

# Maryland Career Development Association



## Executive Board Members

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**Treasurer, Marilyn Maze**  
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## IMPORTANT DATES

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

**October 2011: Start of the next MCDA-  
sponsored CDF Program**

## June 2011

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# President's Message

It's hard to believe that we have come to the end of another term. I must say that I am very pleased with the growth and progress that MCDA has experienced this year. None of it would have been possible without the support of you, the members. For that, I thank you!

Let's review the year:

JULY: Board meeting and planning retreat  
A.C.A. Leadership Retreat- Attended by the President, President-Elect and Secretary.

AUGUST: Workshop on Using Labor Market Information for Career Development led by the Bureau of Labor Statistics

SEPTEMBER: Myers Briggs (MBTI) Training by: Catherine Rains of CPP  
Kudos to the PR Committee for their hard work in filling the workshop.

NOVEMBER: We forged a partnership with the Maryland Institute for Workforce Excellence. Several MCDA members presented at the Raising the Bar Conference and MCDA provided raffle items and hosted a vendor table.

FEBRUARY: Annual Conference. This year for the first time, MCDA offered a 2 day conference. It was one of the most well attended conferences to date. We had 25 presentations including keynotes, 4 vendors, 2 sponsors and gave away \$3K worth of donated door prizes.

APRIL: "Using Technology in Career Development: A Focus on the Appropriate and Ethical Use in Your Career" by Dr. Tristana Harvey. This was a hands on training designed to help career practitioners understand and use social media effectively.

Additionally, we continued to offer our CDF course and continuing online opportunities for professional development. See professional development section of our website <http://www.mdcareers.org>

I would like to thank MCDA's wonderful executive board and the committee chairs for all of their hard work and support in keeping the infrastructure of MCDA running smoothly. We were able to make a lot of improvements while setting the stage for continued growth of the organization.

As my term comes to an end, it is with great pleasure and confidence that I pass to the torch to Lakeisha Mathews, President for 2011-2012. I encourage you show your support by staying involved or getting involved as she brings her leadership and talents to MCDA.

Thank you all for a great year!

Michelle Carroll  
Outgoing President, MCDA

## ***Election Results:***

Congratulations to our newly elected Officers, who will join our current Officers in running MCDA from July 1, 2011 through June 30, 2012.

President: Lakeisha Mathews

President-Elect: Jose Torres Reyes

Treasurer: Marilyn Maze

Secretary: Paula Brand

Past-President: Michelle Carroll



## Members on the Move

**Lynne Waymon**, CEO of Contacts Count LLC, has recently certified 2 trainers in India to teach her approach to businesses there. Lynne keynoted at the Corning, Inc Procurement & Transportation Global Conference and is collaborating with a partner at KPMG to lead 2 webinars on Networking and Business Development Skills for 1500 Senior associates.

[LWaymon@contactsCount.com](mailto:LWaymon@contactsCount.com)

**Lakeisha Moore Mathews** is now a Certified Professional Career Coach through the Professional Association of Resume Writers & Career Coaches (PARW/CC). This certification compliments her GCDF credential and certification in resume writing also from PARW/CC. [lnmathews@loyola.edu](mailto:lnmathews@loyola.edu)

**Diana Bailey** is on the board of the Women's Heritage Center that sponsors activities for STEM for girls. She also applied for a small mini grant to support young women in Howard County in the Race to the Top activities regarding career services. Diana also appears in a podcast sponsored by the US Department of Labor. Listen to the podcast at <http://www.onetacademy.org/view/2001030157168457936/info>. Contact her at [DBailey@msde.state.md.us](mailto:DBailey@msde.state.md.us).

**Janet Wall's** online courses have been reviewed and are now all pre-approved by the Center for Credentialing and Education (CCE) for GCDF re-certification. These include Hidden Gems, Occupational Information for the Career Advisor, and Working in the Green Economy. After their review, CCE increased the CEU clock hours for the Green Economy course from 4 to 5. Janet has also been appointed to NCDA's Professional Development Committee. Contact her at [careerfacilitator@janetwall.net](mailto:careerfacilitator@janetwall.net) and see her new website at [www.janetwall.net](http://www.janetwall.net).

