



#MACCA45:

MAKING CHANGE HAPPEN

*Annual Fall Conference
December 2-4, 2015
Lancaster, PA*

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#MACCA45

Welcome to the 45th Annual MACCA Conference!

Welcome to the Middle Atlantic Career Counseling Association (MACCA) 45th Anniversary Conference, #MACCA45: Making Change Happen. MACCA is a regional career counseling organization focused on professional development for both secondary school and private practice career counseling professionals. I am honored to serve as MACCA's 45th President, a role I take on graciously for an organization I am proud to be a member. On this anniversary year, we celebrate how MACCA has thrived over the past 45 years keeping a culture that openly shares new ideas, supports each other despite level of experience, and produces high quality professional development programming that is engaging and current.

The theme "Making Change Happen" was chosen by the MACCA board when we considered how the field of career counseling is in a constant state of change. As practitioners, we have to keep up with advances in technology, focus on industry and market research, and adjust to an unsteady economy. The theme of this conference is to explore the idea of change, head on, rather than turn a blind eye. It is mine and the MACCA Board's hope that this conference will help educate MACCA members to keep ahead of the curve, in order to fully meet our client's needs.

Gemma

Gemma Scallon Costa
MACCA President (2015)

MACCA's Mission

To provide a specialized, supportive and diverse organization where career professionals in the Middle Atlantic States can enhance the quality of their skills while networking and collaborating with others in the field. Affordable annual conferences provide an opportunity to hear quality speakers who will educate members on relevant information.

Anti-Discrimination Statement

The Middle Atlantic Career Counseling Association does not discriminate on the basis of race, color, national origin, gender, age, sexual orientation, religion or disability in any of its policies, procedures or practices. This non-discrimination policy covers membership and participation in association programs and activities including but not limited to conferences, publications and educational services.

Accessibility

For any disability-related accommodations, please contact Courtney Bousquet at (540) 303.6934. If you have special disability related needs with regard to your hotel room accommodations, please ensure that you communicate and confirm those needs concisely with the hotel at the time you make your reservations and upon check-in.

A Look at MACCA

Founded in 1970, the Middle Atlantic Career Counseling Association MACCA, Inc. is a regional association dedicated to meeting the professional needs of career planning and placement practitioners through the exchange of ideas and information. MACCA, Inc. Members come from two-year and four-year colleges and universities, technical colleges, business and industry, government agencies, nonprofit organizations, public and private high schools and private practice.

Volunteers and Board Members Needed

If this is your first or 45th MACCA conference, you can help! Volunteering has many benefits. It is a great way to meet new people and network. Each year, elections for board positions and committee chairs take place at **the Business meeting during the Fall Conference**. Board members are expected to attend half plus one of all Association's annual meetings. Below are descriptions of each position's responsibilities. See position descriptions starting on page 5 for information about each role.

If you are interested in pursuing a Board position or volunteering on a committee, please either nominate yourself during the business meeting or see a member of the Board for more information.

MACCA PAST PRESIDENTS

Gemma Costa (2014-2015)

Shahezad Arasteh (2013-2014)

Constance Engelman (2012-2013)

Carolyn Yencharis Corcoran (2011-2012)

Nancy Fink (2010-2011)

Jill Pante (2009-2010)

Cristina Damiao (2008-2009)

Rose Howard (2007-2008)

Brenda DiModugno (2006-2007)

Mark McFadden (2005-2006)

Joyce Dennis Henderson (2004-2005)

Jane Gregoire (2003-2004)

Stephen Sciscione (2002-2003)

Daphne Chang (2001-2002)

Jane Nini (2000-2001)

Timothy Kirkner (1999-2000)

Janet Kuhns (1998-1999)

Marcia Milgrom (1997-1998)

Cheryl Bonner (1996-1997)

Kimberly Bolig (1995-1996)

Carolyn Brozzetti (1994-1995)

Maria Fanning (1993-1994)

Kathryn Woodhouse (1992-1993)

Carolyn Brozzetti (1991-1992)

Anne Edwards (1990-1991)

Barbara Price (1989-1990)

Fontelle Gilbert (1988-1989)

Jack Guarneri (1987-1988)

Deborah Sussna (1986-1987)

Nancy Pat Weaver (1984-1986)

David Borchard (1983-1984)

George Lavery (1982-1983)

Al Foderaro (1981-1982)

Phil Ringle (1980-1981)

John Herrling (1979-1980)

Dennis Pelletier (1977-1979)

Joseph Nazzaro (1976-1977)

Richard Shaw (1975-1976)

Hank Coghill (1973-1975)

Jack Tarbell (1971-1973)

Ross Narghang (1970-1971)

2014-2015 MACCA BOARD MEMBERS

President	Gemma Costa
Vice President/President Elect	Karl Martz
Conference Co-chairs	Laurie Lenz and Courtney Bousquet
Immediate Past President	Shahrzad Arasteh
Secretary	Debra Stark
Treasurer	Crystal Sehlke
Registration Chair	Cindy Earnhardt
Membership Chair	Nancy Fink
Publicity/Marketing Chair	Barry Davis
Hospitality Chair	Dina Jones
Historian Co-chairs	Flora Stowe and Cheryl Bonner
Nominations Chair	Linda LeNoir
Awards Committee	Kathleen Cady (Chair), Eileen Quaglino, and Flora Stowe
Conference Exhibitor Co-chairs	Carolyn Yencharis Corcoran and Anne Scholl– Fiedler
Conference Volunteer Chair	Carl Campbell and Anne Scholl– Fiedler
New Professional & Graduate Concerns Chair	Jamie Dunn
e-Interact Editor	Damona Sain
Web Editor & Technology Chair	Will Miller
Conference Evaluations Chair	Melissa Schultz
Professional Certification Committee (CEUs)	Rose Howard (Chair) and Dina Jones
German Scholarship Chair	Linda LeNoir
Professional and Organizational Dev. Committee	Karl Martz, Courtney Bousquet, and Dan Berkenkemper
<u>MEMBERS-AT-LARGE</u>	
Delaware	Daneisha Allen, Joan Yakscoe, Joyce Henderson
District of Columbia	Rose Howard, Lorene Goins
Maryland	Jaimie Dunn, Amanda Baker, Anne Scholl-Fiedler
New Jersey	Kathi Gallichio, Connie Pritchard, Eileen Quaglino
New York	Constance Engelman, Mark McFadden
Pennsylvania	Melissa Schultz, Jane Nini, Will Miller
Virginia	Kristen Carter, Dan Berkenkemper, Dina Jones

