



Maryland Career
Development Association

Conference Program




2024 MCDA Hybrid Conference

Career Development through Change, Adaptability, and Growth

University of Baltimore

9 am – 4:30 pm, Friday, May 17, 2024

This one-day Conference will be Hybrid. The In-person Conference will take place at the University of Baltimore. Those who choose to attend virtually will use Zoom to access the same content as the in-person attendees and use the Chat feature to ask questions. Coffee breaks and lunch are included in the In-person registration fee. We hope you will attend in-person, if possible, to take advantage of the networking opportunities and learn from each other.

9 – 9:15 am	Auditorium	Opening Remarks by Dr. Sujata Ives
9:15-10:15 am	Auditorium I	Keynote: Interconnection of Career Development and Mental Health Dr. Carolyn Jones, NCDA President
		
10:15 – 10:30 am	Online	Musical Interlude 1
10:30 – 11:20 am	Room 1	1a: Activate Success for Change, Adaptability, and Growth by Dr. Sujata Ives Dr. Ives will share her published book, “ <i>Activate Success - Tips, Tools, & Insights - To Be A Leader in Your Niche</i> ”. Participants will gain tips, tools, and insights regarding change, adaptability, and growth.

Learning Objectives:

1. to understand antecedents to the change process.

2. to link self-discovery and adaptability to their behavior.
3. to demonstrate growth metacognition that has the potential to increase to perspicacity.



Dr. Sujata Ives is the current president of the MCDA, and the 2023 NCDA Diversity Initiative award recipient. She is also Chair of the International Committee of the ACA; and an APCDA leader as Co-chair of Programming. She is a Workplace Global Consultant that can be found at www.dr sujataives.com helping seven regions of the world. Her book, "Activate Success -Tips, Tools, & Insights - To Be A Leader in Your Niche" is available on Amazon.

Room 2

1b: Boost Your Revenue by Identifying Your Ideal Client by *Anne Herbster*

You were born to coach yet not to coach everyone. By understanding your ideal clients and their greatest struggles, you will start to communicate with them in ways that will attract them to your coaching services. During this interactive workshop, you will work through exercises based on the bestselling book *The Coach Business guide: The Path to Launch and Grow Your Coaching Practice*. By creating a profile of your ideal client, you will identify their challenges and needs and how you can help them. With this workshop, you will be able to find them, talk to them and get hired.

Learning Objectives:

- 1) Create a profile of their Ideal Corporate or Individual Client,
- 2) Identify what challenges keep them up at night, and
- 3) know where to find them.

The power is in knowing your ideal client, what they need and having the right solutions that will help them achieve success.



Anne Herbster, business leader, author and coach. After an extensive career in marketing, program design, business management and leading coaches, she is passionate about helping others grow their business. An expert in coaching platforms, she has worked with hundreds of coaches, offering tools to help them manage and grow their coaching practice and is co-author of *The Coach Business Guide, The Path to Launch and Grow Your Coaching Practice* a bestselling book. Anne has an

MBA from Columbia University and can be found at CoachBusinessGuide.com and at <https://www.linkedin.com/in/anne-herbster/>.

11:20 – 11:30 pm Online

Musical Interlude 2

11:30 – 12:20 pm Room 1

2b: Building Adaptability: Culturally Informed Interventions That Boost Career Counseling Effectiveness by *Dr. Courtney Gasser and Rebecca Raub*

Career adaptability involves building client self-efficacy (confidence), and helping clients form that confidence is related to career professionals' use of effective interventions (Ozlem, et al., 2019). This presentation highlights career counseling interventions that provide counselors and other career professionals with practical and empirically-supported ways of working more successfully with career clients. The presenters address how practitioners can have greater impact

when combining these interventions in a way that is tailored to the client's cultural characteristics and expectations.

Learning objectives

- Discuss the relationship between career adaptability, self-efficacy, and interventions based on Brown & Krane's (2000) critical ingredients
- Identify career counseling interventions that are related to better career counseling outcomes
- Name career development resources related to these interventions
- Discuss how client cultural characteristics can shape career counseling practice



Courtney E. Gasser, Ph.D., is a counseling psychologist licensed in Maryland, a nationally certified counselor, and a Maryland Board of Professional Counselors and Therapists approved supervisor. Dr. Gasser is an Associate Professor and Director of the M.S. in Counseling Psychology program at the University of Baltimore. She received her doctoral degree in counseling psychology from Iowa State University and specializes in vocational psychology and counseling

supervision. For over 20 years, Dr. Gasser has pursued these interests in clinical, research, and pedagogical domains. Among other roles, she regularly teaches graduate courses in career counseling and assessment.



Rebecca Raub is a graduate student completing her master's degree in counseling psychology at the University of Baltimore. Previously, she earned her bachelor's degree in psychology at St. Mary's College of Maryland. Her prior research has focused on the career development concerns of college students diagnosed with ADHD and assessing the effect of career indecision on professional development. She

has held several career mentoring positions assisting freshman and sophomore students with their transition to college and providing career readiness instruction that was aligned with NACE competencies.

