

Career Watch

Newsletter from the
ACPA Commission for
Career Development



ACPA
COMMISSION FOR
Career
Development

INNOVATIVE IDEAS • REVOLUTIONARY RESULTS

8 Innovative Ideas • Revolutionary Results: ACPA Conference Events from the Career Commission

Do not miss out on the opportunities to network and grow professionally at the commission events held at the ACPA convention this year.

Conference Information by:
Commission for Career Development



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Reviewed by:
Kyle Anne Phillips
University of Miami

FEATURES

MESSAGE FROM THE CHAIR Farouk Dey, Ed.S, M.Ed., MBA University of Florida

It has been a privilege and an honor to serve you as Chair of the ACPA Commission for Career Development during the last couple of years. I have truly enjoyed getting to know many of you and working closely with our Directorate members to continue to bring focus and innovation to our commission.

With the collaboration of the 12 Directorate members and dozens of volunteers from around the country, we were able to offer a value-added experience to ACPA members who are in the career services profession. During the last couple of years, we created new initiatives, such as the Speed Networking program to facilitate the networking process for new professionals as well as employer site visits to help members justify their travels and conduct employer development activities during the convention. We have also created a new inventory of career services experts, now published on our website, and continued to offer career services to the ACPA membership through PD (Professional Development) Snapshots, mock interviews, and the Career Questions and Information Booth at the



convention. To assist ACPA members with their career advancement needs during the economic downturn, we offered post convention resume reviews as well as phone coaching sessions and mock interviews.

Thanks to the hard work and dedication of our volunteers and Directorate members, many of these programs are becoming standard services for the ACPA Commission for Career Development. I have no

doubt that the newly elected Directorate body under the leadership of Jennifer Browning Jacoby will take the commission to a new level of innovation. I look forward to seeing the many achievements yet to come for our commission.

Thank you for giving me the honor to serve you as your Chair. I wish you much success in your personal and professional paths and I look forward to continuing to get to know and collaborate with many of you.

I leave you with one of my favorite quotes, which I hope accurately represents our efforts during the last couple of years:

“Great minds discuss ideas; Average minds discuss events; Small minds discuss people!” - Eleanor Roosevelt

MESSAGE FROM THE CHAIR-ELECT Jennifer Browning Jacoby Rollins College

As I write this message, we are less than 60 days away from the start of the 2010 ACPA annual Convention in Boston, Massachusetts. For me, the Convention is a milestone (and a bright spot!) on my spring semester calendar. It marks the end of a long winter season and the start of the race to graduation day for our seniors.

Every year I look forward to this opportunity to connect, network, support and learn from other career development and student affairs professionals around the country. I am always amazed at the incredible work and accomplishments of my colleagues and the Convention never fails to inspire me. During challenging economic times, students and employers seem to demand even more from over-extended career center professionals and it is with great anticipation that I mark the upcoming ACPA days on my calendar. I am excited to discover and share best practices; to discuss methods and strategies for technology, alumni, employers and budgets; to hear stories of student success; and to laugh, learn and grow together. As the theme, Innovative Ideas and Revolutionary Results, indicates, I will no doubt leave Boston with new ideas and fresh energy.



I hope you too can be part of this experience and plan to join us at the ACPA Convention. Your directorate board members have endorsed an excellent slate of educational programs, planned for employer site visits around the city, and scheduled a welcome dinner on Saturday night. Committee members have organized mock interviews, Lucy Booth schedules and Professional Development Snapshots in Career Central, while others have updated the website, newsletters, and brochures for use at Showcase and the Open Involvement and Networking Meeting.

It has certainly been a busy year, and, as the Convention draws near, we need your help more than ever. Volunteering opportunities to support many of the Commission activities I mentioned above will be available throughout the Convention. Please be sure to check your Commission list serv email for the next several weeks and consider signing-up to volunteer as your schedule allows.

More information about all the activities and services of the Commission for Career Development can be found on our website at www.myacpa.org/comm/careerdev/. Please do not hesitate to contact me or any of the Directorate members if you have questions about how to get involved or suggestions on how the Commission can best meet your needs.

