

# MACCA | NEWS



## REGISTER NOW BEFORE THE RATE GOES UP!

### for the MACCA 53rd Annual Conference

Thursday, December 7th & Friday, December 8th

**Liberty Mountain Resort & Conference Center**  
near historic Gettysburg, PA

#### Registration Options:

##### MEMBERS

\$339 Early until Sept. 30  
\$389 Regular until Nov. 10  
\$489 Late after Nov. 10  
\$289 One Day until Nov. 10  
\$359 One Day after Nov. 10

##### NON-MEMBERS

\$489 until Nov. 10  
\$389 One Day until Nov. 10  
\$589 Late after Nov. 10  
\$459 One Day after Nov. 10

##### GRADUATE STUDENTS

\$225 until Nov. 10  
\$125 One Day until Nov. 10

**Note:** must be FT student without FT employment.

##### PARTNER ASSOCIATIONS

\$439 until Nov. 10  
\$339 One Day until Nov. 10

**Note:** Includes MACCA membership until 6/30/24



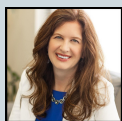
The **EARLY BIRD** registration rate has been extended to **Friday, October 13th**. Register today before your luck runs out!!

Visit our website to register: <https://macca.net/page-18315>

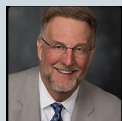
#### Keynote Speakers:



Daquanna Harrison



Marie Zimenoff



Dr. Spencer Niles

For more information about our keynotes, visit: <https://macca.net/page-18315>

#### NBCC APPROVAL STATEMENT

"Reshaping the Future: MACCA 53rd Annual Conference has been approved by NBCC for NBCC credit. Sessions approved for NBCC credit are clearly identified. MACCA: Community of Career Development Professionals is solely responsible for all aspects of the program. NBCC Approval No. SP-4385."



Sign up for a **FREE** Gettysburg Battlefield guided tour with MACCA Member **Bill Elliott**, Assistant Director for Advising, Career and Transfer Services at Harford Community College in Bel Air, Maryland. On-site and virtual options available: <https://macca.net/page-18316>

## MACCA Award Nominations

Each year, MACCA recognizes its members and member contributions to the field of career development. In contributing to MACCA, our members make a contribution to promoting the mission and the vision of continued development for professionals in the field of career development. These awards are presented at the Annual Conference, which will be held on December 7 & 8, 2023.

The awards offer a rare opportunity to acknowledge fellow MACCA members. Consider who has made an impression on you this past year and take a moment to nominate her/him for an award below. To nominate members for the following awards, please use [this Google Form link](#).

#### Award Categories:

- PROFESSIONAL CONTRIBUTIONS AWARD
- GOODWILL AMBASSADOR AWARD
- MEMBER OF THE YEAR AWARD
- LIFETIME MEMBERSHIP AWARD

Our past honorees can be reviewed on our website here: <http://macca.net/awards/scholarships>

\*\*Nominations will be open October 9 - October 31, 2023\*\*





getting involved

A path is made by walking on it.

## Consider Joining Team MACCA!

Do you enjoy coming together with colleagues for MACCA events to learn and network? The future of this great organization cannot move forward without our member volunteers. Getting involved with MACCA is a great opportunity to develop leadership skills, grow your professional network, and make lifelong friendships! ***Our committee structure has allowed us to work smarter, not harder, as the work of many means less work for one.***

**We are seeking nominations to fill the following roles for 2024.** Have questions or want more information? You can reach out to Nancy Fink, [Nancy.fink@gmail.com](mailto:Nancy.fink@gmail.com).

*MACCA leadership and committee work are supported with part-time administrative support.*

### Executive Committee:

- MACCA Chair
- Vice Chair
- Secretary
- Treasurer (filled for 2024)
- Past Chair (will remain on board for 2024)

### Leadership Cabinet

- Events Committee Member-At-Large(s)
- Member Engagement Member-At-Large(s) (filled for 2024)
- Marketing Committee Member-At-Large(s)
- Continuing Education Member-At-Large(s) (filled for 2024)

### Join A Working Committee:

- Events Committee
- Member Engagement Committee
- Marketing Committee



**MACCA has reviewed our current membership and leadership structure and we need your input and vote.**

Emails will be coming soon.

