The Learning Objectives of this activity are:

- You will learn their top three (3) Holland Code Interest Areas
- You will learn more about what the Holland Code Interest Areas mean
- You will learn to connect your interests to academic majors
- You will learn what types of professions one may pursue based on the academic majors related to your Holland Code Interest areas.

Show, Share & Learn

Instructions:

- Log onto the https://mynextmove.org, click on the Interests icon in the upper right hand corner of the web page.
- Complete the O*NET Interest Inventory profile (60 questions) which takes less than 10 minutes. Read each question carefully and decide how you would feel about doing each type of work by indicating:
  - Strongly Dislike
  - Dislike
  - Unsure
  - Like
  - Strongly Like
- Upon completion, you will receive your top three (3) Holland Code Interest Areas, print out or write down O*NET Interest Profiler Score Report.
- Review your top three (3) interest areas and compare them to the Careers Interests Area Handout.
- Compare your interest areas to the PNW Academic Majors List by Holland Code.
- Based on your top three (3) interest areas, and the Academic Majors by Holland Code list, access What Can I Do With This Major resource located on the Career Road Map Journey #1 section. If you don’t see your major listed, look to see if there is a similar major available that will help you explore your options.

Be prepared to discuss the following in class:

- Does your top three (3) Holland Code Interest Areas relate to your long term career objectives?
- If you are unsure about your long term career objectives, what did the Interest Inventory Profiler reveal about your interests?
- Did the Interest Inventory Profiler reveal any surprises in regard to your interests?
- Does PNW offer the academic majors that are closely related to your top three (3) interest areas?
- Do your favorite subjects in school relate to the interest areas from your Interest Inventory Profile?
- How do you think your favorite subjects in school relate to the career that you will choose?

NEXT STEP: Explore the Deeper Dive Research on the Career Road Map Journey #1. Start building your plan by researching qualifications for an entry-level candidates in your occupational field of interest.
The Holland code (pictured above) is based on Dr. John Holland’s theory that people and work environments can be loosely classified into six different groups. Each of the letters above corresponds to one of the six groups described in the following pages. Different people’s personalities may find different environments more to their liking. While you may have some interests and similarities to several of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your “Holland Code.” For example, with a code of “RES” you would most resemble the Realistic type, somewhat less resemble the Enterprising type, and resemble the Social type even less. The types that are not in your code are types you resemble least of all. Most people, and most jobs, are best represented by some combination of two or three of the Holland interest areas. In addition, most people are most satisfied if there is some degree of fit between their personality and their work environment. The rest of the pages in this handout further explain each type and provide some examples of career possibilities, areas of study at PNW, and activities that relate to each code.
Realistic (Doers)

People that have athletic ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors. People with Realistic interests like work that includes practical, hands-on problems and answers. Often people with Realistic interests do not like careers that involve paperwork or working closely with others.

Are you?
- Practical
- straightforward/frank
- mechanically inclined
- stable
- concrete
- reserved
- self-controlled
- independent
- ambitious

Can you?
- Fix electrical things
- solve mechanical problems
- pitch a tent
- play a sport
- read a blueprint
- plant a garden
- operate tools or machinery

Like to?
- Tinker with machines/vehicles
- work outdoors
- be physically active
- use your hands
- build things
- tend/train animals
- work on electronic equipment

Career Possibilities based on Holland Code:

- Air Traffic Controller (SER)
- Archeologist (IRE)
- Athletic Trainer (SRE)
- Commercial Airline Pilot (RIE)
- Commercial Drafter (IRE)
- Corrections Officer (SER)
- Dental Technician (REI)
- Farm Manager (ESR)
- Fish and Game Warden (RES)
- Floral Designer (RAE)
- Industrial Arts Teacher (IER)
- Laboratory Technician (RIE)
- Landscape Architect (AIR)
- Mechanical Engineer (RIS)
- Optician (REI)
- Petroleum Geologist (RIE)
- Police Officer (SER)
- Practical Nurse (SER)
- Property Manager (ESR)
- Recreation Manager (SER)
- Service Manager (ERS)
- Software Technician (RCI)
- Ultrasound Technologist (RSI)

Investigative (Thinkers)

People who like to observe, learn, investigate, analyze, evaluate, or solve problems. People with Investigative interests like work that has to do with ideas and thinking rather than physical activity or leading people.