CONVENTION PLACEMENT & CAREER DEVELOPMENT UPDATES

As ACPA's traditional Placement Center transitions to the new "Career Central @ Convention (C3)," the committee has been involved in several phone conferences, seen the space plans for the space, and had input on room allotments for programs including the Career Questions and Concerns Booth, PD Snapshots and Mock Interviews. We are happy to report that all three of these award winning services will return to the Boston Convention.

Career Central's online job platform will also be available year round, and has the potential to include an internship/Graduate Assistantship component. There are future plans to include this option at Convention as well, which will make any initiatives of the Commission to encourage Career Development internships in the summer for graduate students much more technologically possible!

THE ONLINE CAREER CENTER: BUILDING OPPORTUNITIES FOR COMPREHENSIVE UNIVERSITY CAREER SERVICES

Submitted by:
Crystal L. Clayton

Rice University, Jones Graduate School of Business

According to Simonson et al. (2009) “the quality of student support services available and easily accessible to a distant learner will play a major role in determining whether that student learns about the programs, enrolls, and remains through to completion” (p. 324). Serving both the F2F and online learning communities simultaneously can create unique challenges for student affairs staff, and particularly to professionals in career services. In this article I will investigate ways in which a predominantly F2F university career services center can build and adapt student services to offer more virtual opportunities to a wider range of students by focusing on five different components of career services that specific universities are currently utilizing online.

The Beyond the Administrative Core: Creating Web-Based Student Services for Online Learners project states that “career resources online makes information available for students both on and off campus” (http://www.wcet.info/services/student-services/beyond/resources/career_planning.asp). With a growing diverse student population including non traditional, distance education, working, and technologically savvy individuals, creating more online student services allows for institutions to serve a larger number of the student population. For this reason, adapting career services to meet the needs of a new generation of learners, at many institutions, has proved to be successful and even economical.

In regards to building effective and complete online students services, the Western Cooperative for Educational Telecommunications (WCET) has created a Guide to Developing Online Student Services (<http://www.wcet.info/resources/publications/guide/guide.htm>) to assist institutions in the development of comprehensive online student services programs. The information provided specifically for Career Services cites five baseline recommendations for good practice for online career

services administration:

- Describe services and make clear who is eligible for them
- Provide self-help career tools, including on-line tutorials
- Summarize opportunities for in-school career exploration
- Offer assistance in education-to-career planning
- Display local and national job listings”

The WCET website goes on to mention institutions currently demonstrating best practices in career services including:

- Clackamas Community College (<http://depts.clackamas.cc.or.us/career/>)
- Portland State University (www.career.pdx.edu/)
- University of Manitoba (www.umanitoba.ca/counselling/careers.html)
- University of North Carolina at Wilmington (www.uncwil.edu/stuaff/career/Majors/)

“The purpose of teaching [educating] is to enhance learning, and everything an educator does to enhance learning is a value” (Heimlich & Norland, 2002, p. 17-18). This serves as a wonderful argument for expanding F2F career services and to additionally insert components of online career services into work with students. Initiating online career services in addition to F2F services enhances the learning that is already taking place with traditional student patrons, while also opening up the opportunity for non-traditional students to take advantage of the services that may not be possible for some to pursue in the F2F setting. “Online career resources gives the staff an opportunity to provide continuous access to comprehensive career resources as opposed to previously limited access through classes on campus or in resources centers” (http://www.wcet.info/services/student-services/beyond/resources/career_planning.asp). Taking into consideration the above mentioned recom-

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mendations for good practice for developing effective online career services and examining new innovations of communicating necessary job search and career development information, the specific functions of career services to be explored in the following discussion based on current good practices in the field will include:

- Career Services Orientations (UC-Riverside: <http://careers.ucr.edu/Students/virtualcareercenter.htm>)
- Interviewing Preparation & Virtual Interviewing (UC-Riverside)
- Resume Writing (UC-Riverside)
- Virtual Career Counseling and Assistance (Old Dominion University: <http://www.odu.edu/ao/cmc/services/cyber.shtml>)
- Online Career Resource Library (Howard University: (<http://www.howard.edu/careerservices/orl.htm>))

Research suggest that combinations of face-to-face (F2F) and technology-based learning, blended learning, is an effective method in reaching students and offering the best service (and therefore learning experiences) possible. As student affairs professionals in career services continue to offer blended learning opportunities to on campus students by building the quality of online career services offered, both the distance education and on campus student populations will be better served. Improved online student services assists not only in the overall development of college students, but also allows for professionals in the field to offer innovative ways of meeting student needs by utilizing the new improved growing wave of technology.

