



VCDA ONLINE NEWSLETTER

Fall 2007

The VCDA Online Newsletter is a collaborative effort of the VCDA Board, Celeste Hall, Editor. Comments and feedback may be emailed to: vcda@vcdaweb.org

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Dear VCDA Colleagues,

I am honored to serve as VCDA President this year, and I hope you will support the many goals and initiatives that the VCDA Board has set for this year.

VCDA Expanding Board And The Career Development Network

The VCDA Board is committed to expanding its outreach to career development professionals in K - College settings, as well as among the community workforce specialists. We have expanded the Board to facilitate our outreach, and we have brought VCDA members from all parts of the state from Blacksburg to Tidewater to Northern Virginia. We have school counselors, school system leaders, a career coach, counselor educators, career specialists, and others. I am proud to be associated with a group of competent and skilled professionals who without exception, have a passion for the importance of the career development piece of the educational process. VCDA wants to be the connecting link between school professionals and the world of work. We want to help students achieve academic success while actively considering career objectives.

We are actively trying to fill a number of positions to strengthen the Board further:

- Website Coordinator
- Middle School Representative
- Community Workforce Representative
- Public Relations Chairs
- Student Representative

Each of these positions is an appointed, and has a one-year term. If you are interested in any of these positions, or would like to recommend a colleague. Please email me at vcda@vcdaweb.org

Thanks in advance for your support for your support. I know that together, we will make a difference in strengthening VCDA as a significant professional organization for career specialists in Virginia.

Sincerely,
Manny Bartolotta
VCDA President 2007-08

VCDA Goals: 2007-08

In addition to expanding the VCDA Board, we have also adopted the following goals for this year:

- **Develop the VCDA website (www.vcdaweb.org),**
- **Survey members about relevant topics for the annual conference, and use the data to plan sessions that will excite and empower members with useful information and up-to-date ideas for career professionals. (See conference details below)**
- **Provide onsite support for the NCDA Global Conference.**
- **Co-facilitate and financially support, the Northern Virginia School Counselor Leadership Team's Summit on Career Development; explore the possibility of duplicating the same process in other parts of the state. (see below).**
- **Review and Update the VCDA By-Laws.**
- **Initiate an Awards Program for the VCDA Conference for individual achievement and program development.**
- **Contribute towards statewide initiatives about career development.**
- **Coordinate professional and development information for career development professionals.**
- **Work with VCA and VSCA in providing presenters for career related content sessions at conferences, and submissions in journals.**

USING iTunes TO ACCESS FREE CAREER INFORMATION.

Who would have ever thought that career information could be found on iTunes? It's true and free! By subscribing to podcasts, a wealth of information is at your fingertips. Podcasts differ from Internet radio stations in that they are organized into episodes and are downloadable to your computer and iPod (so that you can listen to them when not connected to the internet). You can also subscribe to podcasts (for free) so that when new episodes are available they are automatically downloaded. The education category of iTunes podcasts presents many career related podcasts. Some of these include interviews with career specialists, career specific interviews, interviewing, and many other topics. A sample of career related podcasts include Music Career Juice, Career Talk with Tom and Ray, Pharmacology in Sports Medicine, Finding Your Ideal Career, Flight Attendant Careers, Becoming a Nurse, Deloitte Career Insights, Career Strides, Interviewing tips and much, much, more!

To access the podcasts, follow this path... These instructions are written utilizing iTunes version 7 however due to the customization of iTunes, these directions may not work exactly for everyone. The Help feature of iTunes is excellent, however and you can access your specific instructions by selecting Help and typing in "podcasts".

- Click iTunes Store (below Store).
 - Click Podcasts (across the top).
 - Next select the Category of Education followed by the appropriate subcategory you would like to view.
 - Next, use the search box to narrow your search down. For example, type "Careers" in the search box to see all the podcasts relating to careers in a subcategory.
 - Select a podcast and enjoy!
 - To change the number of episodes iTunes downloads, or how often new subscribed podcasts are downloaded or to set iTunes to delete a podcast after you have listened to it, choose iTunes, Preferences and then click the Podcast.
 - To unsubscribe to a podcast, select a podcast or an episode in iTunes and then click unsubscribe.
 - If you know the Internet address of a podcast, you can subscribe to it without using the iTunes store. Choose Advanced, subscribe to a podcast and enter the url. For example, the podcast for Find Your Ideal Career podcast is <http://feeds.feedburner.com/findyouridealcareer>.
- Happy podcast listening!

