

## WORKSHOP BREAKOUT SESSION DESCRIPTIONS

### Breakout Session I (9:45-11:00)

#### **BEST PRACTICES FOR FACILITATING POSITIVE CAREER DEVELOPMENT FOR MILITARY SERVICE MEMBERS**

Military engagements abroad have created a unique landscape for practitioners who support the career development of military service members. To effectively assist this population it is essential to understand the context of the military, primary career concerns of military service members, and strategies for facilitating positive growth in career development. This presentation will focus on the integration of research and practice as it relates to this topic. The presentation will involve a participatory discussion and the processing of shared information via a case study. Resources related to this topic will be provided.

**Presenter(s):** Seth Hayden, Ph.D. (*Assistant Professor of Counseling, Wake Forest University*)

**Room:** Maryland/State

**Dr. Seth C.W. Hayden** is an assistant professor of counseling at Wake Forest University. Dr. Hayden has provided career and personal counseling in community agencies, secondary school, and university settings. Dr. Hayden's research focuses on the career and personal development of military service members, veterans, and their families. In addition, he explores the connection between career and mental health issues and integrated models of clinical supervision designed to facilitate positive growth in counselors' ability to formulate interventions. Dr. Hayden is the past-president of the Association for Counselors and Educators in Government (ACEG), a division of the American Counseling Association.

#### **CREATING SUCCESSFUL IMMERSION PROGRAMS FOR INTERNATIONAL STUDENTS: "THE US CULTURE CHALLENGE"**

A record high 800,000+ international students are reported to be attending US colleges and universities in the last few years; over half from Asia. The 7% increase in recent years gives universities reason to consider targeted education initiatives and programming to meet the needs of these students. This workshop invites career development professionals and university communities to incorporate and develop programming that is relevant in a rapidly changing educational setting. Learn about a newly piloted program launched by the Johns Hopkins Carey Business School for international students during their first month in the United State. Hear about international perspectives and insights, recent trends and research on cultural competencies sought by US employers, and innovative programming that helps international students immerse into US culture.

**Presenter(s):** Rebecca Bonco, M.S. (*Career Coach, Johns Hopkins Carey Business School*)

Caitlin Magidson, Graduate Student, M.S. degree anticipated May 2015 (*Career Coach, Johns Hopkins Carey Business School*)

**Room:** Columbia West

**Rebecca Bonco** counsels students and alumni at Johns Hopkins Carey Business School's DC Career Center. She co-leads the undergraduate Professional Development Course and conducts weekly workshops and monthly webinars related to Career Development. Prior to JHU, she worked at the Boston Consulting Group in Bethesda, MD. As a Recruiting Associate, she selected candidates for interviews, provided interview prep, and managed consultant recruiting events at Universities in the region. She also has international recruiting experience, as well as non-profit sector experience as she worked for the American Red Cross Headquarters, Ashoka, and interned at FINCA. Rebecca holds a B.S. in Social Work from George Mason University and a Masters in Clinical Community Counseling from Johns Hopkins University's School of Education.

**Caitlin Magidson** is a Career Coach at the Johns Hopkins Carey Business School in Washington, DC with experience in online and in-person mentoring, counseling and coaching. Expertise includes coaching in career exploration, value proposition development, resume and cover letter creation, networking, LinkedIn, interview preparation, and salary negotiation.

On a national level, Caitlin's coaching expertise extends to students through Modern Guild, a Top 25 NYC start-up web-enabled career mentoring program. Caitlin draws on experience as an enthusiastic mentor at various universities to guide students in finding satisfying careers and approaches coaching from a holistic and appreciative perspective with a background in mental health counseling at the University of Maryland. Caitlin has study abroad experience in Central America and long-term service experience in Eastern Europe. She holds a B.A. in Corporate Communications from Elon University, is pursuing her MS in Mental Health Counseling at the Johns Hopkins School of Education, is certified in StrengthsQuest, is completing an MBA Career Coaching certificate through *The Academies*, and is a member of the American Counseling Association.

