

Career Watch

Newsletter from the
ACPA Commission for
Career Development



ACPA
COMMISSION FOR
Career
Development

"WITH ALL ITS CHALLENGES AND OPPORTUNITIES, 2009 PROMISES TO BE AN INTERESTING YEAR FOR CAREER SERVICES PROFESSIONALS."

8 Power to Imagine • Courage to Act: ACPA Conference Information from the Career Commission

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FUNDRAISING UPDATES

It has been a challenging season to enter the realm of fundraising for the commission! Regardless, we have been hard at work to develop a foundation that we can use immediately, as well as in future years. In an effort that will be guided by feedback from the International office, strategic giving levels have been developed and communication materials to be sent to prospective donors have been drafted. An official letter and brochure will be sent to a compiled list of organizations in DC with a history of hiring college graduates and vendors who have relationships with career offices. Optimally, this effort will result in donations that benefit the commission's activities at the upcoming conference. As this is an ongoing effort, please contact cameo.hartz@duke.edu if you would like to contribute ideas, skills, or effort to this process!

MESSAGE FROM THE CHAIR

Farouk Dey, Ed.S, M.Ed., MBA
University of Florida

With all its challenges and opportunities, 2009 promises to be an interesting year for career services professionals. The current world events have heightened many intersecting emotions for our constituents in a way that we have not witnessed in our lifetime. The recent historic election of the 44th president of the United States, the global economic crisis, and the many wars and conflicts around the world have changed the personal and professional trajectories for many of our students. Yet, more than ever before, we find ourselves playing a central role in students' personal and professional development. Calming nerves, instilling hope, and maintaining a sense of reality are no easy task for today's student affairs professionals, but all of you still find ways to help students make meaning of today's events and make decisions that impact them and the world around them.

The historic presidential inauguration we witnessed weeks ago has changed the career counseling process for many of our students, especially those of under-represented groups. Suddenly, the phrase "you can be anything you aspire to be" sounds different for both counselors and students. Students of various backgrounds can look at this historic moment and truly believe that they too can break barriers and reach their full potential for the sake of the greater good. Regardless of our political orientation, we can all use this moment to inspire students to dream big and fully believe in their ability to reach their goals.

We also recognize that this unique moment comes with challenges of historic proportions that have spread doubt and fear among many of the constituents our career centers deal with on a daily basis: students, alumni, parents, employers, and our colleagues. Many of our campuses have seen double digit declines in employer participation in our career fairs and campus recruit-



ment activities. We have also observed sharp increases in student engagement in career development programs and services. Our institutions are cutting back on budgets, causing layoffs, hiring freezes, and travel freezes impacting not only our ability to continue to offer services to students and employers, but also our ability to network with one another and participate in professional development opportunities. These conditions not only impact students' career development, but also the bottom line for our centers and our ability to continue delivering our services in a time when students need them the most.

As we attempt to do more with less, it is important for us as career services professionals to connect, network, support one another, and learn from one another about ways to adapt and deal with the emerging trends in our field. The commission events in the upcoming ACPA annual convention in Washington DC will provide a forum for us to do just that. I am confident that the high caliber of programs and involvement opportunities at this year's convention will increase your power to imagine the new possibilities that will emerge from these challenging times and the courage to act and make them come alive. I encourage you to review the convention schedule at <http://convention.myacpa.org> and begin planning your learning, networking, and involvement agenda.

I look forward to meeting each of you at the national convention in DC. Please do not hesitate to contact me or any of the Directorate members should you have questions about how to get involved or suggestions about what the commission can do to serve your needs.

CAMPUS RESPONSES TO THE ECONOMIC DOWNTURN

Submitted by:
University of Florida

In response to the Economic Downturn and slowdown, the Career Resource Center at the University of Florida has taken new measures to address students' career development needs and increase the diversity, quantity, and quality of employment opportunities available to them.

The Career Resource Center has implemented a targeted employer development and student preparation campaign designed to nurture relationships with organizations that currently recruit at UF, recreate relationships with organizations that no longer recruit at UF, create new relationships with organizations that have not recruited at UF in the past, and assist students with career exploration issues through a series of targeted workshops.

