



National Career Development Month *Special Edition Newsletter*

November 2013

Happy Career Month!

Every November, NCDAA promotes career development through its annual celebration of National Career Development Month. Throughout the month, career development professionals from all over the country are encouraged to celebrate with career related activities. The Louisiana Career Development Association is pleased to provide our membership with a special edition newsletter in honor of career month. In this newsletter you will find articles from our NCDAA and LCDAA leadership as well as contributing writers regarding a wide variety of career topics. It is our hope that the following articles help to inspire you as we all celebrate the important work we do in the field of career development.

Kerri Spears, Career Month Chairperson
Gwanette Johnson, Newsletter Co-Editor
Michelle Waguespack, Newsletter Co-Editor



Choose a job you love, and you will never have to work a day in your life.

~Confucius



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Louisiana Career Development Association

Submitted by Laura Fazio-Griffith

President

The Louisiana Association for Career Development hosted a successful summit at the LCA conference on September 16, 2013. Each member of LCDCA that attended the National Career Development Conference in Boston shared a summary of their most inspiring sessions and the importance of networking on a national level. The membership discussed the upcoming annual conference that will be held in the spring in Baton Rouge, Louisiana, as well as themes for the upcoming conference. Ideas about career month were discussed. The members explored networking across the state to develop and implement some strategies for career month which occurs in November over the next year or so.

Several ideas about how to increase membership were discussed. Louisiana Career Development Association has a solid membership that consists of counselors who specialize in career development. LCDCA would like to outreach to different industries and individuals in other professions, such as human resource development. These individuals may have a variety of experiences to offer to LCDCA. The executive board of LCDCA is going to work in the upcoming months to outreach to different professions that emphasize career growth and development to expand our membership. LCDCA is also looking to develop a professional development committee to enhance the professional development of our members and future members in the areas of career growth.

The spring conference will be held in March or April of 2014 and will feature a keynote speaker who is involved nationally with career growth and development. The conference will focus on meeting the needs of career counselors. Several other speakers with knowledge and expertise in career development will also be an integral part of the spring conference. The executive board of LCDCA works very hard to meet the needs of the community and the membership by having presentations that address a variety of topics prevalent to career issues at our annual spring conference.

As LCDCA moves into the social media realm, we will be developing a facebook page very soon as a resource for members and to recruit new members. LCDCA recognizes the importance of career growth and development as being an important facet of each individual. We work very diligently at promoting the importance of including these issues when working with all individuals.



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Celebrating National Career Development Month

By Lisa Severy, Ph.D

NCDAA President

One of the many aspects of our profession that I thoroughly enjoy is our rich history of helping clients across all different walks of life discover who they are and decide how they will interact with the world through work. NCDAA's 100th Anniversary in 2013 has given us the unique occasion to reflect on our humble beginnings and the breadth and depth of service our profession is providing around the world. As National Career Development Month, November provides a similar opportunity to celebrate our successes and to reflect on the challenges and obstacles we face in charting our course for the next century.

"The future is not something we enter. The future is something we create." -Leonard I. Sweet

Given the dramatic employment swings in the past thirty years, it is not surprising that so many different programs, services, and professions have emerged designed to serve career development needs. Our field, once dominated by counselors with minimum academic credentials of master's degrees, has grown to include a diverse range of training and experience. A large part of this trend has been the creation and establishment of the Career Development Facilitator program, developed by the National Occupational Information Coordinating Committee (NOICC). As an early partner in the process, NCDAA provides curriculum for the training as well as coordinating the network of Master Trainers who, in turn, train CDF instructors. CDF curriculum was designed to provide non-counselors a strong foundation in career development. As more and more practitioners move into this area, it is more important than ever that this core training be provided and embraced in all disciplines including counseling, coaching, and guidance.

Building on our foundation of counseling and career development facilitation, it is interesting to look ahead at what will be needed and created for our next century of career helpers. Since joining the NCDAA Board in 2011, I have heard from numerous counselors who would like to build upon the one career course they took in their master's programs. Whether they are seeking new skills and theories or looking to build their credentials, the call for something new has been heard loud and clear. This year we have pulled together a short-term task force to



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explore this notion of post-master's degree, career development training for counselors. Key concepts I have asked them to dive into include what types of topics should be covered in the

advanced training, how the content would be delivered and through what system, and how would the additional training be noted and recognized within the field.

