

Career Assessment Vendor Comparison

Purpose of the Tool

Career boot camps help unemployed and underemployed workers identify a career path and relevant retraining options. During boot camps, participants often complete a career assessment to better understand how their strengths and interests align with potential occupations. The results fundamentally shape the experience of a boot camp participant because they inform and guide the advisor's career advice and recommendations.

This tool helps college administrators decide which career assessment platform to use in boot camps and related services. The guide below provides basic information on four of the most popular career assessment platforms. College administrators may use it in conjunction with the scorecard on the following page to evaluate how well various platforms align with college priorities.

Sokanu Edu

Profile:	Prominent career assessment modified for educational institutions
Price:	Offers a flat fee (\$500-\$1,000 depending on license) or per-student fee (\$8-\$12 per student)
Selected Customers:	New York University, University of Nevada, University of Miami
Website:	https://www.sokanu.com/edu/



Profile:	Offers the MAPP career assessment, the first online career test
Price:	Cost depends on the number of participants; colleges may enroll in a free trial
Selected Customers:	Not specified
Website:	http://www.assessment.com/Students-Graduates.asp



Profile:	Provides a wide range of free and premium career and personality assessments
Price:	Cost ranges from \$99.95 to \$999.95 depending on the number of students and tests
Selected Customers:	Allegany College of Maryland, Santa Fe Community College, Santa Monica College
Website:	http://www.myplan.com/



Profile:	Offers a total of five free and premium career and personality assessments
Price:	All assessments are free except for the \$29 Career Surveyor and TypeFinder tests
Selected Customers:	Not specified
Website:	http://www.truity.com/

Source: Sokanu Edu, <https://www.sokanu.com/edu/>; MAPP for Students, <http://www.assessment.com/AboutMAPP/MAPPForStudents.asp>; MyPlan, <http://www.myplan.com/assess>; Truity Test & Quizzes, <http://www.truity.com>; EAB interviews and analysis.

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Vendor Comparison Scorecard

These 10 diagnostic questions help college administrators decide whether a career assessment aligns with their priorities (e.g., cost, ease of use, level of analysis). The second column provides an example of how an administrator might use this tool to evaluate the hypothetical platform "EAB Career Assessment." The column also includes the reasoning behind each answer for illustrative purposes.

	Criteria	Vendor 1: EAB Career Assessment	Vendor 2	Vendor 3
Functionality	1. Does the test take less than 30 minutes to complete?	No The test takes over 45 minutes to complete		
	2. Does the test measure enough personality traits to produce an informed assessment?	Yes The test measures over 150 different characteristics, traits, and interests		
	3. Is the test presented intuitively so adult learners may complete it without assistance?	Yes The test features a simple multiple-choice format		
	4. Does the test generate easy-to-interpret results to help advisors make recommendations?	Yes The results page includes color-coded charts, graphs, and figures		
	5. Does the test include detailed descriptions of recommended careers?	Yes Each career description includes job duties, average earnings, projected growth, and required education		
Usability	6. Does the test require minimal training to administer?	Yes The platform interface is intuitive and easy to learn		
	7. Does the vendor offer responsive customer support?	No The vendor relies on message boards and FAQs.		
Cost	8. Can we afford to administer this test to a large group of students?	Yes A flat-fee subscription allows us to administer the test an unlimited number of times		
	9. Do new subscribers receive a free trial?	Yes New users receive a 30-day free trial		
	10. Does the platform provide discounts to educational institutions?	Yes Colleges and universities receive a 10% discount		
	Final Score (Number of "Yes" Responses)	8 out of 10		

Source: EAB interviews and analysis.