### **HAPPINESS HYPE OR LASTING POSITIVE IMPACT? PRACTICAL INTEGRATION OF POSITIVE PSYCHOLOGY INTO CAREER SERVICES**

What is up with all this talk about positive psychology? And why does every new book seem to have happiness in the title? Let's get to the bottom of all of this "hype" to explore how positive psychology builds on long-existing career theories and practices. We all know that the world of work is vastly different than even just 10 years ago and our clients need to be prepared to pivot and remain in "permanent beta" mode in order to be competitive and successful. As a result, as career professionals, we need to be aware of how to apply this to our work. Based on empirical research, this playful, interactive session will offer specific strategies and tools that career practitioners can easily integrate into their work for long lasting positive impact.

**Presenter(s):** Denise Riebman, PPM. (*Director, Career Development and Alumni Services, Trachtenberg School of Public Policy and Public Administration, George Washington University; Private Career Coach, careerhappinesscoach.com*)

**Room:** Columbia Center

**Denise Riebman** is a career development specialist who applies a strength-based, positive framework

towards inspiring individuals to find career happiness. Currently the Director of Career Development and Alumni Services at George Washington University's Trachtenberg School, she has spent 20 years working in the nonprofit and higher education sectors, specializing in career advancement, professional leadership, and community development. She also has her own private coaching practice, CareerHappinessCoach.com

With certifications and training in Positive Psychology, Global Career Development Facilitation, Work On Purpose, MBTI, Strong Interest Inventory and The Coaches Institute, Denise is deeply passionate about motivating people to see their potential and find fulfilling careers that impact the world for positive change.

### **DATA-DRIVEN CAREER PATHWAYS**

Career pathways offer workforce development professionals a framework for doing career counseling with jobseekers. However, too many times, they are not based on the needs of the local economy and used instead to rationalize training that an educational provider wants to do. This presentation connects career pathways to the important sectors in the regional economy and a more general look at the occupational openings in a region, building a theoretical pathway that can be operationalized by a skill attainment map for career development and curriculum planning. This workshop speaks to how to build content that is data-driven and industry-based to inform programming in the workforce system. Learn about how to gather the data and, then, how to use it in career counseling, action research, and curriculum planning.

**Presenter(s):** Scott Sheely, M.S., M.Div, Ph.D candidate (*Executive Director, Lancaster County Workforce Investment Board*)

**Room:** Columbia East

Scott J. Sheely has been the Executive Director of the Lancaster County Workforce Investment Board, one of 22 such boards in Pennsylvania, since 2000. Vocationally, he has worked as the human resources director of a large mental health agency, the operations manager of a nursing home chain, the associate pastor of a church, and the owner of a regional wholesale jewelry business. A graduate of Franklin and Marshall College in government, Wright State University in mental health counseling, and United Theological Seminary in pastoral counseling, Scott is currently a doctoral candidate in adult and workforce education at Penn State University.

### **Breakout Session II (11:15-12:30)**

#### **CLIENT ENGAGEMENT BEYOND THE OFFICE: IDEAS, EXERCISES AND VIDEOS TO USE FOR CLIENT FOLLOWUP/HOMEWORK**

Are you looking for ways to engage your clients from appointment to appointment? Have you run out of ideas? Come to learn about a variety of different ideas, exercises and videos to engage your clients beyond your office walls. Participants will walk away with ideas and activities to help their clients move forward in a number of different ways from career development to employability skills.

**Presenter(s):** Mark Danaher, M.S. (*President, National Career Development Association; Founder, Career Innovator, Coach and Consultant for High School and Beyond*)

**Room:** Maryland/State

**Mark Danaher, NCC, LPC, MCC** is CDF Master Trainer and Career Academy Counselor/Educator for Newington High School in Newington, Connecticut. Mark holds two Masters Degrees in Educational Psychology and Educational Technology from University of Connecticut and Eastern Connecticut State University. Mark has started two new ventures around college and retirement coaching. He is providing his experience and expertise to help families, individuals and couples find purpose and connection in their lives. Mark has shared his expertise with schools within the state as they look to start or improve the career centers and career and college readiness planning within their schools or districts. Mark has received numerous awards for his services that he provided to the students, faculty and parents at Manchester High School. He was recognized as Manchester High School Teacher of the Year in 2006-2007 and as Manchester District Teacher of the Year 2006-2007 for his efforts in teaching and counseling students about career. Mark went on to become a Finalist for Connecticut Teacher of the Year for his career work.