Louisiana is a model state in terms of the strong, collaborative relationship between the state counseling association and the state career development association. By providing counselors and career specialists with the very best support, resources, professional development opportunities, and set of professional standards, we strive to create a more positive working environment for everyone who seeks our services. On behalf of the National Career Development Association, I would like to thank the outstanding leadership in the Louisiana Career Development Association (LCDA) and the Louisiana Counseling Association (LCA) for their dedication and passion to serving the needs of those in Louisiana as well as contributing to the national narrative on the importance of lifelong career development.

MODERNIZE YOUR RESUMES & GIVE YOUR CLIENTS A COMPETITIVE EDGE

Wendy S. Enelow, CCM, MRW, JCTC, CPRW

Founder & Executive Director – Career Thought Leaders (CTL) Consortium –
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Founder & Executive Director – Resume Writing Academy – www.resumewritingacademy.com

The changes that resume writing has undergone in the past 2 years are remarkable. In previous decades, resumes have slowly transitioned from lengthy lists of responsibilities to documents that sell each job seeker's unique qualifications. Then, technology hit and the transformation has been unlike anything I've experienced in 34 years as a resume writer.

A great deal of this change has to do with:

- **Direct impact of technology:** email and LinkedIn profile links, QR codes, personal websites, and other technologies that affect how people use resumes.

- **Indirect impact of technology** – resumes written for “skimmers” rather than readers, with a shorter, more telegraphic writing style.

This article outlines what’s new, different, and forward-facing in resume writing. I could write a whole book (I am!), but here are some of the most-important things:

- **Learn to write the WHOLE career story in half the words!** Today’s resumes are tighter, leaner, and cleaner. Edit a 5-line paragraph down to 3 lines; a 2-line bullet point to 1 line – whenever you can. *You’ll be surprised how often you can do it!*
- **Communicate “who” the job seeker is – instantly.** People don’t read resumes; they peruse. As such, resumes must communicate – in 3 seconds or less – *who* the person is,

what they do, and *how* well they do it. One way to accomplish that is with a headline. Example:

HUMAN RESOURCES PROFESSIONAL

Recruiting & Developing Top-Performing Talent for Start-Up & Emerging-Growth Ventures

I read that 2-line headline and, in just a few words, I know who the candidate is and what they do. *The power of words to create perception is remarkable!*

- **Showcase success and achievements.** Just about every sales manager does exactly the same thing, so you only need a brief mention of those duties. Instead, write what differentiates that job seeker and makes him/her the best-ever sales manager (or accountant or logistics engineer). *The status quo won’t do!*
- **Include only essential contact details.** Most of my clients will consider relocation if a must. As such, I rarely include addresses. Why limit their opportunities? I include what’s important – **phone, email, and LinkedIn profile** – using live links for the latter 2 so that employers can email my clients with 1 click; view their LI profiles with another click. *Make it easy!*



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If someone wants to stay in their local market, it's fine to include their address and/or region (e.g., Boston Metro).

- **Optimize resumes for Applicant Tracking Systems (ATS) by:**
 - **Creating .txt versions**, void of most formatting to create an easily uploadable resume with no lines, tables, etc.; everything flush left; no type enhancements. *Keep it simple!*
 - Using the **right keywords** for job target/objective.
 - **Putting company names** (branch, division, command, HQ) **and job titles on separate lines.**

Of course, each of your clients should also have a nicely formatted Word resume to use as appropriate.

Start working to modernize your resume writing so you're certain to give your clients the guidance, strategic insights, and competitive edge they need. They're relying on you!

Unlimited Possibilities: I Believe You Can Fly

Sue Miley LPC, MA, MBA is the founder of CrossRoads Professional Coaching. We work with individuals and business owners to help them create successful careers and businesses based on a foundation of their Christian values. Find us at www.crossroadcoach.com.

When you were young someone who loved you told you that you could do or be anything you set your mind on. Of course, at the time you were 6 years old, and that someone wasn't helping you pay for college, to do what?...major in art? You must be kidding, you will never find a job.