MACCA BOARD POSITION DESCRIPTIONS

ELECTED POSITIONS:

The President shall have served as a member of the Board and, ideally, will have served as the Vice President/President-Elect during the previous year. She/he shall set the agenda for all meetings, with assistance from the Secretary and/or other Board members. She/he shall preside at all meetings of the Association, act as Chairperson of the Board, be a member ex-officio of all standing and temporary committees, administer the business of the Association between regular meetings, exercise authority consistent with these By-Laws, and, with the approval of the Board, may attend annual meetings of other related regional associations (at the suggestion and with the approval of the sitting Board) at the expense of the Association. (One Year Term as Vice President/President-Elect, One Year Term as President, and One Year Term as Immediate Past President)

The Vice President/President-Elect shall have served as a member of the Board. She/he shall perform the duties of the President in the latter's absence, disability, or at the President's request. If the office of the President becomes vacant, The VP/President-Elect shall become President until the next annual election. The VP/President-Elect will supervise, direct, and maintain ongoing contact with Chairs of all Standing (non-conference-specific) committees, as well as among the other Officers of the Association (President, Secretary, and Treasurer). The VP/President-Elect shall work closely with all Conference Chairs and fulfill other duties as delegated by the President and/or the Board. The VP/President-Elect shall succeed to the Presidency of the Association in the following year. The VP/President-Elect shall fulfill other duties as delegated by the President. (One Year Term as Vice President/President-Elect, one as President, and one as Immediate Past President)

The Treasurer shall be responsible for receipts and expenditures of the Association. The payment of all invoices submitted to the Association for services rendered to the Association by any of its members or outside firms shall be submitted for payment to the Treasurer. S/he will prepare a financial report for each Board meeting throughout the year and present a yearly financial statement to the membership at the Annual Business Meeting. In addition, the Treasurer prepares financial statements and documents for the contracted accountant throughout the year and for the annual audit. (Two Year Term)

The Secretary shall keep all official minutes of the business meetings of the Association and Board; she/he shall distribute agendas before every meeting and minutes after every meeting. The Secretary shall handle correspondence and assist the Board as needed. (Two Year Term)

The Annual Fall Conference Chair/Co-Chairs shall act as the conference chairperson(s) and coordinate all activities related to the annual conference. The Fall Conference Chair/Co-Chairs hold(s) event planning responsibility for the conference in direct collaboration with the Vice President/President-Elect and the entire Board. The Fall Conference Chair/Co-Chairs collect(s) and compile(s) all pertinent Conference programming ideas and present(s) reports and updates to the Board. The Chair/Co-Chairs generate(s) correspondence (and, as appropriate, negotiations) with potential program presenters and participants assuring "adherence" to the conference theme (as selected by the Board). The Chair/Co-Chairs also lead(s) and coordinate(s) contract negotiations and arrangements with the hosting resort/conference center management/staff. Additionally, the Chair/Co-Chairs collaborate(s) and maintain(s) ongoing contact with the Officers of the Association (President, VP/President-Elect, Secretary, and Treasurer), and also supervise(s), direct(s), and maintain(s) ongoing contact with the Standing and Conference Committee Chairs and Co-Chairs. (One Year Term)

Members-At-Large shall participate in conference and Association responsibilities. This could include chairing committees, assuming responsibility for projects, and assisting at the Fall Conference. Members-At-Large from each state are required to participate in at least one standing committee per year during their two year term and to attend each Board meeting. The states represented by MACCA (Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, and the District of Columbia) may have up to three Members-At-Large each. (Two Year Term)

ELECTED POSITIONS CONTINUED:

The **Registration Chair** shall be responsible for maintaining a database of MACCA events, and conference attendees coordinating with the treasurer. (Two Year Term)

The **Membership Chair** shall be responsible for the major membership work of the Association, which includes encouraging eligible persons to become members of MACCA, maintaining membership records with the treasurer and facilitating communications about membership between the board, current members and potential members. (Two year Term)

The **Publicity & Recruitment Chair** shall work with the Annual Fall Conference Chair/Co-Chairs to coordinate the dissemination of publicity to members and to targeted constituents. This Board member may also work with the President and Secretary by responding to membership inquiries, providing advertising for the Association and related conferences, and sending out information to individuals interested in membership who are unable to attend the Annual Fall Conference. Ideally the Publicity & Recruitment Chair also serves as a member of both the Technology and Membership Committees, ensuring that the MACCA message is consistent and professional. This Board member also helps the President oversee the Membership Committee. (One Year Term)

APPOINTED POSITIONS:

The **e-Interact Newsletter Editor/Co-Editors** shall coordinate all activities related to publishing and distributing (posting to www.MACCA.net and emailing to the membership) the Association newsletter at least twice each year. The President or Board may recommend additional responsibilities.

The **Historian/Co-Historians** shall coordinate all activities related to keeping an accurate and current record of events and news at the Association conferences, seminars or other activities as recommended by the President or Board.

CONFERENCE-SPECIFIC COMMITTEES

The **Conference Volunteer Chair and Committee** shall be responsible for contacting other committee chairpersons to determine the type of service or services needed for the Annual Fall Conference, the number of volunteers needed to complete the task(s), and the approximate time of day services are needed. The Chair will simultaneously solicit from the Volunteer Committee members the type of service they can provide and the time they have available to volunteer. The Chair will then coordinate the efforts of the volunteers available and provide, as closely as possible, the services needed by the other committees.

The **Conference Exhibitors & Sponsors Chair and Committee** shall solicit exhibitors for the Annual Fall Conference. The committee liaises with the conference center staff, exhibitors, and sponsors while assisting with the planning and arrangements of the exhibition space. They are also charged with soliciting donations from exhibitors and other MACCA members for raffles that are held during the Annual Fall Conference.

