

June 2007—August 2007

CCDA Quarterly Newsletter



Welcome New Officers!

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Thanks to all of you who participated in our recent elections. Below is the slate of officers for the CCDA Board for 2007-2008. Thank you to all of the volunteers who make CCDA so successful! And, congrats to Ann Herrmann, our new President!

Regular Board Members

President	Ann Herrmann
Past President	Lisa Severy
Secretary	Jeanne Timmons
Treasurer	Wendy Winter
Training Registration Chair	Sandra Rosewell
Training Logistics Chair	Pat O'Keefe
Speaker Coordinator	Leslie Cancilla
Membership Chair	Laura Olson
Web Administrator	Andrea Wieland
Marketing Chair	Mike Ballard
Newsletter Editor	Jodi Schneiderman
Denver Connections	Barbara Stainman
Boulder Connections	Dan Macy
Northern Connections	Marie Zimenoff
Western Connections	Larry Dutmer
Southern Connections	Larry Gabbard

Elect Board Members

President Elect	Wendy Winter-Searcy
Treasurer Elect	Ranee Tomlin
Secretary Elect	Marie Zimenoff
Membership Chair Elect	Lin Sherman
Web Administrator Elect	Laura Olson
Marketing Chair Elect	Valentine Roche
Newsletter Editor Elect	Emily Frank
Training Registration Chair Elect	Debra Giseburt
Speaker Coordinator Elect	Jack Skalican
Training Logistics Chair Elect	Jodi Schneiderman



Presidents past, present, & future.

*President-elect: Ann Herrmann,
Past: Allan Obert,
Present: Lisa Severy*

Thanks for all your hard work!



CCDA Announces Changes in Board Positions

By Lisa Severy, PhD

One of the primary missions of CCDA is to provide quality professional development opportunities for members of our career development community. As the number of participants and the level of coordination for these events continue to grow, we decided to take a look at the CCDA Board positions primarily responsible for these events. After much discussion, we have decided to make the Training Chairperson positions one-year rather than two-year commitments and divide up the responsibilities into three rather than two positions. Specifically, these three positions will be responsible for the following:

Training Logistics Chair Responsibilities:

Works closely with the Training Registration Chair and the Speaker Coordinator on the planning, logistics, implementation and management of an annual training seminar and an annual state conference (one held in the spring and one held in the fall) including:

- * Assign duties and tasks for each training/conference to Board members or volunteers
- * Schedule appropriate meeting space.
- * Arrange catering.
- * Arrange parking.

- * Arrange technology to meet presenters' needs.
- * Arrange for clean-up after event.
- * Provide directional signs on the day of the event.

Training Registration Chair Responsibilities:

Works closely with the Training Logistics Chair and the Speaker Coordinator on the planning, logistics, implementation and management of an annual training seminar and an annual state conference (one held in the spring and one held in the fall) including:

- * In conjunction with other training chairs and the marketing chair, create registration brochure.
- * Copy and send registration brochure to CCDA members.
- * Set-up online registration for the event.
- * Manage pre-registrations and coordinate with the Treasurer and Membership chairs to make sure that each participant pays the correct rate.
- * Create nametags for participants.
- * Coordinate hand-outs for participants.
- * Coordinate door prizes (if any).
- * Manage participant check-in process.
- * Coordinate CEU sign-

- * in process and distribute CEU certificates at the end of the day.
- * Distribute and collect evaluations and CEU forms.

Speaker Coordinator:

Works closely with the Training Registration Chair and the Training Logistics Chair on the planning, logistics, implementation and management of an annual training seminar and an annual state conference (one held in the spring and one held in the fall) including:

- * Identify program content and subject matter for quality training experiences for the membership in a one-year period with the assistance of the CCDA Board.
- * Contact potential speakers or speaker representatives.
- * Negotiate speaking fees and other expenses with speaker.
- * Solidify contract with speaker.
- * Coordinate with training co-chairs and marketing chair to provide speaker information and details.
- * Notify CCDA Treasurer regarding speaker payment.

