# Quakertown Elementary School Implements RIASEC Model to Enhance Career Education for Students



Quakertown Elementary School is implementing a new educational approach using the RIASEC model, an acronym representing six personality types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. This initiative is introduced to help students, starting as early as kindergarten, identify their career interests and strengths, integrating career education throughout their daily lessons.

Teachers in the school district, including third-grade teacher Melissa Riedi and fourth-grade teacher Christa Held, observed increased student engagement after incorporating RIASEC. Students began enthusiastically participating and discussing their interests, which led to a deeper classroom connection. The program introduces a continuous conversation about career pathways rather than a one-time test, enhancing educational experience without needing a new curriculum.

Quakertown Superintendent Matthew Friedman brought in consultant Ed Hidalgo to guide this initiative. Hidalgo, who previously implemented a similar program in San Diego, emphasized that the goal is to develop career curiosity and self-awareness among students. The district has committed around $25,000 for the consultancy and will continue the program next year, citing impressive early results.