



Media Release
16th August 2018

Career Central and Bulls-Eye target digital offering

Digital future pathways innovators Career Central and Bulls-Eye are joining forces to provide integrated career management and assessment solutions for secondary schools. The high-growth businesses currently work with more than 80 Trans-Tasman secondary schools and more than 100,000 student users.

The partnership brings together the strengths of Career Central, a leader in career management system design and strategic digital solutions, with Bulls-Eye, an online future pathways offering which combines psychology-based quizzes with assessment design and skill development programmes.

Career Central Director Sue Hancock is excited by the partnership, which she says will empower educators by providing schools with a broader future pathways system through an integrated, more accessible and cost-effective tool.

“Our aim is to offer a digital one-stop-shop by providing low cost per student solutions which empower educators, students and parents. It will reduce educator administration, provide timely data and decision-making analytics and increase capacity to personalise career planning.”

The partnership will enable Bulls-Eye to ensure their digital solutions remain leading edge and well-supported while giving Career Central access to module design and development capability for ongoing product development of the Career Central system. Bulls-Eye Director Kate McBeath states that the true value of the partnership will be realised through the tool’s ease of use.

“Simplicity is key and by joining together we have created a fantastic integrated career assessment and management tool that allows access to information at the press of a button. School leaders will have the capability to analyse and report on future pathway trends, and, individual assessment results which can only result in better outcomes for students.”

The partnership will see focus on the development of additional innovative modules and resources to support student’s skill development, decision making, and action planning. The Bulls-Eye future pathways quiz is currently being refreshed before integration onto the Career Central platform and will be available to trial from November. A new employability skills assessment tool is also being developed for release early next year.

While the combined programme provides lots of advantages to schools, both Career Central and Bulls-Eye will continue to be available individually as standalone tools.

ENDS

Notes

Career Central started in 2012 at Matamata College as a careers advisor – student project between Sue Hancock and Tim Hampton. Initially a simple file-maker programme it has grown to a fully comprehensive web-based career management system. Tim has graduated with a degree in Computer Science and started his own web development company. Sue continues to work part time as a careers advisor. They both work on Career Central (along with a small team of developers and support staff) and are Directors and Owners of the company.

Bulls-Eye also started in 2012 after Kate McBeath stepped out of the world of corporate HR Management and looked to use her skills in psychometric assessment, talent management and career development in a different way. She wanted to provide a low-cost alternative to traditional career assessment and coaching for young people that would leverage digital technology and be widely accessible. Kate is a Director and Owner of the company and also works on consulting projects within both the corporate and education sector.

For more information contact:

Sue Hancock, Director and Product Lead, Career Central 027 278 0662 or sue@cc.school.nz

Kate McBeath, Director and Product Lead, Bulls-Eye 021 881 208 or kate@bulls-eye.co.nz