The employer development and student education campaign primarily focuses on outreach to small and middle size organizations as research shows a growth in small entrepreneur firms (Gardner, 2007) and an increase in student interest in small businesses (Wall Street Journal, 2008). The specifically addresses students' anxieties and concerns related to the slow economy through targeted workshops. The campaign consists of the following specific actions:

1. Reach out to various chambers of commerce in the state of Florida in effort to a) increase job postings on Gator CareerLink and employer participation in on-campus recruiting activities, and b) expand the concept of the B.R.I.D.G.E Local Internships programs that has proven to be a successful internship development program in the Gainesville and surrounding areas with over than 200 local internships and over 1,700 student candidates.
2. Conduct strategic site visits to key organizations listed in the Top 100 Companies to Work for in Business Week. The Career Resource Center will reach out to 92 organizations in California, Florida, Georgia, Virginia, and Washington.
3. Follow-up with organizations that usually recruit at UF and did not participate in on-campus recruiting activities in Fall 2008.
4. Host two employer retreats at the University of Florida in effort to improve communications with organizations that recruit at UF, educate recruiters about the process of recruiting UF students, and solicit feedback to help improve our services.
5. Present "How to Recruit New College Graduates" at local, regional, and national SHRM (Society of Human Resource Managers) and NACE (National Association for Colleges and Employers) meetings.
6. Create a marketing document that provides employers with top reasons for recruiting UF students and the services that the Career Resource Center provides to assist them with that process.
7. Continue to increase the usefulness and utilization of Gator CareerLink as the premier tool for employers to post jobs reach students on campus. National cross referencing for Gator CareerLink provided by NACE increases student access to employment opportunities in the US and around the world.
8. Promote semi-annual Career showcase, which has historically attracted over 400 organizations and 6,000 students; and attract new employers from targeted market segments.
9. Create special programming and counseling to address heightened student concerns and need for assistance. The CRC created a series of targeted workshops titled "Weathering the Storm: Career Planning in Tough Times" over the next few semesters and work to bring the issues into all aspects of career development related programs, services and class curriculum.

The employer development and student education campaign primarily focuses on outreach to small and middle size organizations

10. Continue to improve ease of use and cost effectiveness for employer visits, presentations and on campus recruitment.

The University of Florida's efforts have been featured in a recent ABC News story that you can view at <http://abcnews.go.com/video/playerIndex?id=6860299>. In addition, the Career Resource Center will continue to educate students about career planning and job search strategies through career counseling and advising, educational presentations, career planning courses, and interactive services on the web to help maximize their opportunities in a competitive market.

Other campuses are also doing some great things to respond to the current economic pressures and help students weather these conditions. Check out what the University of California-Berkeley and the University of Nebraska-Lincoln are doing.

University of California Berkeley

<http://career.berkeley.edu/Article/090123-sh.stm>

University of Nebraska-Lincoln

<http://www.unl.edu/careers/economicdownturn.shtml>



BOOK REVIEW

TEACHING CAREER DEVELOPMENT: A PRIMER FOR INSTRUCTORS AND PRESENTERS

Reviewed by:

Kathy Dorsett

Career Advisor

Florida State University

Teaching Career Development: A Primer for Instructors and Presenters, 2008, National Career Development Association, written by Debra S. Osborn, Ph.D.

In *Teaching Career Development: A Primer for Instructors and Presenters*, Debra Osborn provides both novice and veteran teachers and presenters the opportunity to learn how to improve their skills in the career development field. While the publication focuses primarily on teaching career development courses at the undergraduate and graduate levels, the author also provides useful information on technology resources and general presentation strategies.

Part of the new NCDCA monograph series, this 150 page book includes four appendices and author and subject indexes. It is available from NCDCA at \$35 for nonmembers and \$25 for members. Chapter titles include:

1. Teaching Career Development
2. Active Learning Strategies
3. Course Organization and Management
4. Teaching Career Development in K-12 Settings
5. Teaching Undergraduate Career Development Courses
6. Teaching Graduate Career Development Classes
7. E-Teaching Career Development Classes
8. Making Professional Presentations on Career Development
9. Keeping Things Fresh

The author begins with a general overview of teaching career development and quickly introduces the concept of active learning strategies, or ALS. Throughout the monograph, Osborn weaves the idea of utilizing ALS when teaching to foster learning and to challenge

oneself as a teacher and as a professional. Each section includes teaching goals, ALS strategies for reaching the goals, resources, and a summary with useful tips. In addition, there are several appendices with helpful supplementary information such as sample career development course syllabi. The material is applicable to a wide array of readers as it examines teaching strategies in K-12 through graduate level settings.

