

NECA

E-NEWS

This is the Fall 2007 edition of the Electronic Newsletter from the National Employment Counseling Association. *E-NEWS* is published by NECA Past President Dr. Kay Brawley and Business Manager John Hakemian. NECA E-News concentrates on crisp articles and announcements of new information of interest and value to career and workforce development professionals, from NECA members, sister organizations, national publications, and timely items on upcoming workshops and conferences. Comments to kbrawley@mindspring.com



NECA President Carolyn Kalil...

Kalil's Call for Emerging Leaders

NECA will be offering its 7th Annual Leadership Retreat immediately after its 1st Life/Work Institute in Florida on Friday afternoon from 1 pm to 5 pm on November 30th. The Retreat is designed to encourage the participation of emerging leaders from the membership of NECA...the key to fashioning NECA's future. This is a time to celebrate the camaraderie that brings NECA leaders and future leaders together to set the stage for much more influential and important efforts with NECA involvement, employment counseling leadership in our diverse communities and advocacy for workforce development.

These actions are taken not only by members of the NECA Board, but also by those of you who wish to get involved, share opinions, contribute resources, contribute ideas, and contribute time. Emerging leader involvement is the driving force that has and will continue to make NECA a leading professional force with up-to-the-minute programs and training resources.

So email me at Ckalil@truecolorscareer.com, and share your thoughts on NECA involvement, leadership and advocacy. Better yet, find out how you can make a difference by coming to the NECA Leadership Retreat and celebrate the camaraderie

of successful NECA leaders who are taking a bigger role in shaping NECA's future. Weather permitting, the Retreat will conclude with sailing on Panache, a 44' Hunter sailing vessel--an experience not to miss. **The Retreat registration fee is \$35. You may register by contacting NECA Professional Development Director Dr. Kay Brawley via email at kbrawley@mindspring.com.**

Carolyn

NECA Nominations for Elections 2008-2009

NECA President-Elect:	Dr. Susan Pressman, Virginia
ACA President-Elect:	Dr. Michael Lazarchick, New Jersey
NECA Secretary:	Karol Taylor, Maryland
NECA Board of Trustees:	Soonhoon Ahn, District of Columbia
	Cheryl Sessoms, Michigan,
	Laura Jo Severson, Washington

NECA presents its first Life/Work Institute in Florida-Nov 28-30



The National Employment Counseling Association (NECA) leaders are charting their course for Daytona Beach to present their first Life/Work Institute, to be held in collaboration with the new division of the Florida

Association for Marriage and Family Counselors (FAMFC) at the Florida Counseling Association (FCA) annual conference, November 28-30. The Institute will feature a special track for professional counselors dealing with marriage and family, plus career issues. NECA's focus on the life work theme stems from its leaders' belief that "the most significant issues in people's lives have to do with work and work-related involvement or relationships."

Participants attending the following five personal development and career counseling competency-based sessions will have the opportunity to receive a NECA Life/Work Institute Certificate at the conclusion of the FCA conference. Details on the certification process will be available in each registrant's tote bag plus the Division Sharing Exhibit Table at the FAC conference.



Wednesday Nov 28: Dr. Sue Pressman will present "*Thriving Among the Sharks: the Counselor as a Small Business Owner*". Pressman's story about "clients as customers" will be shared along with tools, tips, and techniques for combining core counseling competencies with basic business skills to gain a share of the family

counseling or career management business in today's competitive yet growing market in both the public and private sectors. A skills transferability approach will be demonstrated to help participants broaden their knowledge about establishing capabilities statements, teaming, partnering, prime contracting, subcontracting, technical and cost proposals and understanding the importance of knowing your bottom line...the basics for thriving among the sharks.

Pressman is a nationally recognized and published career management consultant fluent in American Sign Language. Specializing in Workforce Development, Career Development, and Disability Programs, Pressman offers a comprehensive Federal Career

Management Advisor™ Certificate Program designed for HR and Training Officers who assist employees with Career Development & Transition, and Career Management.



Thursday Nov 29: Dr. Michael Lazarchick, Director of Burlington New Jersey One Stop Career Center, and Bill Fenson, University of Texas- Arlington, member of the National Speakers Association and author of *Implementing and Managing Telework*, will present a session on "A Nation at Work 2007: The

latest, best facts on Change in the Work Force, Work Place, and Family Systems". Participants will learn the fundamental economic, demographic, policy and business facts about how the workforce and workplace are changing including the family matrix. Invaluable tables, listings for useful Internet sites and organization resources will be incorporated. It is designed for counselors to reach a better understanding about their own field and the world of work their students, clients, and families face. It's also a must for counselors across the spectrum of counseling specialties, administrators, program developers, grant writers and anyone interested in public policy.



