

September, 2008

CCDA Quarterly Newsletter

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In the News!

Save the date

Colorado Multicultural Career and Internship Fair

February 21, 2008

1:00-5:00 p.m.



Opportunities for Students

The Colorado Multicultural Career and Internship Fair is a rare chance to connect with companies both local to Colorado and nationally-based. This event is free and open to all of Colorado's higher education students and alumni; with a particular target audience of women and students of color. Partake in the event in order to connect to national and regional companies with a commitment to diversity for insight into hundreds of job and internship opportunities.

Opportunities for Employers

Why exhibit your company? Recruit the best and brightest Colorado students from varied cultures and ethnicities, while showcasing your organization's culture and career opportunities. Demonstrate your organization's commitment to diversity in order to build a sustainable and diverse talent pipeline for your organization.

Register Now for the CCDA Fall Conference !

What: CCDA Fall Conference, *Transitions: Personal and Global*

When: Friday, October 24, 2008, 8:30 a.m. - 4:30 p.m.

Where: Radisson Hotel & Conference Center, 1900 Ken Pratt Boulevard, Longmont

The conference will start with a full breakfast, and will feature guest speaker and NCDA Past President Darrell Luzzo, as well as a six-member professional panel discussing economics, technology and energy. The guest panelists will also lead break-out sessions. Local experts will also hold additional break-out sessions, and, of course, there will be plenty of time for networking. Don't miss this one! Watch your in-box for more details.

REGISTRATION :
 Member: \$65
 Student Member: \$50
 Non-Member: \$100

Register *now* at
www.coloradocareerdevelopment.org

President's Welcome By Wendy Winter-Searcy

Welcome to fall and welcome new and returning CCDA members! We have a great year of events ahead and some new plans for CCDA, thanks to a strong and active board. As your new president, I wanted to give a bit of an introduction to myself and to the upcoming plans for the year.

For those of you I don't know, I have been on the CCDA board for several years, first as Membership Chair, then Marketing, Treasurer, and now President. I am committed to the field of career development and passionate about advancing opportunities for us as professionals as well as for our clients to be able to work to the best of their potential and fulfillment. Having been in the career development field for seven

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Market-Driven Resume Writing: The Writing Process

Part 2 of 2

(For part one, please see the June, 2008, issue)

By Paul Worthman

Step 1: Let's begin by doing some market research. (I know, B-O-R-I-N-G)

Borrowing from a principle Steven Covey articulated some years ago, 'Begin with the End in Mind', the idea is to first figure out what the reader of our resume is looking for and then write our resume to fit that as closely as possible. In short, give them what they want. If you do, HR will usually give you what you want, which is an interview.

If we could magically know ahead of time what the HR person reading our resume was looking for in the candidates they will select for an interview, wouldn't it make writing the resume a whole lot easier? You bet it would! It would be like having the answers to a test before you took the test. Your odds of getting an outstanding grade (or an interview) would go up dramatically.

The beauty of the Internet is that we have an excellent research tool for doing this at our fingertips. Get online, go to your favorite job board or search engine, and find *at least* six "good" job postings for the kind of a position you are writing a resume for. To get the best of the best job postings, do your search nationwide (Reality #4 above).

What do I mean by a "good" job posting? Simply this; a "good" job posting is one that has a lot of detailed and specific information about what HR is

looking for in the most qualified candidates. What specific skills, areas of knowledge, experience, traits, etc. are they looking for? This is usually found under "Requirements" or "Qualifications" on a job posting. The more bullet points here, the better.

Once you find a "good" job posting, capture it electronically by emailing it to yourself so you can refer to it later, and then go find another one. Repeat this process until you have captured six or more "good" job postings to use as your research pool.

Step 2: Analyze the "good" job postings to identify those elements (keywords) that are common across the board.

The easiest way I've found to do this is to open an Excel spreadsheet. At the top of the first column, type in the name of an employer for one of the "good" job postings you found. In the second column, type in the name of the employer for one of the other job postings. Repeat this until each employer's name is listed at the top of a column.

Below the employer's name in column 1, type in the keywords you found in their job posting making sure to use the exact wording they use. We are hunting for keywords here, so it is imperative that you use their exact wording. Repeat for each job posting.