**Janet Ruck and Karol Taylor** are pleased to announce their forthcoming book, *Finding Your Federal Job Fit*, due out in September. The book applies career counseling concepts to the federal job search. Over the years, both as federal employees and now as federal career consultants, the authors have been concerned about the number of people who seek any type of federal job just to "get their foot in the door," and then get stuck in that job, which results in misery for the individual and for the organization. *Find Your Federal Job Fit* provides career exploration activities, with recommendations for readers to match the results of the information obtained to federal occupations and agencies. Their intent is for job-seekers to find federal employment that fits their interests, talents, skills, personality, etc. so that they experience job satisfaction and can maximize their potential as federal employees. Contact Karol at [karolyaylor@verizon.net](mailto:karolyaylor@verizon.net) and Janet at [janetruck@yahoo.com](mailto:janetruck@yahoo.com).

MCDA 'ers let's meet up for Dinner in San Antonio!

NCDA is a wonderful place to network and meet new people. It is also good to connect with your own. Please join us for dinner on Friday evening for a chance to relax and network with fellow colleagues. If you are planning to attend the conference, please send your contact information to Michelle Carroll at 410-971-1643 or [mcccareers48@gmail.com](mailto:mcccareers48@gmail.com). A group of us met last year and had a wonderful time getting to know each other in a relaxed setting. I hope you will choose to join us this year.



## Yet One More Way to Reach Our Students!

Do many of you feel like you can never keep up with the best and most efficient way or ways to reach your students? It seems like you have tried everything to let them know what is going on in your office but many times your events are not well-attended. You worked so hard on that job fair, workshop, guest speaker, fashion show, etc. and you know the students need to attend these wonderful events but how do you inform them and get them there? There are so many ways to reach out to your students but you don't have time/staff to do them all and to be honest some marketing techniques don't work as well as you would hope.

Here is an example of how we market an event and some of the marketing options we use. The big event is a guest speaker we paid \$1,000 for and she/he is coming on-campus in two weeks and we need to get the word out to our students. We created really nice flyers that we sent to the print shop to be done professionally. And yes we did remember to list the event in the campus newspaper. We also placed the event on the very front page of our website with a blinking image saying "Upcoming Events." Oh yes, we also used selective email lists. We setup a really cool Face book Activity page and LinkedIn page to advertise this very expensive event. Let's not forget Twitter! So many ways to advertise -what do we use and more importantly what will work the best with the students?

Have you considered a **"Text Messaging Service"** (TMS) for your students? Salisbury University (SU) Career Services uses this service and contracted it with North Applications LLC about three years ago. It has grown each year. TMS provides SU Career Services staff with the ability to write text messages to students, by grade level and by schools, from their PC or laptop. When developing the program and working with our Information Technology Department, it was determined the students must volunteer for the service and be able to opt out at any time. also decided the service must be easy to sign-up for and the messages are very limited and short so we don't seem like we are spamming. The service provides them one text message (only one per week) weekly. TMS messages are career-related messages that are relevant to their grade level and must be no more than 150 characters due to spamming concerns. Examples of the content of those messages include notification of employers coming on-campus, job fair announcements, employer information session alerts, job openings, workshops available, career assessments, etc. We were able to place the link to register for TMS on the first page of their student portal, which makes the system very accessible and clear to the students.

The SU TMS System has grown dramatically the last few years. Remember, it is a system that students must volunteer for. Currently there are about 8,400 students at Salisbury University. As you can see by the data below, the system reaches a significant amount of those 8,400 students. Currently there are 1028 using TMS. We believe that many of those students would not use traditional methods to become aware of our events. The SU TMS numbers for this year are:

- Freshmen = 221
- Sophomores = 244
- Juniors = 284
- Seniors = 241
- Graduate Students = 38

**Total = 1028**

Just one more way of reaching our students!

