

Maryland Career Development Association



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March 2010

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MCDA Needs Volunteers Now!

Policy & Bylaw Updates – Impact the future of MCDA. Let's make sure we are doing what we say we do. We are meeting on Sunday, April 18, from 11:00 – 1:00 for a working session on policies and procedures.

Committees – What is your area of expertise? Please consider volunteering your time to MCDA. The following committees need volunteers now:

1. Membership Committee
2. Bylaws Committee
3. Communications Committee: Public Relations, Marketing , Social Media, Newsletter
4. Technology & Website Committee
5. National Career Development Month Committee
6. Professional Development Committee
7. Credentialing Committee
8. Events Committee: Event Planner, Registration, Logistics
9. Awards Committee
10. Legislative Relations Committee

Executive Board – The MCDA Nominations and Elections Committee is now accepting nominations for the 2010-2011 year. Open offices include President-Elect, Treasurer, and Secretary. Please consider nominating someone (or yourself) to serve as an elected officer. Nominations should be in writing and include the following:

1. A professional resume
2. A letter from the nominee stating his/her willingness and ability to serve
3. A letter from the nominee's employer recognizing the time and resource commitment involved (if applicable).

Please forward all nominations to Michelle Carroll mcarroll@umuc.edu or Amanda Baker at abaker26@jhu.edu. The slate of officers will be presented via email and on our website. Elections will be held via email. Don't forget to vote! All terms begin July 1, and end June 30. More information is available in the MCDA Bylaws and Job Descriptions; go to <http://www.MDcareers.org/> and click on "About MCDA" then "Volunteer Opportunities" to view the current job descriptions.

What's in it for me? (Benefits)

- Continuing Education – NBCC allows up to 20 clock hours every 5 year period for certain types of leadership activity within professional organizations.
- Get involved and positively impact the future of MCDA.
- Interact with a wonderful group of people and participate in our professional network.
- Build the skill sets on your resume.

If you have suggestions, questions, or would like to get involved, please contact Amanda Baker at abaker26@jhu.edu or any Board Member.

Thank you in advance for your support.

Amanda Baker

President, MCDA



**MCDA Annual Conference
January 2010**



Save the Dates

10 April – 5th MCDA-sponsored Career Development Facilitator Program Starts (see <http://sites.google.com/site/cdfprogram> for more information and additional dates and www.mdcareers.org to register)

21 April - MCDA/EACE Joint Networking Event, Baltimore Inner Harbor

29 June – July 2 – NCDA Annual Conference in San Francisco

Ongoing

Hidden Gems – self-paced, online course (gain 12 professional development clock/contact hours from MCDA and NCDA)

O*NET for Career Advisors – self-paced, online course (gain 3.5 professional development clock/contact hours from MCDA and NCDA)

Working in the Green Economy – self-paced, online course (gain 4 professional development contact/clock hours from MCDA and NCDA)

Newsletter Advertising Policy

Market your services to a receptive audience -- fellow career development professionals. MCDA's electronic Newsletter is accepting advertising. The rates are:

Electronic Newsletter Space	Member	Non-Member
Full Page	\$60	\$110
Half Page	\$45	\$65
¼ page	\$30	\$50

The MCDA Newsletter editor and MCDA's board have the right to refuse any advertising that does not adhere to the size specifications, is in questionable taste, is not in support of MCDA's career development mission, or is in conflict or competition with MCDA's own events and activities. Advertising by MCDA members must be for their own businesses or services, not that of another organization.

Advertisers must provide camera ready copy in MS Word or pdf format to sagesolutions@earthlink.net. Any graphics should be placed within the copy provided.

¼ page is 2 1/8 x 11 inches

½ page is 4 ¼ x 11 inches

full page is 8 ½ x 11 inches

Payment must be made by credit card at <http://www.mdcareers.org>. Look for the Newsletter tab. Address your questions to **Dr. Janet Wall** at sagesolutions@earthlink.net.

Get the word out!



Members on the Move

Anne Arundel One Stop Career Centers are opening a new office, the Career Center at Arnold Station. It is located at 1460 Ritchie Highway, Suite 205, Arnold, MD 21012. To reach by phone, call 410-793-5635. The center had a soft opening March 1, 2010 with a grand opening to follow in April. **Paula Brand** has moved to this new location to offer career counseling services to Anne Arundel County citizens. You can contact her at pbrand@aawdc.org.

Laura Labovich, of Aspire! Empower!, has recently launched the Career Cafe of Bethesda---a local job club affiliated with WaggleForce.com (a national network of local job clubs)--in an effort to get "America Back to Work!" In addition, she has been selected as a Careerealism.com-Approved Expert, and contributes articles and daily tips to the Twitter Advice Project (T.A.P), which is similar to a "Dear Abby" for job seekers!

She also held an MCDA webinar on Social Networking to Grow Your Business which received high marks from attendees. Contact her at lauramichelle@gmail.com.

Shela Turpin-Forster spoke in February to one of Georgetown University's Job Search Groups being facilitated by a GU grad and former client. GU has significantly expanded its online resources and networking opportunities for alums (<http://alumni.georgetown.edu/careerservices>). Contact Shela at Shelacamille@aol.com.