Friday Nov 30: NECA President Carolyn Kail will present "*What Color Is Missing on Your Team or your Relationship?*" Kalil stresses that, without the contribution of all the colors/each personality type, the

team, whether it be family or work, is incomplete and usually not as successful as it could be. This session utilizes the True Colors Personality System to teach participants how to identify the characteristics of a successful team and what role each personality plays in that effort. Together, they create the ideal team in accomplishing the collective goals of an organization or personal relationship.

Kalil of Malibu, CA, is author of *Follow Your True Colors to the Work You Love*, which will be available for conference attendees.



Friday Nov 30: Dr. Robert Chope, Chair of Counseling Program, San Francisco State University will present "*Multicultural Family Influence in Career Counseling and Employment Decisions*". Chope shows the way that a family influences employment decisions is often related to culturally specific factors, as families themselves are immersed in a cultural context that shapes their aspirations and range of choices. Exploring the relationship between cultural diversity and family influence helps counselors to understand the uniqueness of all clients. In an era where immigration, both legal and otherwise, is a topic of great concern to counselors, this discussion will address the significant sources of stress that immigrant families must respond. Exploring cultural diversity and family influence allows for a deeper appreciation of the uniqueness of all clients and the cultures from which they come.

Chope, President-Elect of NECA, is author of the two books, *Dancing Naked: Breaking Through the Emotional Limits That Keep You From the Job You Want*, and *Family Matters: The Influence of the Family in Career Decision Making*, which will also be available at the conference.



Friday Nov 30: Dr. Michael Lazarchick will also kick-off the closing day of the FCA Conference with an early morning meditation exercise on the beach based on Thich Nhat Hanh's (Vietnamese Buddhist Monk) message: "*Keeping your body healthy is an expression of gratitude to the whole cosmos - the trees, the clouds, everything.*"

Participants will start their day at 7 am, with a mixture of fun as each person explores the concept of our universe composed of interactive forms of energy, designed to help balance the stresses of life work issues. Expect some inspirational thoughts, light stretching exercise, a touch of Qigong and a little mindfulness meditation.

Lazarchick, manager of the New Jersey's Burlington County One Stop Career Center and a licensed professional employment counselor, also serves as NECA's webmaster.

Registration details for the Florida Counseling Association Conference (which includes the NECA/FAMFC Life Work Institute) is available online at the FCA website: For details go to <http://www.flacounseling.org/displayconvention.cfm> So don't delay, register today

NECA will also offer a Post-FCA Leadership Retreat at the Harbour Village Beach Club on Friday afternoon, Nov 30 from 1-5 pm. The Retreat will close with sailing opportunity for attendees. Registration for the NECA Leadership Retreat is \$35, available only by email to kbrawley@mindspring.com

For more information on NECA's first LifeWork Institute and registration for the Leadership Retreat in Florida or the NECA LifeWork Institute II in Honolulu, Hawaii, March 27-30, see the NECA website at www.employmentcounseling.com or contact NECA Professional Development Director Kay Brawley at kbrawley@mindspring.com.

NECA Member Karol Taylor Interview by Job Postings Magazine

The article in the recent issue (excerpted below) is titled "*Choose The 'Right' Summer Job*"...and according to Taylor, it's not too early to begin now with planning for putting your initiatives into place for next spring.

1. *What sort of things should college students consider when looking for a summer job that can benefit their resume in the future?*

First they should know their area of job interest, and then apply to organizations offering those types of jobs. I feel that it is just as easy to hold a summer job in their targeted area where they can "see and be seen." In other words, the student should be "interviewing" their targeted field as they are for most intents and purposes being interviewed by the people in their field. The networking contacts they can make on a summer job can be invaluable for future job prospects after college. The College Career Center is invaluable for helping students to complete fun assessments that will help them to discover their unique areas of career interest. I call them fun because they offer students an opportunity to celebrate who they are, to learn more about themselves, and to make positive career decisions for their future.

2. *What type of questions should college students be asking when looking for the appropriate summer work?*

Students will want to do more than to file and photocopy materials. They will want to work on projects that will add to their workplace skills and enhance their resume. They will want to know what these projects will be, who will be working on them-- at what level in the organization, and what the expected deliverables will be. They will want to know if their name will be included on the deliverable. They will want to ensure that they will not be given responsibilities for jobs they have not been trained for, that there is at least an informal mentor or mentoring system they will participate in.