This reviewer appreciated several aspects of the book. It is quite readable and written in a conversational manner. Fitting with the ALS themes of the book, the format is part text-book and part-workbook as Osborn encourages the reader to be actively engaged by including charts and other graphics. While the small print size of the boxes and charts inhibit functionality (i.e., they are too small to write in), the tools work well as brainstorming prompts. Osborn also includes discussion questions at the end of each chapter as a way to further stimulate thoughts. As a graduate student beginning a second semester of teaching an undergraduate career development class, I experienced personal excitement and notable opportunities for application of what I was reading.

One of *Teaching Career Development's* strengths is the way Osborn relies on research to back up her points. She routinely offers resources for almost every subject mentioned in the book. She also presents some of her personal research experience as well as insight into her trial and error learning to determine the best method for teaching different career-related topics. Drawing from

One of Teaching Career Development's strengths is the way Osborn relies on research to back up her points

her years as a teacher, Osborn shares her mistakes with readers in order minimize repetition of them, such as underestimating how much time is needed for an on-line activity. While her anecdotal material served to enhance the book's readability, the author on occasion presents too much detail, such as recommending equal paper sizes in a "mix-n-match" type activity. This sort of detail may have been better incorporated in the appendices within a more detailed description of the activity.

Having taught many on-line career development courses, Dr. Osborn is also a knowledgeable guide through the world of e-teaching and incorporating technology in presentations. For example, instead of presenting a list of online resources, one activity Osborn mentions is a virtual scavenger hunt using the websites themselves, and also advocates the use of laptops in the classroom. As the fields of technology and career development increasingly converge, resources such as Teaching Career Development will be highly valued.

In summary, Teaching Career Development's combination of teaching tips and resources make it an excellent overview for teaching a career development class or making presentations. The positive approach to the subject matter and its general applicability to the areas covered will make this book most useful for new teachers in the career counseling field. However, Osborn's willingness to incorporate useful ideas from multiple sources as she shares her knowledge and experience of teaching face-to-face and online undergraduate and graduate career courses make her book a highly useful monograph for any career practitioner who presents or teaches.



BOOK REVIEW

DEVELOPING AND MANAGING CAREER RESOURCES

Reviewed by:

Sharon McCormick
Career Expert and Consultant
Private Practice

Anne Orange
Career Librarian
University of South Carolina

Developing and Managing Career Resources, 2008 National Career Development Association, written by Susan A. Epstein, MS, and Janet G. Lenz, PhD

Whether you are a new professional or established in the field, *Developing and Managing Career Resources* will increase your knowledge of many issues faced by career resource practitioners. While there have been chapters in books and articles on this topic, this monograph is thorough and has been written by two experts, each with numerous years of experience in the career development field. Although the role of theory is discussed briefly, the monograph can very well serve as a handbook to develop and manage both print and electronic career resources in different settings.

The authors' goal - to provide comprehensive information on the acquisition and maintenance of career information to help individuals understand and access "quality career resources to make informed and satisfying career decisions for their future" - is stated in the following outcome measures for the reader:

- To increase understanding of how a theoretical framework can guide the use of career information in various levels of career services delivery;
- To obtain knowledge of how a systems approach can improve the development and management of career resources;
- To provide greater awareness of important administrative issues including accommodating diverse clientele, budgeting, staffing, and policy development;
- To enhance the knowledge of technical issues faced by career resource center managers such as cataloging, classifying, and weeding;
- To provide a greater understanding of factors associated

with the organization of career resources, including physical and virtual collections; and

- To increase awareness of future developments impacting career information.

