators, have access to all students’ reports, and can customize the school’s FOCUS 2 account, etc.

- **Sub-Administrators** have limited access to the administrative interface (see handout on slide 21). Access is restricted to users in the groups they have been assigned to. A Sub-Administrator can be given access to several groups.
Features on the FOCUS–2 Administrator’s Menu:

Reports: User Activity Report

<table>
<thead>
<tr>
<th>Reports</th>
<th>User Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Activity Report</td>
<td>Overall user activity and individual user activity</td>
</tr>
<tr>
<td>Email Users Report</td>
<td>Upload email data to your email software</td>
</tr>
<tr>
<td>New Users Report</td>
<td>View monthly and overall usage</td>
</tr>
<tr>
<td>Users Login Report</td>
<td>View frequency of usage per student</td>
</tr>
<tr>
<td>Holland Code Report</td>
<td>Users grouped by first letter of their Holland Code</td>
</tr>
</tbody>
</table>

User Activity Report  (sample on the next slide)

- Select the group(s) of interest
- See what components of FOCUS 2 have been completed by your users
- Sort users by the date they last used FOCUS 2
- Click on any student name to access their full portfolio
### User Activity Report

**Currently viewing all Groups/Users**

To view a report for specific group(s) - make your selections by checking the groups you want to include from the list below and click the button labeled "Create Report."

**Select All Groups**
- 2008
- 2009
- 2010
- 2011
- 2012
- Alumni

**Deselect All Groups**

[Select Options]

[Create Viewable Report]
[Create CSV Report]

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### KEY

- CEG: Educational Plans & Career Goals
- AS: Academic Strengths & Weaknesses
- GPS: Career Planning Status
- PDM: Personal/Development Needs
- WIA: Work Interest Assessment
- HIA: Home Interest Assessment
- UIA: Leisure Interest Assessment
- SA: Skills Assessment
- VA: Values Assessment
- SI: Search for Occupations by Name
- SI: Search for Occupations by Industry
- SI: What You Can Do With a Major In...
- SI: Compare 2 Occupations Side by Side

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### User List

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<th>PDM</th>
<th>WIA</th>
<th>PA</th>
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<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Zach</td>
<td>2012</td>
<td>10/27/00</td>
<td>10/27/00</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Dwain</td>
<td>2011</td>
<td>11/20/00</td>
<td>11/20/00</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
Features on the FOCUS–2 Administrator’s Menu:

Reports: Email Users Report

<table>
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<tr>
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<tr>
<td>User Activity Report</td>
<td>Overall user activity and individual user activity</td>
</tr>
<tr>
<td>Email Users Report</td>
<td>Upload email data to your email software</td>
</tr>
<tr>
<td>New Users Report</td>
<td>View monthly and overall usage</td>
</tr>
<tr>
<td>Users Login Report</td>
<td>View frequency of usage per student</td>
</tr>
<tr>
<td>Holland Code Report</td>
<td>Users grouped by first letter of their Holland Code</td>
</tr>
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</table>

Email Your Users

You can email an individual user directly from the FOCUS 2 program. To send an email to multiple address (and avoid having your server label the email as spam) you can upload the users’ email addresses into your email server.

The “Email Users Report” allows you to upload your users’ email addresses into your email server.

Steps:
- Click on **Email Users Report** then
- Check off the users that you would like to contact
- Click on “Create CSV” at the bottom of the page
- Upload the CSV report into your email software
Features on the FOCUS–2 Administrator’s Menu:

Reports: New Users Report

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New Users Report (sample on next slide)

- View student usage over time (month by month, year by year)
- Select the date range you wish to view
- View usage within individual groups
Features on the FOCUS–2 Administrator’s Menu:
Features on the FOCUS–2 Administrator’s Menu:

### Reports: Users Login Report

<table>
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**Users Login Report**

- Select date range of report
- View number of users
- View number of logins for each user

<table>
<thead>
<tr>
<th>Name</th>
<th>User Name</th>
<th>Email</th>
<th>Group</th>
<th>Times Logged In</th>
</tr>
</thead>
<tbody>
<tr>
<td>Borders, Arianna</td>
<td>books</td>
<td><a href="mailto:books@focuscareer.com">books@focuscareer.com</a></td>
<td>Graduating 2011</td>
<td>2</td>
</tr>
<tr>
<td>McCruden, Diane</td>
<td>diane</td>
<td><a href="mailto:diane@focuscareer.com">diane@focuscareer.com</a></td>
<td>Graduating 2011</td>
<td>1</td>
</tr>
<tr>
<td>Minor, Frank</td>
<td>fjm</td>
<td><a href="mailto:frank@careerdimension.com">frank@careerdimension.com</a></td>
<td>Graduating 2010</td>
<td>22</td>
</tr>
<tr>
<td>Stokes, Janis</td>
<td>janis</td>
<td><a href="mailto:janis@focuscareer.com">janis@focuscareer.com</a></td>
<td>Graduating 2010</td>
<td>4</td>
</tr>
</tbody>
</table>

Total Users: 4
Total Logins: 29
Features on the FOCUS–2 Administrator’s Menu:

Reports: Holland Code Report

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Holland Code Report

Contact students with similar Holland Codes for job fairs, job openings, etc.

