



OHIO CAREER DEVELOPMENT ASSOCIATION

2011 OCDA SPRING CONFERENCE By Ryan Wilhelm & Allison Jones

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The Ohio Career Development Association (OCDA) hosted its annual conference at Ohio Dominican University on May 20th. The keynote speaker for the conference was Don Schutt, Jr., Ph.D. NCC, LPC, MCDP, IPMA-CS, the current Director of the Office of Human Resource Development at the University of Wisconsin-Madison.

Don led the nearly 70 participants from all around Ohio and beyond (Michigan and Kentucky) through a daylong explanation and exercise of Appreciative Inquiry (AI) and its practical uses with our clients, our students and in our daily work. The day consisted of lecture and instruction surrounding strengths and appreciative inquiry as well as several breakout sessions.



In the main breakout session participants were asked to partner up and actually go through an appreciative interview process focused on uncovering and then building on their strengths. The experience combined networking with training giving practitioners insight into what it would be like to both give the interview and be the interviewee. Questions focused on times when persons felt most happy and energized, future wishes for their career and their personal values. The interviewer then shared their summary of the themes and patterns that they saw in the responses. Each participant left with both a participant and a facilitator guide as well as their interview summary.

First time participant Randy Dineen, an internship advisor at Ohio State University stated, "I felt the planning committee did an outstanding job selecting Don Schutt to be the keynote speaker. I learned a great deal about AI and how that can be applied to career choice, which was an excellent take-away from the conference."

Several members of the board welcomed Don to Ohio at a dinner the night before the conference. Don also participated in brief tours of Columbus, ODU and OSU, including a brief walk on to Ohio Stadium's playing field.

More information about Don can be found at his website:

<http://www.donschutt.net/>

The OCDA board welcomes any and all suggestions about upcoming conference presentation topics, speakers and locations. Please send your ideas to current President-Elect Jessica Wood at jwood@lakelandcc.edu.



Keynote Speaker Don Schutt

Photo by Sarah Odum

Ryan & Allison



PRESIDENT'S WELCOME

By Michael Morley



First, congratulations to Past President, **Lacey Kogelnik**, on an excellent job as our outgoing President. Her leadership and organization have guided OCDA and kept us moving forward with an increase in membership as well as website updates and a continuation of offering excellent speakers for our annual conference.

In addition, I want to recognize another Past President, **Cynthia Marco-Scanlon**, for two reasons. First, she has stepped in to fill the role as Past President again since Lacey has accepted another position at Baldwin-Wallace College and cannot fulfill this obligation. Secondly, as you'll read more in this issue, Cynthia was nominated and will receive the **Outstanding Career Practitioner Award** from NCDCA at the annual conference in San Antonio, Texas. At the conference, OCDA Treasurer, **Meagan Kittrick**, represented Ohio by carrying the flag during the Opening Session at NCDCA.

At last May's conference held at Ohio Dominican, **Ana Berrios-Allison** and her committee designed four award categories and OCDA presented two awards to outstanding individuals. You can read more details in this issue on page 4. We will continue to recognize members for their work and contributions to the field of career development. There are many professionals doing some fine work, and we need to recognize those efforts. Thus, we will be looking for you to tell us about these individuals. A big kudos to **Allison Jones (Plunkett)** and **Ryan Wilhelm** for planning a great conference this past May- good food, networking and an excellent speaker!

As some of you may know, I have been the newsletter editor for over seven years, and it's about time to take on a new challenge as OCDA President

and continue its forward progress toward a stronger and larger organization using enhanced technology to provide faster and better services to all of our members. **Ryan Wilhelm** has stepped forward with a big interest in editing our Newsletter and I have no doubt that you will be pleased with his results. I am extremely excited about my new role and working with a team of achieving individuals! Several of the board members are returning in the same or new roles, and we are very fortunate to have two new members join the board - **Varunee Faii Sangganjanavanich** from The University of Akron and **Christina Golden** from Capital University. Also, **Ellen Matthews** who just graduated with her Masters from John Carroll University will continue as our Webmaster - thanks Ellen!

The outgoing 2010-11 OCDA Executive Board and the incoming 2011-12 board met on Monday, July 11 at Malabar Farms State Park for the annual transition meeting. This location was selected because half of the board is from northeast Ohio and the other half is from Columbus, so splitting the distance was a practical option. There'll be more information to come on our plans for 2011-12. For now, enjoy the summer and be safe in your travels.



