



Maryland Career
Development Association

2023 MCDA Conference Program



April 27, 2023 - 100% Virtual

9 – 9:15 am,
Room A

Opening Remarks by Dr. Sujata Ives

9:15-10:15 am,
Room A

Keynote: The Future of Career Development Work: Helping Clients Thrive in a New Normal by Dr. Lakeisha Mathews (1.00 NBCC Clock Hours)

The last few years have been chaotic for both career services providers and job seekers as everyone sought to navigate the COVID-19 pandemic. And, now that we must all settle into a new normal, it's time to discuss what the future of career development will look like. How do we help our clients thrive in a tumultuous labor market? How do we re-design services to accommodate both in-person and online career interventions and programs. This session will help career practitioners look forward to the future of our industry and offer insights on how we can best help clients find career success in a post-pandemic world.

Learning Objectives:

1. Apply labor market trends to own our clients
2. Identify ways the “new normal” impacts our clients
3. Utilize these trends to help clients find success



Lakeisha Mathews, MS, CCSP, is President of NCDA, Director of the Career and Professional Development Center at the University of Baltimore, and Founder of Right Resumes & Career Coaching, LLC. She is a Certified Professional Career Coach, Certified Professional Resume Writer, and Career Services Thought Leader. Dr. Mathews received her M.S. in Human Resource Development from Towson University and her Ed.D. in Higher Education Leadership and Innovation from Wilmington University. She has demonstrated

success managing change, leading teams and implementing innovative student success and career development initiatives. She is adept at collaborating with faculty, partnering with employers and increasing student engagement. Dr. Mathews is a native of Baltimore, MD and seeks to give back to the greater Baltimore community by serving on non-profit boards and supporting workforce programs.

10:15 – 10:30
am, Room A
10:30 – 11:45
am, Room A

Musical Interlude 1

Improving Work Quality by Enhancing Choice and Empowering Clients *By Dr. Courtney Gasser and Anna Waggoner (1.15 NBCC Clock Hours)*

This presentation focuses on theoretically-driven and empirically-based career interventions that can promote work quality, enhance career choice, and empower diverse clients. Tools include career interventions and resources that reflect Social Cognitive Career Theory and the Theory of Work Adjustment.

Learning Objectives:

1. Identify strategies which promote client confidence to make career decisions and transitions
2. Develop a lens and methods to assess and diversify clients' work adjustment styles
3. Evaluate current career resources that help empower and assist clients.



Courtney E. Gasser, Ph.D., is a counseling psychologist licensed in the state of Maryland, a nationally certified counselor, and a Maryland Board of Professional Counselors and Therapists approved supervisor. Dr. Gasser is an Associate Professor of Applied Behavioral Sciences and Director of the M.S. in Applied Psychology-Counseling Psychology program at the University of Baltimore. She received her doctoral degree from Iowa State University, where she trained as a counselor, researcher, and instructor, and developed specialties in vocational psychology and counseling supervision. For over 20 years, Dr. Gasser has pursued these interests in clinical, research, and pedagogical domains. In her clinical work, she has helped adults experiencing mental health and career issues in both individual and group settings, and has expertise in providing clinical supervision to students training to be counselors and psychologists. Also, she is skilled in the use of a variety of personality, intellectual, and career assessments and tools. In her research, Dr. Gasser has examined constructs such as personality, career interests, adaptability and self-efficacy. Dr. Gasser enjoys teaching and training graduate and undergraduate students in counseling psychology and mentoring them through their career process. She regularly teaches graduate courses in career counseling and assessment.



Anna Waggoner is an advanced graduate student finishing her master's degree in counseling psychology at the University of Baltimore. Previously, she earned her bachelor's degree in psychology at Salisbury University, where she gained clinical experience working at a private practice serving children struggling with autism, school, and other behavioral issues. During that time, she participated in clinical case consultations, observed intake and other assessments, and scored assessments for the practice. In addition, Anna has experience facilitating individual and group career development interventions via a weekly career empowerment workshop with culturally diverse adolescent girls from underserved communities. These workshops focused on engaging participants with career-oriented goal setting, making choices, building skills, and increasing self-efficacy.