Diana M. Bailey is serving as the coordinator for Girl Power 3: STEM Careers for Young Women. This event is hosted by The Women's Giving Circle of Howard County, with support from The Johns Hopkins University Applied Physics Laboratory (APL), Math Engineering Science Achievement (MESA), and MDWIT. MCDA and members

are also supporters of this career expo for middle and high school girls (although all ages are welcome to attend). The event is from 3-5 p.m. March 14, 2010, but there is no structured program - attendees can visit all of the presentations at their own pace so arriving late or leaving early is fine.

Attendees will be offered opportunities to meet and talk with professionals in their fields of interest, participate in hands-on STEM activities and visit displays on careers in aerospace, computer science, electrical engineering, geology, information technology, science education, space mission engineering and more. NCDA is also very interested in STEM related career development activities and resources that promote a wide range of individuals accessing these career pathways and meeting a labor market demand. Contact Diana at dbailey@msde.state.md.us.

Lynne Waymon is planning a Train-the-Trainer Certification Program for Internal Trainers who want to teach networking skills in programs such as leadership or employee development, diversity, mentoring, or orientation. Her newest article, "The Connected Employee" was published in the February issue of *ASTD's T & D Magazine*: <http://www.contactscount.com/images/ASTD2010ConnectedEmployee.pdf>. She is also excited about the success of her program called Networking Knowhow for All Occasions which took place in February coming.

Contacts Count is now working with coaches to license their networking skill building tools and strategies. Lynne has researched the many ways networking can help people to: get a job, get up to speed in a new job, get the job done, get behind organizational initiatives, get visible in an organization or profession, get the most out of conferences & meetings, and get ahead. Contact Lynne at LWaymon@aol.com.

Jenny Eddinger sends her appreciation for the MCDA annual conference. She joined MCDA during the conference. She is a counseling graduate student in her final year at JHU and is doing her internship in career counseling at the College of Notre Dame's Career Center.

Jenny especially enjoyed Karen Chopra's presentation on Integrated Career Counseling and hopes to use many of her ideas in her own approach to career counseling. She also acknowledges the good ideas of the MICA presenter who spoke about career counseling for artists. Many of her students seem unaware of the diverse careers in the arts. Contact her at jennyedd@msn.com.

Do you want more exposure for your program or practice? asks **Karen Chopra**. She is currently serving as the online career coach for the Washington Post's "On Success" page (<http://views.washingtonpost.com/on-success/career-coach/>). While listening to all the wonderful presentations at MCDA's January conference she saw

that that there are some great resources and specialists out there for job seekers and career changers. She would like to highlight some of those in her column. If you have a website, a program, a special population you work with, or a great resource you have found for clients, and would like to get the word out, draft a 200-300 word blurb, in the form of a question and answer. She will then use that material to formulate a column to post. The format must be a Q&A. She can't guarantee your material will get used because that is up to the *Washington Post*. Input like this helps her keep her material fresh and offering different perspectives from the clients you work with, you get exposure for your program or practice, and readers get exposed to more ideas and resources.

Also, she indicates that she is unable to take any new clients at the moment, and is always looking for good referrals to add to the list on my website. If you are in private practice in the DC Metro Area, would like to be added to her list, and are willing to invest some time to introduce yourself to me and tell me about your practice, then please contact her at Karen@ChopraCareers.com.

De Jackson presented a workshop she created called Breaking Down The Barriers of Success. Contact her at demamaj@comcast.net.

Shauna Moore reports that she is completing her doctoral dissertation on the anxiety levels of Intimate Partner Violence Victims. During her research she learned that women who have a history of intimate partner violence are more likely to stay in the abusive relationship if they are able to obtain stable employment. The MCDA conference presentation on Career Counseling for Victims of Trauma, Abuse, and Neglect was a very informative training that was very helpful in her research.

MCDA conference presenter, **Ebony Tara Scurry**, PHR, is happy to announce that she obtained the GCDF certification. She is the founder and Career Architect at Eidolon Career Solutions, a career management and training division of Tara Enterprises, LLC specializing in serving motivated alternative and eccentric communities. She is a graduate of a recent MCDA-sponsored CDF program. Contact her at ebony@eidoloncareersolutions.com. See article by Ebony in this issue.

Janet Wall is working with NCDA and the Association for Assessment in Counseling and Education to develop joint standards for assessment and evaluation. Contact her at sagesolutions@earthlink.net.



MCDA Celebrates National Career Development Month

MCDA is happy to announce the successful launch of the first annual National Career Development Month Poetry and Poster Contest in the state of Maryland. The contest is one component of National Career Development Month sponsored by the National Career Development Association. This year MCDA invited elementary and middle schools across the great state of Maryland to submit posters or poems reflecting the theme: Bridges to a Brighter Future – Inspire Your Career, Empower Your Lives. Announcements went out in October and the deadline for submissions was early December.

Students from Kent County Public Schools responded to the competition and submitted several posters reflecting the contest theme. MCDA board and committee members served as judges including: Amanda Baker, Paul Brand, Michelle Carroll, Natalie Kaufmann and Karol Taylor. The judges were extremely impressed with the creativity and critical thinking the Kent County students put into their submissions. Winners were announced for the elementary and middle school categories at the annual MCDA conference on January 22, 2010 in Timonium, Maryland. The winners and their school coordinators were issued a certificate of appreciation from MCDA. In addition, thanks to Diana Bailey, MCDA CEU Chair, each school also received a Maryland Public Schools PRIDE Award in recognition of their participation.

