

Maryland Career Development Association



Executive Board Members

President, Michelle M. Carroll
mcda.president@mdcareers.org

Past President, Amanda Baker
abaker26@jhu.edu

President-Elect, Lakeisha Mathews
lnmathews@loyola.edu

Secretary, Paula Brand
PBrand@aawdc.org
paulabrandcprw@gmail.com

Treasurer, Marilyn Maze
mazmd@hotmail.com

IMPORTANT DATES

11 November 2010, Veterans Day

**3-4 February 2011, MCDA Annual
Conference**

**9 April, 2011, Start of the next MCDA CDF
Class**

**30 June - 2 July, NCDA Annual
Conference in San Antonio, TX**

November 2010

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President's Message

Greeting MCDA members and friends.

MCDA has been very busy this year planning and presenting events to assist you in your professional development. Our next event is the Annual Conference to be held on FEBRUARY 3rd and 4th, 2011.

Our conference theme is: Career Development; Envisioning the Future! We would like to take a closer look at what is happening in our field; what areas are evolving, growing and changing. Please consider presenting a workshop, round table or poster presentation on any of the following areas: Resumes, Job Search, Coaching, Green Jobs, Social Media, Technology, Stem Jobs, Blogging, Virtual events, etc. Don't let this list limit you.

The conference will be a 2 day event beginning on Thursday evening. This opening session is designed to give our members and friends an opportunity to network with their colleagues. The evening will include a light dinner, opportunities to network and join MCDA committees, and a presentation by Career Development leaders Dr. David Reile and Dr. Barbara Suddarth! You don't want to miss it!

The conference will be held at the Comfort Inn and Conference Center in Bowie, MD. It is easily accessed at the junction of Rt 50 and Rt 301. MCDA has reserved a block of rooms for your convenience. Please book your room by January 3, 2011.

The traditional full day conference will begin on Friday morning. We are excited to present our speakers for the day. Our Keynote will be Debra Schepp coauthor of "How to find a job on LinkedIn, Facebook, Twitter and MySpace." Our Featured Speaker is National Career Development Association President, Cheri Butler. Once we add your presentations, we are looking at a full and wonderful day of professional development. Note: Meals and snacks will be included in your registration!

Don't delay in getting registered for this event. I look forward to meeting you all!

To Register: www.mdcareers.org

Happy holidays,
Michelle Carroll, MCDA President



Members on the Move

Laura Labovich, of Aspire! Empower! Career Strategy Group, is incredibly excited to be putting her newest certification (as a Certified Contacts Count Networking Coach) to use, and just delivered the keynote presentation at the Career Directors International conference in San Diego, CA on the topic of "Networking Know-How for Career Professionals" (her presentation was incredibly well-received and she was called the Guru of Introductions all weekend). She has been selected as a blogger and article writer for the Third Annual Job Action Day on Nov. 1 (sponsored by Quintessential Careers) to encourage workers and job-seekers to be proactive about their careers even in the face of a recession. Job Action Day posts can be found on www.jobactionday.com. Laura has also been invited back to speak in November to the French Embassy Job Seekers group on the topic of Social Media in the Job Search. Contact her at lauramichelle@gmail.com.

Lynne Waymon is leading several networking skill-building webinars for 200 senior women who work globally at eBay. Prior to the 90-minute learning events, the women will take the Contacts Count on-line, 40-item **Networking Competency Assessment** which measure mastery in 8 areas of networking competency. Contact her at LWaymon@ContactsCount.com.

Paula Brand will be presenting multiple workshops at Raising the Bar 2010 (November 17 & 18 at Turf Valley). She will be co-presenting two LinkedIn workshops (beginner and advanced) with Shahrazad Aratseh of Career Consulting Services. In addition, Paula will be leading a panel of local professional development

associations (Karol Taylor will represent MCDA) and describing the variety of certifications in our field. Finally, Paula will be co-presenting a workshop on the established partnership between Anne Arundel County's workforce and library systems. Contact her at PBrand@aawdc.org.

