

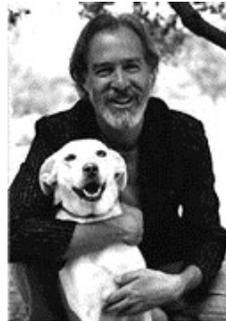


Special points of interest:

- CCDA Conference—April 20th
- Is it Time to Update Your Resume?
- From Placement to Professional Development
- Become an NCD A Mentor!
- Upcoming National Conferences

CCDA Conference—April 20th

Welcome Gregg Levoy at the Conference!



CCDA Conference with Gregg Levoy "True Callings"

Friday, April 20
8:30—5:00 PM
Denver University,
Craig Hall
2148 S. High Street

Price for members after April 1: \$105

Register online at <http://www.coloradocareerdevelopment.org>

GREGG LEVOY is the author of "Callings: Finding and Following An Authentic Life." His writings and workshops focus on the idea that any leap you want to make in your professional or personal life that will align or re-align you with your passion and sense of purpose, with your deepest values, with a fit between who you are and what you do is, by definition, a calling. That calling could be to make a career change or creative leap, take on a new role

or let go of an old one, launch a new venture, or simply make a course-correction in your life or work. Levoy's seminars take a creative approach to the challenges of listening and responding to those calls. The result of engaging your deepest passions-----and thus motivations-----will show up in your work and in your life as greater enthusiasm, creativity and health.

What to Expect on April 20th:

- * Exploration of YOUR Callings
- * How to Help Clients in Articulating and Clarifying Callings
- * Working with the Resistance that Naturally Arises
- * Identifying Who and What can Help You or Your Client Make Changes
- * Creating an Action Plan of Specific Steps
- * Empowering a Renewed Sense of Direction and Possibilities

For those of you who were lucky enough to see Gregg Levoy before or on his last visit to CCDA, he wanted to

reassure you that the content of the workshop will be somewhat different including:

- * A different upfront lecture portion (context-setter for the workshop)
- * Twice as many callings-clarifying questions
- * A brainstorming session in the Taking Action section
- * Lots of nuts and bolts, rubber-meets-the-road applicability

Testimonials

"Gregg's keynote and workshop were marvelous, an inspiration, full of tangible questions and insights." **Dean DeGroot, Minnesota Career Development Assn.**

"Gregg's passion and conviction are extremely compelling---rare and unexpected." **Jeanne Schulz, American Express**

If you have questions, contact Sandi Rosewell at [Sandi.rosewell@colorado.edu](mailto:Sandra.rosewell@colorado.edu) Register at <http://www.coloradocareerdevelopment.org>

REGISTER QUICKLY!

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Presidents past, present, & future.

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

Thanks for all your hard work!



Is it Time to Update your Resume?

By Deborah Walker, CCMC

The motto "Be prepared," isn't just great advice for Boy Scouts; it's also great career advice. You never know when the perfect career opportunity will present itself. If a recruiter called you today with your dream job, would you be prepared to send out an up-to-date resume right away?

There are four critical times to update your resume:

1. At least once a year.
2. Any time your career focus changes.
3. When you anticipate layoffs with your company.
4. When you begin to feel dissatisfied with your current position.

1. Update your resume every year.

This is where many people fall short. When that recruiter calls with the perfect job, you may suddenly find your resume is years out of date, and you'll have to scramble to catch up.

Keep your resume current by including your best accomplishments each year. Don't count on your memory to recall everything you achieved in years past! You are likely to overlook critical achievements and contributions. If you need assistance, a resume coach may be able to help you through the process with some targeted

questions on your most recent jobs.

2. Update your resume when your career focus changes.

If you want to change your career path, then you also need to change your resume. There are several ways to shift the focus away from your current job and toward your new career.

By focusing on the skills that will be useful in your new career, you can position yourself as a stronger candidate for the job. Highlight those transferable skills in your new resume, bringing them front and center.

In addition to highlighting your transferable skills, shift your list of accomplishments to support those skills. Accomplishment statements give credibility to transferable skills and prove your ability to cross industry or occupational lines. Well-crafted accomplishments make a big difference in whether you win the interview or are passed over.

Finally, be sure you understand your audience. As you shift career focus, it is critical to understand the hiring motives of your target market. Use your resume as an effective selling tool by correctly anticipating the recruiter's "wish list" for great job candidates.

