

What is it? What will it do for you? How does it work?

It is important to understand the realities of a job before you take it. The decision is too important to gamble. You no longer need to rely completely on company interviewers to find out what jobs are really like. Career Assessment's professional staff will provide experienced insight so that you will not waste your time in an unsuitable job.

The right career will mean happiness. Happiness could be a better position, quicker advancement, interesting associates, etc. The right career depends on the right decision. BIB can help you make the right decision by screening job opportunities to find those that are suitable for you, and by providing you with candid information about your possibilities of success in certain occupational areas.

BIB means three very important things to you.

PERSONAL COUNSELLING REPORT

This is how BIB works.

You buy BIB at your campus bookstore.

BIB includes a question booklet, answer booklet, instructions on how to fill out the answer booklet, and a large return envelope.

BIB should be completed in a quiet, relaxed atmosphere, and should be given the attention you would accord any important matter.

There is no time limit for completion.

Once you have completed BIB, place the answer booklet in the return envelope and mail it to the Human Studies Foundation.

If you wish to have the assistance of Career Assessment Ltd. during the period of Feb. 10th - March 1st, **then your BIB must be post-marked no later than Jan. 29th.** BIB's received later will not be eligible for job assistance until March 1st. Your counselling report will be mailed to you within 2 weeks of receipt of your BIB.

THE NUTS AND BOLTS OF BIB

1. Upon receipt, your BIB is sequentially identified to provide a fail-safe cross reference.
2. Pages 2 and 3 (expanded application form) are microfilmed and made into microfiche cards, providing instant identification and reproduction, as well as complete security.
3. Some of the information on pages 2 and 3 is entered into a data bank.
4. Your item responses on pages 4, 5 and 6 are recorded by optical scanner and transposed into profiles through the use of advanced computer analyses.
5. Your BIB profiles are then merged with the information in the data bank, producing a detailed picture of the individual that is you. Over 550 pieces of information are combined into a meaningful portrait.
6. This portrait is then used to compile your personal report which is mailed to you directly.
7. If you have requested job assistance, then the psychologists of Career Assessment will match your portrait with work situations. Whenever success is highly indicated, your name and the information on pages 2 and 3 only, are sent to the employer. It is then up to the employer to contact you to see if you are interested in the position in question.
8. Except for the information on pages 2 and 3 (which you would ordinarily give on an application form) all information is completely confidential.

Any individual assessment or prediction made on the basis of BIB responses may be partially or wholly invalid. It is nonetheless true that the large majority of evaluations are substantially correct.

If you cannot get BIB from your bookstore, write the Human Studies Foundation, 50 Prince Arthur Avenue, Toronto 180, Ontario, enclosing \$5.00.

REMEMBER JANUARY 29th

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