Lakeisha Moore Mathews has received certification as a Global Career Development Facilitator through CCE and as a Certified Professional Resume Writer through PRWA/CC. Ms. Mathews recently presented on "Group Dynamics Experience: Real-Life Skills for Workplace Communication" at the Maryland Communication Association annual conference. In addition, Lakeisha continues to teach the course Fundamentals of Communication as an adjunct instructor at the Community College of Baltimore County. She has been teaching this course since 2004. Contact her at lnmathews@loyola.edu.

Patricia Crew of Comprehensive Career Counseling (www.crewcounseling.com) is now receiving clients in Washington; D. C at 1700 17th Street, N.W., Her office is conveniently located in the Dupont Circle area. She is active with Women in Technology and will be participating as a roundtable presenter in an upcoming seminar: "The First Five Years" a roundtable discussion is a fast paced evening of mini talks given by industry leaders and senior professionals on topics such as creating a professional image, mentoring and crafting your best resume. Contact her at trishacrew@aol.com.

Husher Harris lectured at Loyola University's Sellinger School of Business and Management. The talk centered on the *Salient Qualities of an Aspiring Entrepreneur*. He had a great time interacting with approximately 20-25 inquisitive undergraduate students enrolled in MG403-Small Business Management & Entrepreneurship. Contact him at hharris@avarisconcepts.com.

Janet Wall has been named VP for Career Development for World Learning Network. Her 7th book, *Top 50 Skills for a Top Score for the ASVAB Reading and Math* has just been published by McGraw-Hill. Contact her at sagesolutions@earthlink.net.



Becoming a Better Career Professional: Benefits of the GCDF Certification

Are you looking to sharpen your career counseling skills or make yourself more marketable in the career development industry? If the answer is yes to either question, consider obtaining the Global Career Development Facilitator (GCDF) credential as your next continuing education endeavor. The GCDF certification is a nationally recognized credential that will show your commitment to professional development and place you on the cutting edge of the career development field.

You can learn more about the GCDF Certification and CDF courses on the National Career Development Association (NCDA) website. The website provides a thorough overview of the GCDF credential. You can also find contacts for online and face-to-face programs on the website's calendar or by using the Find a CDF Instructor tool. Specifically, the NCDA website will help you determine the following:

What is a CDF

What is a GCDF

Why consider CDF training

What will you learn

How can you get trained

CDF competencies

History of the CDF and GCDF

I recently received the GCDF certification after taking the Career Development Facilitator course with Dr. Janet Wall and Karol Taylor through MCDA. The program is a hybrid course featuring face-to-face and on-line learning. Requiring 120+ hours, the course features the official NCDA CDF curriculum and includes supplies. After completing the program I felt more confident of my career development skills sets and empowered to help my clients with their career needs. The NCDA website lists many benefits to enrolling in a CDF course and pursuing the GCDF credential. Below is a list of my top five reasons:

Learn cutting edge career facilitation techniques to use with clients.

Increase your resource toolkit with helpful career activities, websites and publications.

Network with like-minded career professionals.

Learn from experienced and knowledgeable career development professionals.

Gain a solid understanding of major career theories.

Unequivocally, attaining the GCDF certification is one of the best career moves I have made in the last two years. Understandably, the course and credential may not be suitable for everyone, especially if you already hold an advanced degree in career counseling. Nevertheless, the material covered and the credential gained is beneficial to any career development professional including veterans.

Submitted by: Lakeisha Moore Mathews, GCDF, CPRW & President-elect

**Editor's Note: Information on the local program can be found at
<http://sites.google.com/site/cdfprogram>.**

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

Janet E. Wall, MCDA Newsletter Editor

sagesolutions@earthlink.net



The Current Career Development Facilitator Class

L to R: Jackie Kinkle, Dana Burke, Husher Harris, Javier Prado, Donna Satterthwaite, Alice Thomas, Percy Thomas, Salina Barton

**All Signals are *GO* for Your Professional Development
----- Make Your Move Now**

**Certificate of
Completion
from MCDA
and NCDA**



Working in the Green Economy (Online) is a new offering that will give you the latest information on green occupations and jobs. This self-paced, video-based course will show you how the emphasis on green is affecting the world of work, what government information is currently available on the green economy, and how to track green jobs. Download several important resources to help you better understand green jobs and how to find them. Earn **4 clock hours of credit**.