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CCDA Announces Changes in Board Positions

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- * Coordinate travel plans with speaker and with CCDA volunteers for bringing speaker to venue.
- * Notify Training Logistics Chair of any technical needs (technology, whiteboards, etc).
- * Coordinate gift for speaker (if necessary).
- * Introduce speaker on the day of the event.
- * Provide speaker with evaluation summary after the event.

For 2007-2008 we are privileged to have three wonderful professionals volunteering in these roles. Sandi Rosewell will be the Training Registration Chair, Pat O'Keefe will be the Training Logistics Chair, and Leslie Cancilla will be the Speaker Coordinator. We also have all three individuals set for Training Chairs-elect with Jack Skalican as our Speaker

Coordinator-Elect, Jodi Schneiderman at our Training Logistics Chair-Elect, and Deb Giseburt as our Training Registration Chair-Elect. If you would like to submit your name or someone else's for a future nomination, please contact Ann Herrmann at ann.herrmann@colorado.edu.



Bringing a New Level to Educational Consulting

By Andrea D Weiland, MS, LLC

Most of us have heard about Educational Consultants—you know, the ones who make thousands of dollars helping students in high school get into the “right” college. As a Career Counselor and someone who was also once a College Admissions Counselor, I wanted to assist parents and adults with the educational process by not only doing Educational Consulting but to combine it with Career Counseling. For example, help students in high school or adults who want to go back to school find the best career path for them as students. In addition, help select the school that will best meet those needs and then assist them in applying and being accepted to that school.

developing my business for a couple of years. I established my confidence with a young woman who was attending a residential community college in Colorado. She was not sure what she wanted to do, but after talking for a couple of sessions and reviewing her MBTI and SII and doing some research she found that she was interested in Criminal Justice and perhaps becoming a lawyer someday. I have also worked with her on a resume for practical experience in college (finding an internship). When she was ready to transfer, I assisted her with picking an institution she wanted to attend in Colorado. I discovered the other day she was accepted to all three schools, and that she chose to go to the one

from her home town. All in all, a satisfactory outcome for both me and a client.

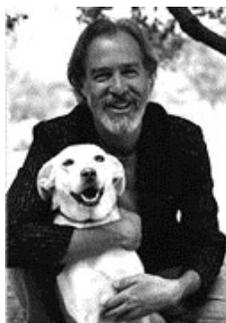
I have taken clients from various types of “Career Counseling” situations. I think in the long run, I am much happier working with people who are either picking a college to attend the first time, or adults returning to college to gather a new skill. Establishing a niche, as they call it, in the world of marketing is a tough decision, and yet you want to be known for a particular “something.”

I hope to break a path in the world of Educational Consulting by bringing career goals more centrally into the picture and to boost the reputation of Educational Consulting and put theory behind practices.



Andrea Weiland has worked in higher education for 10 years, and received a Master's of Science in Counseling from California State University Long Beach in 1997. Her website is the following: www.pathfinderscareer.counseling.com

I have been working on



Taking Small Steps to Make Big Changes: Reflections from Gregg Levoy's CCDA Training

By Cori Shaff, MA

I did not expect Gregg's presentation to be so thought provoking, but with my current life situation, this day was a blessing. At that time, I was in the midst of graduating and job searching and Gregg's presentation spoke deeply to me. To start the day, Gregg shared his philosophy on careers and work. He believes the primary vocational question is not *What will I be when I grow up?* but rather *Who am I?* He also suggested we listen carefully to the callings in our lives. Gregg defined callings as the urging and prompting within us that tells us to make our dreams come true and to follow the deepest enthusiasms.

Less than a month ago, I graduated with my Master's in Career Counseling and I am currently looking for my next calling. I find myself stuck between different possibilities and at this point, none of them are 'perfect.' This challenges me to ponder what the perfect job would entail, and yet I am

stumped because I do not have the answer. I imagined upon graduation I would have it all figured out and there would be a clear sign pointing me towards 'that' job. Alas, that is not the case. Luckily, I was encouraged by Gregg's presentation and now have a better sense of how to find the next best step.

With all of this in mind, my favorite part of Gregg's presentation was at the end of the day. He asked the participants to make a list of their action steps, with the steps being small 'to-dos.' He asked us to take all the information gained from the day and write down what we would do next. As far as my own journey goes, here are a few of my small action steps:

1. Make a pros and cons list of the job I am currently seeking.
2. Check in with people that love and care for me.
3. Spend ten minutes a day dreaming about the 'perfect' job.