Once you have recorded all the



pertinent keyword information on your spreadsheet, now do a simple visual analysis to identify those elements that show up in all of the job postings. You may need to use a little bit of common sense at this point. For example, I used this process to update a resume in our career center for an Entry Level Financial Analyst. The term "analytical skills" was only used in 2/3 of the job postings I researched. But since it is a financial *analyst* position, I went way out on a limb and added "analytical skills" to the list of common keywords for the resume.

Step 3: Write the resume from the point of view of the common keywords.

Weave the common keywords into the Summary or Profile section of the resume. Drive the common keywords into the rest of the resume by describing accomplishments and experiences from that point of view. Going back to the entry level financial analyst resume for a moment, if organizational skills, communication skills, proficiency with Excel, and analytical skills are the key elements HR is looking for in candidates for that position, then write about your client's experiences (internships, class projects, jobs, etc.) focusing on those elements.

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President's Welcome
By Wendy Winter-Searcy

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Years and higher education for 16, I have mostly worked with adults in transition in addition to traditional students. As Assistant Director at the University of Denver Career Center, I oversee programming and career counseling for undergraduate business students and provide a full range of career services for The Women's College, a uniquely diverse population of women seeking to earn their bachelor's degree on the weekends. I would love to get to know more of you through the year as well.

This fall, we have our Annual Best Practices Conference on October 24, with the theme of Transitions: Personal and Global (see below for more details). This event allows us to showcase Colorado experts through breakout sessions on a variety of topics presented by our members and affiliates, as well as an opening session with Darrell Luzzo, NCDA past president and Colorado resident. Anyone who has heard Darrell will know how energizing and insightful his presentations are. The afternoon will feature a panel of industry experts addressing local and global changes in fields such as economics development, new energy, and technology. This event can't be missed as each of us attempt to stay current with the changes all around us.

Stay tuned for information on our Spring training event that will be held in April. Watch for nominations for recipients for the 2nd annual Rich Feller Leadership Award to be

presented at the event.

Think about how you might want to be more involved in CCDA if you are not already. Some options are: 1) Submit a proposal for a breakout session at the Fall Conference. 2) Actively participate in your local Connections. There are five groups across the State: Northern (based in Ft. Collins and Greeley), Southern (Colorado Springs), Western (Vail), Boulder, and Denver. 3) Consider joining the board in an elect position. Nominations will be announced in the Spring and elections will take place at the Spring training.

Please let any of the board members know if there are ways we can better serve you. Best wishes for a productive year!

Wendy Winter-Searcy, M.A., LPC
CCDA President 2008-2009



Other Events of Note

October 31-November 2:

Colorado Counseling Association Annual Conference:

Renewal, Advocacy & New Journeys at the Holiday Inn, Estes Park, keynote Darryl Luzzo. See

www.coloradocounselingassociation.org.

November 5-9:

International Career Development Conference:

Honoring the Past, Shaping the Future at the Hyatt Regency Century Plaza, Los Angeles, CA, sample keynotes John Krumboltz, Rich Feller. See

www.careerccc.com.

November 13-14:

Colorado School Counselor Association State Conference,

at the Doubletree Hotel in DTC, keynote Trish Hatch. See www.coloradoschoolcounselor.org.

December 10-12:

Mountain Pacific Association of Colleges and Employers:

Ride the Wave to Success at the Westin Gaslamp Quarter, San Diego, CA, keynotes Patrick Combs and Tim Ferris. See

www.mpacc.org.

Market-Driven Resume Writing: The Writing Process

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Sometimes I'll work with a student who says something like, "I worked as a waitress to help pay for college tuition, should I even put that on my resume since it isn't relevant experience for a financial analyst position?" My response is a resounding, "Yes, put that experience on your resume!" But write about it focusing on the organizational and communications aspects of it. If you aren't organized as a waitress and continually mess up customer orders, are you going to keep that job very long? Likewise, if you aren't a good communicator and rapport builder, what kind of tips are you going to get? Writing about seemingly irrelevant experiences from a relevant point of view helps HR see how the skills developed from those experiences are exactly what they are looking for.

You can write about any experience from many different points of view. The beauty of doing this research and analysis is that you discover the most effective point of view to write from for the intended audience - HR!