OCDA President Michael Morley (right) poses with 2011 conference speaker Don Schutt.. Photo by Sarah Odum

OCDA has had 2 separate presentations accepted for the AOCC. *Transitioning Today's Students for Tomorrow's Careers* will be presented by Jackie Kuffel and Gail Michalski and *Managing Careers by Design - A Different Way of Thinking about Career Exploration and Counseling* will be presented by Cynthia Marco-Scanlon and Meagan Kittrick.



2011-2012 BOARD

By Michael Morley *MPMORLE@UAKRON.EDU*

This is your OCDA Executive Board for the next year -

Jessica Wood from Lakeland Community College is the new President-Elect. Jessica already has the program in place for the All Ohio Counselors Conference (AOCC) in November and is lining up speakers for the 2012 and 2013 annual conference. *jwood@lakelandcc.edu*

Cynthia Marco-Scanlon from John Carroll University, who will again serve as Past President and Nominations, brings a wealth of knowledge and enthusiasm. *cmarco@jcu.edu*

Carla Owens from Kent State University continues to serve a vital role as Secretary and provides valuable leadership. *cowens@kent.edu*

Meagan Kittrick from CWRU is in the second year of her term as Treasurer. Her ideas have streamlined our finances, and we will be moving to online payments and membership renewals. In addition, she has plans to archive our bookkeeping, which will provide years of data and ease the transition between new treasurers. *meagan.kittrick@case.edu*

Allison Jones (Plunkett) from The Ohio State University will continue her great work as Membership Chair. She continues Bob Windle's fine work of increasing membership and developing relationships. *jones.4106@osu.edu*

Ana Berrios-Allison, who did such an excellent job with Awards this year, will continue in that role and will be looking to build a new committee to continue with recognizing our colleagues. *berrios.7@osu.edu*



Meagan Kittrick and Allison Jones work registration on conference day.
Photo by Sarah Odum

Sarah Odum from The Ohio State University and Past President will continue to serve as Archives Chair. *odum.11@osu.edu*

Beth Ehrbar from Baldwin-Wallace College continues to excel at communicating with our membership as Member-at-Large and will expand her role to help us serve our membership better. *behrbar@bw.edu*

Ryan Wilhelm from The Ohio State University who served as Government Relations Chair and By-Laws Chair has enthusiastically taken over the Newsletter. *wilhelm.118@osu.edu*

Ellen Matthews from John Carroll continues to use her skills as Website Chair and has just completed a new version of our site <http://www.ocdaonline.org/>. *michaelellen@gmail.com*

Varunee Faii Sangganjananich, a new board member from the University of Akron, will be responsible for Government Relations and By-Laws. *vfs@uakron.edu*



Ellen Mathews, Aimee DeMuro and Cynthia Marco-Scanlon network during a break in the conference.
Photo by Sarah Odum

Christina Golden from Capital University and a new member to the board will be responsible for National Career Development Month. *cpalmer_55@yahoo.com*

As you can see, we have a good mix of seasoned, experienced and new members, which means that OCDA is in good hands and will do great things this year and the years to come.

Mike



AWARDS

By Ana C. Berrios-Allison

Two OCDA members were recognized as our Career Awards recipients during an award ceremony held at the Annual Spring Conference on May 20th, 2011

Leadership Career Award: Bob Windle, MA, LPC, NCC, GCDF

Outstanding Career Service Award: Elizabeth Osicki, PCC-S

Bob Windle was the recipient of the 2011 OCDA Leadership Career Award. The Ohio Career Development Association was delighted to bestow this honor in recognition of his significant contributions to the improvement, promotion, development of career counseling and/or career development, and enhancement of professional association activities. This award will now be named the Bob Windle Leadership Award after his leadership legacy and service provided to the field.

Bob has been a Career Coach at John Carroll University since September 2000. During his first year as a Board Member of OCDA (2004-2005), Bob served as President. Colleagues on the Board have commented that Bob successfully led the organization through a period of transition and describe him as “an excellent leader, quiet, unassuming and effective.” Since his role as President, Bob has held the roles of Past-President and Membership Chair. As a Board member, Bob was integral in planning annual conferences, a regular contributor to the OCDA newsletter, a representative and presenter for OCDA at conferences, including several OACC Conferences. As Membership Chair, Bob was committed to keeping the membership list up-to-date and strived to keep members connected by starting an OCDA LinkedIn group and sending monthly emails. In addition to serving on the Board of the OCDA, Bob was also president of the North Central Ohio Counseling Association, NCOCA (1997-1998)