VCDA SPRING CONFERENCE

Plans are underway for **VCDA's Annual Spring Conference**. Continuing to highlight our outstanding community colleges and their programs, this year's conference will be held at Germanna Community College in Fredericksburg on **Thursday, March 6, 2008** from 9am – 3pm. Mark your calendars! We are reviewing your responses to our recent survey to determine our content areas and presenters. For more details, go to www.vcdaweb.org/conference

IMPORTANT INFORMATION ABOUT CAREER COACHES

Plugging the Gap in the Education Pipeline and Developing the Next Generation of Virginia's Workforce

- 26% of students entering the ninth grade in Virginia do not receive their high school diploma within four years.
- 60% do not continue to postsecondary education.
- National data indicate that individuals with an associate degree annually earn \$7,500 more than high school graduates and \$15,000 more than individuals without a high school diploma.

It is out of this context that the VCCS launched a groundbreaking new statewide initiative: **Career Coaches**.

Career coaches are community college employees housed in local high schools. Coaching helps "middle majority" students—the mainstay of the emerging workforce—prepare for college and careers. Career coaches offer unique benefits to students that traditional guidance counseling may not, such as direct access to college programs and services, postsecondary faculty, and business and industry.

The Virginia Community College System (VCCS) began the career coaches program in Jan. 2005 with 11 coaches based at 13 high schools. Today, more than 65 career coaches serve students in more than 80 high schools throughout the Commonwealth. In 2005-06, career coaches:

- Contacted over 28,000 students.
- Guided 11,000 students into early college or industry certification programs.
- Assisted 7,000 students to develop career and educational plans.

Preliminary data indicate program success in secondary-postsecondary partnerships, student interest in higher education and careers, and participation of business and industry as reported by high school principals.

The statewide impact of career coaches is clear. For high schools that had a career coach:

- 40% of students without college plans now plan to enroll in higher education.
- Community college enrollments are 6.5% higher.
- Enrollment in Engineering Technology and Information Technology is 19% higher.
- 60% of principals report a stronger relationship with their community college.
- 80% of students report satisfaction with their postsecondary plans.

Career Coaches Program Contact:

M. Elizabeth Creamer,
Director, Postsecondary Perkins/Tech Prep, Virginia Community College System
(804) 819-4691
ecreamer@vccs.edu

“COLLEGES OFFER CAREER HELP TO ALUMNI”

Article Review

Title: Colleges Offer Career Help to Alumni

Date: October 1, 2007

Author: Justin Pope

Publisher: The Associated Press

Reviewed by Jennifer L. Schooff

A recent article published by the Associated Press is pertinent to those counseling professionals who work in university or college career centers. Most institutions of higher education provide current students and recent graduates with access to their career centers and its services. However, many universities and colleges have begun to offer career counseling services to those students who are not *recent* graduates. In fact, in some cases these alumni were granted their degrees more than ten years ago. At some schools, this trend is part of a broader effort of alumni relations staff to increase the level of community engagement of graduates. In other words, alumni who take advantage of these services will be more likely to give back financially to their institutions, which will, in turn, benefit current students. Another reason for providing more personalized services to alumni is the high job turnover rates in many professions. Networking through one's alma mater is an effective and logical method of finding a new job. In many cases, alumni landed their first jobs upon college graduation through programs offered by the university career center.