Or when you graduated school, you set out believing. You believed you would soon begin your career journey, degree in hand, heart on your sleeve. But after months of looking, you and all of the well wishers, suggested a more practical view. Maybe you should just get a job.

Do You Believe In Yourself?



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As a career counselor and coach, I talked to people all of the time who are discouraged, bored, and/or desperate. Their belief has faded and so have their believers.

But, I believe in you. I believe you can fly.

Just like the first flight, having a career you love, requires much from you.

Anything good requires much. Glorifying God in what we do takes effort, takes heart, and takes perseverance.

We want to dream and we want to believe in the possibilities, but how often do we commit to action?

Making Dreams a Reality

Here are a few steps I recommend to make your dreams reality:

1. Create a point of difference - this is the thing that will elevate you in your career if you can figure out what makes you different in your chosen field or in your company...different in a good way. If you are young, you may feel like you don't have anything that sets you apart. As a matter of fact, you don't even have experience yet. This is where you have to begin planning and managing your own career. You may need to research the field. What qualifications are employers looking for in job ads? Who is making a name for themselves in the field and what are they doing right? You need to take the time to research the market and find out what skills, talents, credentials, or experiences the employers and/or customers need. Work on accumulating these and communicating them.
2. Planning your own career- just like a successful business requires planning, so does a successful career. Don't leave your career up to your current employer, fate, or the market. I recommend looking at the full career path opportunities in your current career choice. You usually have to start somewhere towards the bottom, however, understanding in advance what it will take to get to the next level is important. Plan for your success. Understand what experience is required for the higher level positions and seek to get that experience. When my finance self wanted to join the marketing department in a company I worked for, I went to the brand manager and made a deal with him. If you teach me everything you know about brand management, I will do projections for your, write proposals, and generally be your slave. I knew I needed some type of experience to even get that entry level job in marketing.
3. Persevere in spite of the obstacles -- I was rejected for so many positions in my career. When I wanted to become a Controller, I didn't have my CPA licensure. When I wanted to



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go into marketing, I was a financial person. When I wanted to run my own division, I was too young. I kept asking, kept volunteering, worked really hard, added education and training, and within a twelve year stretch at one company, held all of the roles I was first turned down for.

4. Believe in yourself- we all hear inspirational stories of someone else who changed careers or who was a rising star. We usually believed that they are a prodigy or had an extremely once in a life time, it won't happen for me, lucky break. I believe differently. I believe in you. Yes you! If you truly work hard, purposely differentiate yourself, plan your career path, and don't give up, I know you can have one of an unlimited set of career possibilities!

It's a big world and a career may feel elusive, but few people manage their own career. Many of us look back after a decade or so of work and feel like a pawn or a victim.

That I don't believe in.

I believe we can.....

I believe if we take responsibility for our career in a passionate, proactive, and consistent way, we can create a career of our dreams.

I know it takes hard work.

I know it takes planning.

I know it takes perseverance.

But in the end, what limits us, what keeps us from unlimited possibilities, is our belief.

I believe you can fly.

Do you?



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The 3 Things You May Not Know About Career Counselors

About the Author

Carol A. Vecchio (carol.vecchio@cpinst.org), a career counselor since 1981, is author of [*The Time Between Dreams: How to Navigate Uncertainty in Your Life and Work*](#). She is founder of the nonprofit Centerpoint Institute for Life and Career Renewal in Seattle, Washington (centerpointseattle.org), recipient of the 2010 NCDA Outstanding Career Practitioner Award, and NCDA Trustee 2013-16.

While the term career counselor is used broadly, a lot of people get confused. In some states, our colleagues aren't able to use the word counselor to define themselves unless they are officially licensed. And since licensing requirements vary from state to state, what does the term really mean? If you attended the NCDA Global Conference in Boston this past July, you heard Dr. Mark Savickas in his closing keynote connect the dots in a way that clearly defined the last 100 years of our field's history. He called for us to find a new lexicon for describing our work. This caused me to think about who we are today and how we might begin to articulate our similarities and differences more clearly.

1) We are known by many different names and work in a wide variety of settings, with assorted populations.

When the general public uses "career counselor," they can be referring to many different kinds of titles, including:

- Career Specialist
- School Counselor
- Job Search Coach
- Resume Writer
- Outplacement Consultant
- Career Development Facilitator
- Career Coach
- Life Design Counselor
- Career Practitioner
- Career Planning Director
- Job Developer
- Human Resources Manager

And that's just naming a few!