Mark is an accomplished presenter and keynoter, he has presented at the local, state and national levels on career related topics. He has been teaching the Career Development Facilitator (CDF) training and enjoys sharing his knowledge and experience with his students. Mark is a Master Trainer for the CDF program and is training others to become CDF instructors. He has had the privilege to hold leadership positions in Connecticut and now on the NCDA over the past few years. Mark has served as President of Connecticut Career Counseling and Development Association and as the North Atlantic Region Trustee for NCDA. Mark lives in Cheshire, Connecticut with his wife, and 2 wonderful children.

### **FROM MILITARY TO CIVILIAN: IT'S NOT EASY, BUT IT CAN BE SUCCESSFUL**

Learn how to assist veterans who are having a hard time finding employment. Hear why society considers veterans as not employable and has a perception that they are doing much worse than their civilian counterparts. Contrary to press reports, the REAL success story in employment in America is the success that veterans are having finding work! In November 2009, the veteran unemployment rate was 8.5% with 1,008,000 veterans unemployed. Today, five years later, the veteran unemployment rate is 4.5% with only 492,000 veterans unemployed, less than half the number it was five years ago. That is a tremendous success story that is being overlooked by the press. Having the knowledge of resources can equip the career community to assist with continuing to lower that number.

**Presenter(s):** Wanda Petty, President and CEO, EMPLOY VETS

**Room:** Columbia West

**Wanda Petty** is the President and CEO of EMPLOY VETS, a Management Consulting, and Human Resource Capital Company. A 501 C(3), EMPLOY VETS sponsors The National Resource Society for

Women Veterans, Inc., (NRSWV), and focuses on developing and enhancing the careers of women veterans in transition. Wanda has helped refer hundreds of veterans for temporary employment and contracted employees for many industries within the U.S.

Wanda holds 15 years of experience in business development and management, and over 22 years in human resource management. Her credentials and affiliated organizations consist of BS-level studies in Organization Management, and membership in the U.S. Women's Chamber of Commerce, American Legion Post #31, the National Compliance and Control Association, the Society for Human Resource Management (SHRM), and the Maryland Career Development Association (MCDA).

Prior to retiring from the army, Wanda spent three years as a wounded warrior at Walter Reed Army Medical Center where she and many others were being processed out of the military as a result of their injuries. As a female veteran and spouse of a veteran, she experienced first-hand the challenges and stresses service members and their partners face in their evolving roles as breadwinner, household manager, and care giver for an injured loved-one. With this understanding, she decided to find ways to assist women veterans and women of military families, providing them with tools that can eliminate fear when transitioning is unavoidable.

## **TOP 12 CONSIDERATIONS FOR YOUTH AND YOUNG ADULT EMPLOYMENT**

Youth make up a huge group in the USA who struggle with unemployment, underemployment, and lack of basic skills. Learn about innovative tactics and best practices in collaboration with existing programs that help encourage youth and young adults to take advantage of options available to them. Topics include career success standards, résumé and online applications, interview tips, and building confidence, pride and work ethic for those new to the workforce. Discover how to leverage creativity, humor, and get-tough tactics to promote healthy habits for young people while helping them obtain jobs, develop positive work habits, and grow into responsible adults.

**Presenter(s):** Debra Ann Matthews, M.A. (*Professional Résumé Writer/Certified Career Coach, Let Me Write It For You: Job-Winning Résumés and Career Services*)

**Room:** Columbia Center

**Debra Ann Matthews**, M.A., JCTC is a passionate career coach and resume writer who has worked with hundreds of clients throughout her career to help them achieve their dreams. Her extensive experience includes helping in President Clinton's AmeriCorps, Up With People, and Job Corps. She loves to help motivated career changers in her business Let Me Write It For You. She's noted in USAA Military, NBC Chicago, MSN Latino, Monster, Monster Working, Calgary Sun, Money Mix, & [Careerbuilder.co.uk](http://Careerbuilder.co.uk). Debra Ann has a Master of Arts in Corporate Communications.