10:30 – 11:45
am, Room B

Chat GPT: Friend or Foe? *By Dr. Scott Dell (1.15 NBCC Clock Hours)*

Chat GPT, an AI Chatbot, was opened to the public on 11/30/23. Within a week there were over a million users. It seems to have gone viral with all major publications, educators, and professionals from virtually every field singing its praises and perils...and for a good reason. It is POWERFUL stuff. How will it change the world we live in. How can we better serve our constituents? Will it be for the better?. What might the impact be on jobs, careers, education, and society? Let's discuss together!

Learning Objectives:

1. Recognize what Artificial Intelligence is and is not;
2. Identify its potential uses and potential dangers in counseling and career development;
3. Prepare to communicate effectively with clients about AI's strengths and dangers.



Scott Dell, CPA, CPC, DBA is an Assistant Professor of Francis Marion University in Florence, SC. Dr. Dell has been able to contribute to his student's development by integrating a variety of tools into his classroom. Not only have these resources enhanced his student's hard skills and technical knowledge, but they have also improved their soft skills and ability to succeed in academia and the workplace. Dr. Dell is Chief Inspiration Officer of Future Forward Academy - a division of My Career Opportunity, LLC, which helps job/internship candidates maximize their opportunities for success in work and life. As a Blue & Gold Officer of the United States Naval Academy, he helps to inspire high school students to pursue admissions to the United States Naval Academy.

11:45 – Noon,
Room A
Noon – 1:15 pm,
Room A

Musical Interlude 2

Joyful Work and Mindfulness *by Dr. Lee Richmond (1.15 NBCC Clock Hours)*

You work to keep pace with the earth and the soul of the earth. All work is empty when there is no love. Work is love made visible.” So wrote Kahlil Gibran. But, when most corporations care more for product than people, when purpose is reduced to paycheck, when individual initiative is a commodity to be squeezed like a tube of toothpaste, where can love of work and love for self in work be found? Try mindfulness.

Learning Objectives:

1. Recognize the value of mindfulness in work-related mental health
2. Utilize several effective mindfulness practices
3. Evaluate the effectiveness and value of mindfulness



Lee Joyce Richmond, Ph.D., is a licensed psychologist in the State of Maryland and holds the title of Professor Emerita from Loyola University Maryland where, as counselor educator she directed the school counseling program and taught in both the school and the pastoral counseling programs. Past president of both NCDCA and ACA since her retirement from Loyola, Dr. Richmond has enhanced her interest in the nexus between spirituality, mental health, and life-career development. Continuing with her private counseling practice, she privately contracts to teach Wise Aging and Living With Purpose courses. Mindfulness, spirituality and living with joy are at the core of her current body of work.

Noon – 1:15 pm.
Room B

Unbound Genius: Replace Your Struggle with Your Spark by *Elle O'Flaherty* (1.15 NBCC Clock Hours)

Too many people are out of touch with their genius. They know what they "should" do, but they've lost touch with their inherent nature and strengths. They push their way through instead of leaning into their strengths, diminishing their performance and life satisfaction. Join Elle O'Flaherty as she explores neuroscience, tools to tap into potential, and a practical approach to realigning life to strengths. By understanding why and how an individual likes to work, they can transform areas of struggle into fulfillment. These new tools will help draw out the best of oneself, and one's clients.

Learning Objectives:

1. Recognize the neuroscience behind a strengths-based focus
2. Apply tools to help clients identify their strengths
3. Identify their own personal strengths



Elle O'Flaherty, JD, PCC, CCSP, CPRW is a performance optimization strategist and coach. A former litigator, Elle draws on nearly 20 years of engaging audiences and science-based research to deliver big concepts with practical application. A PCC-level executive, ADHD, and career coach, Elle is the founder of Interlace Solutions, a coaching firm accelerating professionals' growth. Elle holds a J.D. from William & Mary and a B.S. from James Madison University. Elle received her ICF-accredited executive coaching certification from American University and her

ICF-accredited ADHD coaching training from the ADD Coaching Academy. She is an international agricultural trade expert, which doesn't come up much. Elle lives in Washington, DC, with the world's greatest dog. And a nice family, but the dog is hard to beat.