MCDA hopes to expand the Poetry and Poster contest in the near future to include high schools and colleges throughout the entire state of Maryland. The contest is a great way to spread the importance of career development in the lives of Maryland residents. For more information or to assist with the 2010 – 2011 poster/poetry contest contact Lakeisha Mathews, National Career Development Month Representative for MCDA, at lnmathews@loyola.edu.

Winners

ELEMENTARY SCHOOL

1st Place Elementary School

Kai Gaynor

Chestertown Middle School

Grade 5



2nd Place Elementary School

Makeisha Wright

Chestertown Middle School

Grade 5



3rd Place Winner Elementary School

Abby Clark

Rock Hall Middle School

Grade 5



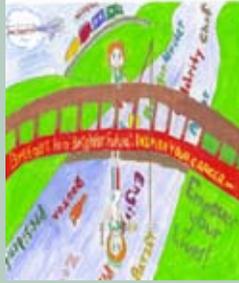
MIDDLE SCHOOL

1st Place Winner Middle School

Nina Black

Chestertown Middle School

Grade 6



2nd Place Winner Middle School

Addy Newcomb

Rock Hall Middle School

Grade 8

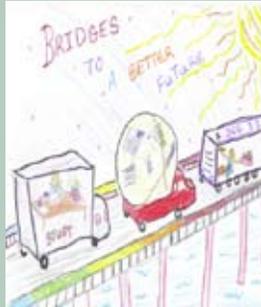


3rd Place Winner Middle School

Samantha Collyer

Rock Hall Middle School

Grade 7



Submitted by: Lakeisha Moore Mathews, MS, MCDA's Career Development Month Representative

Send me your comments and articles for the next newsletter!!

Janet E. Wall, MCDA Treasurer and Newsletter Editor

sagesolutions@earthlink.net

MCDA Clock Hour Policy and Practices

In the last several months, several members have requested clarification on MCDA's process and procedures in the provision and documentation required to provide **clock hours** accumulating for CEU's. Just to clarify, we may say "Contact Hours," "Content Hours," or "Clock Hours," but these all mean the same thing.

It is not unusual for associations and professional development providers to use the term Continuing Education Units (CEUs) when they should be using the term "Clock Hours." NCDA has helped to clarify the situation as seen below.

"One CEU is essentially 10 contact hours. This acronym is frequently used incorrectly to mean just one hour. On all of our certificates for completion, NCDA lists the # of contact hours (which is calculated as "content hours" not including breaks, networking, meals etc.) and its sponsor number. As long as MACD is an approved NBCC sponsor of continuing education, they accept a program's content as worthy of continuing education, they can show evidence of one's participation, and provide a certificate, that is all that is required. NBCC does not normally scrutinize program content, however, the sponsor should show due diligence that the program is related to competencies (whether it be counseling, career counseling or GCDF) and has a person with experience/knowledge presenting."

Deneen Pennington, NCDA Executive Director

For all MCDA sponsored events, conferences, online courses, the contact hour chair reviews the agenda, confirms the qualifications/expertise of the presenter, summarizes feedback from the required evaluation forms, and confirms the **clock hours**. The MCDA representative develops the evaluation form, contact hour sheets both for MCDA and for the participant for each clock hour event/activity. Copies are sent to the MACD Contact Hour Chairperson for their documentation requirements as the overall "provider."

As MCDA has expanded its online offerings, we have contacted NBCC, CCE, and NCDA and has reconfirmed that our procedures, review of content and hours, and documentation which affords the attendee with assurance that those professional development offerings in a variety of formats warrant official "**clock hours**" and can also accumulate for CEU's.

NCDA is also a clock hour provider for the online courses offered on MCDA website. Completers of those courses can be given documentation and certification of professional development content for the approved level of clock hours by that organization.

The authority to provide clock hours at MCDA events come through the NBCC approval of MACD as the technical provider under provider #2021 and for the online courses through NCDA under provider #1003.

NBCC policy statement is listed: <http://www.nbcc.org/assetmanagerfile/ce/approvedprovider.pdf>

Questions may be directed to:

Diana M. Bailey, MCDA Contact Hour Chair [dbailey@msde.state.md.us](mailto:d Bailey@msde.state.md.us) or 410-767-0531.

Gabrielle Perskie, MACD Contact Hour Chair, Gabriellep415@gmail.com

Bobbi Carter, NCDA, bcarter@ncda.org



NCDA Presentations

The following members reported that NCDA accepted their presentation for the San Francisco conference in June/July 2010.

(Please submit if there are others.)

Diana Bailey: **Career Development Services for Students Detained with Juvenile Services Education**

ABSTRACT: The session will share Maryland State Department of Education, Juvenile Services Education (JSE) program applications of the National Career Development guidelines and activities of improved at-risk student's outcomes. Supplemental resources that support evidence —based practices will be shared. A portion of this session will be allocated for Q/A and discussion.