The settings are as varied and include:

- Higher Education
- K-12 Schools
- Research Centers Business and Industry
- Government Agencies
- Private Practice
- Business and Industry



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We assist every age—kindergarteners to octogenarians— and ethnicity group. We reach people at all socio-economic levels. We are of service to those with physical and/or emotional challenges. When folks are trying to figure out how work fits into their lives, we are there.

2) We each have our own “sweet spots.”

While some of us specialize with a particular population in a specific setting as I did when I once worked as a career counselor with law students and experienced attorneys while employed at a law school. Some choose to enjoy a wide range of clients as we do now at our community-based nonprofit organization, Centerpoint Institute.

Each of us needs to clarify the part of the career process we are tickled by!

Do you love the *internal* journey? Are you drawn to the **reevaluation** stage where clients have just been laid off or are still in the old career but getting more and more burned out knowing they need to leave? Do you love the **renewal** phase, focusing on self-care and “refilling their well” after it’s been drained from the time and energy they spent reevaluating? What about the stepping back time needed for **self-assessment**? Is that your favorite? This is where you help people uncover their passions, talents/aptitudes, and strengths and define a vision for their next chapter.

Or maybe you prefer the *external* quest better? If you find career investigating and job searching thrilling then the **exploration** and **marketing** phases are right up your alley. Or, maybe you most enjoy helping employees and/or executives develop their careers in the workplace? After having committed to a direction and vision, then **career management** skills keep our clients on track and growing.

Perhaps you like to assist through more than one aspect of the career process? That works too. I know that, for me, while I’m quite partial to supporting others through the internal struggles that occur as they experience uncertainty and change, I am also fond of the creativity that’s needed as they take their external steps. What’s *your* sweet spot?

3) Despite the myriad differences in where, how and with whom we work, we share a fundamental set of values.

As an NCDAA member and now as a Trustee on the NCDAA Board, I am amazed and impressed with the diversity of our membership. While in other professional associations you find people with the same occupational title who work in particular specialty areas – think doctors in the AMA or lawyers in the ABA – we are a part of an unusually large “umbrella” that encompasses those who work in quite different ways, locations, and even industries. Why, NCDAA is even home to counselor educators, welcoming those who prepare career counselors for the field. They are an essential resource and part of what pushes us forward into new areas of research and exploration.



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We all value personal development, in ourselves and in our clients/students. We treasure knowledge and lifelong learning. We realize that life is a journey, not a destination and that change and growth will be an on-going facet of becoming more of who we were meant to be.

Maybe this is why, every time I attend a meeting or conference with others in my field, even if they are working with a different focus, I feel right at home and as though I have found my "tribe." I hope you feel the same!

I'd like to express a heartfelt thank you to your LCDA President-Elect, Kerri Spears, for asking me to share some of my thoughts with the goal of bringing some interesting ideas to the "Special Edition" newsletter for career month. This is a beginning of a conversation that I would love to continue with you online and/or in person. Let's keep talking about how to bring all of us together for the benefit of strengthening our beloved work!

Deeper Thoughts and the Twitter Generation

By Joan Gallagher, M.Ed., LPC, MCC
Associate Director, LSU Career Services

If you are working with college students as I am, no doubt you are feeling the effects of a trend toward thoughts expressed in 140 characters. But are tweets, texts, short email communications and the availability of answers to diverse questions just a click away making it hard for students to develop deeper thinking skills? What is the impact of those lightning-fast communications on information-intensive decision-making and especially on making career decisions?

These quick-bites of information may be wonderful in so many ways but how, then, can students learn to plough through and process extensive information about their interests, skills, values, and personalities while also evaluating and comparing college majors and careers? This fall my colleagues at LSU Career Services and I have noticed an uptick in the number of students who, after gathering lots of self-and-career information turn to us with a common question, "So, what do I do?" Firm believers that the answer lies within the student, how then, can we aid these students who want answers...NOW! The problem is never more acute than at this time of year on campuses across the country when students flock to our doors to decide TODAY on their academic major so they can schedule classes TOMORROW for next semester. No matter how we try to warn students, beginning at orientation and through several email reminders throughout the semester to start early, here they are at our door with no time to lose.