O*NET for Career Advisors (Online) is the latest in professional development programs designed for you. This is a self-paced, 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. Earn **3.5 clock hours of credit**.

Hidden Gems (Online) is a self-paced, 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. Textbook is provided. This program has been pre-approved by the Center for Credentialing and Education.

Career Development Facilitator Program (Online and Classroom) can lead to an internationally portable certification called the Global Career Development Facilitator. This program covers 12 competencies using the official National Career Development Association curriculum and materials.

For more information and to register go to www.mdcareers.org --> Professional Development Tab.

Membership Survey

In October, a survey was sent to MCDA's Members and Friends. The overarching goal of the survey research was to collect information that would, with further analysis, provide the intelligence needed to move MCDA toward achievement of the vision articulated by President Michelle Carroll in her September newsletter message. For example, in order to develop an effective mentorship program, the Association's board officers and leadership volunteers must understand the extent and scope of the various practice areas that our members and friends provide, the ways in which the services are rendered to clients, as well as the depth and breath of our members' and friends' skills, abilities and experience. At the same time it is important to learn about the developmental needs of our student and new-professional populations, who comprise our future mentee candidates.

In addition to garnering strategic information, the survey was designed to allow members and friends the opportunity to express their interests and availability for more active participation in the Association. We recognize that those who have a vested interest in MCDA are in the best position to identify ways that their leaders can make the membership experience even more rewarding and relevant. Finally, the survey was an effective way to collect basic demographic information to update our database.

Thank you to all those who responded to the survey with your valuable assessment of MCDA's services and benefits and your suggestions for enhancements. Your board and leadership volunteers are reviewing all the responses carefully. And you can expect to hear more about how MCDA is working to make your membership even more valuable in future months.

Finally, I am pleased to announce the winners of the 2010 Members and Friends Survey drawing:

- Barbara Gregory, a Professional Member of MCDA, will receive one free workshop or webinar registration valid through June 2011.
- Roberta Bright, a Friend of MCDA, will be receiving a free, one-year trial membership in MCDA.

Submitted by Kevin Michel, MCDA Membership Chair

Career Development Facilitator Training Advanced Planning Information for Teaching Professionals

Maryland Career Development Association's Career Development Facilitator Program is now approved for 3 Professional Development Credits by the Maryland State Department of Education. Successful completion of the program can lead to the prestigious Global Career Development Facilitator certification through the Center for Credentialing in Education.

Who Is Eligible: Any Maryland educator with a valid Maryland teaching certificate (9-12).

Restrictions: If program is on a workday, no stipend can be offered; if program is on a Saturday, the school district may pay a stipend.

Tuition: \$1300 payable to the Maryland Career Development Association

<http://www.mdcareers.org> ---> Professional Development tab

Instructors: Dr. Janet Wall and Ms. Karol Taylor, NCDA/CDF-certified instructors

Process: Potential participants should contact your district's Continuing Professional Development Coordinator/MSDE Liaison using the MSDE # 10-16-02

For general information about the program visit <http://sites.google.com/site/cdfprogram>.

Next program will start in April 2011.

MCDA Committees

Much of MCDA's work is conducted through its committees. These committees provide an opportunity for members to serve their state level association in a leadership or volunteer position. Listed below are the MCDA committees, a brief description and the name of the committee chair. Use the chairperson's email address listed at the end of the description to express your interest in serving as a volunteer for that committee. All members are welcome to join committees at any time!

Committee chairpersons are asked to serve a two year term on their respective committee.