#### October:

- Review changes and offer input

#### November:

- Membership vote via email

#### December:

- Annual Business Meeting & Leadership
- Vote at Liberty Mountain Resort





## ***Environments of Transition: Crafting a Strength-Based Narrative to Navigate Opportunities to Be Your Best Self***

There is no doubt that in the last 5 years we have seen massive shifts in our world – technology, environment, politics, a global pandemic, increased recognition of DEI, quiet quitting, resignations, and more. Amid these massive issues and events, many individuals have been taking a step back to reflect on what they really want out of their lives and how to make an impact that aligns with their own values and strengths that they are motivated to use for more fulfillment.

As career counselors, we have the distinct privilege to help our students and clients tap into their best selves and create their best lives. Every day I am humbled by the opportunity to do this work. A frequent challenge for some of my students and clients is to find the right words to describe who they are at their best and how to communicate that to others in order to create opportunity without feeling like they are “bothering” other people. This is where a strength-based narrative comes in handy.

I have been a fan of the Dependable Strengths® Articulation Process (DSAP) for years and have been so fortunate to have had Bernard and Jean Haldane as mentors. The DSAP takes people through a process of remembering enlivening experiences that they made happen that they really enjoyed. Within a group, or with their coach, they begin to see patterns of strengths that they are motivated to use. Their good experiences are the basis for creating their personal strength-based narrative.

What makes this process different from other Strengths work is the personal stories in narrative format, a peer-assisted support group, and the use of your own words in describing the strengths you are most motivated to use. The process incorporates the identification of top Dependable Strengths and proof of how they have used them (very helpful in interviews and thinking about career transitions), the creation of a Strengths Report (very useful for networking and branding), and a job magnet approach to finding employment (extremely useful in attracting job offers that they are best suited for).

In Jean Haldane’s “Big Picture” of Dependable Strengths, the process allows people to be their own hero, creates communities of collaboration, and aligns their strengths with their inner values.

If you want to learn more, attend my session at the MACCA Conference or visit the Center for Dependable Strengths’ website at <https://www.dependablestrengths.org/>

*Written by Anne Scholl-Fiedler, Lifetime MACCA Member.*

## ***Write It Down!***

I recall watching an episode of The Mythbusters where Adam Savage was intensely recording data from one of their typically unique experiments. In the middle of capturing the information, Adam looked up at the camera, flashed one of his signature impertinent grins, and espoused the following:

***“The only difference between screwing around and science is writing it down.”***

“Wow!” – I cried out immediately. “What a great quote!” And, as is often the case with my unusual thought processes, I found a corollary between this insight and endeavors in our careers and lives. **Here is why I say “Write It Down.”**

**Writing it down makes it real.** Experts tell us that journaling, committing thoughts to paper, and recording ideas and impressions are extremely helpful in focusing, working through alternatives, reviewing, revising, and considering options. When it makes the trip from between your ears to appearing immediately before your eyes, it becomes more genuine.

**Writing it down makes it active.** Now you have something to look at, argue with, challenge and revise, retrofit, even throw away and start over. As it bounces around in your mind, it is more likely to stay in the subjective realm. That “thought” staring back at you on a piece of paper or on a screen challenges you to do something with it.

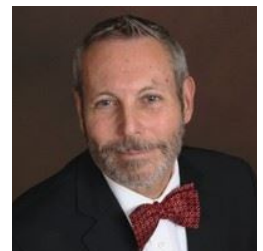
**Writing it down makes it measurable.** You’ve made it real. You’ve made it active. Now you can take action and see if it works. When our thoughts remain our thoughts, it’s difficult if not impossible to tell whether they will work or not. Write it down with a number, a timeline, a date, or some kind of benchmark to revisit what you’ve done and decide whether or not to continue or, if necessary, write something else down and go with that!

So the next time you have an idea, formulate a plan, consider a course of action, etc....

**Write It Down!**

*Posted by  
Dr. Barry Davis  
Gift of Self  
Career Services, LLC*

[Click Here](#) to visit  
*Barry’s Blog*



## August Each of Us an Expert Overview

The August Each of Us an Expert session was led by Emily Frank (<https://www.linkedin.com/in/emilykikuefrank/>), a member of NCDAs DEI Committee. She shared the progress and the problems surrounding the career professional's efforts to ensure we respectfully serve all our clients. Sixteen participants shared their own experiences, efforts, and resources. Emily began by providing an alternate acronym that others have used in the DEI space: JEDI, which stands for Justice, Equity, Diversity, and Inclusion.