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At LSU Career Services our solution is in managing expectations and encouraging students to take a “now and later” approach. With a little guidance, students can make the best use of the short time available to make course selections for now, understand and take ownership of the process and develop a timeline of next steps to success. We have discovered three significant ways in which we can help.

First, in our appointments with students, we point out excellent resources to make a quick decision to prepare for course selection. “Just in Time... for Scheduling” is a handout we developed that provides a five step process to assess interests, review potential majors and the coursework needed to complete each, check out “What Can I Do with This Major” and then choose appropriate courses. But the handout does not stop there.

Second, the resource displays a simple graphic that explains the career decision making process. Students then have a visual representation that helps them understand the steps to finding a career that fits. Many students tell us that it is helpful to see a simple structure to a seemingly overwhelming process.

Third, students are introduced to the Four-Year Career Plan and discover the steps they can take each year to be sure they are on the right track, gaining career-related skills and experience, networking in their field of interest and polishing their job search skills. At the end of each appointment, students are asked which 3-5 steps they will take next and they develop a timeline in which they will complete those steps.

As students leave our office, we ask them to rate their level of confusion they felt at the beginning of the session on a scale from 1 to 10 and to rate it again at the conclusion. The results are usually quite amazing... mostly to them! And I secretly know they have stretched their capacity to think deeper thoughts... a skill for life beyond Twitter!

If you are interested in obtaining a copy of any of the resources discussed in this article, please contact Joan Gallagher at jgallag@lsu.edu. I welcome your questions, suggestions and ideas. It’s all about student success!



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Discover Who You Are: My Personal Career Development Experience

Amie Jackson

**Southern University A& M College
Graduate Student**

As a graduate student, career development means exploring different careers of interest, preparing for career exploration, and exposing yourself to the career (volunteering or job shadowing), and staying abreast on the current trends within the job market. My overall goal is to eventually master the job skills related to the counseling profession. I am currently enrolled in Theories of Vocational Development. This advance graduate course places emphasis on work value, the overall labor trends, and career decision making skills. We are currently working on our final project which is creating our own Career Counseling center. My center focus is to provide high school students with career counseling, job readiness skills, and resources for college preparation. In today's society, students are unaware of the skills needed and how to prepare for their chosen career. Parents and students are not aware of the many resources that are available to assist them. There are financial resources available that will pay for the American College Testing (ACT) and scholarships are available to those who qualify. The theoretical framework incorporated for my project will consist of John Holland's Theory of Vocational Types. John Holland believed individuals found success and satisfaction based on their personality and interests. Our students would be exposed to self explorative activities such as visiting community colleges and universities, learning styles, and career decision making just to name a few. It is important for students to visit community colleges and universities, because many students are not aware what the community college has to offer rather than a four year university. At my facility we will conduct assessments targeted to our population and stay within the guidelines of the National Career Development Association.

As an educator, I am constantly searching for ways to advance in my career by looking at different careers in the school system. I am currently employed as an Instructional Paraprofessional with the East Baton Rouge Parish School System. My job involves servicing students who struggle in the two major core subjects' Math and Reading. I enjoy helping students academically and with any problems they may have. Many times they confide in me about situations in their lives and about school issues. I often find myself counseling those issues that affect them in school and providing coping mechanisms so their issues will not affect them academically. During my second year as an Instructional Paraprofessional, I realized that I



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had more to offer these students. It was then I made the decision to further my education, and pursue studies in the counseling field. While working with students within the public school system, I realized that many issues stemmed from socioeconomic status, being a victim of their environment, neglect or abandonment by their mom/father, and being raised by an elderly grandparent. I started attending conferences related to the developmental needs of students and mental health issues arising in the schools, reading articles, and even job shadowing the school counselor I currently work with. I also saw a lot of students with mental disorders: behavioral, emotional, depression, and anxiety disorders. There were students who bullied other students and even tried to commit suicide. After witnessing students with these issues, I decided to return to school to pursue my Masters of Art in Mental Health Counseling. I wanted to be a part of the solution in helping students cope and work through their issues. I have a strong passion for helping students succeed. Attending conferences, professional developments, and shadowing the school are all a part of career development as an educator.