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CHAOS THEORY & CAREER DEVELOPMENT

Submitted by:
Kristen Lindsay

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Chaos theory, the study of the unpredictable nature of systems, opposes the rational, reductionist belief that simple cause and effect relationships determine events in the universe. According to the butterfly effect, an element of chaos theory, a small, incremental change can greatly affect a system in an unpredictable way – the flap of an insect wing in Central America can cause a tsunami in Asia. In Bussolari and Goodell's (2009) recent article in the *Journal of Counseling and Development*, they apply the nonlinear dynamics of quantum physics to counseling. They posit that chaos theory provides a framework for counselors to understand a client's narrative, a model that clients can use to reconstruct their life story through crisis, and a collaborative process both can use to create appropriate interventions. My intuitive thinking temperament was drawn to the concept of using chaos theory in a counseling relationship.

With today's interest in holistic health, chaos theory fits the desire to focus on systems. Chaos theory is gestalt at its core – individual components can affect the larger system, but cannot accurately predict the outcome of the overall system. Individual components synergistically interact and compound to create change in the system. Bussolari and Goodell do not specifically mention holistic health, but they do posit that chaos theory stands in direct opposition to the widely accepted medical, disease-based perspective of counseling.

Considering development theories like Schlossberg's (1984), Marcia's (1966), and Josselson's (1987), crisis prompts either exploration, leading to positive life choices, or stagnation, resulting in unhealthy patterns. Response to crisis can be the critical difference between adaptation and self-defeat. Additionally, crisis continues throughout the lifespan, prompting continuous renewal and reevaluation. Bussolari and Goodell note that chaos theory can help clients unlock possibilities by defying expectations and increasing potential outcomes. In my experience, I also encounter evidence to prove Kathleen Mitchell's (2003) planned happenstance view of career development. Like the self-generative, autopoietic element of chaos theory, an individual must be open-minded in order to take advantage of chance events. Thus, chance events are no longer just a string of coincidences, but a complex web of occurrences that are necessary to spur growth.

Many individuals that come to my office are in crisis. First year students struggle to pick a major. Juniors without summer jobs email frantically the last few days of spring semester. Laid-off alumni seek job leads because they need money to support their families. I try to look past their procrastination and help them reinvent their situation as a possibility for new opportunities. Using chaos theory, a client can reframe an ending as a new beginning.

Of course this will not work with all clients.

Many individuals that come to my office are in crisis. First year students struggle to pick a major. Juniors without summer jobs email frantically the last few days of spring semester. Laid-off alumni seek job leads because they need money to support their families.

Bussolari and Goodell briefly guide the reader through a sample client's experience, offering suggestions to use the elements of chaos theory to reframe a situation, but offer no specific advice on the type of client for which this may be best suited. The authors mention there are no cookie cutter approaches – the system itself (client and counselor collaboratively) needs to constantly create new solutions in response to change. Chaos theory frees the practitioner from proscribed, disease-driven models, but what fills the void? It may be difficult for counselors and clients alike to let go of traditionally accepted models.

I definitely see potential in using chaos theory to reframe career advising. Clients who respond to change with curiosity and wonder are better equipped to adapt to crisis along their career path. Embracing chaos as a normal, necessary part of life can relieve the tension of the unknown and replace fear with an invitation to change. Not that I want to encourage anyone to run headlong into disaster and disarray, but treating disequilibrium as an ally instead of the enemy can be empowering. Healthy individuals can open themselves up to possibilities and collaborate to identify the best solutions for a productive relationship amidst chaos.

References:

- Bussolari, C. J. & Goodell, J. A. (2009). *Chaos Theory as a Model for Life Transitions Counseling: Nonlinear Dynamics and Life's Changes*. *Journal of Counseling & Development*, 87(1), 98-107.