The 2023 NCDAs national conference in Chicago had some highs and lows. It hosted the first-ever diversity symposium, but its timing and the confused messaging left many participants feeling as if it had been an afterthought. Nametags did not provide space for pronouns, and there were no gender-neutral bathrooms. Emily observed that even the price for the NCDAs conference worked against DEI goals, and suggested that tiered pricing would be a way to encourage people from under-represented groups to attend as well as present at the conference.

The constantly changing terms in the DEI space can make it difficult for career professionals to keep up. For example, asking for "preferred pronouns" isn't best practice. Simply ask for "pronouns." Ask for their name first, and provide space for "legal name, if different." This makes our forms more neutral in the assumptions they convey about our clients.

Emily shared a number of resources for our career clients:

HRC Corporate Equity Index: <https://www.hrc.org/resources/corporate-equality-index>

Forbes Best Diversity Employers: <https://www.forbes.com/lists/best-employers-diversity/?sh=79c915ae6468>

NCDAs DEI page: [https://www.ncda.org/aws/NCDA/pt/sp/social\\_justice](https://www.ncda.org/aws/NCDA/pt/sp/social_justice)

National Trans Bar Association: <https://transbar.org/>

Trans Legal Defense Fund: <https://www.transgenderlegal.org/>

Don't Dismiss my Story: The Tapestry of Colonized Voices in White Spaces by Alice S. Munro and Ruben Britt, Jr. <https://titles.cognella.com/9781793566140>

LinkedIn filters for "shared values": <https://www.linkedin.com/pulse/find-job-opportunities-companies-share-your-values-linked-in-rajiv/?src=or-search&veh=search.yahoo.com>

Local law schools offer free legal clinics to help clients who are being discriminated against.

Finally, one of the ideas generated during the discussion was the need for a speaker's bureau so that career professionals can find qualified speakers on DEI topics. NCDAs DEI Committee is a logical place to house such a resource, and Emily said she'd take that idea back to the Committee.



## October MACCA Meet-Up Overview

After Ira introduced himself and went over his background in the recruiting industry, the floor was open for a Q&A session. The main topics discussed were the following:

- 1) What is it like to work with recruiters from the client's perspective - Ira explained the difference between agency recruiting and corporate recruiting. He discussed that clients should look for some or all the following elements in a recruiting agency/firm:
  - Has a good reputation, ethical practices
  - Have been in business for a good length of time
  - The client list is located on their website
  - Are niched into a certain industry
  - All fees are paid by the employer
  - What companies their info is being submitted to (in order to avoid conflicts)
- 2) What do recruiters look for in resumes:
  - More than a one-page resume is okay as long as concisely written
    - skills section up top, bullet points should be 1-2 short sentences, older positions should have fewer bullet points
  - For job hoppers, a brief explanation of why the candidate left each position
  - Activities, especially volunteer activities (to show a well-balanced candidate)
  - Client resume and LinkedIn profile should be consistent and match
- 3) Interview etiquette
  - Candidates should not have any distractions during an interview (i.e., taking the interview in the car, TV on in the background, children can be heard)
  - For a virtual interview, make sure the background is appropriate or put up an appropriate image that Zoom or another web conferencing tool provides
  - It is okay to ask about the compensation range during the 1st interview if the recruiter does not ask the candidate about their expectations. This prevents getting far into the process and realizing there is a wide gulf between candidate expectations and what the company has budgeted for the position.

Other topics discussed were cover letters (2-3 short paragraphs is perfect and the format where 4-5 job duties are listed on one side and how candidate's background match up to those job duties on the other side) and resources for finding recruiting firms, one of which is listed here:

[Executive Search Consultants and Top Executive Search Firms | AESC](#)

## UPCOMING EVENT REMINDERS



The date and details for the next Meet-Up session will be available soon. Visit our website for more information: <https://macca.wildapricot.org/events>



Below are the details for the next Expert session:

**Presenter:** Rae Stout & Amanda Chenkin  
**When:** Thursday, October 26th at 12:00 p.m.  
**Where:** Zoom  
**Topic:** *What is Career Trauma?*  
**Cost:** Free for Members / \$10 for Non-Members

For more details about either of these events or to register, visit the *Upcoming Events* page on our website: <https://macca.wildapricot.org/events>