Ana Berrios, Bob Windle and Cynthia Marco-Scanlon
Photo by Sarah Odum



Ana Berrios with Elizabeth Osicki. Photo by Sarah Odum

Elizabeth Osicki was the recipient of the 2011 OCDA Outstanding Career Service Award. This award was presented by the Ohio Career Development Association in recognition of her outstanding career counseling/service that facilitates the career development process of clients in the state of Ohio. Elizabeth has been a dedicated career service professional in Northeast Ohio for the past 8 years, taking on progressive leadership roles at area colleges and universities. She currently serves as the Director of Key Career Place at the Eastern Campus of Cuyahoga Community College. In addition to her administrative duties, she maintains strong connections with the students and members of the public served by Key Career Place. Colleagues have commented that her work with students was outstanding using solution-focused and brief therapy techniques. Employers also stated that she made excellent referrals to them and that they were extremely successful recruiting very well prepared students.

For more information about promoting your colleagues, visit the OCDA awards page online at: www.ocdaonline.org



OUTSTANDING CAREER PRACTITIONER AWARD GIVEN TO CYNTHIA MARCO-SCANLON, PH.D., PCC-S

By Michael Morley

One of OCDA's Past Presidents, Cynthia Marco-Scanlon, was nominated by Dr. Deb Osborn, from the University of South Florida (NCDPA President-Elect) for the **Outstanding Career Practitioner Award**. She was one of four selected to receive this award at the NCDPA conference in San Antonio, Texas on July 1 at the Awards Luncheon.



The criteria for nomination:

Outstanding Career Practitioner Award (four may be awarded):

To recognize practicing career counselors, consultants, or teachers for outstanding performance in day-to-day service for people, each of the following areas will be rated:

- Years of service (at least eight years) in direct work with people in regard to career development in education, business and industry, and/or private practice;
 - Quality of service as indicated by innovative programs, recognition by local organizations, publications, etc;
- Service to the profession as indicated by participation and leadership in professional associations at the local, state, and/or national levels.

Our **CONGRATULATIONS** to Cynthia for a well-deserved award!

THE DALAI LAMA AND CAREER TRANSITION

By Sunitha Narayanan

I was privileged to hear His Holiness the 14th Dalai Lama speak as he accepted the International Freedom Conductor Award in Cincinnati, Ohio in October 2010. As a career coach, I reflected on his words to see how these might apply to life and work, especially for those in a life or career transition. These ideas are applicable to both career coaches and clients alike.

First, look inward. I was particularly struck with what the Dalai Lama called "freedom of thought." A transition is a perfect time to "free" ourselves from expectations and listen to our inner voice that quietly whispers to us and might not be heard in the rush of daily life. What causes motivate you? What activities naturally attract you and fill you with action? What opportunities do you seek out that bring out your talents? When you look back at your career path, what gives you the most satisfaction and why? Taking the time for this reflection will help you create a joyful, productive and proactive plan as you embrace what the future holds for you.

Second, make a human connection. The Dalai Lama endeared himself to the large crowd by reaching into his bag and pulling out a visor to shield his eyes from the brightness of lights in stage and said, "if I can see you, I feel I am talking to a real person." A simple idea with amazing outcomes. Have you reached out to someone in person today and asked or answered a question? Have you nourished a relationship today and planted a seed for a future rich harvest? Or are you hiding behind social media and missing out on face-to-face conversations? What are you doing to invite curiosity and

engage someone in a conversation? Tap into your unique, brilliant self and be ready to offer ideas, skills and talents to a conversation. Give people a reason to remember you and your career focus.

Third, believe in yourself. Imagine this powerful sentiment from someone who has been in exile for 45 years: "there is no need to feel hopelessness." If you remember that the word transition also means evolution, you can embrace hope in the midst of despair. You either are in the process of reaching a new destination, embracing a richer opportunity or switching your career field. A simple way to build confidence is to share your success stories as you create your marketing plan to arrive at your new destination. What problems have you handled? How do your skills bring a sharp solution to an employer's problem? Point out the connection your results have to position deliverables. Stories create a visual picture of confidence, both in you and your listener. Do you want to be "a" candidate or "the" candidate? What can you do to make your competition irrelevant? This inner confidence will translate into all your job search efforts and make you a distinctive, stand-out candidate.