3. Update your resume when you anticipate layoffs within your company.

A harsh reality of today's economy is the need for corporate downsizing. Layoffs and losses are becoming more and more common. But you can prepare for any worst-case scenario by keeping your resume up-to-date.

Don't make the mistake of being overly optimistic. It's safer to assume that you are on the "out" list. Most people who get caught unexpectedly in a layoff thought they were indispensable to their employers. You might be important or well-liked, but remember that the bottom line always has a louder voice than you do. Get your resume ready as soon as you see any indications that downsizing is on the way.

Don't mistake company loyalty for a fear of change. Often employees would rather take their chances with a potential layoff than make proactive steps toward finding a new job. Once they're laid off, it's already too late. Remember, as a candidate, you are always more marketable while still employed. Avoid this trap and start your job search early with self-marketing tools (resume and cover letter) that are up-to-date and top quality. **(Cont. on page 3)**



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



Is it Time to Update your Resume?

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4. Update your resume when you are dissatisfied with your current position.

Job dissatisfaction leads to feelings of frustration, worthlessness, and often hopelessness. But there is no reason to stay in a job you hate. Being prepared with an updated resume can help you feel better in your current job. When you have a really terrible day at work, you can respond to job opportunities that same evening with confidence in your up-to-the-minute resume. Taking proactive steps toward a new career will give you back your optimism and self worth.

If it's time for you to

update your resume, first decide whether your resume requires a simple update or a complete rewrite. If you have been using the same resume format throughout your career, it's possible that you have outgrown the old look. What your resume promoted ten years ago may not be appropriate or significant for your career choices today. And if you've simply been "tacking on" to your old resume, it may start to resemble a house with too many additions, with little sense or direction.

A professional resume critique can help you decide exactly what you need to move forward.

A well-written resume can make an incredible difference in:

- * The length of time it takes to make your career move
- * The quality of your next position
- * The income potential of your next position

Your resume is your best sales tool in finding a new job, and it deserves the investment of your time and commitment. With a little extra effort now, you'll be prepared for anything that comes your way—and be well on the path to your next great job.



From Placement to Professional Development: The New Face of Modern Career Services

By Lisa Severy, Ph.D.

What does it mean to be an educated person? What are the goals for college graduates after graduation? What responsibility does the university have to alumni post-graduation? Why go to college?

Many colleges and universities have been grappling with these questions for years. In a global sense, they represent questions about the ultimate worth and value of the education provided. From an outcome perspective, they represent the ultimate bottom line for students (and parents) in terms of

what exactly they get for their time and money investments. In a national poll conducted by *The Chronicle of Higher Education* in 2003 respondents indicated that the most important role for a college is preparing undergraduates for a career.

These questions also represent the scope and mission of career service offices in higher education. Founded mostly by single staff members challenged with the task of job placement, career services have grown and evolved along with colleges and

universities to represent the breadth and depth of personal, academic and professional development.

Ask a group of college career counselors what defines career services and you will probably hear very diverse and somewhat random responses. From varied structures (like career services by discipline or centralized), varied reporting lines (from individual colleges to academic administration to student affairs), and varied program offerings

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From Placement to Professional Development

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(from counseling and classes to experiential education to testing to job fairs and placement), the definition of a 'typical' can be illusive.

Unlike some service offices on campus, career service seems to be an ever-changing entity with a different menu of services every five to ten years, even within the same institution. As the bridge between the world of academia and the world of work, an unbendable format for career services would ultimately break and be unable to serve the needs of the institution. In other words, with a constantly changing student population and constant shifting in terms of demands from the marketplace, an adaptable, changing career center is imperative.

Most career professionals recognize that the placement model has outlived its usefulness. While some cringe at the "p" word, it is important to acknowledge its place in our history. The placement model worked well with small numbers of graduates joining a stable, life-long career path, usually with the same company. Those career paths no longer run a straight course, and most graduates will leave their first jobs within one to three years. If every 'placed' graduate returned to the university for services, the institution would be unable to

accommodate the sheer number of requests. A 1999 U.S. Department of Labor report, titled "Futurework- Trends and Challenges for work in the 21st Century," found that young people will hold an average of nine jobs before the age of 32. David Birch expanded this idea in an article titled "The Demise of the Single-Career Career" by predicting that today's college graduates can expect to have three to five careers with 10 to 12 jobs before they retire.