1:15 – 2:30 pm,
Room A

Musical Interlude 3

1:30 – 2:45 pm,
Room A

Finding Your Way to Your Ideal Private Practice by Karen Chopra (1.15 NBCC Clock Hours)

We all long for a private practice that suits our skills and personalities, allows us do satisfying work, and meets our financial needs. With a little clarity and a plan, that dream of a thriving private practice is achievable. This presentation will guide you through the process of envisioning your ideal private practice, identifying your clients, and creating a plan to move forward.

Learning Objectives:

1. Develop a vision for their personal private practice,
2. Examine ways to market their practice
3. Utilize a simple business planning technique.



Karen Chopra, LPC, CCC, NCC, has been a career counselor in private practice for nearly twenty five years. She founded Chopra Careers (<https://chopracareers.com/>) and has helped hundreds of clients with career exploration, job search, and career management. She also helps career professionals and therapists launch and grow their own private practices. An expert in workplace negotiations, she created the Certified Salary Negotiation Specialist (CSNS) credential with the Career Planning Academy. She is the author of the book *Coaching Career Clients on Salary and Other Workplace Negotiations*.

1:30 – 2:45 pm,
Room B

Hidden Potential - Unmask Empowering Beliefs by Dr. Cheryl West (1.15 NBCC Clock Hours)

Unmasking empowering beliefs is critical to identifying, accessing, and realizing potential, especially if it is unseen or unrealized. Many people experience life without ever recognizing, tapping into, or fulfilling the potential that lies within. Some people limit themselves to a definition; they do not have an ‘inner standing’ of power social, mental, or spiritual that is embedded in this concept. Others, depending on the social station and geographic location, accessing potential as an option or possibility does not resonate at all. The potential that hidden and inactive can result in self-imposed limitations. Unmasking beliefs can shed light on accessing the full range of potential that lies within.

Learning Objectives:

1. Recognize the alignment of the social, mental, and spiritual dimensions for identifying, accessing, and maximizing potential.
2. Uncover the inner workings and relationship between potential and empowering beliefs.
3. Develop a framework for empowering beliefs to aid in fulfilling potential.



Dr. Cheryl West, DM, Exec. MPA, MDiv is a scholar-practitioner with more than 30 years of experience in leadership, management, training, and consulting. Her background includes human resources, organization development, career and workforce development, leadership and performance assessment, coaching, facilitation, learning and development, ministry, and nonprofit management. She is the creator of a 12-week online YELD Facilitator course with a certification from the National Employment Counselors Association. Dr. West is the owner of CADRE Consulting and Training, and Founder of a nonprofit for Youth Engagement and Leadership Development (YELD). As an advocate of self-empowerment and personal transformation she creates and delivers customized experiential workshops.

2:45 – 3:15 pm,
Room A

Closing Remarks and Raffle by *Dr. Sujata Ives*

Continuing Education Contact Hours

At MCDA, many of us need to document continuing education contact hours to keep our credentials or licenses current. We may be licensed or credentialed through the National Board for Counselor Certification (NBCC), NCDA, SHRM, the MD Board of Social Work Examiners, or many other agencies. Each of these organizations has different requirements for the topics that are appropriate and the credentials of the presenters which may be acceptable.

MCDA has submitted this program to MCA which is authorized by NBCC to issue Continuing Education Clock Hour certification, and all presentations have been approved. To earn NBCC Clock Hours, attendees **must** attend the full session, sign into zoom chat box for attendance and complete the Survey Monkey course evaluation. Conference evaluations must be completed within 90 days of event. Please allow up to two weeks to process your NBCC certificates which will be emailed to you separately. If you have questions about NBCC Clock Hours, please contact MCA Credentialing Chair at Credentailing@MDCounseling.org

ACEP Disclosure



The Maryland Counseling Association, Inc. is an NBCC-Approved Continuing Education Provider, ACEP No. 2021, and may offer NBCC-approved clock hours for events that meet NBCC requirements. Programs that do not qualify for NBCC Credit are clearly identified. MCA is solely responsible for all aspects of the programs.