Fourth, have infinite compassion. I know you are wondering what compassion has to do with your job search. A central theme in Dalai Lama's message lies in "...the more we care for the happiness of others, the greater is our own sense of well-being." So, compassion is in the way you care and respond to someone's pain. What do employers want the most from you? An ability to identify, recognize and empathize with their pain and a talent for making it disappear. Have you analyzed the trends in your field? Why are some of your target companies in the news? How can you use research and

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WELCOME TO NEW OCDA MEMBERS!

By Allison Jones, Membership

OCDA welcomes 28 new members who have joined between March 1, 2011 and July 10, 2011! We appreciate their interest in OCDA and look forward to their participation in the coming year:

Holly Breymaier, April Calkovsky, Thomas Chuna, Margo Coates, Shauna Davis, Bridgette Dawson, Aimee DeMuro, Kelsey Esquinas, Kelly Frahllich, Nicole Fuller, Annette Giffey, Cynthia Gilchrist, Christina Golden, Tim Graham, Sue Greene, Kathleen Hallihan, Jeanne Hitch, Maisha Jones, Azra Karajic-Siwiec, Donna Lamb, Deborah Lee, Rhonda Norman, Vondell Petry, Marquita Rockamore, Pamela Schopieray, Ken Soper, Donna Russell, and Ashley Strausser

In addition, 34 members have renewed their memberships:

Judith Aungst, Ana Berrios-Allison, Pam Buchter, Carol Burhenne, Barbara Burk, Stephanie Burns, Kathryn Craig, Mary Ann Davis, Audra Fry, Lisa Grisez-Shullick, Hobson Hamilton, Susan Hoopes, D. Diane Jones, Christa Juenger, Elizabeth Lierman, Gail Michalski, Carolyn Migdal, Ann Motayar, Sarah Odum, Elizabeth Osicki, Carla Owens, Kimberly Paik, Gail Papay, Nancy Parsley, Thomas Payton, Nancy Ronevich, Kathryn Russ, Varunee Faii Sangganjanavanich, Kelley Stillwagon, Stacie Stormer, Christopher Wenz, Bob Windle, Jessica Wood, and Linda Woodard

OCDA MEMBERS IN OHIO

Below is a Google Plot Map of current OCDA Members in Ohio. Members are also located in Michigan, Kentucky, California, New Mexico, Florida, Maryland and West Virginia. OCDA continues to seek to expand its representation by both numbers and location. Please contact a board member if you are interested in helping to spread the word.





A TWO-SIDED RESUME? STANDING OUT FROM THE CROWD!

By Rhonda Messinger

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My initial reaction to the client who asked if she could send a two-sided resume for a job posting was, "Never." Then I thought about it. Wouldn't it make sense for "green" employers to appreciate a two-sided resume over a standard two-page resume? And wouldn't this client stand out from the crowd? I turned to the National Career Development Association (NCDA) LinkedIn group, a local Human Resource Management group and several local business groups for feedback. Their insights formed the basis for the following recommendations for using two-sided resumes and other creative approaches in job searching.

1. Research the industry and the companies. Marie Zimenoff, a career manager and job search strategist in the Colorado area encourages job seekers to do research on the company they are approaching. "A job seeker doesn't seem to fit the mission/vision of the [green] organization if they hand them a resume on two separate pages at a job fair." Brian Pillsbury, Assistant Director of Career Services at Northern Illinois University countered, "I honestly don't know that a double sided resume would make that much of a difference to any but the most green employers." As you can imagine clients will find at least two sides to every creative effort they consider and the two-sided resume is no exception. What's important therefore, is to encourage them to research and uncover the brands, interests, missions and goals of the organizations they want to attract and use that information as a catalyst for a memorable creative approach.

2. Consider the downsides. Some creative approaches have downsides that are important to consider before using them. What happens when a long-standing tradition of "how a resume should be" is "tampered with" to send an ecological message? Dennis Rouelle, a former recruiter and current career counselor at University of Connecticut, shared one downside. "I can tell you that resumes usually get dumped into a copy machine...recruiters and administrative staff are in a hurry to copy a pile of resumes for review or forwarding to hiring managers, interviewers, etc...many recipients of these copies will only get the first page." Beth Longton, a consultant and managing member of H.R. Outcomes, L.L.C. who finds, sorts and screens applicants for companies shares, "I wouldn't mind receiving [a resume] that is two-sided." She agrees however, that she might forget to copy both sides when preparing packets for interviews.