DATE: Thursday, July 1, 2010

TIME: 4:50 - 6:00 pm

Janet Wall: **IT Tools for the Technologically Timid: Use Them to Market Your Capabilities**

ABSTRACT: You want to use technology tools to create a website, promote your business and career services, teach career development concepts, or create a podcast, but don't have a clue where to begin. Use some free tools to move your efforts forward without spending a penny. Turn timidity into self-confidence.

DATE: Friday, July 2, 2010

TIME: 8:30 - 9:40 am

Janet Wall: **New, Emerging, and Green Occupations: The Opportunity Bridge to the Future?**

ABSTRACT: With the rapid pace of change in the US economy, it's difficult to keep track of current workforce needs, let alone new and emerging trends. Attend this presentation to learn how to track the appearance of new, emerging, and green occupations in the US economy.

DATE: Wednesday, June 30, 2010

TIME: 4:00 - 5:10 pm

Karol Taylor and Janet Ruck: **Ideas and Innovations for Finding a Federal Job**

ABSTRACT: In this time of economic distress, the federal government is quickly becoming the employer of choice for students, career transitioners, and people seeking an "encore" career. This workshop helps you to blaze your way through the quagmire of the federal hiring process and to help students to do the same.

DATE: Wednesday June 30, 2010

TIME: 4:00 - 5:10 pm



Calling All MCDA Authors

Across the years, MCDA has honored our 'published author' members in a variety of ways. Last August, at a Book Brunch at the Johns Hopkins Club, we proudly showcased Janet Ruck and Karol Taylor's recently published book, *Guide to America's Federal Jobs: A Complete Directory of U.S. Government Career Opportunities*. At our recent annual conference, we discovered that our *MCDA Lifetime Contribution Award* winner, Marilyn Maze, wrote two journal articles and co-authored a guide book for 2,800 occupational descriptions. A few years back, we held a champagne/appetizer gathering to celebrate Marvin Adams' book on the nuts and bolts of job search. And, at one of our past professional development events, MCDA sold Lisa Heiser's book that she co-authored on career assessments. We also have hosted professional development events that focused on 2 different books by educator Lee Richmond, multiple books co-authored by educator, JoAnn Harris-Bowlsbey and a variety of published works by noted RIASEC creator, John Holland.

MCDA is using this newsletter article to call all of its authors who have published books, monographs and journal articles in the career development field. Please email me at kauffmanncareers@aol.com, to share your name and published work in APA format. We would like to design an **Honor Roll** page on our MCDA website to showcase our members who have written books and published monographs and/or research articles within our professional field. For example, some of you may know that our very own newsletter editor and treasurer, Janet Wall, will soon publish her 7th book in the career development field. I did not . . . until just recently. MCDA wants to share career development publishing success with all of our members.

Submitted by Natalie Kauffman, M.S., NCC, NCCC, GCDF-I, Career Consultant, KauffmanNcareers, LLC

The next MCDA-sponsored CDF Program starts in April. Go to <http://sites.google.com/site/cdfprogram> for more information.

From the NCDA Website

The Maryland Career Development Association is providing several online professional development opportunities to NCDA and state chapter members.

Hidden Gems: This course is a self-paced, online program earning you 12 clock hours of credit. Here you will use several interactive web tools that will show you new ways of identifying interests and skills, finding information on occupations, improving job skills, finding education and training programs, finding and landing a job, and making a career transition. This program has been pre-approved by the Center for Credentialing and Education.

O*NET for Career Advisors: This is a self-paced, online program that will take you into the world of O*NET. You will use videos and other activities to see the benefits of using O*NET information as you work with students and clients. Earn 3.5 clock hours of credit for successful completion. A certificate of completion is provided from MCDA and NCDA.

Working in the Green Economy: This is a 4 CEU clock hour program focusing on why green is important, how the green economy is organized and explained, how to find green jobs, and great resources for understand the green economy and opportunities. The course is self-paced and online. It is video and text based. A certificate of completion is provided from MCDA and NCDA.

Videos:

1. *Online Career Development Services and the War for Relevance*, by John Bell
2. *Catch the Retirement "Tsunami" to a Federal Career*, by Janet Ruck and Karol Taylor
3. *Psychologically Healthy Workplace*, by Ellen Lent
4. *Maryland's Career Development Toolkits*, by Gail Quinn and Janet Wall

Relentlessness in Being a More Effective, Knowledgeable, and Confident You – in the Words of a GCDF

After all is said and done; my goal is my client's success and freedom with a career that fits their unique lifestyle. Career Facilitation is one of those occupations where there is no intermediary between the work you do and the customer. There is no disengagement between your role and the final outcome and/or product. Career Facilitation isn't like an assembly line where you insert a widget into something and you never play any other role in the final outcome. Helping clients explore, develop, and then implement their career goals is a holistic process, that - in my experience, includes being a long-term resource and support to a clients shifting aspirations as the result of the whole theory of continuous change on a macro and individual level.

Technology and labor market information changes. A clients focus or goal tends to change as they continue to explore or move through various natural phases of their lives. Just as it becomes increasingly rare for an employee to remain employed with one company for the majority of their career, it continues to be increasingly rare that our clients will remain in the same career field for their entire lives.