Bonus Benefit

The other way to use this research is as a tool for evaluating an existing resume. I mentioned this earlier. You can evaluate each bullet point or statement on an existing resume and ask how that statement supports or addresses at least one of the common keywords / skill sets from the research. If it doesn't, perhaps that bullet can be tweaked so it does address one of those keywords. If not, then eliminate that bullet and

write another that will be more relevant to what HR is looking for.

Step 4: Quickly create a highly targeted resume when applying for jobs.

I've described how to create a resume that will be roughly 90% pre-targeted for any of "those jobs" that are applied for with the resume. The question that comes up at this point is how to add in all the other keywords that didn't make it on the list of common keywords to push that resume as close to 100% as possible - without having to rewrite the entire resume.

Excellent question!

You're right, of course. The more keywords from a job posting that can be incorporated into the resume, the better that resume will score on the keyword scan and the more things HR sees that they are looking for, the greater the chances are that an invitation to interview will be extended.

So let me describe how to quickly weave in the remaining keywords into your resume without having to rewrite the resume. This should be a 5-15 minute process - max!

If you incorporate an Objective statement into your resumes, the first thing to do is to make the job title the Objective statement. It eliminates the possibility that HR will confuse that resume for a different position when resumes get printed and put into piles. Funny thing about paper; it has the uncanny ability to move from pile to pile. Very social creature, paper is!

The second thing to do is to build



into your resume a section called Additional Skills. This section follows the Summary or Profile section and comes before Education or Work Experience. The Additional Skills section is where you plug in all the other keywords from a job posting that haven't already been incorporated into the resume. Only include those keywords that make sense for your client.

The top part of the resume will now consist of an Objective, Summary, and Additional Skills sections. By the time HR gets through this information (about 10 seconds) their eyes start getting big and they are thinking, "I think I might have a good one" because they are seeing virtually everything they are looking for in the ideal candidate

At that point one of two very positive things will happen. First, if HR is so busy that they need to keep flying through resumes because they have so many jobs and resumes to deal with, your client's resume will be flagged for interviewing. Mission accomplished!

The other possibility is that the top section of the resume will generate so much interest that HR will actually be knocked out of the 10 second rut they have been in and be drawn into reading the rest of the resume. The more time HR spends reading a will result. Again, mission accomplished!

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Strong Interest Inventory Training: What's Your Motivation?

By Zach Scully

I attended the Strong Interest Inventory training by Judith Grutter on the University of Denver campus on April 9, 2008. The presentation, entitled *An Assessment of Personalities and Work Environments* was very informative. The workshop covered the Strong model, what's changed and what's the same, interpretation strategies, and Strong reports and resources.

Most valuable overall was the Strong job design activity clients can use that incorporates the Strong Interest Inventory Profile with College Profile, the Interpretive Report, and additional resources such as the *Where do I Go Next?* booklet.

The Strong job design activity helps the client to write their own job description. The individual can record information on a sheet of paper in four categories. Questions for the job design activity could look something like this:

1) Who am I?

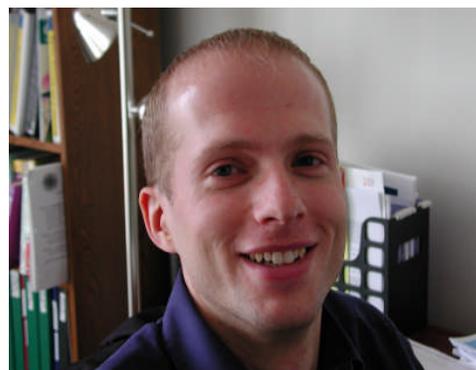
Write down your top interests and skills.

2) Why do I want to work?

Write your most important values.

3) What do I want to do?

Research ONET to find short verb phrases of tasks you would like to do.



4) Where do I want to do it?

Describe your workplace, coworkers, and geographic location.

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Market-Driven Resume Writing: The Writing Process

By Paul Worthman

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How do you know if you have written a good resume?

Easy. Is the resume generating interview opportunities for your client? If so, it is working. Ask your clients to track how many resumes they submit and how many interviews result. Record this. Compare the results from resumes you write from the process I've laid out to your (former) way of writing resumes and I am confident that you will be pleased with the results of utilizing this market-driven approach to writing resumes.