Are you?
- Inquisitive
- Analytical
- Scientific
- Observant
- Scholarly
- Cautious
- Independent
- Logical
- Complex
- Curious

Can you?
- Think abstractly
- Solve math problems
- Understand scientific theories
- Do complex calculations
- Use a microscope or computer
- Interpret formulas

Like to?
- Explore a variety of ideas
- Work independently
- Perform lab experiments
- Deal with abstractions
- Do research
- Be challenged

Career Possibilities based on Holland Code:

- Actuary (ISE)
- Agronomist (IRS)
- Anesthesiologist (IRS)
- Anthropologist (IRE)
- Biochemist (IRS)
- Biologist (ISR)
- Chemical Engineer (IRE)
- Chemist (IRE)
- Computer Systems Analyst (IER)
- Ecologist (IRE)
- Economist (IAS)
- Electrical Engineer (IRE)
- Geologist (IRE)
- Horticulturist (IRS)
- Mathematician (IER)
- Meteorologist (IRS)
- Medical Technologist (ISA)
- Nurse Practitioner (ISA)
- Physician General Practices (ISE)
- Psychologist (IES)
- Research Analyst (IRC)
- Statistician (IRE)
- Surgeon (IRA)
- Technical Writer (IRS)
- Veterinarian (IRS)
**Artistic (Creators)**

People who have artistic, innovative, or intuitional abilities and like to work in unstructured situations using their imagination and creativity. People with **Artistic** interests like work that deals with the artistic side of things, such as acting, music, art and design.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>Can you?</th>
<th>Like to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>Sketch, draw, paint</td>
<td>Attend concerts, theatre, art exhibits</td>
</tr>
<tr>
<td>Imaginative</td>
<td>Play a musical instrument</td>
<td>Read fiction, plays, and poetry</td>
</tr>
<tr>
<td>Innovative</td>
<td>Write stories, poetry, music</td>
<td>Work on crafts</td>
</tr>
<tr>
<td>Unconventional</td>
<td>Sing, act, dance</td>
<td>Take photography</td>
</tr>
<tr>
<td>Emotional</td>
<td>Design fashions or interiors</td>
<td>Express yourself creatively</td>
</tr>
<tr>
<td>Independent</td>
<td></td>
<td>Deal with ambiguous ideas</td>
</tr>
<tr>
<td>Expressive</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Original</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introspective</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Career Possibilities based on Holland Code:**

<table>
<thead>
<tr>
<th>Actor (AES)</th>
<th>Dance Instructor (AER)</th>
<th>Journalist/Reporter (AEI)</th>
<th>Writer (ASI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Art Director (AES)</td>
<td>Drama Coach (ASE)</td>
<td>Landscape Architect (AIR)</td>
<td>Graphic Designer (AES)</td>
</tr>
<tr>
<td>Advertising Manager (ASE)</td>
<td>English Teacher (ASE)</td>
<td>Librarian (SAI)</td>
<td></td>
</tr>
<tr>
<td>Architect (AIR)</td>
<td>Entertainer/Performer (AES)</td>
<td>Medical Illustrator (AIE)</td>
<td></td>
</tr>
<tr>
<td>Art Teacher (ASE)</td>
<td>Fashion Illustrator (ASR)</td>
<td>Museum Curator (AES)</td>
<td></td>
</tr>
<tr>
<td>Artist (ASI)</td>
<td>Interior Designer (AES)</td>
<td>Music Teacher (ASI)</td>
<td></td>
</tr>
<tr>
<td>Copy Writer (ASI)</td>
<td>Intelligence Research Specialist (AEI)</td>
<td>Photographer (AES)</td>
<td></td>
</tr>
</tbody>
</table>

**Social (Helpers)**

People who like to work with people to enlighten, inform, help, train, or cure them or are skilled with words. People with **Social** interests like working with others to help them learn and grow. They like working with people more than working with objects, machines or information.