What does this mean for Career Facilitators? It means being able to not just adapt to change, but being able to embrace and leverage it for the benefit of our clients.

With the success of my clients a priority, I needed to not just be competent in this ability, but a master of it. This is why once I learned about the Career Development Facilitator training, I knew I had to take full advantage of the opportunity. After further research, I also learned that many popular career management related credentials focus on **validating** knowledge, skills, and experience. What separates the Career Development Facilitator training from most others is that it focuses on **developing and building** knowledge, skills, and experience, not simply validating it. Yet the CDF program has the best of both worlds because after the training, you can apply for the validation via the Global Career Development Facilitator (GCDF) credential. **I think the downfall of some career practitioners is the misguided and never-ending quest and focus on proving their knowledge, skills, and abilities to the world instead of focusing on building and developing their knowledge, skills, and abilities for the benefit of the world.**

As a result of the hordes of credentials and letters a career practitioner can capture, some consisting of only 8 to 20 or so hours of training or preparation in addition to perhaps a simple test or two, it's not particularly difficult to achieve five or more groups of "letters" behind your name. If you're interested in a strong foundational quality of information, resources, and development, I suggested you interest yourself in the CDF program. This isn't to say other credentials and training are worthless; they absolutely are not. Validation has its place – I even have a few of these said credentials. However, in my opinion these types of credentials are secondary. I suggest taking the CDF training before pursuing popular credentials. The CDF is the cake and those others are purely icing. You may find it more beneficial to assist yourself in **building and developing** before trying to pursue other credentials that ask you to validate. It seems a logical series of events to me: Build and then validate that you've built.

With at minimum of 120 hours of development in class, online, or blended, it's unlike any other developmental opportunity I've experienced since my graduate studies. The CDF training is intense and not for the indifferent or nonchalant student. Graduates of the CDF program know this and so do employers who require or strongly prefer the credential of their career practitioners. If you are serious about **building and developing** then the CDF training is The Best and one of the first steps you should take.

After working in career management for years, I still left the last day of my CDF class full of information and resources I was never aware of or hadn't had the opportunity to experience (the value of) for myself. The blended class I completed was as hands-on and appealing to every learning style, as it was a challenging and enlightening experience that increased my confidence and enabled me to serve my clients that much better.

So what are you waiting for? Sign up for the next class and get ready for some intense learning. Your current level of expertise or lack thereof isn't an issue. The CDF is for all levels of experience and background. This also contributes to the rich sharing between your colleagues in the classroom; virtual or otherwise. There truly is no better time to invest in yourself than now. Whatever had been stopping you from signing up for the CDF, toss it out the window and don't look back. I encourage you to not let anything, I mean **anything** keep you from being a more effective, knowledgeable, and confident you. You deserve it (and so do the clients who put their trust and hope in you everyday) - So go for it!

Submitted by Ebony Tara Scurry, PHR, GCDF and the founder and Career Architect at Eidolon Career Solutions, a career management and training division of Tara Enterprises, LLC specializing in serving motivated alternative and eccentric communities. She is a graduate of a recent MCDA-sponsored CDF program.

Using O*NET for Your Work as Career Advisors

**Sponsored by
The Maryland Career Development Association**

Many of you know O*NET at some level or you may have just heard about it. This is a valuable resource that you need to know and use in your work.

MCDA offers this self-paced course which will give you a short overview of O*NET, and show you some ways that you can use O*NET in your work with job seekers and persons who are deciding what to do with their lives. You will use video and printed material to complete the activities.

This course is designed for career coaches, resume writers, school counselors, career facilitators, career center directors, and teachers. It is especially helpful to staff members working in One Stops across the country.

What You Will Learn

What O*NET is and Contains
How to Use the O*NET Descriptor Search
Searching O*NET In-Demand Industries and Occupations
Finding Tools and Technology Used in Occupations
Helping Military Transition to the Civilian World of Work Using Crosswalk
Help People Make a Career Transition Using Their Skills
How to Stay Current About O*NET Activities

These skills are supplemented by several additional resources that will help extend your understanding.

To register for the course, go to <http://www.mdcareers.org> -- Professional Development

You will be given access to the course upon receipt of payment.
Contact Dr. Janet Wall at careerfacilitator@earthlink.net with any questions.

Cost: \$70

Receive a Certificate of Completion for 3.5 clock hours of professional development from MCDA.

Working in the Green Economy

**Sponsored by
The Maryland Career Development Association**

It's clear that one of the new hot areas for jobs and the economic recovery is in green jobs. Green jobs have been the focus of federal dollars with the hope of stimulating job creation and providing work for people in occupations that have disappeared in our country due to offshoring, outsourcing, and the general economic slump.

Green jobs have been the focus of training programs at community colleges. Green jobs hope to help us save the planet and improve our environment. Green jobs are perceived to help our national security. Green jobs hope to bring back vitality to the American workforce.

What do you know about green jobs? What should you know? Is it just a nice idea or is it real?

What You Will Learn

Why the green economy is important
How green occupations are being tracked
What resources are available to understand the green economy
Where to find green jobs for your students, clients, and customers

What You Need

Access to the Internet
Ability to view and hear videos and podcasts

How it Works

You get access to the course website
You read the information and view the videos
You answer the questions and submit to the course facilitator
You receive a certificate of completion good for clock hours toward your certification

To register for the course, go to <http://www.mdcareers.org> -- Professional Development

You will be given access to the course upon receipt of payment.