The **Conference Evaluation Chair and Committee** shall be responsible for developing, promoting awareness of, and distributing emails including links to the online Annual Fall Conference Overall Evaluation and the individual speaker evaluations. The members will provide explanations of how the online survey may be easily completed during the days immediately following the Annual Fall Conference and work to ensure the highest possible response rate for the Association. They are responsible for providing to the speakers and Board members results of the evaluations following the Annual Fall Conference. The committee is also responsible for the tabulation and presentation of the Overall Conference and speaker evaluations to the Board at the meeting following the Annual Fall Conference.

The **Conference Hospitality Chair and Committee** shall promote events and activities that enhance the educational and networking experiences of the Fall Conference. Volunteers are responsible for planning and hosting activities such as receptions, recreational and cultural activities, and tours. In the past, MACCA has publicized cultural activities and tours, but not hosted them. Duties involve decorating, cleaning, hosting, shopping, and loading and unloading materials at the beginning and end of the Fall Conference.

The **Conference New Member Welcoming Chair and Committee** shall develop and coordinate all activities related to programming that welcomes new members during the Annual Fall Conference. Members of this committee may also contact new members who are unable to attend the Annual Fall Conference in order to welcome them to MACCA.

The **Spring Conference/Webinar Chair and Committee** shall take responsibility for collecting and compiling Spring Conference/Webinar programming ideas and helping the Board to decide on a specific topic/program. This includes generating all correspondence with potential program presenters and participants, working with the Professional Certification Committee, and, if necessary, working with the workshop/conference/seminar locations and/or Webinar hosts. The Spring Conference/Webinar Chair and Committee also coordinate receipt of payments with the Registration & Membership Chair and updating of database information for the Treasurer. This committee will also ensure that all Spring Conference/Webinar presentations/programs follow MACCA's non-discrimination policy.

STANDING COMMITTEES

The **Membership Committee** shall take responsibility for the major membership work of the Association, which includes encouraging eligible persons to become members of MACCA, maintaining membership records, and facilitating communications about membership between the Board, current members, and potential members. Though there is no appointed Chair for this committee, joint oversight is provided by the Registration & Membership Chair, President, Publicity & Recruitment Chair, and The Conference Chair/Co-Chairs.

The **Technology Chair and Committee** shall coordinate all activities related to the online publishing of MACCA, including website updating and maintenance, online registration for both the Annual Fall and Spring Conferences and Webinars, online nominations for Board positions, and coordination of the online Membership Directory and newsletter (e-Interact). Additional duties are determined by the Board as necessary. This committee also includes Liaisons for MACCA's presence on LinkedIn, Twitter, and other networking/communication media.

The **Professional Certification (CEU) & Development Chair and Committee** shall evaluate all MACCA sponsored programs, i.e. keynote speeches, lectures, colloquiums, seminars, Webinars and workshops, for certification credit pertaining to NBCC and other professional credentialing entities. The committee verifies the attendance of NCC's (and holders of other credentials for which MACCA offers approved programming/training) and prepares certificates documenting the recertification hours. The committee maintains a permanent file of all NBCC recertification activities and credits; this file may include lists of conference participants, information on speakers, and conference programs. The Committee is ultimately responsible for maintenance of conference records that must be submitted to NBCC and/or other appropriate credentialing entities (if MACCA is audited), completion of annual provider status paperwork, forwarding of annual invoices from NBCC (and other credentialing entities) to the MACCA Treasurer for payment, and creation of the Contact Hours Monitoring Form(s) for each conference (Annual Fall and Spring Conferences and Webinars). The Chair serves as liaison between MACCA and NBCC and other credentialing entities throughout the year.

The **Awards Chair and Committee** shall identify potential recipients for annual awards by maintaining communication with the President and others who may nominate members for awards. The chair and committee members endeavor to elicit nominations from members throughout the Association.

The **New Professionals & Graduate Concerns Committee** shall identify and address issues of particular concern to new professionals and graduate student members of MACCA. The Committee shall assist in the recruitment of new professionals and graduate student members to the Association.

STANDING COMMITTEES CONTINUED

The **Nominations Chair and Committee** shall conduct nominations and election procedures as directed under Article VIII of the MACCA By-Laws. The committee facilitates communication among officers and other members to identify potential nominees for each new slate of officers and any vacant Member-At-Large positions. At least one member of the Committee should be present at all Board meetings in order to monitor interest of members in running for elected positions. The Chair keeps records of which positions will become open during a coming term and contacts those who are recommended for nomination (to check if a particular member is willing to fulfill the role if they are elected). Once a slate of nominees is confirmed, the Chair sends out ballots of open positions to be included in an e-Interact issue, posted on www.macca.net, and distributed to the MACCA listserv. Before the Annual Fall Conference, the Chair compiles the election ballots and prepares an election ballot to be distributed to the membership at the Annual Fall Conference Business Meeting. If more than one person is nominated for a particular Board position, elections may be extended beyond the Annual Fall Conference Business Meeting so members who are unable to attend the Annual Fall Conference have opportunities (via email or fax communication with the Nominations Chair) to vote.

Please visit www.macca.net for a copy of the constitution and by-laws.

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PRE-CONFERENCE SESSION

MARK SAVICKAS* — Constructing Careers in the Digital Age

Many counselors are innovating their practices by shifting concentration from fostering career development to designing lives. This shift in practice has been prompted by changes in the social organization of work and occupations. To respond to these changes, some counselors have turned to narrative models and methods for self-construction and identity shaping because this approach emphasizes life design rather than occupational choice. Looking at lives as novels being written focuses attention on the themes that activate and characterize individuals in both the work and partnership/family domains. From this narrative perspective, vocational interests are solutions to problems that people have experienced and work is an opportunity to actively master what has been passively suffered. This narrative approach to career counseling enables clients to fit work into their lives, rather than fit themselves to jobs. Thus, psychosocial mattering replaces occupational congruence as the goal of advising and counseling. This presentation will discuss and demonstrate practical techniques for using stories and articulating life themes to foster educational and career decision making. Participants will learn how to integrate these techniques into their ongoing practice and may even use the techniques to better understand why they became advisors and counselors and how their own occupations allow them to advance their own life stories.