Offering career services to alumni is not uncharted territory for university career centers. Rather, many institutions offer some level of career services to alumni (e.g., list-serves, job banks), while a select few have long-established programs that offer more personalized services (e.g., individual career counseling, assessment tests). The significance of this trend is that career centers have begun to employ professional staff devoted solely to alumni. With this increase in hired staff come some financial dilemmas, such as how these services and employees are funded. Institutions have chosen to address this issue in different ways. Some charge nominal fees for basic services and even offer packages for more extensive services. Other institutions have financial help from their alumni associations, while still others utilize corporate grants. In some cases where alumni associations provide financial assistance, services are limited to those who are members of the alumni association because they pay membership dues.

The institutional movement to provide career services to alumni can be beneficial for both parties. However, in light of budget cuts and short-staffed career centers, this option may not be financially viable for every institution. Regardless, this article provides professionals with examples of institutions that have implemented the idea in different ways using different means of support. Current professional career center staff, especially directors, can utilize the information in this article to initiate discussions within their own department in hopes of expanding the pool of recipients who have access to career center services.

NATIONAL CAREER DEVELOPMENT ASSOCIATION CONFERENCE

This summer, we will have a wonderful opportunity to learn more about career development and national career trends when the NCDA Conference comes literally to our backyard. This year's 2008 conference will be held at the Hyatt Regency on Capitol Hill in Washington D.C. July 7-11, 2008. The theme is ***Public Policy & Advocacy: Finding Our Voice and Making It Heard***. NCDA is creating a full menu of learning sessions, workshops, keynote speakers, and other conference events that will offer you multiple opportunities to explore the important role and responsibility that we—as career

development professionals—have in contributing to public policy and, in turn, advocating on behalf of the citizenry of the United States and the world at large.

In addition, there will be a two-day, pre-conference **International Public Policy Symposium**, which will offer attendees a special opportunity to discuss career development public policy issues from a global perspective. Be sure to check out the NCDA website for more information about the symposium and for additional details regarding all of the other exciting events that we have planned. Because a trip to D.C. during the summer months is such a great opportunity for a family vacation, NCDA will be making a special effort to provide family-friendly activities throughout the conference. Make your vacation plans now!

[NATIONAL CAREER PATHWAYS NETWORK CONFERENCE, LOUISVILLE, KENTUCKY](#)

VCDA was well represented at the recent National Career Pathways Conference in Louisville, Kentucky during October. Past VCDA president, Celeste Hall, Career Counselor at Hanover High School in Mechanicsville presented ***“The Hanover Career Student Resource Guide: A Community Partnership for Student and Economic Development”*** with Karen Epps of the Hanover County Economic Development office. VCDA members, Susan Guarino and Sharon DeBragga of Mountain View Alternative High School presented ***“How E-Portfolios Can Inspire Student Achievement and Transform the Learning Process”***. Next year’s NCPN Conference will be held in Cincinnati, Ohio.

[COUNSELOR EDUCATORS CREATE A REGIONAL CAREER EVENT](#)

A collaborative effort among counselor educators, school system leaders, , VSCA and VCDA Representatives in the Northern Virginia area have created a regional summit for public school counselors titled “EVERY Day is CAREER Day”.

Led by Drs. Carol Kaffenberger and Celeste Murphy from George Mason University, Dr. Pam Brott from Virginia Tech, Dr. Tammy Davis from Marymount University and Drs. Pat Schwallie-Giddis and Rebecca Dedmond from George Washington University, this half day event will gather 150 K-12 public school counselors to focus on their school system’s approach to career curricula. *Redefining Career Development through a Life Roles Perspective* is the topic of Dr. Pam Brott’s keynote address.

The response from school districts has been strong. The depth and variety of resources provided through the counselor educators will make this program a focused, meaningful event for school counselors.

Is this a model for a career event for your region? Can the cooperative efforts of multiple counseling programs increase the potential and reduce the workload for each counselor leader?

Take a look at the possibilities and needs of your region, as well as the strengths and resources available. Perhaps “E Pluribus Unum” can take on a new meaning through out the state of Virginia.