You have 8 weeks to complete the course.

Contact Dr. Janet Wall at careerfacilitator@earthlink.net with any questions.

Cost: \$110

Receive a Certificate of Completion for 4 clock hours of professional development from MCDA and NCDA.

Career Development Facilitator Program

Sponsored by

Maryland Career Development Association

Give Your Career A New Sense of Direction!!!!

National Portable Certification – take it with you wherever you go. It is a recognized certification across the country. Certification is through the Center for Credentialing and Education.

Personal Branding – Set yourself apart from others in your job search and promotion opportunities with the certification.

Professional Recognition – Use the certification to announce your credentials

Improve the Quality of Your Services – What you learn is multiplied many times over for your students and clients with the new skills and information you have obtained.

Update Your Knowledge – Reenergize your background with the current and cutting edge resources you will receive.

Network with Colleagues – Meet individuals who will amaze you, help you, and learn from you.

What You Will Gain

Career resources

Latest labor market information

Career planning processes and procedures

Basic helping and facilitating skills

Assessment techniques and selection criteria

Understanding the needs of special populations

Diversity considerations

Ideas for promoting your program and yourself

Case management and referral skills

Ethical considerations of career development

Using technology in career development

Employability considerations and techniques

Career center issues and offerings

Program planning and evaluation

Start Investing In Yourself and In Your Future

A new 5th MCDA program will have its face-to-face sessions on **10 April 15 May 10 July and 21 August of 2010**. Our CDF program is a 120-hour+ hybrid program using classroom sessions, discussions, activities, field trips, interviews, and various e-learning techniques. If you work with students or clients in their career decision making and job seeking, or plan to, this program is for you.

PAYMENT: Applicants can pay by check or credit card. Payment schedules can be negotiated. Register at www.mdcareers.org in the Professional Development section.

DATES: There are four face-to-face sessions held at a convenient location. Classes are projected to be held on 4 Saturdays across several months. Completing all the requirements generally takes about 6-8 months.

COST: Advanced registration by 10 March is \$1200. After that the tuition is \$1300. After 3 April and for payment plans, tuition increases to \$1400. Tuition includes all materials and instruction.

If the class is cancelled by the instructors for any reason, all payment will be fully refunded.

WHO SHOULD ATTEND: Public and private workforce development personnel, educators, counselors, and human resource personnel.

CONTACT US WITH QUESTIONS

Dr. Janet E. Wall
President, Sage Solutions
202-465-5774

careerfacilitator@earthlink.net

More details can be found at <http://sites.google.com/site/cdfprogram/>

Ms. Karol Taylor
Taylor Your Career
301-772-8327

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HIDDEN GEMS

This course is available for your professional development by the

MARYLAND CAREER DEVELOPMENT ASSOCIATION

For GCDFs, it is pre-approved for recertification by the Center for Credentialing and Education (CCE).

EARN 12 CONTACT HOURS

If you are a career professional looking to improve your skills and add to your toolkit, a GCDF looking for recertification hours, or a CDF instructor wishing to maintain certification, this course is for you. What you learn will be of huge value as you help your students and clients with their career development and job searching.

The *online, self-paced* course features several little known tools and original activities that you can use to help you work with individuals as they ponder their future careers, prepare for occupations, find jobs, and make career transitions.

This course covers 29 activities and interactive tools in each of the following areas:

Identifying Interests and skills
Finding information on occupations
Improving Job Skills

Finding education and training programs
Finding and landing a job
Making a career transition

After completing all the requirements you will receive a certificate of completion for 12 contact hours. The course must be completed in 3 months.

What you need to complete this course.....

Internet Access (preferably high speed as that will save you some time)

Ability to read MS Word documents

Adobe Reader for pdf files (5.0 or higher)

Ability to view videos

Ability to hear mp3 (audio files)

Textbook (provided when you register)

The discipline to follow through with each activity on your own

Register for the course at: <http://www.mdcareers.org> (Professional Development tab)

(Payment by credit card or check) COST: \$275

Now have a chance to see what others have waited in line for. Dr. Janet E. Wall's conference presentations on interactive web tools (hidden gems) have attracted standing room only crowds.

For more information, contact careerfacilitator@earthlink.net or call 202-465-5774.

Creativity in Career Services: Option or Necessity?

In general, creativity is considered the ability to produce – in thought or fabrication – something new and/or different. Though sometimes confused, to be creative is not necessarily to be artistic or to be intuitive. Henry Ford with his assembly line was just as creative as Georgia O'Keefe with her paint brushes. You may value Ford's contribution over O'Keefe's or vice-versa, but that is your subjective judgment.

Relative to the career development field, the aspect of creativity involving the ability to make new and meaningful connections is particularly crucial. Perhaps more than ever before, a client's career development is akin to building a bicycle while you ride it. Is the model (mountain, leisure or racing) suited to the current terrain? Are the number of gears appropriate to the climbing required? And, in two years, when that client moves into a new industry, he may need to virtually rebuild the bike.