Workshop Objectives:

- Participants will be able to differentiate among vocational guidance, career coaching, and career counseling.
- Participants will learn the conceptual model for career intervention called Life Design Counseling.
- Participants will practice the methods for Life Design Counseling.
- Participants will complete the workbook entitled “My Career Story” and evaluate its usefulness.
- Participants will engage with the presenter in a live demonstration of Life Design Counseling
- Participants will apply the interpretive framework for the Career Construction Interview to the live demonstration.

**Mark’s Bio can be found on page 11 with his keynote information.*

CONFERENCE KEYNOTE SPEAKERS & TOPICS

LINDSEY POLLAK - SUCCEEDING THROUGH GENERATIONAL DIVERSITY

For the first time in history, four generations are sharing the workplace — and a fifth, Gen Z, is already in college. How can you successfully manage the diverse styles of the Traditional Traditionalists, Still-Booming Boomers, Xtra-Independent Gen Xers, Tech-or-Die Gen Ys and Zealously Different Gen Zs? The answer is crucial to your day-to-day approach to career counseling and your long-term strategic success.

Keynote Objectives:

- Discover potential points of generational conflict and tactics to handle them.
- Learn how Millennials are changing the career development landscape and the organizations they join.
- Obtain specific strategies to best advise Millennials and Gen Zs

Lindsey Pollak is recognized as one of the world's leading experts on the Millennial Generation and the multigenerational workplace. She is the New York Times best-selling author of *Becoming the Boss: New Rules for the Next Generation of Leaders* and the earlier *Getting From College to Career*. Her consulting and speaking clients have included over 200 organizations and her advice and opinions have appeared in such media outlets as *The Today Show*, *The New York Times*, *The Wall Street Journal*, CNN and NPR. *Forbes* named her blog one of the 100 Best Websites for Your Career. Lindsey is a graduate of Yale University and is based in New York City.



MARY JACOBSEN — SUCCEEDING THROUGH GENERATIONAL DIVERSITY



Research by positive psychology has reversed certain assumptions about the sources of happiness and success, and has exposed the unintended negative consequences of well-meaning strategies to promote self-esteem and productivity. Does success make people happy? Or does happiness lead people to succeed? Do we choose things we want because we like them? Or do we sometimes want things we don't really like? Is luck something we stumble upon in the casino of life, or a skill we can develop to alter our destiny? Does praising students for being smart increase self-worth, or make them insecure and risk-averse? Which do we regret more: things we tried and failed at, or things we never tried because we were afraid of failing? Is it more helpful for parents and mentors to steer young adults away from impractical life choices, or to encourage idealism and inspiration? Do micro-managing "helicopter" parents of college students need reassurance about their children's competence, or redirection back onto their **own** generational challenges? Is a productive career the endgame of a life's work, or simply a way-station on a path toward a larger, transcendent goal? To shed light on these fundamental questions, in addition to positive psychology, Mary Jacobsen will draw upon narrative psychology, Erik Erikson's psychosocial stages, Jeffrey Jensen Arnett's research on emerging adulthood, and Buddhist psychology.

Keynote Objectives:

- Attendees will be able to clarify how subjective well-being contributes to successful career outcomes, and be able to use this in guiding and coaching clients to understand the career benefits of expanding sources of positive emotion in their lives.
- Attendees will be able to apply research on the importance of praising effort rather than "smarts" to the way they phrase and focus feedback for clients.
- Attendees will be able to utilize research into the psychological components of "luck" to help clients develop the skills required to feel and become "lucky," e.g., attentiveness to opportunity.

Mary H. Jacobsen has more than 20 years experience as a teacher, therapist, career coach, and workshop leader. She maintains a practice in Arlington, MA, and has offered workshops nationally on the topic of her book, *Hand-Me-Down Dreams: How Families Influence Our Career Paths*, which applies intergenerational family systems theory to explore individuals' career decision-making and the formation of values about work, success, and money. Her most recent Kindle e-book, *Roots & Wings: How College Parents Can Help Children Soar*, aims at helping parents know how and when to shift focus from their young adult children's growth back onto their own mid-life challenges and needs. She has taught positive psychology as an adjunct faculty member in the Division of Continuing Education at Lesley University. She has also taught courses in family systems theory and in psychology and literature at *Whelock College*, *Canisius College*, and *SUNY/Buffalo*. She served as an Assistant Dean at *Empire State College /SUNY*. She received a BA in English from the College of William and Mary and a PhD in English from the State University of New York at Buffalo. She received a MSW in Social Work from Boston University's Graduate School of Social Work.

DR. MICHAEL FOWLIN — YOU DON'T KNOW ME UNTIL YOU KNOW ME

Dr. Fowlin's dramatization deals with the issues of race, discrimination, violence prevention, personal identity, suicide, gender equity, homophobia, and the emotional pain felt by special education students. In a gripping, fast paced, 75-minute performance, Michael Fowlin slips in and out of characters, both male and female, who "share their stories." The characters share their stories in an often humorous, but at times, heartbreaking manner.

Objectives and Bio continue on next page



Keynote Objectives:

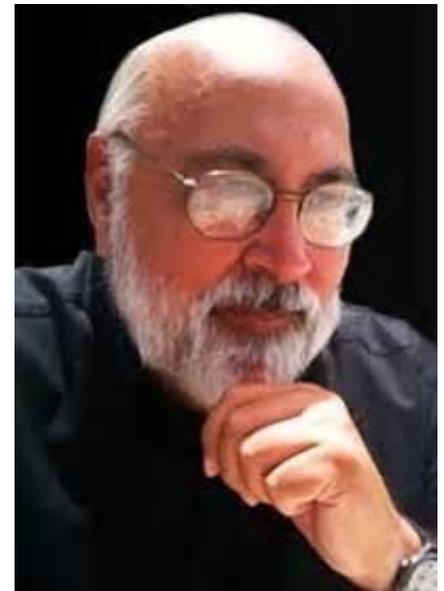
- Attendees will be able to gain in-depth understanding of the issues and societal trends impacting society through the transparency of “their clients”
- Attendees will explore, evaluate and revise their baseline assessment of mores as they initiate the counseling process
- Attendees will be challenged to perform critical self-analysis of their approaches with emerging issues in the counseling process

Michael Fowlin’s programs combine both his professional acting talents and his psychological training. His mission is to create an atmosphere of worldwide inclusion, not just tolerance, towards all people. He has worked extensively with all age groups in the United States and in other countries. His work has included peer mediation, diversity trainings, gender equity workshops, and violence prevention seminars.