Room 2

2b: Making Maryland the State that Serves: Service as a Pathway to Education and Employment by Lisa K. Bishop

This interactive session will provide a broad overview of national and state programs that promote service as an effective and impactful way to prepare for future educational and career opportunities while making a difference. It will include national and state level data on trends in service and workforce development. The session will conclude with a focus on Maryland's new first-in-the-nation Maryland Corps/Service Year Option program. This innovative new program provides at least \$15/hour for members who serve full-time for at least 9 months. Members receive professional development, mentoring, a statewide network of other members and alumni, as well as a \$6,000 completion award at the conclusion of the program.

Learning Objectives:

- Participants will learn examples of service programs that provide bridges to future educational and employment opportunities, with a short-term emphasis on current or rising college students who did not receive the financial aid package they had hoped for the next school year
- Participants will have a deep understanding about the new Maryland Corps/Service Year Option program and how they and those they support can participate
- Participants will be able to network with others interested in service programs



Dr. Jarilyn Conner's passion is working with youth and young adults and empowering and challenging them to grow and stretch by providing tools for them to remain successful. Having over 20 years of public speaking, communications, marketing, public relations, Dr. Conner is committed and grateful for the opportunity to use her talents and gifts by working at the Department and Service and

Civic Innovation in a role that serves the needs of all members. She earned a doctorate from Howard University in Communications, Culture and Media Studies.



Lisa Bishop is the Director of Maryland Corps in Maryland's new Department of Service and Civic Innovation. She brings over two decades of experience in public sector leadership and education, having previously held senior positions with Baltimore City Public Schools, Maryland State Department of Education, Delaware Department of Education, Fund for Educational Excellence in Baltimore City, and the Maryland Governor's Office

on Service and Volunteerism. She began her career serving as an AmeriCorps VISTA Member at the University of Maryland, College Park. Ms. Bishop earned an M.B.A. from Loyola University Maryland and a bachelor's degree in public administration from James Madison University.

12:20 pm – 1:00 pm

Dining Area

Lunch Discussion A: What is the most important activity you do to take care of yourself as a counselor/practitioner?

Dining Area

Lunch Discussion B: What do you believe is the most important change in the labor market?

1:00 pm – 1:50 pm

Room 1

3a: Empowering Students through the Challenge Mindset: A New Approach to Career Development by Colleen Leary

This presentation will introduce an innovative approach to career development, enabling students to explore beyond pre-existing occupations and align their learning with potential careers. Key concepts explored include understanding student needs, recognizing the limitations of traditional approaches, and shifting student perspectives. Attendees will have a better understanding of the Challenge Mindset and how it can empower students in their career development journey.

Learning Objectives:

- Understand Student Needs: Discuss the common anxieties students face when choosing a career path and the need for more tangible methods of career exploration.
- Examine the Limitations of Traditional Approaches: Highlight how traditional occupations that focus on aligning students' interests, skills, and values with pre-existing occupations can limit their career identity.
- Introduce the Challenge Mindset: Explain the concept of the Challenge Mindset pioneered by JP Michael of SparkPath, which encourages students to the impact they want to make on the world explore beyond what they already know.
- Shifting Student Perspectives: Illustrate how the Challenge Mindset can shift students' perspectives to "what do I want to achieve?"
- Connect Learning with Careers: Provide strategies on how students can connect what they are learning in their courses with possible careers.
- Expected Outcomes: By the conclusion of this presentation, participants will enhance their comprehension of the Challenge Mindset and its application in empowering students during their career development journey while acquiring practical insights into strategies that help students bridge their learning experiences with potential career paths.



Colleen Leary has been motivating and inspiring others to succeed! She believes education empowers individuals and changes lives. Her expertise extends to resume and cover letter composition, workshop facilitation, employer relations, career assessment and planning, as well as interview techniques. She is enthusiastic about fostering meaningful relationships with students to help guide them on a transformative path toward self-awareness, career exploration, and informed decision-making. Outside of her

professional life, she enjoys outdoor activities, caring for animals, listening to crime podcasts and music, gardening, exploring new places, and spending quality time with my two young children.

Room 2

3b: Be Well: Integrating Preventive Measures to Boost Work Quality by Dr. *Stephanie Pair*

According to the National Institute to Health (2023), overwhelming exhaustion, feeling of cynicism, and detachment from the professional duties are three key dimensions that lead to ineffectiveness in the workplace. The task of maintaining a substantial level of work-life harmony continue to pose a multitude of obstacles in one's personal and professional development (Pair, 2015). The positive implications of achieving personal and professional harmony has proven to elevate an individual's job satisfaction, career motivation and quality of work. This presentation seeks to bring attention to preventive measures to elevate work-life harmony along with boost work productivity.

Learning Objectives:

1. Understand the signs and relationships between stress, burnout, and detachment.
2. Discuss preventative measure to elevate work-life harmony to boost work productivity.
3. Assess current work life harmony plan and put into play tools to boost work productivity.