Sponsored by the
**NORTHERN VIRGINIA SCHOOL COUNSELING
LEADERSHIP TEAM**

A Collaboration of Counselor Educators, School Systems, VSCA and VCDA Leaders

Summit III
EVERY Day is CAREER Day

Friday December 14
8:00 am -12:30 pm
George Mason University
Student Union Building II Fairfax Campus

For K-12 School Counselors & Administrators from Alexandria, Arlington, Fairfax, Falls Church, Fredericksburg, Loudoun, Prince William, Manassas City, Manassas Park and Spotsylvania Public School Districts.

Keynote

Redefining Career Development: A Life Roles Perspective

Pamela Brott, PhD. Virginia Tech

Panel

School Counselor Perspective

Breakouts

Elementary, Middle and High School Levels

District K-12 Teams

CAN VCDA BRING A CAREER DEVELOPMENT SUMMIT TO YOUR AREA of VIRGINIA?

If the Northern Virginia Summit can be duplicated in your area, let VCDA support your efforts.

Email VCDA to learn how we can help. vcda@vcdaweb.org

NATIONAL CAREER DEVELOPMENT ASSOCIATION (WWW.NCDA.ORG)

National Career Development Month

The National Career Development Association (NCDA) promotes career development through its annual celebration of National Career Development Month. Every November, career development professionals are encouraged to celebrate with career related activities. In particular, NCDA sponsors an annual Poetry and Poster Contest.

National Career Development **Week**: November 12-16

National Career Development **Day**: November 14, 2007

The theme for the 2007-2008 National Career Development Month contest is "Find Your Voice – Change Your World". See the brochure for more information.

Official Entry Form

(Each entry must have a completed entry form.)

Student Name: _____ Grade: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
E-Mail: _____

School Coordinator: _____
School Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
E-Mail: _____

County/District: _____
County Coordinator: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
E-Mail: _____

State Coordinator: _____
State Division: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
E-Mail: _____

If individual, you must state the school the individual attends per eligibility guidelines unless the entry is submitted under Open Adult.

☐ Individual Submission ☐ School Submission

☐ Poetry ☐ Poster C1 ☐ Poster C2

I, _____, state that the attached Poster/Poetry entry is the original, which I myself created & completed.

Signature: _____

Thank you for ensuring a fun-filled contest by submitting your original work!

Note: All national entries become the property of the National Career Development Association and will not be returned. The association reserves the right to use the poems and posters to focus attention on activities and promote Career Development Month goals.

National Career Development Month Chair:

Michelle Beese, National Contest Chair
1487 Cedar Oak Road
Placerville, CA 95667
mpbeese@cwnet.com



National Career Development Association
Headquarters
305 North Beech Circle
Broken Arrow, OK 74012
Toll-Free: 866-FOR-NCDA (367-6232)
www.ncda.org

FIND YOUR VOICE

Celebrate your favorite career by entering the 42nd Annual NCDA Career Development



National Career Development Week
November 12 - 16, 2007

National Career Development Day
November 14, 2007

This week and day is designed to highlight the importance of life-long career development and the personal empowerment of all people. Events and activities should be planned to help examine lives, careers, and the alternatives available to increase everyone's personal success and happiness.



Eligibility

Every adult and student enrolled in public, private, and parochial schools in states with participating NCDA state divisions are eligible. A complete list of participating state divisions will be available September 2007 on the NCDA website at www.ncda.org. Contest division areas include:

Primary.....Grades K - 2
Intermediate.....Grades 3 - 5
Middle.....Grades 6 - 8
Senior.....Grades 9 - 12
Adult Student.....18 and older enrolled in school
Open Adult.....18 and older not enrolled in school (student teachers, parents, and professionals...)

Each entry should celebrate and inspire career development with a positive tone.

Requirements for Poems

Poetic Form: Use of any acceptable poetic form (e.g. cinquain, free verse, diamante, haiku, limerick, metered, rhyming, blank verse).

Size: Submit each poem on a single sheet of paper 8.5" X 11" in 12 point font.

Requirements for Posters

Lettering: Simple bold lettering is preferred. Captions are to be used to convey the message, attract attention, and to achieve goals of clarity, vigor and originality. All lettering will be considered part of the design.

Media (Revised Categories)

Category 1 (C1): Standard use of ink, pencil, poster paints, magic marker, acrylics, and oils.