He hopes that all audience members will leave his performance with that wonderful, awakening feeling of beauty: the beauty within one’s self and the beauty within others; the celebration of our differences, and the acceptance of our shared experiences.

MARK SAVICKAS — LIFE DESIGNING IN LIQUID SOCIETIES

The technological revolution of the 21st century, similar to the Industrial Revolution before it, has wrought dramatic changes in the occupational landscape and made it progressively more complex for individuals to choose occupations and adapt to work. The life course has become a biography of choice because adults must repeatedly explore, choose, and change roles. In the risk society of the 21st century, practitioners no longer preach planfulness for a stable 30-year career but instead foster identity and adaptability as they prepare for possibilities and projects. This presentation will discuss a life-designing intervention that helps people to cope with the uncertainties of individualized lives by constructing a biographical narrative that leads to purpose, intention, and action.



Keynote Objectives:

- Participants will be able to distinguish among career services of guidance, counseling, coaching, advising and placement.
- Participants will learn the model & methods of narrative career counseling.
- Participants will practice applying the model to a case study.
- Participants will examine materials used in narrative counseling.

Mark Savickas is professor of Behavioral Sciences at the Northeastern Ohio Universities College of Medicine and Adjunct Professor of Counselor Education at Kent State University. He was named Chair Emeritus at NEOUCOM for 27 years leading the Department of Behavioral Sciences. He currently serves as Professor Extraordinaire at the University of Pretoria (South Africa) and Visiting professor in the Institute for Employment Research at the University of Warwick. Previously he served as a Visiting Professor in the Department of Organisational Behaviour in the School of Business at Loughborough University, United Kingdom, the psychology faculty at Vrije University in Belgium, and the Faculty of Education and Psychology at the University of Lisbon in Portugal. His 90 articles, 50 book chapters, and 500 presentations to professional groups have dealt with vocational behavior and career counseling. He has served as editor for the *Career Development Quarterly* (1991-1998) and is currently editor for the *Journal of Vocational Behavior* (1999-).



MACCA Annual Fall Conference: #MACCA 45: Making Change Happen

Clock Hours Program Conference Schedule

December 2-4, 2015 *(For Submitted Sessions)

This program has been approved by NBCC for NBCC Credit. Sessions approved for NBCC credit are clearly identified in blue below. MACCA is solely responsible for all aspects of the program. NBCC Approval No. SP2610

Date & Time	Program Title	NBCC Hours
WEDNESDAY, DECEMBER 2, 2015		
8:00 – 12:00PM	PRE-CONFERENCE: Constructing Careers in the Digital Age, Mark Savickas, Ph.D.	4
1:30 – 3:00 PM	KEYNOTE: Succeeding Through Generational Diversity, Lindsey Pollak, B.A.	1.5
SELECT ONE CONCURRENT SESSION 1		
3:15 – 4:15 PM Concurrent Workshop #1	Integrating Cultural Competency in Career Development to Engage Minority Males, Mark D Williams, Ph.D. and Carly Thompson, M.A.	1
3:15 – 4:15 PM Concurrent Workshop #2	The Balancing Act: Making Change Happen (Millennial and Nontraditional Student Engagement), Tracey Good, M.A. and Tyler Holder, M.A.R.	1
3:15 – 4:15 PM Concurrent Workshop #3	Applications of the Dependable Strengths Articulation Process: Populations and Purposes, Anne Scholl-Fiedler, M.A.	1
3:15 – 4:15 PM Concurrent Workshop #4	You've Only Got 30 Minutes - Tools & Strategies For Making Change Happen, Carol Robinson, Ed.D.	1
SELECT ONE CONCURRENT SESSION 2		
4:30-5:30 PM Concurrent Workshop #1	Career Coaching the Underserved and Overlooked, Rowe Leathers, MBA Candidate and Ronald Kling, B.A.	0
4:30-5:30 PM Concurrent Workshop #2	Job Acquisition Marketing - What Works, Nancy Fink, M.A.	0
4:30-5:30 PM Concurrent Workshop #3	Helping Clients Make Positive Change Through Faith Integration in Career Counseling, Dina Jones, M.A., Dan Berkenkemper, M.A.R., and Tyler Holder, M.A.R.	1

THURSDAY DECEMBER 3, 2015		
9:00 - 10:30 AM	KEYNOTE: It Ain't Necessarily So: Revising the Stories We Tell Ourselves about Happiness & Success, Mary Jacobsen, Ph.D.	1.5
SELECT ONE CONCURRENT SESSION 3		
10:45 – 11:45 AM Concurrent Workshop #1	Career Counseling with Black College Students at PWIs, Kristen Carnevale, M.A. and Clewiston D. Challenger, M.A.	1
10:45 – 11:45 AM Concurrent Workshop #2	Cultivating and Sustaining Employer and Community Partnerships: Building Connections that Lead to Success, Alissa Hart, M.A.	1
10:45 – 11:45 AM Concurrent Workshop #3	Bring Your “Genius” to Work: 5 Powerful Questions for Naming & Claiming Your Personal Brand of Genius, Margie B. Cherry, M.A	0
SELECT ONE CONCURRENT SESSION 4		
2:00-3:00 PM Concurrent Workshop #1	Changing Theory to Practice: Using Informal Assessment with Malka Edelman, M.S. and Constance Pritchard, Ph.D.	1
2:00-3:00 PM Concurrent Workshop #2	Who’s In Charge Here? Applying Chaos Theory in a Culture of Constant Change, Barry Davis, M.S.	1
2:00-3:00 PM Concurrent Workshop #3	Nerves of Steel, Mind Like a River: Tools for the Happy (Job) Hunter, Mary Jacobsen, Ph.D.	1
SELECT ONE CONCURRENT SESSION 5		
3:15-4:15 PM Concurrent Workshop #1	Make Change Happen by Developing Yourself Professionally, Paula Brand, M.S.	0
3:15-4:15 PM Concurrent Workshop #2	Making Career Development Change Happen On Your Campus Through A Course or Program, Ryan Smolko, M.Ed. and Carolyn Yencharis Corcoran, M.S.	1
3:15-4:15 PM Concurrent Workshop #3	Developing Emotional Intelligence Skills Among Students on Academic Probation, Matthew Bartholomew, M.Ed., and Ross J. Bandics, M.Ed.	1
4:30-6:00 PM	KEYNOTE: You Don't Know Me Until You Know Me, Michael Fowlin, Ph.D.	1.5
FRIDAY, DECEMBER 4, 2015		
SELECT ONE CONCURRENT SESSION 6		
9:00 – 10:00 AM Concurrent Workshop #1	It Takes a Village to Make Change Happen: Leveraging Career Services, Faculty Partnerships to Enhance Students’ Career Success, Laura Winkler, M.A.	1
9:00 – 10:00 AM Concurrent Workshop #2	How Colleges and Universities Are Making Online Career Offerings Happen, Will Miller, M.S.	1
9:00 – 10:00 AM Concurrent Workshop #3	Where the Rubber Meets the Road: Affecting Change through Career Assessments in Career Strategies, Virginia Gonzalez, Ross Bandics, M.Ed. and Karen Veres, M.Ed.	1
10:15 – 11:45 AM	KEYNOTE: Life Designing in Liquid Societies, Mark Savickas, Ph.D.	1.5