Submitted by Charlie Endicott-Salisbury University Associate Director of Career Services. Contact him at [rcendicott@salisbury.edu](mailto:rcendicott@salisbury.edu)

## DON'T JUST TALK THE TALK, WALK THE WALK DURING YOUR NEXT JOB INTERVIEW

"Interviews are designed to determine if the job candidate have the skills, knowledge, and abilities to perform the job," says the Employment Doctor at the Mayor's Office of Employment Development in Baltimore, Maryland. In addition to those qualifications, the employer is also evaluating the job candidate to determine if he would fit into the organization's culture. Traditional interviews are outdated because the human interaction is slowly fading away because of technology. Because employers require job candidates to apply online, the traditional meet and greet is the thing of the past. This is why it is very important for job candidates' to be innovative when they get their five to 10 minutes of fame with the employer on the job interview.

In theory, a job interview does not provide an employer with the full assessment of the job candidate's skills and ability to perform the job tasks. Traditionally, the employer and job candidate sits across from one another at a table and exchange information. This is what is known as *Talking the Talk*. While this style gives the employer an assessment of a job candidate's knowledge of the job, however, this method falls short from the skills demonstration aspect of the interview. This is where the job candidate markets his skills and abilities to the employer.

Job candidates need to come outside of the box (there seats) and take control of the job interview. This is what the Doctor calls *Walking the Walk*. The job candidate should ask the employer to take a walk through the work area or environment they will be working in, presuming they are given a job offer. Walking the walk enables the employer to get a fair assessment of the job candidate's skills and abilities. The "Walking the walk" involves the job candidate performing a live demonstration of his skills, knowledge, and abilities relating to the job tasks. This strategy can be used in many job occupations, and employment sectors. Several examples of walking the walk are given below:

First, a job candidate is interviewing for a housekeeping position. By asking the employer to take the walk, the job candidate can demonstrate his skills and abilities. For example, by wiping the wall, displaying dust particles, pointing out stains on the carpet, or gum under a table would convince the employer that the job candidate has the skills, knowledge, and ability to be effective.

Second, a job candidate is interviewing for a retail sales representative in a department store. Ask the employer to take you to the sales floor and observe you while you assist at least two customers. Moreover, demonstrate other skills such as marketing by pointing out empty shelf space and recommend a solution for addressing the situation will also add value to the interview.

Finally, a job candidate is applying for a management/leadership position. While it may initially appear difficult for these types of positions. Think again. The job candidate can prepare a presentation, which involves a current issue the organization is addressing and make recommendations for improvements (i.e. overhead costs, employee turnover). Make sure that the data are as accurate as possible so that the employer can see that you have done your research. On the other hand, you might want to focus on an event that was in the media on the organizations and give your perspective in a leadership capacity.

These strategies have worked for my clients at the Mayor's Office of Employment Development in Baltimore, MD. Employers have shared with me how impressed they were with not only the confidence level of job candidates, but also the take charge (walk the walk) demonstration, which display their skills, knowledge, and ability to perform. Take this interviewing prescription as prescribed by the Employment Doctor during the next job interview and experience the benefits. Possible side effects include getting away from the traditional interviewing format and becoming more creative in your job search.

Submitted by Raymond Holmes. Contact him at [execholmes@comcast.net](mailto:execholmes@comcast.net).

## Is Your Career MoJo Working?

This might seem like an old outdated phrase with numerous meanings, but as far as career development is concerned, it can be used when discussing balancing work and family.

Our career planning efforts can be very tedious at times. You see yourself looking at a road map, and wondering what is the best, shortest and safest route to take. However, when dealing with something as important as our lives and futures, the time spent planning and researching should be nothing less than time consuming. The decisions we make have consequences good and bad. Each thought you explore should be done so with strong *MoJo* or "Motivation and Joy".

**Motivation** is the driving force by which we achieve our goals.

**Joy** means happiness. **Happiness** is a mental state of well-being characterized by positive emotions ranging from contentment to intense joy.

**Attitude** is a person's perspective toward a specified target and way of saying and doing things. It is always mentioned during career planning. If the attitude you begin with is negative, your plan will wither, and not bear positive fruits. There will be no joy. Instead, career developers have seen the positive results of beginning with an upbeat attitude towards goal setting. The results will yield sweet success.