BENEFITS OF GETTING INVOLVED:

- Expand your network and work with career development professionals from various agencies in Maryland
 - Build your professional and leadership skills.
 - Learn more about career development and valuable resources.
 - Have FUN!

Awards Committee:

Chairperson: [Natalie Kauffman MCDA.Awards@MDCareers.org](mailto:Natalie.Kauffman@MDCareers.org)

Bylaws Committee:

Chairperson: Vacant (contact Lakeisha Moore Mathews at lnmathews@loyola.edu)

Communications Committee (newsletter):

Chairperson/Editor: [Janet Wall MCDA.Newsletter@MDCareers.org](mailto:Janet.Wall@MDCareers.org)

Credentialing Committee:

Committee Chairperson: [Diana Bailey MCDA.CEU@MDCareers.org](mailto:Diana.Bailey@MDCareers.org)

Legislative Relations Committee:

Chairperson: Vacant (contact Lakeisha Moore Mathews at lnmathews@loyola.edu)

Membership Committee:

Chairperson: Vacant (contact Lakeisha Moore Mathews at lnmathews@loyola.edu)

Mentoring/Student Outreach:

Chairperson: [Tiffani Williams tmw6484@gmail.com](mailto:Tiffani.Williams@tmw6484@gmail.com)

National Career Development Month Committee:

Chairperson: [Lakeisha Mathews lnmathews@loyola.edu](mailto:Lakeisha.Mathews@loyola.edu)

Nominations and Elections Committee:

Chairperson: [Amanda Baker abaker26@jhu.edu](mailto:Amanda.Baker@jhu.edu)

Professional Development/Program Mgmt Committee:

Chairperson: [Michelle Carroll mcda.president@mdcareers.org](mailto:Michelle.Carroll@mdcareers.org)

Public Relations, Marketing, and Social Media Committee:

Chairperson: [Karol Taylor, Susan Gordon PublicRelations@MDCareers.org](mailto:Karol.Taylor@MDCareers.org)

Technology and Website Committee:

Chairperson/Editor: [Amanda Baker MCDA.Website@MDCareers.org](mailto:Amanda.Baker@MDCareers.org)

Degree or No Degree: That's the Question

There is a universal theme that's in the atmosphere and it's how prepared are our students or adult learners for college or their career. Dr. Janet Wall wrote an article in Career Developments Fall 2010 on "Taking Action to Improve Post Secondary Readiness for All Learners." She specifically highlighted the expansive role of the school counselor, the expectancy of students, and the tools needed for counselors to take action. One of the tools needed is a clear understanding of how there are good jobs that do not require a degree but post-secondary education and training.

During the month of October 2010, I had the wonderful opportunity to attend two conferences: the Maryland School Counselor's Association Conference and the Baltimore County Workforce Development System Youth Symposium. The Maryland School Counselor's Association's theme was "Making a World of Difference for All Students." I had the wonderful opportunity to facilitate a workshop on "From School to Career – Bridging the Gap from Academics to Career Success" This presentation focused on exposing counselors to other resources and opportunities to share with their students of post-secondary training programs where a certificate/certification/ and/or licensure can help their students meet their career goal. We also discussed briefly of how appropriate assessment tools would be beneficial in helping students explore their options along with the academic assessment which is used to determine student's career success.

The Baltimore County Workforce Development System 9th Annual Youth Symposium theme was "Skills for Success: Preparing Youth for Work & Life in the 21st Century." There were several highlights from this conference. One highlight was from a representative of the Governor's office who talked about a new website that has been launched called Skills2Compete (S2C) <http://www.skills.maryland.gov> The number 2 is significant because it's aimed at emphasizing programs individuals can complete within two years and obtain gainful employment. One will notice the salary earnings from a two year program or some college verses a degree. Secondly, the conference had employers to engage in a panel discussion on soft and technical skills needed from our students. One employer shared how she will take an 18 year old who just completed an Auto CAD program and that person can start making at least \$50K. Finally, several youth programs were shared of organization working with at-risk youth to help them meet their career goals and become contributing citizens in our society.