***Maximum Clock Hours participants can earn is 16.00** Note: NBCC Continuing Education approval does not indicate an endorsement of the content of this program or of any particular counseling theory or method.

CONCURRENT SPEAKERS & TOPICS

Wednesday, December 2, 2015, 3:15-4:15 pm

Integrating Cultural Competency in Career Development to Engage Minority Males

Mark D. Williams, Ph.D. & Carly Thompson, M.A.

This workshop provides an inside look at The Community College of Baltimore County's groundbreaking programs: The *Male Student Success Initiative*, a program promoting college completion and career development specifically for the black male student population, and *Culturally Responsive Teaching*, where faculty and staff are trained in Culturally Relevant Teaching pedagogy for purposeful engagement of students.

Session Objectives:

- Participants will be able to adopt culturally relevant and innovative uses of career information and resources in service delivery and instruction.
- Participants will be able to create engaging and effective strategies for meeting the career development needs of minority and diverse populations
- Participants will be able to learn effective techniques to address societal concerns and current issues in the context of delivering career development services and programs

The Balancing Act: Making Change Happen (Millennial and Nontraditional Student Engagement)

Tracey Good, M.A. & Tyler Holden, M.A.R.

What are the changes on the horizon for the millennial student as well as the nontraditional? Many find themselves in the same predicament within this changing job market. Join us in cultivating a plethora of resources to engage students across this spectrum. Come and experience interactive methods to grow, change, and equip millennial and nontraditional students for a brighter future.

Session objectives:

- To define millennial needs versus nontraditional student needs
- To identify interactive resources needed to equip both millennial and nontraditional students in the spectrum of career services
- To understand the different techniques needed for career service professionals to engage millennial and nontraditional students
- To be able to forecast future job and economic outlooks for millennial and nontraditional students

Applications of the Dependable Strengths Articulation Process: Populations and Purposes

Anne Scholl-Fiedler, M.A.

Strength-based approaches to career counseling and narrative therapy are effective models to overcoming internal barriers for success and satisfaction. The Dependable Strengths Articulation Process is no exception. By reflecting upon good experiences and mining for strengths during a narrative process, we can begin to create a new framework for telling our strength-based story to uncover new opportunities and networks. Participants will learn the concepts of this approach and some of the most recent applications with high school students and veterans. As a component of self-care for the counselor, participants will consider applications for their own growth and reflection moving forward.

Session Objectives:

- Participants will learn the concepts of a strength-based approach to career counseling.
- Participants will learn about applications across populations and venues.
- Participants will learn how to apply concepts to their own self-growth and reflection.

You've Only Got 30 Minutes- Tools & Strategies For Making Change Happen

Carol Robinson, Ed.D.

Many of us meet with our students or clients for time-constrained appointments, and some of us meet individually only 1-2 times with the population we serve. Come learn some strategies and tools to make you more effective in a shorter amount of time.

Session Objectives:

- *Participants will review 3 strategies for the overall structure for one 30-minute session with a student or client.*
- *Participants will learn 7 tools to increase effectiveness within one 30-minute session with a student or client.*
- *Participants will apply what they have heard in the presentation to a case study, where they will identify one strategy and 3 tools that would be effective for them.*

Wednesday, December 2, 2015, 4:30-5:30 pm

Career Coaching the Underserved and Overlooked

Rowe Leathers and Ronald Kling

Many consider working with a career coach to be a luxury, a service targeted to those at the executive level. As practitioners, we know that not all clients come to us possessing all the basic requirements to support a successful career. Some lack the basic resources to even begin. Practitioners who work at educational institutions must learn to adapt to a diverse clientele and work with clients who have limited resources. How effective are you as a career professional when working with the underserved and often overlooked population? Our goal is to share resources that will help career professionals confidently guide their clients to find direction and hope to begin their career journey.

Session Objectives:

- Presentation will provide participants a better understanding of the various challenges that an individual with limited resources may face when seeking a career.
- Participants will learn about available resources that addresses the needs of clients with limited resources.
- Practitioners will gain confidence to work with underserved clients when armed with appropriate resources and tools.

Job Acquisition Marketing- What Works

Nancy Fink

Are résumés still used? If so, what format works best? What about Automated Tracking Software (ATS)? Is there a way to outsmart it?

Cover Letters? Does anyone read them? Interviews? In person? Skype?

Social Media? Do people really get discovered? Does a LinkedIn profile need to match the résumé word for word?

Come join this lively discussion about current trends in job acquisition marketing.

Session Objectives:

- Participants will gain a greater understanding of how to best market skills in a résumé
- Participants will learn about Automated Tracking Software and how to make it work to your advantage
- Participants will learn about the marketing approach to the job acquisition process.

Helping Clients Make Positive Change Through Faith Integration in Career Coaching and Counseling

Dina Jones, M.A., Dan Berkenkemper, M.A.R., & Tyler Holder, M.A.R.