You might have heard many of these by famous or anonymous speakers/historical figures. They understood the most important key to success is attitude. Imagine you are a painter. You approach a blank canvas. What are your first thoughts? If you have low self-esteem and are not motivated to paint or care, you end result will reflect just that. In fact, it might remain

blank and you never move forward. Now, on the other hand if you bring enthusiasm to the situation, you might see the many colors on the palate and paint your life's masterpiece. Is your MoJo working for you or against you?

If you realize that your career is not moving in the direction you would like, consider adding some joy or fun. Jumpstarting your attitude does not have to seem like work. On the contrary, something as little as music can lift the spirits, which will release a lot of, stress and create room for happier thoughts. Positive beginnings can grow from one small joyous moment. It will be amazing to see how beginning your career-planning journey will go much smoother when your attitude is on the right mark and you become highly motivated.

So now, the task is yours. Will you choose to be motivated and enjoy the happiness that life has to offer? Plan you career well and reap the harvest of success. Get to work on that MoJo.

Submitted by De Jackson, GCDF Contact her at [de.jackson@ssa.gov](mailto:de.jackson@ssa.gov)

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

**Janet E. Wall, MCDA Newsletter Editor**

**[sagesolutions@earthlink.net](mailto:sagesolutions@earthlink.net)**

## ***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:** \$1350 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 October, 2011.

## Presentations at NCDA in San Antonio

Come support your MCDA colleagues as they offer their expertise in San Antonio. There will be a first ever Tech Cafe that will teach various technology tools.

### **#105 WHY ARE MEN PAID MORE THAN WOMEN?**

How does gender affect occupational options? This workshop uses labor market and occupational exploration data to compare 1970 with 2010. Participants will discuss the implications of these trends for clients. Techniques for breaking down gender stereotyping will be shared.

***Marilyn Maze, ACT, Inc.***

### **#206 IT TOOLS FOR THE TECHNOLOGICALLY TIMID: TURN YOUR DREAMS INTO REALITY**

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.

***Janet Wall, Sage Solutions***

### **#505 CAREER DEVELOPMENT IN INDIA - THE FORMATION OF THE INDIA CAREER DEVELOPMENT ASSOCIATION**

With a rapidly expanding economy and one of the fastest growing workforces in the world, India is contributing more and more to the global economy; yet career development programs and services have been limited. The formation of the India Career Development Association is a major step toward expanding career development in India.

***David Reile and Barbara Suddarth, CDA/CDLA, Narender Chadha, P.K. Khurana, and Sanjay Aggarwal, India Career Development Association***

### **#506 MAKING THE DREAM OF A THRIVING PRIVATE PRACTICE INTO A REALITY**

Many counselors dream of having a thriving private practice. The road to get there, however, can seem intimidating (Sales!? Marketing!? Entrepreneurship!? Oh My!!). This interactive workshop will help participants crystallize their vision for an ideal private practice, and begin the process of making that dream a reality.

***Karen James Chopra, Private Practice***

### **#803 ADDRESSING PERSONAL AND FAMILY INFLUENCES IN AN INTEGRATIVE CAREER COUNSELING (ICC) PROCESS**

Personal issues and family history can exert a powerful influence on career development. This workshop will use the Integrative Career Counseling (ICC) model to show counselors how to assess personal and family factors and work effectively with those influences in the course of career counseling.

***Karen James Chopra, Private Practice and Robert Chope, San Francisco State University***

### **T3: MAKING MOVIES WITHOUT A CAMERA**

**Making Movies Without a Camera** Thursday, June 30 12:00 noon – 12:45 pm

If you can create PowerPoint slides, you can create wonderful videos that you can use to teach a concept or market a skill. This session will help you use a free tool called PhotoStory which will help you transform your PowerPoint presentation into a YouTube video. You can share the video with the world, link it to your website, send the link to friends, or embed it into your website. You will be amazed and amused at how easy it is to have a professional YouTube presence.