4. After a week of the daydreaming, write down ten tangible aspects of that job.
5. Do not be afraid to ask for help.
6. Spend ten minutes in the morning in silence.
7. Trust the process.

I find when I am overwhelmed about career related decisions, making such a list clarifies my passion and helps me find my focus. This list also helps when I think there is too much to do because by starting with very small steps, I feel a sense of completion early on that propels me in a positive direction.

I thoroughly enjoyed Gregg's presentation because he engaged his audience and shared relevant information. I appreciate small steps because they are easier and quickly provide a sense of accomplishment. I also believe that small steps will lead to big changes.

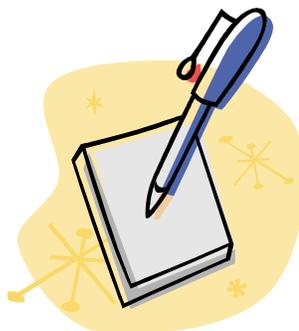
Cori Shaff is a recent graduate from Colorado State University's Counseling and Career Development Program. Cori is in the process of looking for a job (wink, wink).

Submit to the CCDA Newsletter!

The CCDA Newsletter is published four times a year. Do you enjoy writing? Have you read something interesting lately?

Attended a particularly useful seminar? Share your career development knowledge with other CCDA members by submitting an article.

Please send articles to jodi.schneiderman@colorado.edu.





How to Ask for a Raise—And, Get It!

By Deborah Walker, CCMC

When was the last time you asked for a raise? If you are like most people, you waited until you were frustrated, angry, and resentful. Not the best frame of mind for trying to make a positive change. You probably made some critical mistakes. You may have:

- * Made your appeal based on emotion
- * Given your boss an ultimatum
- * Failed to plan ahead with what to say, figuring you could just “wing it”

And how did that strategy work for you? Did you get everything you hoped for? Probably not.

There is a better way to ask for a raise that doesn't involve emotions, ultimatums, or even slamming doors. The answer is planning. Be prepared with objective documentation that proves beyond doubt that you deserve a raise, and have a strategy that puts that information forward in the best possible light.

1. Research Salary Surveys.

If you suspect your current earnings are below average for your industry in your state, verify your suspicion by checking out salary surveys. Your state employment service agencies probably provide a salary survey for your industry. Average earnings can vary greatly from state to state, so be sure to get information

that is appropriate for your area or region. Make copies of any salary surveys you find.

Additionally, if you suspect your earnings are low within your own company, ask your human resources representative if he/she can provide the normal salary scale for your position. Ask for a copy if possible.

These two documented sources will help support the fairness of your request for a raise. By providing a rational argument and proof of competitive salary in your request for a raise, you'll increase the likelihood that your boss will say yes.

2. Prove Your Worth.

Fairness alone won't convince your boss you deserve a raise. You'll need documented proof that illustrates your contributions to your organization. If you are waiting for your boss or supervisor to notice what a great job you are doing, forget it. No one is paying that much attention to you. It's up to you to prove how much you are worth—literally.

The best time to begin documenting your accomplishments is in your first week of employment. Keep a weekly journal of what you've done that proves such things as:

- * Creating revenue opportunities

- * Discovering costs savings
- * Helping a coworker meet or beat a deadline
- * Developing a better process
- * Completing tasks ahead of time
- * Generating good will with clients or customers

Use your list of accomplishments to update your resume, featuring a “Highlight of Accomplishments” section that illustrates the positive impact you've had on your company. An updated resume is your most convincing evidence that you deserve a raise. It will also put your boss on the alert that you are ready with an updated resume when a recruiter calls or when the right career opportunity presents itself.

If you don't have a record of your accomplishments and contributions, you are not ready to ask for a raise. A **career coach** can be a valuable asset in helping you compile your list of accomplishments. Trained in the art of asking the right questions, a **career coach** can help you quickly identify the contributions you've made to the company. This will build not only your case for a raise, but your confidence as well.