## HOW TO HELP JOB SEEKERS CONQUER STRESS

In order to help job seekers accomplish their goals, we must help them remove any emotional roadblocks that could prevent them from being successful. Discover common stress myths, the real cause of stress, and how to alter thinking in order to eliminate stress. Learn how we can empower our clients to use a current, holistic approach appropriate for a rapidly changing world instead of an outdated, one-dimensional one that only focuses on the job search.

**Presenter(s):** Vernon Williams, M.S. (*Author-Speaker-Coach, Vernon L. Williams Company*)

**Room:** Columbia East

**Vernon L. Williams** is a national speaker and coach with a reputation for challenging, encouraging and equipping clients to conquer stress and achieve their goals. From the beginning of his entrepreneurial career, Vernon has earned the reputation of exceeding clients' expectations. After more than twenty years of leading high performing corporate customer service and marketing teams, Vernon was "downsized". He saw this as an opportunity to become an entrepreneur, helping diverse clients achieve their professional and personal goals. Vernon attributes his success to his unparalleled ability to help clients visualize what they want their life to look like and develop a comprehensive plan for getting there. Vernon has a master's degree in Applied Behavioral Science from Johns Hopkins University.

His clients include: Medstar Health, Social Security Administration, National Partnership for Community Leadership, International Association of Workforce Professionals, Professional Outplacement Assistance Center. Vernon is the author of five books: *425 Ways to Stretch Your \$\$\$\$*, *3 Rules that Guarantee Financial Success*, *Paddle Your Own Boat: 10 Rules that Guarantee Career Success*, *Why Employees Fail to Meet Performance Expectations* and *The Power to Rejoice: 21 Days to Victory Over Your Problems*.

## Breakout Session III (2:00-3:15)

### BEST PRACTICES FOR YOUR PRIVATE PRACTICE

Many career counselors have or are considering a part-time or full-time private practice. Business owners have many decisions to make, and learning from the experiences of others can save time, money, and frustration. Learn best practices for your private practice from professionals with three different business models. Whether you want a practice focused on individual clients, a hybrid practice that includes contracts with employers and training and group work or a part-time, niche practice, we have lots of tips to make it work.

**Presenter(s):** Karen Chopra, M.A. (*Founder and Career Counselor, The Savvy Career Counselor*)

Michelle Carroll, M.A. (*CEO, Carroll Career Consultants, LLC*)

Paula Brand, M.S. (*Career Consultant and LinkedIn Trainer, Brand Career Management*)

**Room:** Maryland/State

**Karen James Chopra** is a therapist (LPC), Master Career Counselor (MCC) and National Certified Counselor (NCC) with a private practice in Washington, D.C. She is the author of *Coaching Career*

*Clients on Salary and Other Workplace Negotiations* and numerous other articles on the business and practice of career counseling and the creator of the Integrative Career Counseling (ICC) model. Through her Savvy Career Counselor business, she provides private practice consulting to career counselors and coaches. She received her M.A. in Community Counseling from the George Washington University, and her B.A. from the University of Virginia. She also has a master's degree from Georgetown University's School of Foreign Service. Prior to becoming a career counselor, Ms. Chopra worked on trade issues for the U.S. Government at the U.S. Department of Commerce and the Office of the U.S. Trade Representative.

**Michelle M. Carroll**, is the founder and CEO of Carroll Career Consultants, a Washington DC metro area based company focused on providing career and leadership coaching for Success oriented, Motivated, Accountable, Resourceful and Talented (S.M.A.R.T.) professionals seeking to move forward in their careers. Michelle has over 20 years of combined experience providing career counseling, career transition and job search coaching and leadership training services in academic, corporate, and government, environments. She has worked with professionals from the *National Aeronautics and Space Administration* (NASA), the Department of Homeland Security, the Federal Deposit Insurance Corporation, Department of Housing and Urban Development and the University of Maryland University College.

