

## FOR IMMEDIATE RELEASE

### MEDIA CONTACTS

#### University of West Florida

Megan Gonzalez

Executive Director

University Marketing & Communications

[MeganG@uwf.edu](mailto:MeganG@uwf.edu)

Office: 850.474.2658

Cell: 850.982.8836

#### Innovation Institute

Bob Hartnett

Director of Marketing/Communications

[rhartnett@uwf.edu](mailto:rhartnett@uwf.edu)

850.474.2677

### **UWF Innovation Institute helps more than 100,000 Florida students explore career opportunities**

*MyCareerShines surpasses major milestone in online registrations*

**Pensacola, Fla. – March 7, 2016** – MyCareerShines, Florida’s comprehensive education and career planning system, recently announced that more than 100,000 Florida students have registered to use this innovative, online tool. Making its debut in September 2015, MyCareerShines has quickly become the go-to resource to help Florida students plan for future career opportunities. The system is powered by a suite of age-appropriate online tools that allow students to develop a personalized education plan that connects interests and skills to careers and jobs. MyCareerShines is free for all Florida students from middle school through college and beyond.

“MyCareerShines is helping students plan for the future,” said Dr. Karen Rasmussen, assistant provost and chief academic strategist at the UWF Innovation Institute. “Whether its college, training or straight into the workforce, MyCareerShines gives students all the information and tools to succeed.”

MyCareerShines currently offers two online tools developed by Kuder®, an internationally recognized firm specializing in research-based assessments. Students in middle and high school can use Kuder Navigator® to develop an education plan that prepares them for college and a rewarding career after graduation. College students can use Journey® to develop a plan to pursue and land their dream job.

“When students have a plan, they are more likely to stay on track for earning their degree,” said Rasmussen. “MyCareerShines helps them create that plan, starting as early as sixth grade.”

Students can build a plan by going through the step-by-step process or they can access certain features in the system. The system allows students to assess their interests and skills, explore the extensive catalog of careers, learn about the education requirements for their top job choices, make a plan for school, create resumes, prepare for interviews and find jobs.

MyCareerShines is fully funded by the Florida Legislature, which has made it a priority to prepare students with the knowledge, skills and tools to succeed in school and the increasingly competitive global economy. The system is being implemented and managed by the University of West Florida Innovation Institute, which manages Florida's Student Hub of Innovative Educational Services – [FloridaShines](#), for short.

###