Deborah Walker is CEO of Alpha Advantage, a career coaching and resume writing company. To find more job-search tips and resume samples, go to: www.AlphaAdvantage.com or email Deb@AlphaAdvantage.com

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How to Ask for a Raise

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3. Plan Your Strategy.

Too often, people don't think about what they're going to say until they're actually in their boss' office. That's too late. You have to plan your strategy in advance, just as you would plan any business project. It's the only way to succeed.

With copies of salary surveys and salary scales, you'll have quantifiable evidence that your request for a raise is a reasonable one. And you'll be able to back that up with a strong list of accomplishments that demonstrates how valuable you are to the company. Practicing how you want to present your

case can be the final key to success in getting the raise you want and deserve.

Choose a friend or family member who has been in the position of hiring others, and ask them to let you practice your request for a raise. If you're not comfortable with doing that, or if you don't know someone who is a hiring manager, a **career coach** can help you craft your presentation.

A **career coach** has real-world experience in hiring and decision-making, so they've been in your boss' shoes. They can provide you with strategic tips that

will help you win over your boss—or provide you with a way to keep the negotiations open even if your initial request is denied. Creating a strategy with a **career coach** will give you guidance on how to ask for the raise, how to present yourself, and how to close the deal.

Once you have your documentation, your accomplishments, and your strategy in hand, you'll be ready to approach your boss with confidence. And you'll be well on your way to getting the raise you have truly earned.



Time Flies!

By Lisa Severy, President

It seems like just yesterday I was writing my official greeting as the new president of CCDA. The year has certainly gone by quickly and I wanted to take this opportunity to thank some of the people who made this year particularly exciting.

As we made the decision to move our CCDA conference from the spring to the fall, we were able to bring in two very different speakers for day-long trainings. Dick Knowdell, one of the most well-known career development professionals in our history, gave us interesting insights into the history of career development and specific information about the card sort activities he's

developed over the years. Gregg Levoy, popular author of the book *Callings*, shared his insights about helping people to identify true passions in life and how to manifest them. By asking participants to use themselves as test subjects for the ideas presented, he brought these concepts to life. We heard from a number of participants that the workshop changed their lives.

Bringing internationally known speakers like Knowdell and Levoy here to Colorado takes a great deal of effort and planning. CCDA is run entirely by a volunteer board that helps us bring these events, as well as public service projects like

Rev Up Your Resume, to life. I would like to especially thank our training co-chairs, Sandi Rosewell and Pat O'Keefe, for all of the coordination it takes to make these events so successful.

Another important and unique aspect of CCDA is our regional Connections program that helps people in different areas of our state stay connected to each other. Our Connections Chairs are the heart and soul of these groups. Thanks to Andrea Fortney, Larry Dutmer, Larry Gabbard, Barbara Stainman, and Dan Macy for doing such a wonderful job as Connections chairs this year. The good news is

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Dr. Lisa Severy is director of Career Services at the University of Colorado at Boulder. She has been designated a Master Career Counselor by NCDCA and is a Licensed Professional Counselor in the state of Colorado. To see her electronic portfolio, please go to <http://severy.folio21.com/professional>.



Time Flies!

that most of these folks will be returning next year as well. Also, please join me in welcoming Marie Zimenoff as the incoming Northern Connections Chair.

In order to provide seamless service to our members, a great deal of work has to happen behind the scenes. Of course you all know Jodi Schneiderman and have benefited from her great work as Newsletter Editor this year. I'd also like to

Thank Wendy Winter-Searcy and Ann Herrmann for their countless hours and attention to detail as Treasurer and Membership Chair respectively. I know the association is in good hands with Ann Herrmann becoming President for 2007-2008. Leslie Cancilla has been a contributing member of the CCDA board for years and was extremely helpful as Secretary, and I relied heavily on Allan Obert, Past-President, for his insights and assistance.

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Thanks also to Andrea Wieland for helping with our website and Deb Giseburt for her role in marketing.

As career development practitioners we all understand the need for professional development and service to our craft. I am happy to see more and more people participating in CCDA as attendees and volunteers for our board positions. I look forward to see what the next year of CCDA has in store!