While the subject of the interface between career development and creativity within the client is of major significance, I want to focus this article on creativity in the work of the counselor or coach who delivers career services. I believe that creativity is an important concept to apply in our delivery systems (be they institutional or private practice) for a number of reasons:

- to the extent we exhibit linear, predictable processes in dealing with clients, we don't accurately reflect or mirror the world most of our clients encounter when entering or continuing in today's work world of constant change
- there are human behavior variables, other than simply the comfort of working in one's 'comfort zone,' that work against creativity for the typical provider of services such as using the assessment tools with which we have training and experience or tailoring our intake, exit and record-keeping procedures to facilitate data collection and client comparison.

While no provider of career services could reasonably be expected to reinvent their process and procedures for each new client, at what point do we start to disserve our clients and our professional selves by relying upon just our tried-and-true methods? A paint by numbers approach to career guidance might end up with some different client career pictures, but always using that same technique with every client, I expect, might not facilitate the emergence of a client's deeper career picture.

My concern with this topic derives from my own tendency to standardize my practice and create an A-B-C approach to interaction with my coaching clients. I'm not sure of the source of this tendency, but I am certain now that I need to take active steps on an ongoing basis to reinvent my work both for myself and the benefit of clients.

So if any of you share an occasional feeling that you've gotten stale or that you're in need of a jolt of creativity in your work, I'd suggest the following possibilities:

1. Out of the 1,000+ alleged available, try out some assessment tools you've never worked with before. This may involve some training and some expense. I've personally found two new tools that I now employ in particular circumstances that I can't believe I ever worked without.
2. Do an inventory of where you're getting your career-relevant information, and diversify your sources, if needed. For years, I got most of my professional information from popular magazines, newspapers and websites (which, in truth, any diligent client might have obtained). Several years ago, a specific interest engendered by a client's needs led me to academic journals and books in counseling and career development, which sources have continued to be valuable for information and learning.
3. Find out how other colleagues do the work of helping their clients in career self-understanding and growth. While this may be most easily done by getting to know other practitioners in your locale (although competition may be a detracting factor in some situations) or professional associations such as MCDA, you might go further afield. I had some fascinating conversations with career practitioners thousands of miles away. When working on the development of my website, I stumbled into related sites that were so interesting I simply had to contact the professionals involved for further information.
4. Be creative about your own networking! Many of us constantly urge clients to expand and innovate in their networking efforts, but how many of us do the same? If you tend to go to your professional membership activities, you might try, in addition, going to a local civic group or a women's business education center or the conference of a professional association other than one in the career field. Again, I stumbled into the professional value of such national meetings by volunteering with a neighbor for the AARP's Washington, DC annual meeting several years ago. Many, if not most, professional association conferences offer Career and Job Centers where you can volunteer your services (and avoid the often hefty registration fees of regular attendees).

While my several admissions of stumbling into 'creative' ways to grow and operate my client practice may sound like I'm a Charlie Chaplain wannabe, I have found an openness to new experiences of great value both for my motivation and my work. If any members would like to be in dialogue about this subject, I welcome your thoughts and suggestions. Please contact me at shela@creativechangecareers.com. I have a bibliography of material on the subject of career coaching/counseling and creativity if you would like to request that.

Submitted by Shela C. Turpin-Forster is founder and a career coach for Creative Change Careers, LLC. Her website is www.creativechangecareers.com. [Shela had planned to make a presentation on this topic at MCDA's Annual Conference but was thwarted in getting there by a weather-related incident.]

Google's Free Tools: Tips for You and Your Clients

There are lots of excellent resources developed by Google that you can use for free to help you promote your practice or in working with your clients. This is a list of my favorites and how you might use them. Once you set up a Google account, you use that login info to access any or all of the Google tools listed below. Set up your account at Google.com/accounts.

Research, Collaboration, Automation, and Easy Site Building Tools

Google Alerts - This is a tool for setting up automatic search results to be delivered to your email account. You can teach your clients to manage their personal brand this way and stay on top of news in their chosen industry. Take a look at Google.com/alerts.

Blogger – This, in my opinion, is the easiest way to get started in blogging. It is another Google owned service that you can use to get your own blog going or as a first step in blogging to refer your clients to. Go to Blogger.com to get started.

Google Documents - Use this to create documents, presentations, or spreadsheets and be able to access them from any internet connected computer on the fly. I also like the idea of creating a document to share with clients either as a 1-on-1 journal or as a way to edit and compare notes on their portfolio pieces such as resumes, cover letters, or thank you notes. You can teach clients to use Google Documents as an electronic portfolio presentation available for others to link to also. Find it at Google.com/documents.

Google Groups - Create a discussion board by starting a group and inviting participation. This can be used to stay in touch with clients or create a discussion board for peer or mastermind groups, or you can create a group for the general public to find which you could harness as a marketing tool. Check it out at Google.com/groups.

Google Reader - This is a tool to get updates from your favorite websites and blogs. It is a great way to stay on top of professional and industry news automatically. When you see websites you like to stay in touch with, look for the "RSS" feed button and click it to add their updates to your reader. You will find it at Google.com/reader.

Google Sites - An easy way to create a simple website such as an electronic brochure or even a career portfolio. Check it out at Google.com/sites.