***Janet Wall, Sage Solutions***

**Conference information can be found at <http://www.ncda.org>**



## Meet Our Latest CDF Students!

### CDF Competencies

#### Career Development Competencies addressed by the NCDA CDF Curriculum:

1. **Helping Skills** - Be proficient in the basic career facilitating process while including productive interpersonal relationships.
2. **Labor Market Information and Resources** - Understand labor market and occupational information and trends. Be able to use current resources.
3. **Assessment** - Comprehend and use (*under supervision*) both formal and informal career development assessments with emphasis on relating appropriate ones to the population served.
4. **Diverse Populations** - Recognize special needs of various groups and adapt services to meet their needs.
5. **Ethical and Legal Issues** - Follow the CDF code of ethics and know current legislative regulations.
6. **Career Development Models** - Understand career development theories, models, and techniques as they apply to lifelong development, gender, age, and ethnic background.
7. **Employability Skills** - Know job search strategies and placement techniques, especially in working with specific groups.
8. **Training Clients and Peers** - Prepare and develop materials for training programs and presentations.
9. **Program Management/Implementation** - Understand career development programs and their implementation, and work as a liaison in collaborative relationships.
10. **Promotion and Public Relations** - Market and promote career development programs with staff and supervisors.
11. **Technology** - Comprehend and use career development computer applications.
12. **Consultation** - Accept suggestions for performance improvement from consultants or supervisors.

**LEARN MORE AT <http://sites.google.com/site/cdfprogram>  
Registration for the October 2011 program will open in August.**



# Book Review

*No One is Unemployable* by Elisabeth Sanders-Park (formerly Harney) and Debra Angel is an excellent resource for workforce development professionals. The book is arranged in two main sections, with a beginning section aptly titled “How to read this book.” The first main section explains a detailed, ten-step process for addressing barriers to employment. The second half provides an easy-to-reference encyclopedia that gives concrete advice on a multitude of employment barriers, from body odor to unprofessional behavior. Wise advice and real examples are given throughout the book.

The 10-step process is a fool-proof way to successfully address any barrier a job seeker or candidate may present. A reproducible and handy chart is provided in the Index for implementing and tracking this process.

The steps are:

- 1) Identify the barrier
- 2) Identify the job seeker’s perception of the barrier
- 3) Identify the employer’s perception of the barrier
- 4) Determine which of the recommended approaches to use in addressing the barrier
- 5) Eliminate the employer’s concern
- 6) Identify the job seeker’s selling points that meet employer’s needs
- 8) Put it all together in the candidate’s words
- 9) Practice until the answers are natural
- 10) Carefully match the candidate with appropriate types of employers

Much of the first section intertwines advice on honoring the individual you are trying to help, while explaining what will actually get the person hired. For example, when helping someone succeed in the job market, there are some common truths that must be known. First, the job seeker must understand the rules of American business culture in order to move forward in his career. Secondly, he must be able to explain how he meets the employer’s needs, addressing five main areas: ability, attitude, motivation, image and dependability.

The authors suggest being honest and truthful in helping job seekers see what may get them screened out by employers and they provide a powerful technique of asking for the candidate’s permission to be honest before addressing any issues. They also offer solutions to many common and uncommon barriers and explain how to approach problem solving with the job seeker, even when it’s something you’d rather not have to say.

Parts of their approach seem very similar to co-active coaching techniques - namely, seeing the job seeker as a whole person who has the power to overcome the barrier. The foundation of addressing the barriers relies upon the career advisor and job seeker working together as a team. They explain that creating a plan to address the barrier will increase the job seeker’s confidence and build trust. The books states that “Empowerment starts with your belief in his ability to help himself,” and exemplifies this idea in the suggested approaches.

The second half entitled Encyclopedia of Barriers, starts with this statement: “The only barriers that cannot be solved are those that you do not take the time to address, or those that the candidate is unwilling to address.” I think this is a fair statement, though I realize that in today’s workforce development offices, we are limited in the amount of time we can give to each individual. The pages that follow provide an indexed list of tons barriers, along with a wealth of useful advice and information on how to handle each one.

