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Posted date: 1/15/2007

Test Gives Direction to SDSU Students Uncertain About Career Interests

Firm's Products Also Used For Professional Development

BY AMY YARNALL

CPP Inc., a Mountain View-based work force development company, is providing an 80-year-old test to San Diego State University students that could reduce the number of times they change majors.

The test, Strong Interest Inventory Report, created by E.K. Strong in 1927, is given online to high school students, college students, graduates and business professionals.



Jeffrey Hayes

It's geared toward helping adults considering career changes but don't know what they should do in their work lives.

CPP was founded in 1956, and acquired publishing rights to the Strong test in 1983 from Stanford University in Palo Alto. Stanford had been publishing the Strong test since 1957.

"CPP acquired the Strong assessment from Stanford University in August 2004," said Ingmar Luth, project manager of the Strong assessment test for CPP.

"Stanford did not specialize in assessment publishing, while CPP had a proven track record in assessment publishing for over 48 years. The business agreement was of mutual benefit to Stanford and CPP."

CPP, formerly Consulting Psychologists Press, has released periodic upgrades of

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Yes

No

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the Strong test, including the latest edition released in 2004.

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CPP creates tools that help both profit-making organizations and nonprofits with training, organizational development and evaluation testing.

The Strong test is available worldwide in select languages.

The 51-year-old company's revenues have

been growing 10 percent annually for the past five years, according to Jeffrey Hayes, co-president of CPP.

Freshman Sam Dobbs came to SDSU to study Spanish. Having spent time in Mexico, Dobbs said he enjoyed speaking the language and thought it might be interesting to pursue a career.

"I got to SDSU and decided not to pursue a Spanish major," he said. "I had no idea where to start looking and thought taking it (the Strong) would be a starting point," Dobbs said.

The test asks respondents to rate their interests in certain activities, subjects and careers.

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