Newer models of career services have, therefore, adapted to more accurately reflect the needs of graduates. Like the old cliché, career service professionals are teaching people to fish for a lifetime rather than providing them fish for a day. The shift from a placement model to a professional development model has also opened the door for career development activities that span the academic tenure, rather than meeting people only on the way out. Thus job placement spread to internship placement, which opened the door to career planning and so on.

This emphasis on career and personal planning mirrors a more accurate reflection of the role of work in our culture. Upon meeting fellow students, the first question after a name exchange is generally "What's your major?" Post-graduation,

that question changes slightly to "What do you do?" So much personal identity is wrapped up in professional identity that focusing on one without the other seems ludicrous. Work has been described as people's connection to the world outside of themselves. In that sense, I would argue that career services is higher education's connection to the world outside of academia.

In a Sept. 2003 article in *The Chronicle of Higher Education*, Jane Wellman and Thomas Ehrlich examine the recent trend towards outcome and accountability in higher education. "Accountability for performance' is today's mantra in higher education," they wrote. "Whether defined to mean greater attention to student learning, enhanced efficiency and productivity, or public evidence about institutional results, it is being hotly discussed by state higher-education commissions, governing boards, accreditation organizations, and colleges and universities throughout the country."

Although not all outcomes studies focus on post-graduate employment and/or access for further education, some proponents of specific outcomes criteria focus on these as the "value added" components parents and students

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From Placement to Professional Development

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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 NCD and is a Licensed Professional Counselor in the state of Colorado. To see her electronic portfolio, please go to <http://severy.folio21.com/professional>.

should be aware of in the college selection process. In fact, the Career College Association, representing private career colleges and training programs, has lobbied Congress to compel schools to publish annual outcomes reports. In an April 2003 *Chronicle* article, reporter Stephen Burd explains that CCA recommends that "... factors such as job-placement rates, average starting salaries, graduate- and professional-school admissions data, passage rates of students on competency tests or certification exams, student and alumni satisfaction surveys, and employer-satisfaction surveys could be considered."

This continuing focus on outcomes and accountability has

elevated career services to an interesting role on campus. Some career centers find themselves responsible for statistical outcomes data. Where are our graduates going after graduation? What are they doing? How many are unemployed or underemployed? Are they successful in their chosen fields? Although these types of questions have been asked of career service professionals for years, they are now taking on a new importance. Unfortunately, these numbers are notoriously difficult to collect with any accuracy, unless a university is willing to invest a great deal of money in the outreach to and follow-up of students. Even then, the pacing of the study is complicated.

Without a doubt, it is an exciting and often

challenging time to be a career counselor on a college or university campus. With changing demands from administration, potential employers and an evolving student population, doing things the way they have always been done is no longer an option. Keeping up with the changing needs of multiple constituencies is not always easy. With all the struggles and all of the triumphs, career service offices are fast-paced, dynamic environments in which to live and work. By continuing to open dialogues among our various populations both on and off campus, career services sits in a unique position of helping to address the "what" and "why" questions as they relate to higher education for the institution as well as for individual students.



NCD and Mentoring Program Needs You! By Deb Carr

Mentoring is a powerful and popular way for people to learn a variety of personal and professional skills and may be one of the oldest forms of influence, according to Peer Resources, a Canadian organization devoted to mentor research, training, consultation, and program development. African scholars have noted that mentors were commonplace in Africa,

long before the ancient Greek civilization!

At the core of virtually all successful and personally satisfying mentoring is a meaningful relationship with another person and, most often, a mentor is a more experienced or older person who acts as a role model, compatriot, challenger, guide or cheerleader.

Peer Resources offers several recommendations

for mentors, including:

- * Being prepared for each meeting or communication.
- * Being clear about purpose and boundaries.
- * Listen deeply and ask powerful questions.
- * Experiment with process.

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NCDCA Mentoring Program Needs You!

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(More tips at <http://www.mentors.ca/mentorideas.html>)

Are you an NCDCA member with at least 5 years of career development experience? Do you see yourself as a resource, catalyst, facilitator, idea generator, networker, and/or problem-solver? Good mentors do not need to be experts, but rather collaborators in another professional's development.

A Story

An experienced NCDCA mentor recently was paired with a mentee who indicated an interest in writing. The mentor was

already involved in writing chapters for a book when one of the chapter authors had to suddenly drop out. The mentor contacted her editor who agreed to offer this wonderful writing opportunity to the mentee.