<table>
<thead>
<tr>
<th>Are you?</th>
<th>Can you?</th>
<th>Like to?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly</td>
<td>Teach/train others</td>
<td>Work in groups</td>
</tr>
<tr>
<td>Helpful</td>
<td>Express yourself clearly</td>
<td>Help people with problems</td>
</tr>
<tr>
<td>Idealistic</td>
<td>Lead a group discussion</td>
<td>Do volunteer work</td>
</tr>
<tr>
<td>Insightful</td>
<td>Mediate disputes</td>
<td>Work with young people</td>
</tr>
<tr>
<td>Outgoing</td>
<td>Plan and supervise an activity</td>
<td>Serve others</td>
</tr>
<tr>
<td>Understanding</td>
<td>Cooperate well with others</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Career Possibilities based on Holland Code:**

<table>
<thead>
<tr>
<th>City Manager (SEC)</th>
<th>Insurance Claims Examiner (SIE)</th>
<th>Real Estate Appraiser (SEC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Dietician (SIE)</td>
<td>Librarian (SAI)</td>
<td>Recreation Director (SER)</td>
</tr>
<tr>
<td>College/University Faculty (SEI)</td>
<td>Medical Assistant (SCR)</td>
<td>Registered Nurse (SIA)</td>
</tr>
<tr>
<td>Community Organization Director (SEA)</td>
<td>Minister/Priest/Rabbi (SAI)</td>
<td>Teacher (SAE)</td>
</tr>
<tr>
<td>Consumer Affairs Director (SER)</td>
<td>Paralegal (SCE)</td>
<td>Social Worker (SEA)</td>
</tr>
<tr>
<td>Counselor/Therapist (SAE)</td>
<td>Park Naturalist (SEI)</td>
<td>Speech Pathologist (SAI)</td>
</tr>
<tr>
<td>Historian (SEI)</td>
<td>Physical Therapist (SIE)</td>
<td>Vocational-Rehabilitation Counselor (SEC)</td>
</tr>
<tr>
<td>Hospital Administrator (SER)</td>
<td>Police Officer (SER)</td>
<td>Volunteer Services Coordinator (SEC)</td>
</tr>
<tr>
<td>Psychologist (SEI)</td>
<td>Probation/Parole Officer (SEC)</td>
<td></td>
</tr>
</tbody>
</table>
Enterprising (Persuaders)

People who like to work with people, influencing, persuading, leading or managing for organizational goals or economic gain. People with Enterprising interests like work that has to do with starting up and carrying out business projects. These people like taking action better than thinking about things.

Are you?
- Self-confident
- Assertive
- Persuasive
- Energetic
- Adventurous
- Popular
- Ambitious
- Agreeable
- Talkative
- Extroverted

Can you?
- Spontaneous
- Optimistic
- Initiate projects
- Convince other people to do things your way
- Sell things
- Give talks or speeches
- Organize activities
- Lead a group
- Persuade others

Like to?
- Make decisions
- Be elected to office
- Start your own business
- Campaign politically
- Meet important people
- Have power or status

Career Possibilities based on Holland Code:

- Advertising Executive (ESA)
- Advertising Sales Rep (ESR)
- Banker/Financial Planner (ESR)
- Branch Manager (ESA)
- Chamber of Commerce Exec (ESA)
- Credit Analyst (EAS)
- Customer Service Manager (ESA)
- Education & Training Manager (EIS)
- Emergency Medical Technician (ESI)
- Entrepreneur (ESA)
- Foreign Service Officer (ESA)
- Funeral Director (ESR)
- Insurance Manager (ESC)
- Interpreter (ESA)
- Lawyer/Attorney (ESA)
- Lobbyist (ESA)
- Office Manager (ESR)
- Personnel Recruiter (ESR)
- Politician (ESA)
- Public Relations Rep (EAS)
- Retail Store Manager (ESR)
- Sales Manager (ESA)
- Social Service Director (ESA)
- Stockbroker (ESI)
- Tax Accountant (ECS)