Michelle passionately stays abreast of cutting edge trends and technology in career development, specifically regarding the infusion of technology and social media personal branding strategies. She is a highly sought after, qualified practitioner, and experienced user of the Myers-Briggs Type Indicator, the Strong Interest Inventory and the 180/360 Degree Leadership assessments. Her clients describe her as a dynamic presenter, excellent instructor, and empowering coach skilled in the full spectrum of career development.

**Paula Brand** is a Career Consultant and LinkedIn Trainer with Brand Career Management. Combining a background in career counseling, human resources, workforce development and training facilitation, she has inspired hundreds of people to successfully manage their careers. Paula served in leadership roles for MCDA from 2010 to 2014 and has been honored to receive two MCDA Awards: the Outstanding Career Professional Award in 2014 and the Organizational and Leadership Award in 2013. As a regular contributor to the *Career Development and Adult Planning Network* international newsletter, she provides insights on LinkedIn through her column, the *LinkedIn Insider*.

Her education includes a Master's Degree in Applied Psychology from the University of Baltimore, a Bachelor's Degree from the University of North Carolina at Greensboro and three industry certifications including: Global Career Development Facilitator, Certified Professional Résumé Writer and Job and Career Transition Coach. She loves to learn, teach, travel, connect others and help them grow. In 2014, Paula released an electronic publication titled *The Essential Guide to Career Certifications*, a definitive resource providing detailed information about many career certification programs.

## **MALE STUDENT SUCCESS INITIATIVE: ENGAGING BLACK MALES IN CAREER DEVELOPMENT FOR COLLEGE COMPLETION**

This workshop provides an inside look at The Community College of Baltimore County's groundbreaking *Male Student Success Initiative*, a program promoting college completion and career development specifically for the black male student population, a group that underutilizes career services. Attendees will explore the program's foundational components of persistence, leadership, and accountability, and will learn how to foster these qualities in students through a variety of Career Development services, including cohort courses for academic and career success, networking events, individual and group counseling, intentional advising, registration workshops, job shadowing programs, mentoring partnerships, mock interviews, and workplace readiness training.

**Presenter(s):** Mark Williams, M.S. (*Director, Career Development & Counseling Services, Community College of Baltimore County*)  
 Carly Whitlock Thompson, LCPC (*Career Counselor, Career Development & Counseling Services, Community College of Baltimore County*)

**Room:** Columbia West

**Mark Williams** has served as the Director of Career Development and Counseling Services at The Community College of Baltimore County in Maryland since 2007. He has more than ten years' experience in the areas of advising, career development, and student retention. His area of special emphasis is minority participation and performance at the community college. Mr. Williams leads a team of dedicated professionals who have conceived, developed, and tested curriculum and content for an orientation course for African American male students to address the issues of academic achievement and completion. This course offering is being scaled-up to enable capacity for three-hundred students. He co-chaired the Association of American Colleges and Universities RoadMap Project that is developing a program that engages men of color from entrance to completion. Mr. Williams is also involved with Achieving the Dream; focusing on success strategies for African American males. He has shared his experiences in examining aspects of the total student experience inside and outside the classroom as a presenter and advocate of students of color. Mr. Williams holds a Bachelor's degree in Economics, a Master's degree in Human Resource Development, and is in the dissertation phase of a Doctoral program in Organizational Management.