In addition to basic counseling skills, breadth of knowledge regarding career resources is vital to truly assisting career counseling clients, and practitioners must be knowledgeable about the extensive variety of career resources to better direct clients to that information. Prioritizing the content available, as well as the format of career resources for a career resource center (CRC), is explained in great detail, starting in the first chapter with a historical perspective on the field of career development. The monograph as a whole achieves its goal of providing much-needed insight into the strategic planning of a CRC, addressing issues such as the question of circulation of materials, management of systems for access to resources, budget and staffing sources of funding, and the evaluation, acquisition and processing of resources.

Each chapter is followed by a list of references, and the appendices provide samples of everything one might need when creating a CRC. The useful forms, tools and worksheets, all designed to save the creator of a CRC time and money, include a collection development policy, Website evaluation form, sample job descriptions for career library personnel, selected publishers of career information, a sample career resource center floor plan, and much more. A subject index concludes this valuable monograph.

Developing and Managing Career Resources does for CRCs what Marcia Bench did for the field of career counseling, and is a must-read for anyone who assists career counseling clients with their information resource needs.

WELCOME TO OUR NEW ELECTED CHAIR AND DIRECTORATES



JENNIFER BROWNING

**CHAIR-ELECT
ACPA COMMISSION FOR
CAREER DEVELOPMENT**

Welcome to our newly elected chair, Jennifer Browning. Jennifer works at Rollins College in Florida as the Associate Director of their career center. She has served as a Directorate member of the ACPA Commission for Career Development since 2006. During this time, Jennifer has co-chaired the Convention Programs and Scholarship Committee and championed the commission's efforts to increase quality and quantity of convention programs that are related to the field of career development. Jennifer will serve as chair elect and chair of our commission until 2012.

Also, please welcome our newly appointed directorate members:

Sarah Clark, UNC Wilmington (2009-2012)

Crystal L. Clayton, Rice University (2009-2012)

Christine Yip Cruzvergara, Georgetown University (2009-2012)

Jennie Cisar Lawrence, The Ohio State University (2009-2012)

Manuel Ruiz, Gettysburg College (2009-2012)

Please take the time to welcome our new leaders and spend some time with them at the convention to share your thoughts about what the commission can do to serve you.



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2009 CONVENTION • METRO DC
POWER TO IMAGINE • COURAGE TO ACT



CONVENTION PROGRAMS AND SCHOLARSHIP COMMITTEE

This year the ACPA Commission for Career Development's Convention Programs and Scholarship Committee was thrilled to receive 21 program proposals requesting sponsorship from the Commission for Career Development. A big thank you to all who submitted proposals, as this provided a wonderful group of programs from which to select our sponsored titles. While there were of course many more excellent programs than we were able to sponsor, a number of career development programs were selected by ACPA's general programs committee, so the "career services related"-schedule this year at ACPA should include a variety of excellent educational opportunities for you.

A major part of the program selection process involved program reviews. Each program was reviewed by 3-5 individuals, who scored and commented on every aspect of the proposal. The detailed feedback of each and every reviewer was invaluable as the Programs Committee tallied scores and made the final decisions for sponsorship. A big thank you to the 2008-2009 review team:

- Katie Adamchik
- Leslie Bell
- LuAnn Caldwell
- Michael Cronk
- Kelly Cuene
- Karen Eilers
- Amber Graham
- Claire Jacobson
- Stephanie Zylka

The Commission for Career Development is proud to announce the following slate of sponsored programs for the 2009 ACPA Convention in metro DC. Congratulations to all and a job well done!

Emerging Trends in Career Services: Adaptation of Casella's Paradigm**Farouk Dey, University of Florida and Matthew Real, University of Louisville**

Monday, March 30, 2009 • 8:45 AM - 10:00 AM • Gaylord National, Chesapeake D

Social, economic, and technological changes in the last century served as catalysts for change in the delivery of college career services. In this program, we will provide an adaptation of Casella's Career Center paradigm to highlight emerging trends between 2000 and 2010 and our predictions for future trends. We will share the results of a survey sent to college career services professionals from various institutions and expand on the original dimensions to include students' perspective, employment trends, and emerging technologies.