Opportunities are available for our students and adult learners. There is a paradigm shift and we as counselors/consultants have to stay informed of the changes to better assist our clients. Employers are looking for skills and some level of credentials to accompany that skill but does it require a degree or no degree that's the question.

Submitted by Maxine Rush, M.Ed, GCDF, JCTC, Career Consultant

*To laugh often and much;
To win the respect of intelligent people and the affection of children;
To earn the approbation of honest critics and endure the betrayal of false friends;
To appreciate beauty;
To find the best in others;
To give of one's self;
To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition;
To have played and laughed with enthusiasm and sung with exultation;
To know even one life has breathed easier because you have lived ?
This is to have succeeded.*

..... Ralph Waldo Emerson

Job Security – Does It Really Exist?

Does job security really exist or is it a figment of our hopeful imagination? Are there really safe careers out there in the employment world today? Is there a way to safeguard your job from the recession?

These are questions constantly presented to me by my clients over the years especially in times of economic stress. There is no denying that job restructuring, lay-offs, downsizing, furloughs, hiring freezes and reduced compensation and benefits can occur in certain sectors even when there is not a recession - a daunting reality. So searching for job security is a valid exercise. I still receive repeated requests from clients for assistance in obtaining "job security".

Recent studies completed by KPMG (a global network of firms providing audit, tax and advisory services) indicate that, as a result of the economic downturn, recent graduates rate job security as a top priority for a potential employer ahead of pay and benefits.

However, what drives organizations today is the bottom line and not the needs of the employees. The days of the gold watch after 30 years of employment, guaranteed pensions and unquestioned loyalty to the employee are a thing of the past. Job security must be viewed with a completely different mind set.

So how do we create our own internal job security that will weather even the toughest economic downturn? We need to stop looking to employers and organizations as the source of job security. Instead, we need to look at ourselves, our actions and our choices. There is no employer who actually cares about keeping you employed to the same degree that you do, so why would you leave it up to them to give you security?

Treat your job as "Self Employment" for a secure career by implementing the following tips:

- 1. Change Your Expectations.** Expect that economic reversals will occur; accept that changing jobs is a given; believe that a variety of experiences does create a more marketable you. Trust in the value of trying different career roles. This may take a major mind shift. But, know that beliefs are the underlying catalyst for behavior. Begin to think differently.
- 2. Create an Updated Resume.** Most people rush to create or update a resume when a job hunt becomes necessary, easily forgetting many important skill building experiences. Keep a journal of all your accomplishments, make note of any changes to your current job description. Don't forget to include all professional volunteer experiences and renew your references.
- 3. Constantly Engage in Professional Development.** This may be the singular most important activity you can do. Stay current in your field by learning new technologies as they are always changing - take any seminars or workshops offered at the workplace or exchange tutoring with friends. Build new skill sets every day. Seek out rotational assignments to enhance your skills. In most cases, individuals with the exceptional skills win out!
- 4. Network, Network, Network.** Network as if you were currently job hunting. Carefully choose and participate in formal associations and networks. Keep contact with former bosses and colleagues, present co-workers and classmates. Regularly communicate and have coffee or lunch with old and new acquaintances to keep information flowing in your direction. Reciprocate with articles of interests, introductions to new contacts and an attitude of willingness to help others.
- 5. Consider a Non-Traditional Source of Employment to Enhance Your Resume.** Taking into account the fact of globalization, consider an employment stint abroad - it adds real credibility and breadth to your skill set and makes you more marketable. Think about volunteering in a capacity that expands or highlights your talents and interests.
- 6. Reflect on the Long Haul.** Continuously explore your many options that constitute your career path in life - and there are many options. Spontaneously participate in activities to determine if you enjoy and do well in new arenas. Engage senior and executive employees in conversations about career paths and all the necessary steps to get you where you want to be.
- 7. Think Like a Freelancer.** Think like an entrepreneur, someone who is self-employed, because in the end, you really are the one who is most concerned about your own employment and career path.