Conventional (Organizers)

People who like to work with data, have clerical or numerical ability, carry out tasks in detail, or follow through on others’ instructions. People with Conventional interests like work that follows set procedures and routines. They prefer working with information and paying attention to details rather than working with ideas.

Are you?
- Conforming
- Well-organized
- Accurate
- Numerically inclined
- Methodical
- Conscientious
- Efficient
- Thrifty
- Systematic
- Structured
- Polite
- Ambitious
- Obedient

Can you?
- Work well within a system
- Do a lot of paperwork in a short time
- Keep accurate records
- Use a computer terminal
- Write effective business letters

Like to?
- Follow clearly defined procedures
- Use data processing equipment
- Work with numbers
- Be responsible for details
- Collect and organize things

Career Possibilities based on Holland Code:

- Abstractor (CSI)
- Accountant (CSE)
- Administrative Assistant (ESC)
- Budget Analyst (CER)
- Business Manager (CSE)
- Business Programmer (CRI)
- Business Teacher (CSE)
- Catalog Librarian (CSE)
- Claims Adjuster (SEC)
- Computer Operator (CSR)
- Congressional District Aide (CES)
- Cost Accountant (CES)
- Court Reporter (CSE)
- Credit Manager (ESC)
- Customs Inspector (CEI)
- Editorial Assistant (CSI)
- Elementary School Teacher (SEC)
- Financial Analyst (CSI)
- Insurance Manager (ESC)
- Insurance Underwriter (CSE)
- Internal Auditor (ICR)
- Kindergarten Teacher (ESC)
- Medical Records Technician (CSE)
- Museum Registrar (CSE)
- Safety Inspector (RCS)
- Tax Accountant (ECS)
- Travel Agent (ECS)
Holland Codes

Purdue University Northwest Bachelor Degree Programs

College of Business
- Business (ESC)
- Accounting (CER)
- Business Analytics (CER)
- Entrepreneurship (ESA)
- Finance (CIE)
- Human Resources (SEA/SEC)
- Information Systems (IEC)
- Leadership (SEC)
- Management (ESR/IES)
- Marketing (ESC)

College of Humanities, Education & Social Sciences
- Behavioral Sciences (IAS)
- Communication (EAS)
- English (AES)
- Foreign Language (SAI)
- History (CIR)
- Human Development & Family Studies (SAE)
- Liberal Studies (varies)
- Multidisciplinary Studies (varies)
- Philosophy (AIS)
- Political Science (EIS)
- Psychology (SIE/ASE)
- Social Work (SEC)

College of Engineering & Sciences
- Biology (IRE)
- Chemistry (IRC)
- Civil Engineering (IRE)
- Computer Engineering (IRC)
- Computer Science (IRC)
- Electrical Engineering (IRE)
- Health Studies (ESC)
- Interdisciplinary Engineering (IRC)
- Mathematics (ICA)
- Mechanical Engineering (RIC)
- Physical Science (ICR)
- Physics (ICR)

College of Nursing
- Nursing (SIC)

College of Technology
- Computer Graphics Technology (AER)
- Computer Information Technology (IEC)
- Construction Engineering & Management Technology (RIE)
- Electrical Engineering Technology (IRE)
- Mechanical Engineering Technology (RIC)
- Mechatronics Engineering Technology (RIC)
- Organizational Leadership & Supervision (IES)

School of Education & Counseling
- Early Childhood Education (SEC)
- Elementary Education (SAC)
- Secondary Education (SAE/ASE)

White Lodging School of Hospitality & Tourism Management
- Hospitality & Tourism Management (SEA)