3. Plan for the unexpected. Angela Shores a Licensed Professional Counselor and adjunct lecturer in North Carolina recommended this plan for the unexpected: "Put a small text footer with a remark about being green or conserving re-

sources so employers readily know why the two-sided and not a traditional approach was used." A footnote will help interviewers know if something is missing. And while they are looking for the second page, think of how many times your client's name will be spoken. Your client might even get a personal call to send another resume. Not too bad of an outcome.

Plans for the unexpected might however, inspire a client to instead volunteer in an environmentally friendly organization. Once there, the client can build a network of contacts that share his or her zeal for a reduced carbon footprint. Or clients might do both, use two-sided resumes and volunteer. Either way, planning for the unexpected adds choices for illustrating valuable selling points to a potential employer.

4. Get noticed for the right things. If clients are going to do something creative, encourage them to not waste the attention they generate on something for which they are not 100% proud to be remembered. "I would encourage [clients] to explain the new format in their cover letter," shared Michelle M. Carroll, President of the Maryland Career Development Association. She suggested using a statement like, "As you review my enclosed resume, please note my attempt to go green by using both sides instead of 2 pages." Carol Myers, a Wisconsin area student, "loves the idea of saving paper as long as the weight of the paper is heavier and you don't see the print on the other side." Lisa Vauyskaya, a freelance Graphic Designer explained on *Linked In Answers*, that both the presentation and the content must be impressive to garner the attention of a potential employer.

There is no all-encompassing creative approach that works for every job seeker. Through individualized research, clients will find ways to market themselves while demonstrating knowledge of a company's brand or mission. Considering the downsides of their actions will help them see the best options for their situation. Planning for the unexpected will enhance their creativity, not limit it, and they will find beneficial and rewarding ways to brand and promote themselves as a result. Whatever methods they choose, encourage them not to shortcut their efforts. Creativity can be an effective tool for setting themselves apart in both positive and negative ways. Help them choose the positive path.

Rhonda C. Messinger, GCDF is the owner of Career Momentum, LLC. Contact her at rhonda@careermomentum.net.

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Have an article you would like to submit? A new intervention or technique that is particularly helpful? The OCDA would love to fill its pages with insight from its members. Please send any ideas to Wilhelm.118@osu.edu.

OHIO CAREER DEVELOPMENT ASSOCIATION



OCDA membership encompasses all career development providers including counselors, educators, business professionals, graduate students and paraprofessionals. The OCDA community represents a wide array of settings: education, private practice, business, and public and private institutions. Members are dedicated to promoting the career development of all people over the lifespan and improving the standards of professional career service in Ohio.

OCDA, founded in 1975, is a division of the Ohio Counseling Association (OCA) and the Ohio division of the National Career Development Association (NCDA), which was founded in 1913. NCDA is a division of the American Counseling Association (ACA).

OCDA MEMBERSHIP APPLICATION

Membership expires one year from date of joining/renewal*

First Name: _____ Last Name: _____

Street/Apt: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Home Phone: _____ Work Phone: _____

Employer: _____ Title: _____

Ethics Agreement: As a member of OCDA, I do hereby agree to uphold the NCDA Code of Ethics www.ncda.org (click on guidelines).

Signature _____ Date _____

Make Checks Payable to OCDA & mail to:

Allison Jones OCDA Membership Chair 2112 Surrywood Dr. Dublin, OH 43016
Questions? Call 614-327-7884 or Email OhioCDA@gmail.com

Type of Membership

- Professional \$20 (Master's in Counseling/related field)
- Associate \$20 (Degree, no counseling credential)
- Retired \$10
- Student \$10

License/Certification (check all that apply)

- LPCC/PCC
- LPC/PC
- NCC
- GCDF/CDF
- Other _____

Status New Renewal

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analysis to clearly connect your value to business needs? How closely do your personality preferences and traits match those demonstrated by high performers in your target company? Compassion also means being kind to yourself during your transition. Establishing a routine by including exercise, healthy eating habits and inviting your "nourishers" into your search will help you manage the stress proactively. You can also be kind to yourself by instilling accountability in your search. Tracking what is working and what isn't working will help you celebrate small successes and alert you to what could be done differently for positive outcomes.

A transition can be painful as much as it can be joyful. The very nature of a transition is that it is temporary. The process of looking inward, having self-confidence, finding ways to connect at a personal level and showing compassion to oneself and to others has worked for the Dalai Lama. Don't you think it should work for those of us in life and career transition?

Sunitha Narayanan is a certified career coach with a passion for connecting people and their talents to life and work opportunities. She can be reached at snarayanan@oipartners.net

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