Get WOWed: Joys and Tribulations of Administering Internship Grants**Rusmir Music, Brandeis University**

Monday, March 30, 2009 • 1:15 PM - 2:30 PM • Gaylord National, Chesapeake 11 & 12

How should universities answer the financial burdens of unpaid internships in an age when internship grants are expected to maintain students' competitiveness in the job market? Brandeis' Hiatt Career Center awarded 55 summer internship grants totaling \$200,000 through our World-of-Work Internship Program. This presentation offers a "starter tool kit," including: quantitative and qualitative evidence of students' financial needs, creating learning outcomes, step-by-step intake process, ready-made pre-departure workshop, evaluation, and report writing. Get WOWed and get started!

It Takes a Village: Partnerships to Enhance Students' Career Development**Jennifer Browning, Rollins College and Elizabeth Boggs, Rollins College**

Monday, March 30, 2009 • 4:15 PM - 5:30 PM • Gaylord National, Chesapeake D

This program will discuss the key partnerships utilized during the design and implementation of a career planning course. The different types of partnerships will be linked to an established academic and career planning model that includes self-assessment, major and career exploration, and decision making processes. In addition, the expected and unexpected outcomes of these partnerships for students, the career center, and the college, will be reviewed. Finally, summary results from pre- and post-test assessments of the course will be shared.

Learning While Earning: Assessing Student Employee Learning**Jessica Tuross, Bowling Green State University**

Wednesday, April 1, 2009 • 9:30 AM - 10:45 AM • Gaylord National, National Harbor 4

Student employment is much more than earning a paycheck. Come learn about the results of a study examining students' perceived learning of identified outcomes regarding their on-campus jobs. Results reveal there is an opportunity to learn in on-campus jobs regardless of where students work or what position they have. This program will be beneficial for career services professionals and other student affairs professionals with responsibilities for student employees. Strategies for emphasizing learning in on-campus jobs also will be discussed.

Globally Courageous: Internationalizing Your Student Affairs Professional Development (roundtable)**Amber Graham, University of Rochester; Kacee Ferrell Snyder, Bowling Green State University; Rian Satterwhite, Kennesaw State University and Christopher Silva, Qatar Foundation**

Tuesday, March 31, 2009 • 7:30 AM - 8:30 AM • Gaylord National, National Harbor 14

With the increased focus on internationalization and the number of international and study abroad students climbing every year, higher education faculty and student affairs practitioners are struggling to keep up. Institutional support for faculty experiences abroad are at an all time high, but many student affairs professionals are left to find their own international experiences. This round table will include presenters from a variety of student affairs fields discussing their international experiences, and inspiring the audience to share their own.



NEW COMMISSION CONFERENCE PROGRAM ANNOUNCED

“Convention Placement and Career Development Committee responds to current job search climate”

The economic crisis is hitting everywhere, and no closer to home than our own institutions. Hiring freezes, furloughs, budget cuts, and reductions in salary increases have become common on most campuses, pointing to one of the most difficult higher education job markets in years.

To address this, in preparation for this year’s 2009 ACPA National Convention, the Convention Placement and Career Development committee have developed a new Professional Development (PD) Snapshot titled “Weathering the Storm: Conducting a Job Search in Tough Times.” This session, scheduled for 3:30pm on Monday March 30th, will focus on helping current candidates navigate the waters of hiring freezes, difficult labor markets, and innovative job search practices. It will also operate as a forum for questions and frustrations, and aims to address candidates fears about the current job market, while offering hope for job search success. Seasoned Convention Placement professionals John Bradac, Paula Quenoy, and Amber Graham will be facilitating the session.

How YOU CAN HELP AT CONVENTION PLACEMENT!!

As we near the time to start making plans for ACPA DC 2009, there are multiple ways you can contribute to the Commission for Career Development!

ACPA Placement is one of the largest and most comprehensive Student Affairs placement exchanges. The Commission for Career Development supports Placement through offering counseling and educational programming to candidates and employers. This is done solely through the efforts of our commission volunteers, and the time to think about signing up is now!!

Volunteering with Convention Placement and Career Development Programs can be anywhere from as little as 1 hour to as many as you'd like. It's a great way to reconnect with colleagues, meet new and continuing professionals, and give back to ACPA!

