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FOR IMMEDIATE RELEASE
CONTACT:
Matthew Toth
J. Kruse Education Center
(260) 452-7233
matthew@jkruseeducation.org

Career Match App Announces \$548,700 Support from the Indiana Department of Education

AUBURN, IN - April 24, 2025 – The Indiana Department of Education (IDOE) has awarded a grant of \$548,700 to the J. Kruse Education Center (JKEC) towards support of its innovative mobile app, Career Match, set to debut in the fall of 2025. The app will provide personalized career exploration tools, supporting IDOE’s future-focused commitment to foster continuous education and workforce innovation, preparing students for success in a rapidly changing economy. The app will offer tailored assessments, one-on-one coaching, and connections to education and job opportunities, empowering users to navigate their career journeys effectively.

“Our organization has invested seven figures into the development of this highly innovative and impactful app,” said John Kruse, board chair. “We are grateful for the IDOE’s support and commitment as we work together to achieve new levels of individualized and personalized education through advanced technology tools for Hoosier students.”

With Career Match, users can create a personalized profile that reflects their academic achievements and career aspirations. The app features advanced assessments, enabling users to gain deeper insights into their strengths and career compatibility. Users can schedule one-on-one career coaching sessions—either virtually or in person—to receive tailored guidance and actionable recommendations. Additionally, Career Match provides access to valuable resources such as certifications, coursework, and job listings. Leveraging AI technology, the app matches users with careers aligned to their personality traits and assessment results, ensuring a data-driven approach to career planning.

“We believe the Career Match App will be one of the best authentic relationship-building tools between Indiana businesses and students, while providing amazing data to schools and the individual students,” said Matthew Toth, executive director.

Community members who want to support or learn more about this initiative are encouraged to visit <https://jkruseeducation.org/> or follow J. Kruse Education Center on Facebook or Instagram for updates.

Founded in 2011, the J. Kruse Education Center was created as an opportunity to provide career exploration programs to individuals in Northeast Indiana. Recently, JKEC has worked with local schools, businesses, policymakers, and nonprofits to expand their programs and services, including the Career Coaching Academy and Career Match. The Career Coaching Academy supports schools and students by providing individualized coaching sessions during school hours. Career Match is a digital app platform that allows students to see their coaching results, connect with their career coach, explore businesses and potential job opportunities, and use the proprietary smart match feature to zero in on careers that would best fit their unique talents and interests.

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