Lisa Severy

Upcoming National Conferences

National Career Development Association (NCDA)



Join NCDA for the 2007 Global Conference. The conference will be held at the beautiful Sheraton Seattle in Seattle, Washington, July 6-8. You won't want to miss this great opportunity to attend this conference! We are expecting 1,000+ attendees at the premiere conference for career development professionals across all areas of career development and in all settings.

Website: <http://ncda.org/>

Mountain Pacific Association of Colleges and Employers (MPACE)



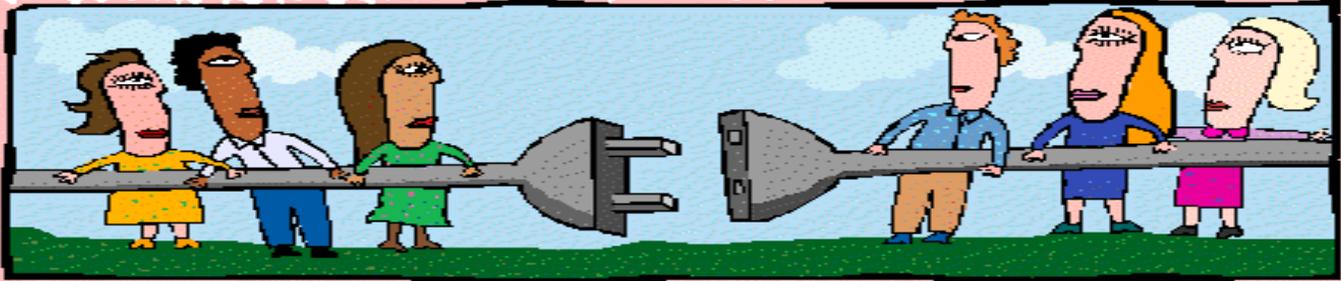
The Mountain Pacific Association of Colleges and Employers (MPACE) will be holding its annual conference in Denver, December 5-7, 2007 at the Hyatt Regency. MPACE invites you to submit a proposal to present at the 2007 MPACE conference. This event gives participants an amazing opportunity to network with our peers, learn best practices from the field, and to hear from industry experts. We would like to invite proposal submissions from anyone interested in generating discussion or sharing successful practices with others on topics of interest to career professional and employers.

Website: <http://www.mpace.org/html/AnnualConference/Denver/>

Congrats to CCDA!

NACE recognized the Colorado Career Development Association as "Western Region ~ Outstanding State Association" for 2006-2007.





GET CONNECTED! With CCDA Connections

What are CCDA Connections? An informal bi-monthly gathering of career development professionals, students or interested community members with the purpose of networking, and expanding our awareness of career development related issues and resources.

Boulder Connections

The next meeting will take place Friday, July 6th, from 2:15—4:40 PM at Boulder YWCA. This meeting will bring the NCDA teleconference/webinar to Boulder YWCA. The webinar will include the keynote speaker, Dr. David Bluestein, discussing "The Global Internationalization of Career Development and Career Counseling." Following the keynote, a presentation will be given on "Back to the Future, Using Creative Theory Approaches to Cost-Effectively Deal With Diversity, Accountability and Many Customers." Please RSVP for this event with Gordon Gray, the host, at gordon@ywcaboulder.org.

Chair: Dan Macy at danmacy@yahoo.com or 303-819-6178

Denver Connections

All meetings take place the 2nd Wednesday of the month, 8:15—9:15 AM at Le Peep Restaurant in Cherry Creek (3030 E. 2nd Ave., free parking in garage). Please join us for great camaraderie, speakers on topics of interest to career development professionals, and a tasty breakfast. Please RSVP.

Chair: Barbara Stainman at bstainman@comcast.net or 303-519-2955

Northern Connections

For more information on the next event, please contact the new chair of Northern Connections, Mary Zimenoff. Andrea, thank you for a fantastic job in keeping the northern professionals connected and continuously learning.

Chair: Mary Zimenoff at mzimenof@engr.colostate.edu

Southern Connections

For more information on the next event, please contact Larry Gabbard.

Chair: Larry Gabbard at larrygab@comcast.net (Colorado Springs, Pueblo and areas in the southeast)

Western Connections

For more information on the next event, please contact Larry Dutmer.

Chair: Larry Dutmer at ldutmer@coloradomtn.edu or 970-569-2915