Implications of Holland’s Theory in College Career Counseling: A Socio-Cultural Perspective

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Why Students Enter Incongruent Academic Environments

External Conflict…

- An outside barrier impacting career decision-making
- Includes Socio-Cultural Factors
  - Environmental factors; i.e., Cultural, Societal, and Family
  - E.g., Student who is Artistic Holland type steered by parents towards Physical Sciences major
Socio-Cultural Factors Influencing Today’s Student Population

Today’s world of work requires students to...

- Move past occupational stereotypes
- Eliminate career myths (e.g., Major equals Career)
- Diversify skill set (i.e., technical)
- Be aware of generational gaps within family

Common characteristics of 1st generation college students

- Absence of role models in higher education
- Glorification of college degree
- Family expectations and obligations
Impact of cultural values

- Students from collectivistic vs. individualistic cultures (i.e., group vs. individual decision-making)

- Conflicting values and definitions of “success” (i.e., Some cultures placing greater value on security, high income, and prestige)
Implications for Career Counseling

- Students seeking to change from incongruent to congruent academic environment
  - Self-Evaluation (i.e., Values Assessment)
  - Tailored Career Research
  - Developed Action Plan
  - Case Sample: Asian American Female Sophomore at UC Irvine
    - Artistic Holland Type; Major: Physical Sciences
    - Presenting Career Counseling Issue: Low grades and motivation. External pressure from parents.
Additional Implications for Career Counseling

Students choosing to remain in incongruent academic environment
- Help identify transferable skills obtained from incongruent academic environment
- Encourage internship experience in congruent work environment
- Develop Action Plan

Students needing additional information about today’s world-of-work
- Educate (Career Development Process, Career Myths)
- Provide career exploration resources
- Encourage internship experience