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TEACHING, LEADERSHIP
AND CURRICULUM STUDIES

PERCEPTIONS OF USEFULNESS: USING THE HOLLAND CODE
THEORY, MULTIPLE INTELLIGENCES THEORY, AND ROLE MODEL
IDENTIFICATION TO DETERMINE A CAREER NICHE IN THE FASHION
INDUSTRY FOR FIRST-QUARTER FASHION STUDENTS (217 pp.)

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This action research study investigated the perceptions that student participants had on the development of a career exploration model and a career exploration project. The Holland code theory was the primary assessment used for this research study, in addition to the Multiple Intelligences theory and the identification of a role model for the purpose of identifying a career niche in the fashion industry. Twelve student participants took part in this research study as they researched and collaborated in groups and individually to understand the various careers in the fashion industry and how some of those careers can provide a congruent working environment based on their Holland codes and their personality, skills, and interests.

The student participants were first quarter-fashion students at The Art Institute of Charlotte in North Carolina and they presented their findings in class, for both the career exploration project the career exploration model which included an optional individual consultation. The presentation for the career exploration model was titled a Dream Job and student participants also had an opportunity to select their favorite book or magazine and favorite television program as a means of connecting or confirming their career niche. A semantic differential survey was used to assist in determining participants'

perception of usefulness for this career exploration model. Overall student participants found the career exploration model useful, all student participants (100%) were able to select careers which reflected their Holland code, all student participants (100%) were able to make a connection with their MI strength(s), all student participants (100%) selected dream jobs which reflected their personalities, skills, and interests, 75% of the student participants were able to make a connection with their role model, finally there was a measurable awareness of various positions in the fashion industry after the career exploration project and based on the post-career test results, student participants identified an average of 14.4 more fashion careers indicating a 332% increase.