Handy Webmaster Tools

Google Analytics - This tool tracks lots of info about visitors to your website. To get started, you copy and paste a bit of code generated by Google Analytics to your website. You will get a green light when all is set up right and you will be able to log into your account and check statistics and keywords used to find your site. Check it out at Google.com/analytics.

Google Keyword Tool - Use this to get statistics on keywords people are using to search. This is a good exercise to do before publishing content to your blog so that you can be sure to have good keywords in your posts. Find it at <http://www.google.com/sktool/>.

Google Trends - This tool shows the hot topics people are searching for now and it puts the info in graphs showing search volume over time. You will find interesting topics for blog posts or other content by checking the trends and tying in the highly searched for words. Doing that will help your organic search results to your website too. This one is at Google.com/trends.

Submitted by Stevie Puckett, a website developer and career coach. She is the creator of TechSavvyCareerCoach.com and CareerSparksClub.com. Contact her at Stevie@CareerSparksPress.com or by phone at 888.789.1828

USAJOBS.gov Gets a Makeover

On January 23, 2010 the Office of Personnel Management (OPM) created a new look and a new approach to its USAJOBS.gov web site. USAJOBS is the Federal Government's official one-stop source for jobs and employment information. Gone is the "busy-ness" of the previous site. The new site has a streamlined appearance with excellent use of white space, and clarity of access evocative of sites such as Google.com and Indeed.com. The "Working for America" logo shown above is now the page's capstone, with a limited number of links that provide easy access to all other information.

The new site, collaboratively designed by OPM, the Partnership for Public Service (Partnership), and Monster.com, is easy to use, and efficient. The header has three links on the left: Search Jobs, My Account, and Info Center, and one link on the right, "'Sign in' or 'Create an Account'." The links on the left offer drop down menus to take users directly to the page/information they are seeking. There are three links under the centralized logo: "First Time Visitors," "Working for America," and "Special Hiring Events." Located under those are links for special populations. At the bottom of the page, users can find standard information about how to contact OPM, a site directory, and other relevant links.

That's it. The new site is no longer overwhelming for first time federal job seekers, and the site virtually leads them to the places they should go. Narrowed choices provides much needed help for the novice trying to figure out where to begin.

An interesting addition not included previously on USAJOBS, is the "Working for America" link. This site markets the idea of working for Uncle Sam, with videos from federal employees sharing their exciting careers. Good news: individuals showcased on these videos do not target a specific demographic and are culturally diverse. More good news: the links from the "Working for America" site takes the user to relevant sites on OPM, usa.gov, and the Partnership's "Making the Difference" site, something greatly lacking on the previous rendition.

The USAJOBS Info Center has always been the launching pad for first time federal job seekers. Individuals new to the federal hiring process MUST read these pages first, in order to understand how the system works. Materials found here provide basic guidelines on the federal hiring process, federal resume, KSA essays, and federal interview. An Employment Information resource page provides links to such information as how federal jobs are filled, FAQs, federal benefits, and much more. Ten Tips for Letting Your Employers Know Your Worth provides particularly helpful advice.

USAJOBS has placed a stronger emphasis on the security of My Account. There no longer is an automatic sign in, and each time they access the site, users must place a check showing they understand the terms of use. The resume builder is the preferred way to post a federal resume, but the new site also allows for two resumes formatted as GIF, JPG, JPEG, PNG, RTF, PDF, or Word (DOC or DOCX) files to be uploaded. (Warning: only use these resumes if the Job Opportunity Announcement – formerly entitled Vacancy Announcement – allows for them.) The previous "Portfolio" page is now designated as "Saved Documents." As on the previous site, applicants can save up to five documents (i.e., unofficial transcripts, Standard Form 50, and/ or Department of Defense 214).

Job search agents and the application tracking system are the same as on the previous site. Job announcements can be saved to the Saved Jobs page, but when the job closes, the hyperlink disappears. It is now easier to copy and paste Job Opportunity Announcements, because they are shown in their entirety on the Overview page. Tabs at the top of that page link to each relevant section of the Job Announcements, but the Overview page reveals them all.

There are now only two initial ways to search for federal jobs, with many ways of narrowing the search. A Browse Search can be completed by Agency, Occupation, or Location. The Advanced/ International Search page has been the mainstay of USAJOBS, and continues to include the same data as when USAJOBS was initially launched. When the selected jobs appear, many ways of narrowing the search can be located on the right side of the page.

As career counselors and advisors, we understand the importance of self-knowledge for finding the best career fit. USAJOBS' attempt at this guidance, its online career center, has been removed. Although the assessments found there were not effective for corporate career decision making, they provided helpful data about mission-critical jobs available in the federal sector. OPM tracked the use of this information, and determined the career assessments to be underutilized, so they were removed. This section will be sorely missed by career management professionals, who will need to take advantage of the free assessments provided on the Department of Labor's O*NET Resource Center and America's Career InfoNet.

Overall, the new USAJOBS site is much improved. It provides facility of use, and offers critical federal employment information in an easy to access manner. The data is focused, and there are links to related federal sites. Becoming familiar with the new USAJOBS is a critical component toward providing support for the many people who now consider the federal government to be the employer of choice.

Submitted by Karol Taylor