MONOGRAPH REVIEW

A STRENGTH-BASED APPROACH TO CAREER DEVELOPMENT USING APPRECIATIVE INQUIRY

Reviewed by:

Kyle Anne Phillips

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A Strength-Based Approach to Career Development Using Appreciative Inquiry. (2007) Donald A. Schutt, University of Wisconsin-Madison: National Career Development Association 88 pp., (price, \$15 NCDCA member, \$25 nonmember), (paperback), ISBN 978-1-885333-18-6

In Donald Schutt's *A Strength-Based Approach to Career Development Using Appreciative Inquiry*, a new approach to career development is introduced. This monograph discusses the strengths of the Appreciative Inquiry process, how it parallels and adds to traditional career development, and how it can be used in real-life settings. This "Strength-Based Approach" focuses on personal strengths rather than improving weaknesses. Through the steps of Appreciative Inquiry, positivity is maintained through questions, conversation, and appreciative interviews.

The core of Appreciative Inquiry (AI) can be found in the "4-D Cycle." This cycle consists of Discovery, Dream, Design, and Destiny. This cycle parallels the traditional "Assessment, Exploration, Action" approach in career development, with the addition of selecting an Affirmative Topic. As explained in the monograph, this topic or phrase is used to guide the AI process. This topic not only directs the AI process, but also adds personal value to the process. The AI process continues through steps of appreciating and valuing oneself, envisioning change for the future, then empowering oneself to improve and sustain the future. Schutt illustrates this model through the traditional process of "Who am I?", "Where am I going?" and "How do I get there?" Each step of the 4-D Cycle is explained in-depth and Schutt takes an extra step in organizing stimulating questions and activities

for each step in the cycle.

This monograph is designed to help professionals in various settings. First, it is designed for career development professionals as it explains theory, discusses a process for counseling interactions, and also explains the history and evolution of this approach. In addition to career development professionals, this monograph is designed to aid managers in establishing and improving rapport between themselves and their employees. Schutt provides examples of practical application, as well as data that show the effectiveness of Appreciative Inquiry in the workplace. Because of its versatility, this monograph is worth the reader's time to read and apply to practice.

Schutt organizes this monograph in a way that helps the reader learn the theory from foundation to application, but goes one step further and provides resources to use in practice. The appendices provide a visual breakdown of the approach, activities, and guides for the participant and appreciative interview. These resources boost the value of this monograph exponentially. In addition to the appendices, Schutt includes a PowerPoint presentation that introduces and explains a Strength-Based Approach to Career Development, which can be useful for environments such as staff meetings and training sessions.

The weaknesses of this approach lay in the strengths. Although this approach places all value on the positive, there are times when deficits need to be discussed. Depending on the person needing assistance, certain deficits need to be overcome before building on strengths. In addition, AI embraces the idea that human systems have "mysterious life-giving forces" which takes the

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power to change away from the person at hand. However, there are many strengths in this approach. First, AI can be used in many contexts, both at an organizational and individual level. Because of this, more people can benefit from this approach (and this monograph). Second, AI supports the need to seek and identify positive aspects that lead to overall life balance. The approach uses a balance of objective measures to identify similarities among individuals, while also using subjective measures to increase individuality and self-worth.

This monograph is an excellent resource for those interested in improving morale, creating a new approach to working with others, and learning how to focus on strength over weakness in self and others.





ACPA BOSTON 2010 ANNUAL CONVENTION
INNOVATIVE IDEAS • REVOLUTIONARY RESULTS



CONVENTION EVENTS & UPDATES

Do not miss out on the opportunities to network and grow professionally at the commission events held at the ACPA convention this year.

Commission for Career Development Early Arrivals Dinner

Saturday, March 20th at 6:00pm
 Sheraton Boston Hotel - Fairfax B

Commission for Career Development Directorate Meeting

Sunday, March 21st at 9:00am - 4:00pm
 Boston Marriott Copley Place - Nantucket

Commission for Career Development Open Involvement and Networking Meeting

Tuesday, March 23rd at 3:00pm - 4:30pm
 Boston Marriott Copley Place - Harvard

Please check your Commission list serv email, Facebook fan page and LinkedIn account for Convention volunteering opportunities, sponsored program information and more Boston 2010 updates!