View the interest trends of your students.
### Features on the FOCUS-2 Administrator’s Menu:

<table>
<thead>
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<th>Customization Options</th>
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<tr>
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<td>Contact Information</td>
</tr>
<tr>
<td>Main Menu Options</td>
</tr>
<tr>
<td>Scope of Occupations</td>
</tr>
<tr>
<td>Occupation List Display</td>
</tr>
<tr>
<td>Student Portal</td>
</tr>
<tr>
<td>Brand Focus-2 with your Institution’s Logo and Name</td>
</tr>
<tr>
<td>Insert your contact information on FOCUS 2</td>
</tr>
<tr>
<td>Select features displayed on student Main Menu</td>
</tr>
<tr>
<td>Select the education level of the occupations to be displayed</td>
</tr>
<tr>
<td>Display salaries and your school’s majors</td>
</tr>
<tr>
<td>Self Registration from your school’s website</td>
</tr>
</tbody>
</table>

### Additional Tools

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<tr>
<td>Resource Links</td>
</tr>
<tr>
<td>Calendar</td>
</tr>
<tr>
<td>Job Board Links</td>
</tr>
<tr>
<td>Choose links for your students to access</td>
</tr>
<tr>
<td>Keep students informed about upcoming events</td>
</tr>
<tr>
<td>Connect your students to Job Boards on the national, state and local level. Search by industry, for green jobs, etc.</td>
</tr>
</tbody>
</table>

Focus 2 has many customization options. Click on any option to change your customization settings at any time.
Features on the FOCUS-2 Administrator’s Menu:

**Customization Options**
- Website Branding
- Contact Information
- Main Menu Options
- Scope of Occupations
- Occupation List Display
- Student Portal

**Additional Tools**
- Resource Links
- Calendar
- Job Board Links

You can choose to display either
- your school’s majors
- your school’s majors and all majors at all schools

- Click on **Main Menu Options**.
- Then click on **Advanced Options (next to What can I do with a Major in)** and select your preference.
Features on the FOCUS-2 Administrator’s Menu:

Customization Options

- Website Branding
- Contact Information
- Main Menu Options
- Scope of Occupations
- Occupation List Display
- Student Portal

Set the education level of the occupations that are displayed in your students’ results.
In what stage of education should students use FOCUS-2?
FOCUS-2 can be used in different ways throughout all stages of education according to users’ personal needs.

As a 1\textsuperscript{st} or 2\textsuperscript{nd} year student: FOCUS-2 will help users select their majors and consolidate their career and education goals and plans.

As a Senior: FOCUS-2 will help students with their future education plans and employment plans.

Where and when can students use FOCUS-2?
Anywhere, anytime. They just need to register to use FOCUS-2 and log-in. An access code is needed the first time a user creates an account on the self registration page. The access code can be provided to students by posting it on the website, by email, by the student handbook, etc.

How long does it take to use FOCUS-2?
To complete all of FOCUS-2, the time varies between 1 to 2 hours. Many students prefer to use the system in several short time periods of about 45 minutes each.

Can students use FOCUS-2 more than once?
Yes, students do not have to complete FOCUS-2 in one session. If they do not complete their use on the first session, they can return to use it again. FOCUS-2 always saves all records, so they can pickup where they left off earlier.
Can students start with any part of the FOCUS-2 Main Menu? Yes, they can. Each time a student uses FOCUS-2, the Main Menu will show that user which sections have been completed.

Can any part of FOCUS-2 Main Menu be repeated? Yes, all features including the assessments can be repeated so that students can make changes and explore alternative ideas.

Will FOCUS-2 save users’ Self-Assessment profile results and are results confidential? Yes, FOCUS-2 will save all users’ information under separate confidential user names and passwords. Only users and your school’s FOCUS 2 administrators have access to FOCUS 2 results.

Can a user print the details about an occupation? Yes, while looking at an occupation, a user can click on the link for “printable version” and print the details of that occupation.
Are printouts of a user’s results available?
Yes. *Users* can print their individual results by selecting **Review and Print My Portfolio** on the Main Menu while in their user account. *Counselors* can print students’ results directly from the administrative interface by clicking on **Look up a User**, entering the name of the student and clicking on the student’s name (hyperlinked). Then click on “**View Full Report**” (at the **bottom of the page**).

Can users change their account details such as passwords, email addresses, etc.?  
Yes, they should go to the FOCUS-2 Main Menu and click on “**Update My Account**” located on the upper right side of the page and make changes.

Can a user send an e-mail to the Career Services Center while using FOCUS-2?  
Yes, the e-mail link is located on the upper right side of the page. After using FOCUS-2, counselors may want to encourage users to **make a follow-up appointment with a career counselor**.
Remember, career exploration and planning involves thinking about which educational and occupational paths will provide a person with satisfaction and self-fulfillment…

*in all aspects of his/her life,*

*not only in the present, but in the future.*

**The End**