**Carly Whitlock Thompson**, LCPC, is a Career Counselor at The Community College of Baltimore County on the Catonsville campus. She received her B.S. from Towson University in Philosophy and Religious Studies in 2008. She later earned her M.S. in Counseling Psychology from Loyola University and began her career in the field of community mental health in a nonprofit agency. Carly treated children, adolescents, and adults with severe, chronic mental illness and worked to foster resiliency in each and every one of her clients using strengths-based approaches. She also served as a clinical supervisor in one of the first Transitional Aged Youth programs in Maryland, supporting young adults on their path to independence. Helping young adults gain self-awareness and self-efficacy in the mental health field was an incredibly rewarding experience that inspired Carly to pursue Career Counseling in higher education setting. Carly currently presents career development workshops to participants in the *Male Student Success Initiative* and manages all social media accounts for CCBC Career Services (Facebook, Instagram, Twitter, and Pinterest). She also has completed a 200-Hour Yoga Teacher Training in Baltimore, MD and incorporates mindfulness and relaxation techniques into her career counseling work with students.

### **PATHWAYS TO CREATING A CAREER PROGRESSION IN HIGH GROWTH INDUSTRIES**

“What do you want to be when you grow up”? Many adults are trying to answer that question. Recent trends in workforce are opening up many opportunities, while requiring more industry input to guide decisions. Attendees will gain a better understanding of how the landscape of workforce is changing in relation to industry engagement, and how using new approaches to career/workforce development will benefit not only those who are entering the workforce, but employers as well. Attendees will learn strategies for gaining industry input for training and career advising and how to inform job seekers of career pathways within industries.

**Presenter:** Donna Camp (*Industry Sector Navigator, Anne Arundel Workforce Development Corporation*)

**Room:** Columbia Center

**Donna Camp** began her career in workforce development at the Community College of Baltimore County. She later joined the Center for Workforce Solutions at Anne Arundel Community College and served as an outreach representative at BWI Thurgood Marshall Airport Career Center, one of only two of its kind in the nation. Her ability to build relationships and work well with businesses and job seekers led her to a Career Advisor position with her current employer, Anne Arundel Workforce Development Corporation. Donna also was the BRAC Initiative Project Coordinator with the Department of Labor, Licensing and Regulation.

Throughout her career she managed programs and career centers, developed customized trainings, coordinated special projects and convened industry roundtables, all of which enabled her to contribute to the success of many projects and initiatives. As a result, she was sought by the US Department of Labor to assist with special workforce related forums at The White House. In her most recent role as an Industry Navigator, the culmination of her diverse experience and varied perspectives has proven to be an asset when collaborating with industry and partners on industry sector initiatives. She works with businesses and staff to align career advising and workforce activities with industry needs.

### **NETWORKING SKILLS – IS IT WHAT OR WHOM YOU KNOW?**

In this day of technology, is networking really necessary anymore? Whom should you network with? What do you say? Aren't people fed up with being "schmoozed", realizing that they only reason you are nice to them is to get something? Designed for counselors and instructors to aid them in working with their students' and clients' networking skills as they relate to their employment search and career development, you'll learn about how to network, with whom to network, what questions to ask, and how to complete the networking process. Discover three types of information that should result from every networking encounter. Find out where the “key” networking contacts are. Identify key networking questions. Walk away with a bibliography of excellent books on networking.

**Presenter:** Barry Davis, M.S. (*Career Coach, Gift of Self Career Services, LLC*)

**Room:** Columbia East

**Barry Davis** is a Career Coach with Gift of Self Career Services. LLC. Holding a Master's degree in Clinical Psychology from Millersville University and designated as a Master Career Development Professional by the National Career Development Association, he has contributed to the Association's online newsletter, Career Convergence. An active blogger, he has also written for the Social Media Examiner and the Middle Atlantic Career Counseling Association's newsletter. Davis' presentation experience includes keynoting for the MACCA conference, presenting to the Eastern Association of Colleges and Employers, MCDA, Human Resource associations, Business Executive's Networking Group, Lancaster Young Professionals, and various organizations, colleges and universities.

Over his 20+ year career, Barry has worked with thousands of people in diverse industries in dealing with the age-old question "*What do I want to be when I grow up?*" whether they are taking their first career steps or transitioning into a new field entirely. He has extensive experience in working with companies and individuals in the throes of employment and life transition. He is an inveterate reader, pushing books on anyone who comes within earshot (he has well over 100 book reviews on his Shelfari profile), and has completed 34 marathons.