By tracking these results, you will create some great metrics to help market your services to potential clients and increase your conversion rate!

Wishing you good luck and successful resume writing!

Paul Worthman joined the Career Center in September 2004 as a Business Career Advisor. His role as a career advisor has expanded to include all majors on the UC Denver campus. Paul brings over six years of experience in the Career Transition / Management field to the UC Denver Career Center. In that arena he worked with over 300 clients and coached them through all phases of job hunting, from resume writing through employment offer negotiations.

He earned a B.S. Business Administration degree with a Marketing emphasis from the University of Colorado. Additional and ongoing training in career development has occurred as a result of his involvement with the Colorado Career Development Association, the Mountain Pacific Association of Colleges and Employers, and the Colorado Career Services Association of Colorado and Wyoming.

Strong Interest Inventory Training: What's Your Motivation?

By Zach Scully

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Additional "nuggets of knowledge" I took away from the training include:

- Work environments (as reported on the Strong) are formed by the people who work in them, not the tasks that are done. If the Occupational Scale is not a match for the client, that means the client will not have much in common with their coworkers in that occupation.
- If an individual's RIASEC code contains letters across from each other on the hexagon (such as RS), they probably will jump back and forth throughout their career, unless they are lucky enough to find a job that combines the two, such as being a ski instructor.
- The Artistic theme by itself is generally not employable. A person with a high Artistic general occupational theme could default to a Conventional job without help. An Artistic person could benefit from seeing a career counselor that guides them to attach Social or Investigative to their theme, thus opening up new employment possibilities the Artistic person might like.

The first letter of the General Occupational Theme is the motivator, why someone works.

- R = Physically doing
- I = Intellectual curiosity
- A = Individualized self expression
- S = Helping
- E = Persuading
- C = Organizing

Mark Savickas Workshop: Stories Encompass Us

Life is story. Mark Savickas said something to that effect at the CCDA Spring Training entitled *Career As Story: Using Life Themes in Advising and Counseling*. For better or for worse, the personal career story we tell ourselves (through actions and thoughts, if not in words) influences what is next in our lives. Dr. Savickas encourages career development professionals to help our clients retell their stories in a manner that opens their life to new possibilities.

A suggested format for asking narrative questions (and what type of information is sought) is as follows:

- A) How can I be useful to you today?
 - 1) Who was your hero or role model while you were growing up? (client's self-concept)
 - 2) a) What magazines or television shows do you make time for? (preferred environment)
 - b) Tell me your favorite story (theme that ties it all together)
 - 3) What do you do in your spare time? (preparation for tomorrow)
 - 4) What is your favorite saying? (advice to self)
 - 5) What were your favorite subjects in high school? (hints at talents)
 - 6) What is your earliest memory? (usually a hurt, which translates into a strength)

I have tried to thank Mark Savickas by using his questions

with my clients.

I only asked some of the questions, yet even those few were very helpful in connecting with clients. Through learning a bit of their story I was better able to individualize my approach.

I have discovered through experience that I am not useful as a career counselor when my focus is on asking all the right questions. I am useful when I focus on listening. By providing an audience, career development professionals allow clients to really hear their own story. When clients can temporarily step outside of their own story, they realize they are the narrator with the power to shape how their story will unfold.

Zach Scully is a Colorado native who earned his Bachelor of Arts degree in philosophy with a minor in Spanish from the University of Northern Colorado, and Master of Education Degree in Counseling and Career Development from Colorado State University.



Reflections on CCSA and Phil Gardner

By *Jodi Schneiderman*

Phil Gardner recently spoke to the Collegiate Career Services of Colorado and Wyoming (CCSA) during our lovely two day conference in the mountains of Vail, CO. Phil Gardner is the Director of the Collegiate Employment Research Institute at Michigan State University and has done extensive research on the college student and "emerging adult." He started out the day discussing the current job market. Here are a few interesting tidbits:

- Total hiring is up 2% with bachelor degree hiring up 7%
- Second Stage Growth companies, 100 or fewer employees, are hiring the most with hiring up 13%.
- One of three college graduates will most likely work for a small company (prompting the question of how university career services will develop a strategy to find these small-medium companies).
- The growing industries continue to be computer science, civil engineering, environmental engineering, biosciences, health services...with the number one industry being sales/marketing