Overall, I highly recommend this book as a reference tool to keep in your office. It is handy to look up information as needed, and to review it for inspiration. It is well written, creative, and stocked with good ideas. If you read it cover to cover as I did, you will find some repetition. Therefore, I suggest reading the first part thoroughly and then using the index for addressing specific barriers as needed.

Submitted by Paula Brand, MCDA Secretary. Contact her at [PBrand@aawdc.org](mailto:PBrand@aawdc.org).

# Six Steps to Building a Successful Personal Brand for Your Business or Career

Everything and everyone is a brand! Understandably, this statement might raise a few eyebrows. Whether we admit it or not, we are engaged in personal branding all the time. Our appearance, behavior and communication are constantly sending messages when we are with others face-to-face or on line. We live in a very image and brand-conscious world where everyone has their favorite brands. Brand loyalty in fact can be quite fierce. It is a process through which we express personal choice largely guided by our emotional connections with a particular product or service. Whether it is Coke or Pepsi, Honda or Toyota, or Revlon versus Clinique, we are emotionally attached to the special features of our favorite brands. We know what to expect from them and the unique qualities that separate them from other products or services. Brands came into being with the post-industrial revolution era of the late nineteenth century. Modern branding took off with the advent of television in the 1950s and the need to drive mass market consumption. Personal branding became popular just over a decade ago and focuses on the more human side of branding. Professionals, careerists, and entrepreneurs are embracing personal branding to shape their career path or business development.

Exactly what is personal branding? Do you ever think of yourself as a brand? I asked these questions of participants in my roundtable session at the spring MCDA Conference to determine what they know about the topic. Several of them were familiar with branding. Personal branding is the process of shaping and influencing the public perception of you or your business. It sustains an emotional relationship with your target audience based on clearly stated, unique qualities or attributes and your brand message. Personal branding is an ongoing process that begins with self discovery and assessment and reflects your best assets, goals, personality, dreams, vision, talents, values and personality. It is irrespective of age industry, status, creed or position in the company. Your lifestyle is often a reflection of your personal brand.

Building a successful personal brand for your career or business means first determining “your” meaning of success. It is important to define success on your own terms and not what others expect of you or define for themselves. Does being successful mean having a certain sum of money or the freedom to travel, building wealth, pursuing a passion, spending more time with family or giving back to community? Write down your definition of success and read it every day. Keep a copy in your wallet. Other key factors that should drive the personal branding process are, being clear about your purpose and goals, believing in yourself and being bold in whatever you do. These factors underscore what has been described as the holy trinity of personal branding - clarity, consistency and authenticity. Authenticity in personal branding means projecting what is true to yourself and your goals. It’s about what makes you unique. To be successful in the business world, you must think of yourself as a brand and be “on brand” every day. William Aruda, internationally renowned personal branding guru states that “constancy is the hallmark of great brands.”

There are six steps in the personal branding process. The first is clearly defining who you are. This involves thorough self assessment, incorporating feedback from colleagues, clients, friends, and family. The result will help you create a personal brand description (PBD) or brand bio that captures your essence or reflects your authentic self. The PBD will help you develop a statement of purpose and mission for your career or business. Using an anonymous self-assessment tool helps ensure honesty and therefore enhances the success of this first step in building a successful personal brand. What is your personal brand? How are you distinct from other career professionals?

The second step is identifying your strengths, weaknesses and what’s holding you back. Only when we uncover and outline our talents, gifts, skills and abilities and separate them from our weaknesses and barriers can we focus on choosing a path that allows us to maximize our strengths and minimize our weaknesses. A strength finder tools is great for this second step of the personal branding process.

The third step is identifying your target audience. This is one of the most difficult parts of the personal branding process as we frequently believe we have something everyone needs or that we can be everything to everyone. Think about how we connected (and special) you feel whenever you experience a brand message promoting a service or product you care about or consume. My typical reaction is – “that’s me.” Create a list of who is your ideal client or identify your desired career position (s).

The remaining steps will be discussed in a subsequent article.

Submitted by Yasmin Anderson-Smith, AICI CIP, CPBS, Image consultant, author and 360 Reach Personal Branding Strategist. Contact her at [yasmin@kymimage.com](mailto:yasmin@kymimage.com).