BOOK REVIEW for The PITA Principle: How to Work with and Avoid Becoming a Pain in the Ass, by Robert Orndorff, D. Ed. and Dulin Clark, Ph.D.

After hearing Dr. Orndorff speak as the Keynote during the Maryland Career Development Association (MCDA) Annual Conference in January 2010, I bought this book and wanted to share my impressions of it. While it took me a while to get started, once started, it was an easy read. Besides being fun to read, it was also educational and insightful. It shared serious research findings by using amusing analogies between pita sandwiches and personality types.

While explaining how certain PITA types can make work and personal life more difficult, it also suggested that even difficult PITAs have useful and positive qualities. He suggested that there are “bad” PITAs (that would be the Pain in the Ass types) and “good” PITAs (Professionals Increasing Their Awareness). Bad PITAs are not willing to look within, acknowledge issues and make personal changes. Good PITAs understand that there is always room for improvement and strive to understand themselves better in order to make positive changes.

Each of the types was described in a separate chapter, which provided strategies to cope and enhance relations with each PITA type. Though most of the information was presented in terms of dealing with co-workers, it also offered advice on dealing with PITAs who may be a boss or direct report.

The following list provides the primary PITA personality types described (with descriptions adapted from the book):

- 1) The Sealed PITA – A closed –off person who does not want your feedback
- 2) The Crusty PITA – A negative grouchy person
- 3) The Overstuffed PITA – A full-of himself glory hound
- 4) The Soggy PITA – A needy whiner
- 5) The Sloppy PITA – A disorganized and oblivious person
- 6) The Make-Your-own (Rigid) PITA – A picky and inflexible individual
- 7) The Royal PITA – A pampered prima donna
- 8) The Combo PITA – The worst of several worlds

The main point of the book was to foster awareness and understanding in the workplace. Realizing that everyone can be a PITA at times, the final section was devoted to assessments used to better understand the reader’s own PITA tendencies and provide useful strategies for changing undesired behavior. Acknowledging that no one is perfect, we can all become better people if we understand what might trigger the PITA in us and if we constantly strive to work successfully with those PITAs around us.

This book review was written by Paula Brand, a Career Advisor with Anne Arundel Workforce Development Corporation (AAWDC) and member of IAWP, MCDA and MACCA. She can be reached at pbrand@aawdc.org or 410-793-5635.

Interesting Snippets

Pay Scales

Computer science and engineering graduates generally have significantly higher starting salaries than liberal arts majors, according to a Wall Street Journal and PayScale.com study. Graduates with computer science degrees had average starting salaries of \$50,000 in their first full-time jobs out of college, while communications and English majors earned \$34,000 in their first jobs, the study found. For the full article go to <http://online.wsj.com/article/SB10001424052702303864404575571983699796048.html>

Models for Managing Millennials

The Millennials now entering the workforce are nothing like the Boomer or Gen X employees who preceded them. They are bonded to their parents and networked to their friends. They want structure and instant feedback. They expect to be doted on and served. Companies that are having the most success managing millennials are being more personal in their recruitment efforts, allowing flexible schedules and providing opportunities for socializing among work groups, write Neil Howe, co-founder of LifeCourse Associates, and Reena Nadler, program director at LifeCourse. Read more at <http://smartblogs.com/workforce/2010/10/25/five-best-practices-for-managing-millennials/>.

Ideas for Writing an Accommodation Request

The Americans with Disabilities Act of 1990 (ADA) requires employers to provide reasonable accommodation to qualified employees and applicants with disabilities, unless such accommodations would pose an undue hardship (e.g. too costly, too

extensive, too substantial, too disruptive). In general, the applicant or employee with a disability is responsible for letting the employer know that an accommodation is needed to participate in the application process, to perform essential job functions, or to receive equal benefits and privileges of employment. Employers are not required to provide accommodations if they are not aware of the need. For advice on how to write a letter requesting an accommodation, go to <http://tinyurl.com/24eelc2>.