NCDCA's mentoring program is seeking enthusiastic, caring, and committed individuals to become involved as mentors. Can you afford a few hours per month to act as a role model, compatriot, challenger, guide and cheerleader for someone new to the profession? Join the 43 other mentors currently involved in the program, including Lisa Severy,

President of CCDA.

Sign up!

You can sign up online at www.ncda.org, then click on "Membership" to access the Mentoring Program. If you have any questions, contact Deb Carr, NCDCA's Mentoring Program Chair at deb.carr@comcast.net



Share your career development knowledge with other CCDA members by submitting an article. Please send articles to jodi.schneiderman@colorado.edu.

Deb Carr is a Career Counselor in private practice specializing in career counseling in academic and corporate settings, as well as professional staff training and development.

Upcoming National Conferences

Mountain Pacific Association of Colleges and Employers (MPACE)



Join NACE in New York City, May 29 - June 1, at the New York Marriott Marquis at Times Square. The NACE National Meeting & Exposition is about many things: making important connections with like-minded professionals; developing skills; learning best practices; networking with colleagues and customers...all in a high-energy, high-impact environment where you will be motivated, encouraged, inspired, and invigorated.

Website: <http://naceweb.org>

National Association of Colleges and Employers (NACE)



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. **Deadline for submissions is April 30, 2007.**

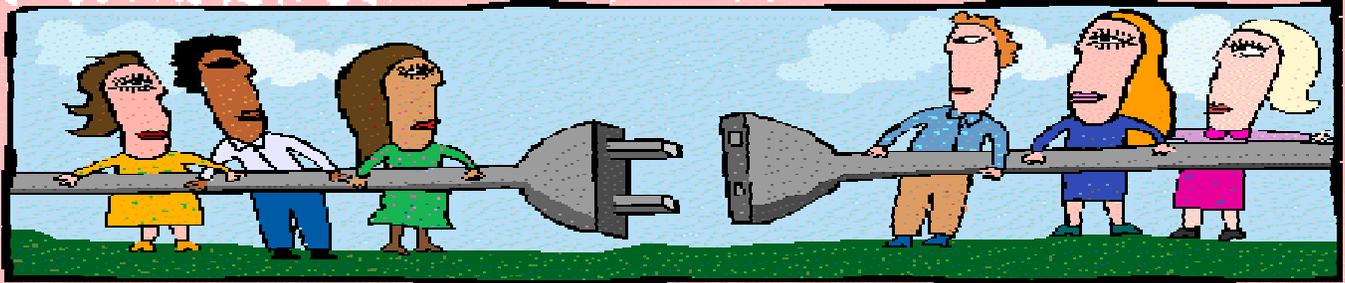
Website: <http://www.mpace.org/html/AnnualConference/Denver/>

National Career Development Association (NCDCA)



Join NCDCA 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/>



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, April 13th from 7:30—8:30 AM at the Original Pancake House in Boulder, CO (2600 Canyon, just west of 28th street).

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

Denver Connections

The next meeting will take place Wednesday, March 14th from 8:00—9:00 AM at Le Peep Restaurant in Cherry Creek (3030 E. 2nd Ave.). The topic includes strategies and tactics for working with introverts. Please bring your ideas. Please RSVP.

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

Northern Connections

The next meeting will be Monday, March 19th from 12:00—1:00 PM at JobWorks (430 Stover in Fort Collins) for a brown bag lunch. Katy Piotrowski, a private practice career counselor, will share her expertise in connecting clients to employers within their industries of interest. Please RSVP if you plan to attend. To sign up on the list serve for upcoming events, please email Andrea.

Chair: Andrea Forney at andreaforney@yahoo.com or 970-492-9352

Southern Connections

The next meeting will be Thursday, March 15th at 8:00 AM at Marigold's Restaurant (4605 Centennial Blvd in CO Springs). The meeting will be hosted by Rick Palmer with the purpose being to share what everyone is doing and network (business cards and/or flyers are appropriate).

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

Western Connections

The Western Connections along with Colorado Mountain College (CMC) will be hosting a one day Career Development workshop by Dr. Rich Feller on April 4, 2007. It will take place at the Edwards Campus of CMC. Details will be available soon. For more information, email Larry Dutmer.

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

Wyoming Connections

For more information on the next event, please contact Laura Olson.

Chair: Laura Olson at lolson@uwyo.edu