Category 2 (C2): Use of photos, clipart, graphic art software, collage, cut and pasted paper, and mixed media.

Size: Each poster must be created in 8.5" by 11" format, including matte, to be eligible.

Contest Deadlines

Building/School Contest Completed and Postmarked by November 14, 2007

First, second, and third place winners in the Building/School Contest should be sent to the County/District Contest.

County/District Contest Completed and Postmarked by December 4, 2007

First, second, and third place winners in the County/District Contest should be sent to the State Contest.

State Contest Completed and Postmarked to National Contest by January 19, 2008

First, second, and third place winners in the State Contest should be sent to the National Contest. To obtain participating state coordinator contact information please visit www.ncda.org or contact NCDA Headquarters (918) 663-7060.

ALL entries MUST go thru the State Contest.

The state chair is responsible to have their winning entries delivered to the National Chair by January 19, 2008.

National Results will be posted on the NCDA Website by April 15, 2008.

Send State Winners to:

Michelle Beese, National Contest Chair
1487 Cedar Oak Rd. Placerville, CA 95667
E-Mail: mpbeese@cwnet.com



Judging Process

Teams: Each judging team will consist of educators, including a member of the language arts and/or arts department, parents, and a representative from business/industry in the community. Selection of judges is left to the discretion of the contest coordinators.

Criteria: Judging will be based on originality, creativity, and development of the national theme. Poems will be evaluated on appropriate form, execution, spelling, and grammar. Poster evaluation will focus on the appropriate use of media, lettering, and basic principals of art. Please adhere to the size requirements for each entry as many entries are received.

State Awards

The state chair is responsible to have their winning entries delivered to the National Chair by January 19, 2008. State coordinators are responsible for coordinating prizes, certificates, and celebration for their state winners. **ALL entries MUST go thru the State Contest.**

County/District and building awards are made at the discretion of the local coordinators.

National Awards

The National Chair in coordination with the NCDA Headquarter Office will prepare the national awards. National awards will be given to the first, second, and third place winners in the six divisions in both the Poetry and Poster Contests. Certificates of participation will be given to all national entries.

National winners will be recognized with the winning entries placed on the NCDA global website, www.ncda.org, by April 15, 2008. The winning entries will also be on display at the Annual Global Conference to be held in Washington D.C., July 9-11, 2008. In addition, National winners will receive from the National Career Development Association: a framed certificate and a special congratulations gift.

WHAT IS A GLOBAL CAREER DEVELOPMENT FACILITATOR (GCDF)?

Reprinted from www.ncda.org

This occupational title designates individuals working in a variety of career development settings. A CDF may serve as a career group facilitator, job search trainer, career resource center coordinator, career coach, career development case manager, intake interviewer, occupational and labor market information person, human resource career development coordinator, employment/placement specialist or workforce development staff person.

The counseling profession has made great progress in defining professional counseling and the career counseling specialty through such efforts as NCDA's career counseling competencies and code of ethics and state licensing and registry requirements. However, several professional groups recognized that many individuals who are currently providing career assistance are not professional counselors. The CDF credential was developed to provide standards, training specifications and credentialing for these career providers. The goal was to define and differentiate two levels of career practice. For more information on Career Development Facilitator visit www.ncda.org.

Can VCDA bring GCDF to your area of Virginia?

If you or your school system is interested in scheduling a certification program for the Global Career Development Facilitator to your area of Virginia, VCDA will help you organize it and make it happen. Email us for more information. vcda@vcdaweb.org

HAPPY CAREER DEVELOPMENT MONTH!

NCDA declares the month of November as Career Development Month. The intent is to focus attention on the goal of career pathways in the educational process. VCDA hopes that you have planned special activities for this month, and that you can get your students and clients to explore options for their future. More importantly, we hope that you are a force in transforming education so that "EVERYDAY is Career Day" not just the month of November. After all, shouldn't the concept of career pathways be a continuing thread throughout the educational process?

Manny Bartolotta

VCDA President 2007-08