AI Gore on STEM

President Obama and the Secretary of Education have spoken out about the critical aspect of having students focus on STEM occupations. Now AI Gore has done the same. On November 18 you can join the conversation. Go to <http://www.connectamillionminds.com/campaigns/cammww/town-hall/>.

Thinking about starting a business? Make sure you're cut out for it first.

In this bleak economy, lots of people are contemplating striking out on their own -- whether they're frustrated job seekers or people who are already employed but getting antsy about their company's prospects. Read more at http://online.wsj.com/article/SB123498006564714189.html?mod=WSJ_WSJ_Careers_CareerReinvention45_7

Career Development Month: Let's Review the Basics

Like anyone whose profession includes its own lingo, I sometimes toss around terms without really examining them. "Career development" is a good example. I've used this phrase when I really meant career exploration, when I was talking about career change, and even when my point related to early retirement. Holy cow. You'd think a person who works with words would show a little more respect. Read more at <http://www.ajc.com/business/career-development-month-lets-713853.html>

Veterans Who Go Back to School Wish They had More Support

Enrollment of veterans is surging at America's college campuses, but as a group they don't feel supported and understood, according to a national survey. Researchers with the National Survey of Student Engagement interviewed nearly 11,000 veterans who were first-year students or seniors at four-year schools. Read more at <http://www.washingtonpost.com/wp-dyn/content/article/2010/11/04/AR2010110409675.html>

Degree Completion Beyond Institutional Borders

Governments, nonprofits, and colleges spend significant time and effort each year trying to help more Americans complete college degrees. But as they work to make President Barack Obama's goal of more college completions by 2020 a reality, a less obvious group of barriers often deters them: institutional policies for academic credit. Many students enter college with learning they gained at other postsecondary institutions, in military training, or in the workplace. But too often institutions do not recognize this learning. The result is wasted time, effort, and money. Read more at http://www.americanprogress.org/issues/2010/10/degree_completion_beyond_borders.html

Federal Salaries Fall Further Behind Public Sector, New Data Show

Official numbers released by the government last week show salaries of federal workers falling slightly further behind their private-sector counterparts in the past year, by an average of 2.1 percent across the country. Read more at <http://www.washingtonpost.com/wp-dyn/content/article/2010/11/02/AR2010110206424.html>

Strapped Schools Ax Foreign Languages

According to a recent study, schools across the nation are eliminating foreign language instruction and undermining a skill that economists and educators agree is one of the most overlooked but essential navigation skills in a global economy. Read more at <http://www.jsonline.com/business/105580973.html>

Using Social Media for Your PR Efforts

Download this free e-book to get some tips on how to use social media to enhance your public relations efforts.

<http://www.hubspot.com/social-media-for-pr-ebook/?source=socmediaexam-PR-ebook-20101105-hspd>

New Data Indicate Educational Attainment Continues to Flat-Line

Young Hispanics and African Americans have made no appreciable progress in postsecondary attainment as compared to their older peers, and attainment rates have dipped for the youngest group (aged 25-34), according to a new report released today by the American Council on Education (ACE). Read the report at <http://www.acenet.edu/AM/Template.cfm?Section=CPA&CONTENTID=38634&TEMPLATE=/CM/HTMLDisplay.cfm>

***Take a Moment to Remember Those
Have Served or Currently Serve
in the Armed Forces***

Veteran's Day 2010

REMEMBER

by Brittany Vigoreaux

**American soldiers sacrifice so much,
All for the freedom of our country.
Leaving their families and heading off to war,
Not knowing what the future holds.**

**Working day and night
Determined to stay strong.
Watching friends be killed every day
Letters from home inspiring them to keep fighting**

**So little is given to them
Although there is little to do,
For those who have died in war
We can still remember**

**Remember all the men who have died.
Remember all the battles fought
Remember all the tears families cried
Remember it was freedom the soldiers brought**

**To this very day soldiers are under-appreciated
Veterans Day is the day
For the dead, living, and fighting soldiers
To be remembered**