Dr. Gardner partners with Monster.com to conduct extensive surveys on everything from student attitudes towards jobs and internships to beliefs of superiority and entitlement. The

following are some of the survey results that I found most interesting:

- 75% of all hires have had internships, with about 50% from the company's own internal pool
- Companies are demanding more and more internships from students
- 10 out of 100 offers accepted by a student are reneged (YIKES!)
- 50% of the surveyed students agreed or strongly agreed they would likely job surf, with 31% stating they would not job surf
- 40% of the students held high superiority ratings, with men slightly higher than women (emphasizing the importance of praise in the work environment)
- While boomers tend to define themselves by their work, young adults only moderately connected work to their identity. Young adults were more likely to define other aspects of their life as more important than work.

Currently, we are graduating 2.5 women for every one man. This will change the workforce significantly (go women!)

Phil Gardner also shared some exciting information on how he is developing an alumni resource for his Michigan State students and alumni. In fact, they have two counselors dedicated to serving



alumni and have created a LinkedIn "Michigan State" profile with 77,000 alum connected. He is definitely a pioneer in our field in terms of both research and application. It was a pleasure learning from him. He often speaks at national conferences and will be at MPACE this coming December in San Diego, CA. I highly recommend this conference for the sunny location...oh, and to learn from Phil Gardner. For lots of useful resources, visit Phil Gardner's website at <http://www.ceri.msu.edu/>.

Jodi Schneiderman, MA, is a Career Counselor at the University of Colorado at Boulder. She realizes it is much more work to actually WRITE an article as it is to edit others, since she has stepped down from the newsletter editor role and now serves as Website Administrator.

Interested in Making Even More Connections?

Volunteer for the Board!

CCDA is led by a dedicated group of volunteer officers and board members including regular members currently serving in office and elect board members who will take regular office the next year. The board meets monthly during the fall and spring and has an annual retreat in the summer. Regular board members are expected to attend all board meetings and the retreat whenever possible. Elect board mem-

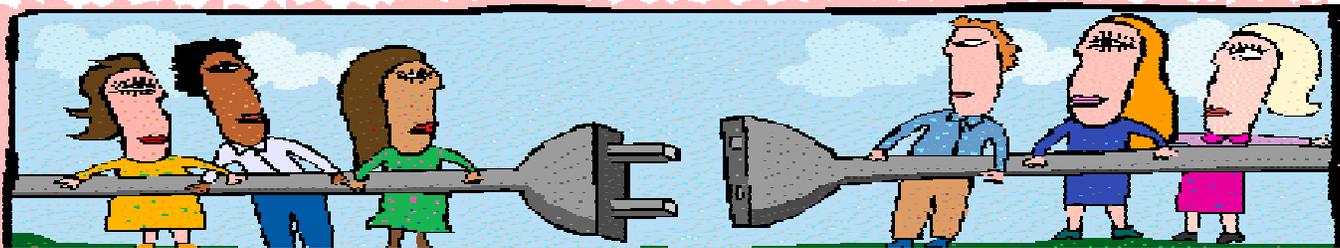
resources, and dedication to CCDA and its members, all training fees for CCDA events are waived for regular board members and elect board members pay half. The board positions of President Elect, Secretary, and Treasurer are elected by the members. All other board positions are appointed by the President and President-Elect. The board is a fantastic way to meet colleagues, network, and expand your leadership skills and experience.

Officers-Elect Responsibilities

- ✦ Serve as assistants to the Officers they will succeed.
- ✦ Perform all duties of the Officer in the absence of the Officer.
- ✦ Succeed to the office to which elected at the conclusion of the term as Officer-elect.
- ✦ Succeed to the office to which elected in the event the office is declared vacant.

CCDA Mission

The mission of the Colorado Career Development Association is to promote the career development of all people throughout the lifespan. To achieve this, CCDA provides services to the public and supports the advancement of the career development profession. CCDA strives to promote a sense of community; opportunities for



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. To learn how to get involved with a group near you, contact one of the following Connections Chairs:

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

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

Northern Connections: Mary Zimenoff at mzimenof@engr.colostate.edu

Southern Connections (CO Springs, Pueblo and SE): Larry Gabbard at larrygab@comcast.net

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