How YOU CAN HELP:

Career Concerns Booth - Career Counseling at its finest

The nicknamed "Lucy Booth" is where candidates can go for assistance and questions on anything from interview technique to networking advice. Volunteers experience anything from recommending resources to assisting someone through a "Placement Breakdown." Volunteering can be for as little as an hour, and truly gives you the ability to connect and assist multiple candidates within a single shift.

Mock-Interviews - Helping to get the jitters out

The Mock Interview program offers candidates the ability to try out interview questions, conduct an interview right in the sometimes noisy Placement Center, and calm some of those job search jitters. Volunteers are provided with question recommendations, feedback forms, and the candidates resume. There is no prep work required on the part of volunteers, just showing up and running people through an interview is all that's necessary. Mock Interviews take place on Saturday and Sunday.

PD (Professional Development) Snapshots - Be the expert

Remember back when you were looking for your first, second or third position? Lend your experience and advice to an audience ready to lap it up!

PD Snapshots are career-related workshops offered to candidates in a panel format. Taking an hour out of interview schedules can be very beneficial for candidates, and this offering gives them the ability to get real answers from those

who have been there before. Two different kinds of volunteers are needed, Hosts (who introduce panelists and collect evaluations) and Panelists.

Panelists will be needed for all subject areas, including:

- Interviewing Strategies that Wow Employers
- Closing the Six Degrees of Separation Between You and Your Next Job (Networking)
- Can I Live and Work Here? The Campus Visit as a Career Decision Making Tool
- Money Talks: Evaluating the Job Offer and Salary Negotiation
- "Green" Graduate Student to "Polished New Professional": Making a Seamless Transition
- Moving Around and Up Student Affairs: Beyond Your First Professional Position

How to Sign Up:

Saturday/Sunday PD Snapshots

Panelist Sign-up:

<https://app.crc.ufl.edu/schedules/5493mmm.aspx>

Host Sign-up:

<https://app.crc.ufl.edu/schedules/8112uti.aspx>

Monday/Tuesday PD Snapshots

Panelist Sign-up:

<https://app.crc.ufl.edu/schedules/2646ebay.aspx>

Host Sign-up:

<https://app.crc.ufl.edu/schedules/7594tuwx.aspx>

Mock Interviews

<https://app.crc.ufl.edu/schedules/4552kuxe.aspx>

Lucy Booth

Saturday, March 28th: 9am to 4pm

<https://app.crc.ufl.edu/schedules/3613hvvk.aspx>

Sunday, March 29th: 9am to 4pm

<https://app.crc.ufl.edu/schedules/3613hvvk.aspx>

Monday, March 30th: 9am to 4pm

<https://app.crc.ufl.edu/schedules/7388sxar.aspx>

Tuesday, March 31st: 9am to 1pm

<https://app.crc.ufl.edu/schedules/7388sxar.aspx>

SUBMISSION INSTRUCTIONS

SUBMIT AN ARTICLE FOR THE NEXT CAREER WATCH EDITION!

The next edition of Career Watch, the ACPA Commission for Career Development's newsletter, will be published after the ACPA Conference in June. Submit an article today and you could become part of a resource for hundreds of career professionals.

The Commission for Career Development seeks to examine and address the changing and diverse role of career development in higher education within a student development framework. The next edition of Career Watch will focus on this role by publishing works based on the career-related presentations at the ACPA conference. If you are presenting a program, either commission sponsored or not, we encourage you to submit an article for the next edition.

Deadlines:

04.17.2009 Notification of Interest
05.01.2009 Draft Article Due
05.15.2009 Final Drafts Due

Topics for submissions include:

- Articles based on conference presentations
- Book/article reviews related to career services
- Graduate student profiles (career path, conference interview experience and advice) from someone with experience going through "placement"

Submissions and notification of interest can be sent to Kacee Ferrell Snyder at kaceef@bgsu.edu. Articles should be between 500 -700 words and include proper APA citations.

Career Watch Editor

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Building Lasting Networks

Career Watch Post Conference Edition



ACPA Commission for Career Development -
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WE'RE ON FACEBOOK

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