Research indicates that when a treatment plan takes into consideration the client's worldview, including spiritual belief systems, the results include strengthened therapeutic alliance as well as additional positive outcomes. Professionals who can competently assess and address a client's faith in the career counseling or coaching process will have the advantage of increased speed and accuracy in assessment, intervention planning, and establishing goals. This session will serve to acclimate attendees to the need, process, and facilitation of integrating a client's faith into career services.

Session Objectives:

- Participants will explore recent research and statistics that demonstrate the large number of Americans whose decision making is informed by faith or faith related values
- Participants will discover how to assess the meaning and value clients place on faith in their own lives and hear strategies to respond appropriately
- Participants will review case studies that represent common experience of clients who consider faith as a significant factor in career exploration and decision making

Thursday, December 3, 2015, 10:45-11:45 am

Career Counseling with Black College Students at PWIs

Kristen Carnevale, M.A., & Clewiston D. Challenger, M.A.

College career counseling is critical in developing professional interests and exploring career paths. Black students, however, face barriers to this resource when they attend predominantly white institutions (PWIs). Barriers include occupational stereotyping (Bowman, 1993) and lack of diverse career counselors (Allen, 1992). Moreover, ineffective career counseling with Black students contributes to unequal access to the labor market and underrepresentation in high-skilled professions (Lee, 1990). This presentation will use Social Identity Theory (Tajfel, 1979) and Social Cognitive Career Theory (Lent, Brown, & Hackett, 2000) as a lens to examine barriers and solutions to effective career counseling with this population.

Session Objectives:

- Participants will be able to identify at least 3 struggles faced by Black college students in career counseling at PWIs.
- Participants will examine their assumptions about Black college student career needs.
- Participants will be able to identify at least 3 strategies for increasing cultural sensitivity in college career counseling with Black students.
- Participants will evaluate the ways in which they can incorporate culturally sensitive career counseling techniques into their practice.

Cultivating and Sustaining Employer and Community Partnerships: Building Connections that Lead to Success

Alissa Hart

This presentation will discuss how to best position your career development office with employers and community partners. We will discuss the following in this presentation: How do we determine which organizations will benefit our students? What is the mix that will yield the best results for your student population? What outcomes do we expect from the relationship? How do we highlight our outcomes? Learn how to craft your strategy. Make a plan that yields a measureable return on your investments.

Session Objectives:

As a result of attending this session, audience members will:

- *be able to create a targeted list of Employers and Community Partners for relationship building.*
- *develop a strategic plan for relationship cultivation with key employers and community partners.*
- *plan and execute a venue for showcasing relationship outcomes.*
- *be able to determine the success of department relationships and the return on resource investment*

Bring You “Genius” to Work: 5 Powerful Questions for Naming & Claiming Your Personal Brand of Genius

Margie B. Cherry

As counselors, we are great at recognizing the genius in others.
But are you aware of your OWN genius (and YES, you DO have one)?

Not your typical “strengths-finder” exercise, this fun and interactive workshop will use a unique set of questions to help you discover the name of your particular brand of genius. Learn the theory behind the power of naming your genius, and bring a new focus to all that you do, at home and on the job.

MAKE CHANGE HAPPEN by bringing YOUR genius to work, as you help your clients to recognize theirs.

Session Objectives:

- Learn the philosophy of “inborn genius” throughout history
- Recognize the power and utility of “working in your genius zone”
- Discover the step-by-step process for naming your genius
- Incorporate the methodology into your toolkit for helping clients discover their own genius

Thursday, December 3, 2015, 2:00-3:00 pm

Nerves of Steel, Mind Like a River: Tools for the Happy (Job) Hunter

Mary Jacobsen

In today’s employment market, the process of job hunting can be a dilemma creating stress, anxiety and emotional duress for the client and leaving the counselor feeling challenged and seeking options for assistance. Remaining calm and peaceful in the midst of this transition requires knowledge, planning and tools. During this presentation participants will learn simple and effective techniques and strategies to diminish the stress and anxiety of job hunting, and to increase resilience and resourcefulness. Some techniques/strategies will include: 3 conscious breaths; Conquer Interview Anxiety; “Time Travel”; Fine Tune Your Affective Forecasting; Enlarge Your Energy Field; Redirect Rumination.

Session Objectives:

- Participants will learn to employ positive psychology, mindfulness, sensory, breath awareness, and other methods.
- Participants will acquire skills they can immediately employ themselves as well as incorporate into job hunting workshops at their home institutions or counseling practices.
- Participants will learn to Respond Like an Optimist.

Changing Theory to Practice: Using Informal Assessment with Individuals and Groups

Malka Edelman, M.S. & Dr. Constance Pritchard

This session will focus on making career coaching sessions with students or clients dynamic and have a solid theoretical base. These techniques may be used with individuals or with groups are ideal for classroom or counseling sessions. Participants will learn how to connect the work of Holland, Super and Krumboltz in their counseling sessions and workshops with their clients and students. In this highly interactive session, we will apply theory to practice and use informal assessments and activities together while applying theory to our counseling sessions. The presenters have developed and used these techniques with numerous clients and groups, including ones in Asia, Latin America, Middle East and Africa.

Session Objectives:

- Participants will be able to relate informal assessments and activities to appropriate theoretical base.
- Participants will be able to identify activities and informal assessments to need client/student needs.
- Participants will be able to integrate informal assessment or activities into their delivery of career services or training.

Who's in Charge Here? Applying Chaos Career Theory™ in a Culture of Constant Change

Barry L. Davis

Change in life is constant, and appears to be picking up speed! How does this seemingly constant state of flux impact career decisions and the aspiring “careerist?” Do any of the standard principles of career development apply anymore? Attend this practical introduction to Chaos Career Theory™ to learn more about how this revolutionary new approach to career decisions-making and development can help our students and clients to “surf the tidal wave” of constant change that is the new job market.

Session Objectives:

As a result of attending this presentation, participants will:

- Gain a practical understanding of the Chaos Career Theory™ as it relates to their students and/or clients.
- Learn the key principles contained in this practical Theory.
- Be introduced to real world examples of the Theory in practice.
- Review key techniques to apply this Theory in their practice or position.
- Receive a list of books to enhance development and application of the Theory.