3. *What kind of strategy would you suggest in gaining relevant summer jobs that will help towards a career post graduation?*

I cannot emphasize enough that the student will need to target a job that is relevant to their field of interest, that they can use the College Career Center to confirm their true areas of interest, that it is their responsibility to target the correct job. Once they have been selected students must perform at a very high level and impress the probable Baby Boomer they will be working for. If that happens they can at least receive a reference from a high level official in their field, and possibly receive a job offer from their current employer. It is important to network, and student MUST offer skills to back them up.

4. *What is the major problem that you usually find on recent college graduate resumes that are looking for a career oriented position?*

That they have not presented their higher level skills at the beginning of their resume in a way that makes recruiters want to read further. Recruiters give resumes an initial 3 second scan. If the resume doesn't meet the 3 second criteria, the recruiter places it on a pile. If the recruiter gets enough resumes that meets the 3 second scan, they toss away the other resumes. Typically they do. Students will want to include a Skills Summary early in their resume so this does not happen to them.

5. *What are your top tips for how to use your summer job experience to build your resume and display your skill set?*

Lifeguard:

- Public Relations / Customer Service--work with members of the public on a daily basis and must respond to inquiries and complaints in a positive and professional manner
- Crisis Management --think in emergencies, take control of crisis situations and prioritize their acts in order to save a life

- Conflict Resolution - mediate disputes between patrons and find creative solutions to common problems
- Leadership - strong leadership skills as they progress up through the ranks of guards. Head lifeguards assume responsibility for supervising staff, scheduling, etc.
- Teamwork - work as a part of a cohesive team in order to effectively protect swimmers.

Camp Counselor:

- Master real-life problem-solving skills
- Have a significant and positive influence in children's lives
- Develop greater self-understanding
- Participate in experiences that enhance personal growth
- Develop/expand a network of peer relations

I would include crisis management, customer service, conflict resolution, leadership and teamwork under camp counselor as well.

6. *What are the best resume tips and advice for a graduate trying to show their skill set through the minimal experience they have?*

All experience counts--church, volunteer, class projects. Include skills obtained from these places on a resume, be judicious about how you present the skills learned from church activities. Be sure to include event planning if you helped to plan an event, or leadership if you were a camp counselor. The most important piece of information to included is the projects you completed in college and the courses you took related to the job announcement.

7. *Is there anything else you'd like to add that you think would be important to this article?*

Resumes with spelling errors and typos will be thrown out, they show an inattention to detail. Students need help to make sure their resumes are the ones selected for the interview. Resumes get interviews, interviews get jobs. The College Career Center is invaluable for helping students to prepare error free resumes. Please take advantage of this free recourse while you are still in college. Some colleges charge for resume help after the student has graduated.

Taylor is director of *Taylor Your Careers*, a career consulting firm, and has recently been elected to serve as Secretary of NECA.

NECA President Elect Chope Accepts Award from NCDA

The National Employment Counseling Association is pleased to announce that NECA's President Elect Robert Chope was presented with the 2007 NCDA Merit Award at its annual awards luncheon held in July in Seattle, Washington. Chope expresses appreciation to all who supported him with individual letters for the sister organization's recognition of his professional work.

NECA was well-represented at the NCDA Conference and had the opportunity of promoting NECA and the interests participants share with many of the attendees on future initiatives. One initiative is NECA's 2nd Workforce Development Institute and Leadership Retreat, July 2008, in Washington, D.C.

The NECA Institute is planned to occur within the time frame of NCDA's next conference, to also be held in Washington, DC next July with the theme, "Public Policy and Advocacy: Finding Our Voice and Making it Heard." Registration will be posted on NECA's website: www.employmentcounseling.com

Questions and program details for NECA's Workforce Development Institute may be directed via email to NECA Professional Development Director: kbrawley@mindspring.com

New! - Industry Publication Links on the NAWB web site

Now, in addition to links to Local and State Workforce Investment Board Sites, National and State Organizations, State and Industry Associations, you can find links to workforce-related publications in the Resource Center at <http://www.nawb.org>

Join NECA Today!

NECA would like to welcome the 21 new members who joined last month, and hope many more recipients of this newsletter will take the plunge themselves. For join on-line, go to www.employmentcounseling.org, or visit the American Counseling Association site: www.counseling.org. Or stop by if you are attending the ACA annual convention in Honolulu next March.

Those who attend NECA's November Life/Work Institute in Florida, or the July 2008 Workforce Development Institute in Washington DC will be able to join at a special attendee rate. See you there!