4. Develop strategies to reduce feelings of stress, burnout and exhaustion in personal and professional areas in life.



Serving as a Counseling Educator, **Dr. Stephanie Pair** has extensive professional experience in career counseling, mental health counseling, crisis intervention, institutional effectiveness, retention and persistence efforts for special populations. She is an avid researcher of work, life harmony in women, academic wellness, generational differences in the workplace, job satisfaction and career motivation in women, along with mental health in higher education. Dr. Pair completed her undergraduate studies, University of Maryland

Eastern Shore (Rehabilitation Counseling), graduate degree, Bowie State University (Counseling Psychology) and doctoral studies from Argosy University (Counseling Education & Supervision).

1:50 – 2:00 pm

Online

Musical Interlude 2

2:00 – 2: 50 pm

Room 1

4a: Cultural Responsiveness and Inclusion in the Workforce through Registered Apprenticeship Programs by *Dr. Masica Jordan Alston*

This presentation is designed for employers and job seekers to introduce the importance of Registered Apprenticeship Programs as an inclusion tool to diversify the workforce. As our communities become increasingly diverse, it's essential that our workforce reflects this diversity to effectively meet the needs of all populations. This session will delve into the unique challenges and barriers faced by minority and marginalized populations, including justice-impacted individuals, in accessing workforce opportunities and how Registered Apprenticeship Programs can help close that gap.

Learning Objectives:

- **Understand the Impact of Diversity:** Recognize the significance diversity in enriching Registered Apprenticeship Programs and enhancing the workforce.
- **Identify Challenges and Barriers:** Identify and understand the challenges and barriers that minority and marginalized populations face in accessing and succeeding in the workforce and how Registered Apprenticeship Programs can combat those barriers
- **Implement Inclusive Strategies:** Learn strategies to create an inclusive environment that supports diversity and reduces discrimination within the workforce.
- **Foster Cultural Responsiveness:** Develop skills to foster cultural responsiveness among leadership teams and staff, enabling them to effectively serve diverse communities.
- **Enhance Recruitment and Retention:** Explore effective strategies for recruiting and retaining a diverse workforce.



Dr. Jordan Alston, with a rich background in counseling psychology and education, is a licensed counselor (LCPC) and certified peer recovery specialist (CPRS), holding degrees from the University of Maryland's Bowie State University. As the founder and CEO of Dr. Masica Jordan LLC, Peerfinity LLC, Apexx Adams Transportation and Clean Energy, and The Grief and Loss Centers of America, she provides culturally responsive, tech-enabled support to those facing mental health and substance use

challenges. Dr. Alston has significantly contributed to peer recovery training, impacting nearly 3000 peers across the U.S., and has been recognized for her work in combating the opioid epidemic by the US Government Accountability Office. She has also advised on juvenile offender diversion programs and developed programming for over 50 agencies globally, promoting culturally responsive services and peer support.

Room 2

4b: Navigating Workplace Conflict: How to Have More Influence, Less Drama, and Better Collaboration by Karin Hurt

Master any workplace conflict with confidence and ease, have less drama, better results, and thrive at work.

When there are problems to solve, and people who care (and there are so many things to care about) you'll face conflict. And if you want to have more success, influence, and joy in your work, you've got to navigate it well. But conflict is hard. You weren't born knowing the perfect words to say when you're angry, dealing with a jerk, or when someone calls your game-changing idea "stupid."

This highly experiential workshop is based on findings from our expansive World Workplace Conflict and Collaboration study. You'll leave with the courage, confidence, and competence to navigate even the trickiest conflict scenarios and build better, lasting collaboration.

Learning Objectives:

- Understand researched-based reasons for the increased difficulty in navigating workplace conflict and assess how these trends apply to their organizations.
- Learn and apply the 4 Cs Productive Conflict: Clarity, Connection, Curiosity, and Commitment-in various workplace conflict scenarios.
- Gain confidence in initiating conversations people typically avoid due to fear of conflict.



Karin Hurt helps human-centered leaders find clarity in uncertainty, drive innovation, and achieve breakthrough results. She's the founder and CEO of Let's Grow Leaders, a global leadership development and training firm known for practical tools and leadership development programs that stick. She's the award-winning author of five books including *Courageous Cultures: How to Build Teams of Micro-Innovators*, *Problem Solvers*, and *Customer Advocates and Powerful Phrases for Dealing With*

Workplace Conflict and she hosts the popular *Asking for a Friend* Vlog on LinkedIn. A former Verizon Wireless executive, Karin was named to Inc. Magazine's list of great leadership speakers.

2:50 – 3:00 pm	Dining Area	Closing and Raffle
3:00 pm – 4:30 pm	Dining Area	Networking (In-Person only)

Details:

1. MCDA will seek approval to offer NBCC Continuing Education Clock Hours for the content sessions.
2. We cannot record sessions so everyone must attend at the time the session is offered.