Thursday, December 3, 2015, 3:15-4:15 pm

Make Change Happen by Developing Yourself Professionally

Paula Brand

Understand the benefits of continuing your professional development by earning certifications and joining organizations that support the career industry. The career field has a plethora of certifications that can be earned in addition to formal career counseling degree programs. These credentials can help build a professional identity and increase your skills but the amount of choices can be overwhelming. Learn the common characteristics of these programs and factors to consider when deciding between different certification programs. Discover more about the organizations behind the certifications, as well as other professional development organizations designed to help you grow your expertise.

Session Objectives:

- Attendees will discover the benefits of pursuing certifications for professional development.
- Participants will learn what factors to consider when selecting a certification program.
- Attendees will know some common characteristics of certification programs.
- Participants will understand the characteristics of nationally known professional organizations that exist to help them grow professionally.

Making Career Development Change Happen On Your Campus Through A Course or Program

Ryan Smolko & Carolyn Yencharis Corcoran

Susquehanna University is coming up on 30 years of having its required two credit career development course Introduction to Professional Development. Throughout its almost three decade run it has undergone many transformations. It is a great example for those looking to create a course or enhance one already on the books.

Established in 1998, Misericordia University's Guaranteed Placement Program (GPP) is a non-credit, 4-year career development program with requirements in each semester. Even if “guaranteeing placement” is not your career center's aim, the GPP provides a great example for those seeking to develop a program or tweak existing offerings.

Session Objectives:

- Participants will understand how to construct a career course/program relevant to their institutional mission/student body, pedagogy behind the importance of such a course, challenges faced, and evaluation.
- Participants will learn specific exercises such as group case mock interviews, readings, and events that can enhance a career development course.
- Participants will learn about methods used to assess a career development program and its individual offerings.
- Participants will learn about the benefits to the students and the university of offering a course or program as well as the benefits to a career center (even a career center that “guarantees” student success).

Developing Emotional Intelligence Skills Among Students on Academic Probation

Matthew Bartholomew , M.Ed. & Ross J. Bandics, M.Ed.

Developing emotional skills is an essential part of the career and academic success of students. In this session participants will learn strategies for how we incorporated concepts of emotional intelligence into our work with students on Academic Probation. Participants will be introduced to three competencies of emotional intelligence (Interpersonal Skills, Self-Management Skills and Intrapersonal Skills) and will learn how to identify and implement interventions for students appropriate for each competency. Participants will also learn how to use Self Directed Coaching, Emotional Mentoring and Active Imagination to improve emotional skills among students.

Session Objectives:

- Participants will learn how to identify emotional intelligence competencies and implement interventions appropriate for each competency.
- Participants will learn how to use strategies such as Self Directed Coaching, Emotional Mentoring and Active Imagination to improve emotional skills among students.
- Participants will learn how the 10 important Life Lessons of Emotional Intelligence can be used to motivate at their students.
- Participants will be able to explore areas of their campus where concepts of emotional intelligence can be implemented.

Friday, December 4, 2015, 3:15-4:15 pm

It Take a Village to Make Change Happen: Leveraging Career Services-Faculty Partnerships to Enhance Students' Career Success

Laura Winkler

Career professionals cannot produce career ready graduates alone. To create change on a college campus and increase its focus on preparing students for career success, it is critical for Career Services to be integrated into the institutional culture through the development of effective academic partnerships. This workshop will introduce a 5 – point framework for developing productive relationships with faculty, will highlight key programs and strategies that enhance Career Services – faculty partnerships based on research and best practices, and will provide ways to measure the value of these partnerships.

Session Objectives:

- To learn a 5 – point framework for developing Career Services – faculty partnerships
- To learn about effective programs and strategies that fosters the development of Career Services – faculty partnerships
- To identify ways to assess the value of Career Services – faculty partnerships

How Colleges and Universities Are Making Online Career Offerings Happen

Will Miller

As colleges and universities expand their online and distance education offerings, career counselors and professionals are being asked to expand delivery of their services to online environments as well. In this interactive session, we'll spotlight how some institutions in our region have responded to this call, and the technology being used to make this change happen. We'll follow that up with a collaborative discussion of how participants in the room are navigating the journey to delivering online services.

Session Objectives:

- Participants will learn about the online career offerings of higher education institutions in the MACCA region
- Participants will about some of the technology platforms being used to deliver career counseling and services online
- Participants will have the opportunity to network with higher education colleagues who are varying points on the journey to delivering online

Where the Rubber Meets the Road: Affecting Change Through Career Assessments in Career Strategies
Virginia Gonzalez, Ross Brandics & Karen Veres

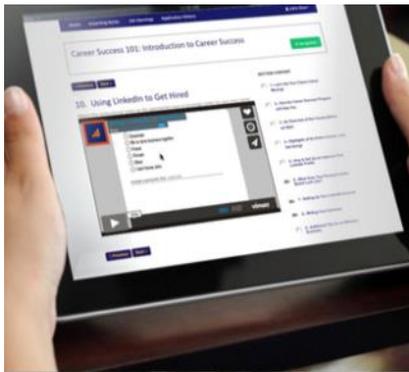
Crucial to meeting standards of accrediting bodies and because of public scrutiny of the value of higher education, student affairs as well as instructional/academic disciplines are increasingly asked to provide assessment data to back their effectiveness. This session will provide participants an opportunity to weigh the various ways Career Services Offices can assess their effectiveness by examining theoretical, satisfaction and learning outcome methods of assessment. Time will be given for participants to begin initial steps to formulating an assessment practice that they feel would work in their area and institution.

Session Objectives:

- Participants will understand the difference between methods of assessment including satisfaction, theoretical and learning outcomes approaches.
- Participants will be able to formulate beginning steps of an assessment approach for their office.
- Participants will be able to frame what outcomes they would like to assess in the coming year.

Conference Evaluations will be e-mailed following the conclusion of the conference!

Remember to take notes to share with our speakers and share ideas for next year!



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The Career Platform is your online, always accessible center for career success. Using short videos, interactive assessments and a portal to millions of jobs around the country and the world, your students' path to employment success is more accessible, more interactive and ultimately more effective than ever before.

Branded for your institution, The Career Platform scales to fit any size school and is flexible enough to incorporate all that you desire in a career services solution. It also provides you with access to all information about how students are progressing in their career curriculum and whether they have achieved employment in a job relevant to their chosen discipline.



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See you in 2016!