# Worthy Websites

## **STEM Education Coalition**

<http://www.stemedcoalition.org/>

The Science Technology Engineering and Mathematics (STEM) Education Coalition is an educational lobbying group that promotes “policies to improve STEM education at all levels.” A coalition consisting of 500 organizations, it aims to educate policymakers about the importance of STEM education in keeping the U.S. competitive in the global marketplace.

## **GirlGeeks**

<http://www.girlgeeks.org/>

GirlGeeks is an organization that encourages women to pursue and develop careers in technology. The organization started in 1998 as a documentary film about women’s impact on computing throughout history. The GirlGeeks website states that “technology for communication and community-building are more important than ever...[and] we want to ensure that women and other often-overlooked groups have the freedom, motivation and resources to participate in this new world.”

## **A Proven Method for a Precious Resource**

<http://tinyurl.com/6bw4jdh>

We urgently need a new model for how we prepare STEM teachers, according to Arthur Levin in a piece on The Washington Post’s Answer Sheet blog. He says it is paramount that we successfully recruit, prepare, and retain career-changers and other nontraditional candidates who are deeply knowledgeable and prepared to hit the ground running on their first day of class. The proven model for prepping and placing these teachers in some of the hardest-to-staff schools already exists: The Woodrow Wilson Teaching Fellows program uses state, philanthropic, and other resources to support, prepare, and place recent graduates and career-changers with strong STEM backgrounds in classrooms where they’ll do the most good.

## **Comparing College Majors and Lifelong Income**

[http://www.usatoday.com/money/perfi/college/2011-05-23-College-majors-engineering-higher-education\\_n.htm](http://www.usatoday.com/money/perfi/college/2011-05-23-College-majors-engineering-higher-education_n.htm)

A recent study took a close look at the lifelong earnings of graduates from 171 different college majors. Not surprisingly, they found a large gap between different programs of study.

## **IT Grads in Demand**

[http://wiredworkplace.nextgov.com/2011/05/it\\_grads\\_in\\_demand.php](http://wiredworkplace.nextgov.com/2011/05/it_grads_in_demand.php)

Employers are looking to hire graduates with degrees in computer science more than any other college graduates, according to a new survey from the National Association of Colleges and Employers (NACE). More than 56 percent of computer science majors who have applied for a job have received an offer, giving the major the highest offer rate for the class of 2011.

## **Affirming the Goal: Is College and Career Readiness an Internationally Competitive Standard?**

<http://www.act.org/research/policymakers/pdf/AffirmingSummary.pdf>

While there has been a lot of discussion about the Common Core State Standards and their international competitiveness, there has been little empirical research to determine if this is indeed a reality. In this first-of-its-kind research report, entitled “*Affirming the Goal: Is College and Career Readiness an Internationally Competitive Standard?*,” ACT determines that our shared definition of college and career readiness is—in fact—internationally competitive.

## **Senate Seeks to Ease Hiring of Vets**

[http://www.govexec.com/story\\_page.cfm?articleid=47786&dcn=e\\_gvet](http://www.govexec.com/story_page.cfm?articleid=47786&dcn=e_gvet)

Bill would dovetail with administration’s current push to speed process and match discharged service members with suitable federal jobs.

## **Shaping Education with an Eye on the Workplace**

[http://blogs.edweek.org/edweek/curriculum/2011/03/colleges\\_and\\_universities\\_must.html](http://blogs.edweek.org/edweek/curriculum/2011/03/colleges_and_universities_must.html)

Colleges and universities must shape their work with a keen eye toward the demands of the marketplace, a new study from the National Governors Association tells us. It urges governors to “align higher education with state economic goals” by letting colleges and universities know that they’re expected to contribute to their state’s economic well-being by helping prepare a 21st-century workforce.