Saturday, March 20th

11:00 AM Interviewing Strategies that “Wow!” Employers: Learn how to turn your interview into a successful job offer by becoming familiar with common mistakes & how to avoid them.

4:00 PM Stress LESS: Balancing Your Personal and Professional Life: Before becoming too busy with interviews, learn techniques to manage stress and find balance. Sponsored by: The Commission on Wellness

Sunday, March 21st

11:00 AM Interviewing Strategies that “Wow!” Employers: Learn how to turn your interview into a successful job offer by becoming familiar with common mistakes & how to avoid them.

1:00 PM Closing the Six Degrees of Separation Through Effective Networking: Learn effective networking strategies that will help you to build valuable connections.

3:00-4:30PM Preparing Successful Searches for Mid-Level and Senior Student Affairs Positions: Join members of the William Spellman Executive Search team for a workshop on preparing for a successful search for mid-level and senior student affairs opportunities.

Monday, March 22nd

10:00 AM Can I Live and Work Here? Navigating the Campus Visit: Find out what you can expect from a campus visit and how to make it a success.

11:00 AM Money Talks: Evaluating the Job Offer and Salary Negotiation: After you receive an offer, your work is not yet finished. Get resources for evaluating offers and negotiating salary.

1:00 PM Can I Live and Work Here? Navigating the Campus Visit: Find out what you can expect from a campus visit and how to make it a success.

2:00 PM Money Talks: Evaluating the Job Offer and Salary Negotiation: After you receive an offer, your work is not yet finished. Get resources for evaluating offers and negotiating salary.

3:00 PM Conducting an Independent Job Search Outside the Convention: Job searching does not have to be limited to the Convention. Find ways to conduct your search outside of the convention.

Tuesday, March 23rd

10:00 AM EMPLOYER WORKSHOP: Successfully Mentoring and Supervising Millennials as New Professionals: Hiring new employees can be an adjustment for the supervisor and the employee. Learn strategies to make the transition easier for a millennial professional.

11:00 AM Transitioning from “Green” Graduate Student to “Polished New Professional”: Get tips on what you can expect from your first professional position and beyond.

1:00 PM Moving Up and Around Student Affairs: Beyond Your First Position: Listen to strategies from professionals on how to advance your career in student affairs.

SUBMIT AN ADVERTISEMENT IN THE NEXT CAREER WATCH EDITION!

The Commission for Career Development provides leadership in career development for over 400 career professionals, nearly 9,000 members of ACPA from 1,500 public and private universities and colleges from across the U.S., and the higher education community. We seek to examine and address the changing and diverse roles of career services in higher education within a student development framework. We work to fulfill this mission through professional development and information exchange, knowledge regarding professional standards and issues, and affiliation with other career development professionals.

Visit www.myacpa.org/comm/careerdev/ to learn more about our group.

Every quarter our commission releases a magazine called Career Watch to these membership bodies mentioned above. At this time we would like to offer you the opportunity to purchase an ad in our Career Watch magazine for one of the various spaces listed below:

- Quarter page ad - \$100
- Half page ad - \$200
- Full page ad - \$300
- Full page outside back cover - \$400

Benefits to advertising in Career Watch

- Reach over 400 career professionals through the Commission for Career Development

Additionally, we offer a number of unique Career Partner programs to assist us in our mission:

PARTNER (\$100 ~ \$999)

- Dynamic presence on the Commission for Career Development web site.

SILVER PARTNER (\$1,000 ~ \$2,999)

- Partner benefits listed above, plus:
- Recognition on Commission for Career Development publications.

GOLD PARTNER (\$3,000 ~ \$4,999)

- Silver Partner benefits listed above, plus:
- Acknowledgement in Commission for Career Development annual publications.
- Preferred participation in speaker forums and related events.

PLATINUM BENEFACTOR (\$5,000 OR MORE)

- Gold Partner benefits listed above, plus:
- Acknowledgement signage as part of major commission events at the annual ACPA convention.

WE'RE ON FACEBOOK

Look us up under ACPA Commission for Career Development and join to begin networking with your colleagues.