### **The Case for Being Bold: A New Agenda for Business in Improving STEM Education**

<http://icw.uschamber.com/publication/case-being-bold-new-agenda-business-improving-stem-education>

On January 24, 2011, the U.S. Department of Education unveiled the results of the 2009 National Assessment of Educational Progress (NAEP) for science. The report shows that only 34% of fourth-graders, 30% of eighth-graders, and 21% of twelfth-graders were shown to be proficient in science. This comes shortly after the Programme for International Student Assessment (PISA) showed American students continuing to lag behind their international peers. For a nation that relies heavily upon technology and innovation for its economic strength, these reports underscore America’s vulnerable standing as a world economic leader.

### **Reaching Out to College Students**

<http://www.hreonline.com/HRE/story.jsp?storyId=533338166>

Today’s students are failing to take advantage of opportunities to develop a career plan while in college -- and about seven in 10 regret it later. HR leaders should take the initiative in getting their companies more closely involved with college career services.

**Compiled by Janet Wall. Contact her at [careerfacilitator@janetwall.net](mailto:careerfacilitator@janetwall.net).**

## **Worthy Words? Implications for Career Development**

Oprah’s Farewell Show, 25 May 2011

“My great wish for all of you who have allowed me to honor my calling through this show is that you carry whatever you’re supposed to be doing, carry that forward and don’t waste any more time. Start embracing the life that is calling you and use your life to serve the world.”

“Nobody but you is responsible for your life. It doesn’t matter what your mama did; it doesn’t matter what your daddy didn’t do. You are responsible for your life. ... You are responsible for the energy that you create for yourself, and you’re responsible for the energy that you bring to others.”

“They want to know: ‘Do you see me? Do you hear me? Does what I say mean anything to you?’

“Understanding that one principle, that everybody wants to be heard, has allowed me to hold the microphone for you all these years with the least amount of judgment. .... Try it with your children, your husband, your wife, your boss, your friends. Validate them. ‘I see you. I hear you. And what you say matters to me.’”

Lady Gaga, Born This Way

MY MAMA TOLD ME WHEN I WAS YOUNG  
WE ARE ALL BORN SUPERSTARS

SHE ROLLED MY HAIR AND PUT MY LIPSTICK ON  
IN THE GLASS OF HER BOUDOIR

“THERE’S NOTHIN WRONG WITH LOVIN WHO YOU ARE”  
SHE SAID, “‘CAUSE HE MADE YOU PERFECT, BABE”

“SO HOLD YOUR HEAD UP GIRL AND YOU’LL GO FAR,  
LISTEN TO ME WHEN I SAY”

I’M BEAUTIFUL IN MY WAY  
‘CAUSE GOD MAKES NO MISTAKES  
I’M ON THE RIGHT TRACK BABY  
I WAS BORN THIS WAY

## Summer Professional Development Opportunities

Use your summer downtime to invest in your professional development! The Maryland Career Development Association offers you several options for gaining and maintaining your certification. The online courses have been pre-approved by the Center for Credentialing in Education and are open to everyone, not just Maryland professionals. Sign up at <http://www.mdcareers.org>.

1. **Hidden Gems.** In this program you will use 29 interactive web tools that will help you enhance the career development of your students, clients, and customers. Self-paced. 12 clock hours. Certificate of completion from MCDA and NCDA. GCDF's can register at <http://www.janetwall.net/courses-workshops.html>.
2. **Occupational Information for Career Advisors.** This course uses videos that will show you many ways you can use O\*NET to help persons find a compatible occupation, make a career transition, find information to craft resumes, and learn about related occupations. Self-paced, 3.5 clock hours. Certificate of completion from MCDA and NCDA. GCDF's can register at <http://www.janetwall.net/courses-workshops.html>.
3. **Working in the Green Economy.** This is a new offering that will give you the latest information on green occupations and jobs. This 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. Self-paced, 5 clock hours. Certificate of completion from MCDA and NCDA. GCDF's can register at <http://www.janetwall.net/courses-workshops.html>.
4. **Career Development Facilitator Program.** The 8th MCDA CDF program will start in October. Be sure to start working on incorporating this into your training plan. Successful completion of this 120+ course provides you the opportunity to apply for the Global Career Development Facilitator certification, an internationally recognized and portable certification.

Go to <http://www.mdcareers.org> and click on the Professional Development tab. More details on these courses can be found there. Registration will be open in August.