

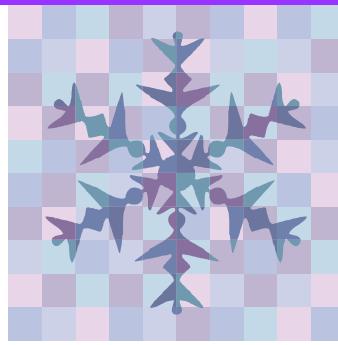
Winter, 2008

CCDA Quarterly Newsletter

Winter, 2008

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Website Changes Coming Soon!

I would like to extend a huge thank-you to all the members who offered feedback on the CCDA website. We received fantastic ideas to improve the site! The board decided to create a website committee to review the feedback, offer more ideas as a group, and then decide on feasible changes in this first phase. The website committee consists of me (Jodi Schneiderman), Zach Scully (web administrator elect), Barbara Stainman, Amy Lichty, and Wendy Winter-Searcy.

The goals of the website committee include the following:

- Provide relevant and up-to-date career development resources for various audiences, including professionals, students, and the public.
- Create ease of access to career development professionals.
- Improve functionality and navigation of the site.

We hope the result of these enhancements will be an increase in the number of visits to the site each day as well as an increase in the time spent on the site at any given visit. More specifically, we hope you will be drawn to the site and utilize all the relevant resources provided for you. This will include websites to use with your clients, local and national event information for various professional organizations, and a fresher front page that has more up-to-date news items. We are also excited about creating a page just for our student population, as well as one for the general public.

We will be excited to share the updated website! We will email all the members when the changes occur so you can check them out for yourselves.

Jodi Schneiderman
CCDA Website Administrator



CCDA

Colorado Career Development Association

In the News!

Reminder: Save the date!

Colorado Multicultural Career and Internship Fair

February 21, 2008

1:00-5:00 p.m.

www.multiculturtalent.com



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.

Transitions—career and life changes

By Tyler Cox

I realized during the fall CCDA conference that I should take the new-found challenges given in the opening session, by Rich Feller, and make a shift in my beliefs and habits. For example, I should waste less and help our environment be greener. To do that, I decided that my thinking should be different. I would make a conscience choice to do so. Since the conference, I have done something in particular that has become a change in my behavior. When I go to my favorite coffee house and have a drink "to stay," I ask for a mug instead of a paper cup. By doing so, I'm saving the environment, and have not had any discomfort in doing so. In fact, I feel good for saving paper, reducing the production process (in making the paper cup), and reducing landfill space with my used cup.

As you may know from helping those in career transition, life can be full of change and may challenge someone often in their lifetime. As I was challenged, during the conference, to think and behave differently, I see the parallel to the career development of another to make change when a career transition comes their way.

When job seekers find themselves in transition, they should make a shift in their beliefs and habits to change their behavior. The career

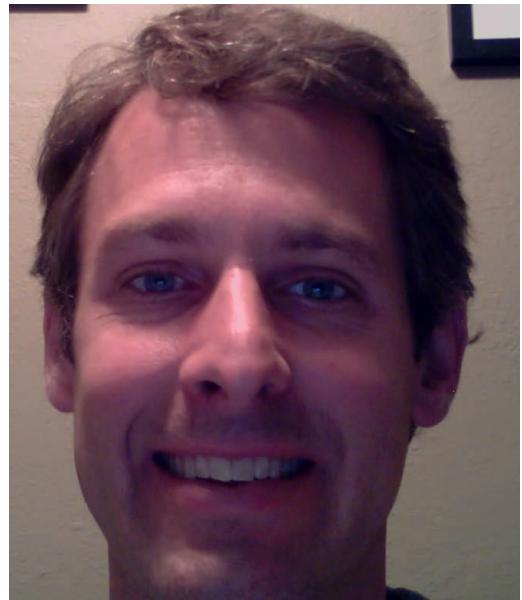
development professional can assist the person through their transition during the good or bad times, not wavering in their ability to give helpful advice. It may be necessary to help the individual create a new perspective with their gifts and abilities. It might be time for the person to consider education or training to advance their career to the next level. Maybe they need to consider a shift in the way they approach an interview, or perhaps the way they carry themselves when making a first impression.

All in all, life will have transitions, and one question that may always remain for the career professional is, "What will we do when those in transition come our way?" Can we properly assist them secure their next position with the new organization, and watch them be satisfied for years to come?

By the way, will you consider joining me in the quest to help the environment the next time you go to your favorite coffee house? The next time you stay in please consider getting your coffee in a mug rather than a paper cup. The earth may thank you, and so will future generations!

Best regards,

Tyler Cox



Tyler Cox has, over the years, served as an admission counselor, education advisor, and staffing manager to more than two thousand students and job seekers. As he moved forward in his career, he is looking forward to a change towards academic advising and vocational counseling at the college level or in a practice of his own. Currently, he finds himself in a transitional place (vocationally) and is working as a research specialist for a land man/consultant in a oil, gas, and renewable energy partnership. He holds a Bachelor of Arts degree in journalism & public relations from the University of Northern Colorado, and in early 2010 will complete his Master's degree in applied communication from the University of Denver.

Winter, 2008 Profile: Dan Macy

Welcome to our new feature, *Member Profiles*. Each issue, we will feature another CCDA member so we can get to know each other a little better.

Our first profile is of longtime CCDA-er Dan Macy, a career counselor and academic advisor at Red Rocks Community College and private practice career coach with the Wayfarer Career, Education & Life Coaching in Boulder.

What has your career path been?

After completing high school toward the end of the Vietnam War and being a hippie, I spent a few years exploring life and taking classes part-time at community colleges, working and starting a couple of small businesses after high school, and basically finding myself. One of the jobs I applied for was for a data analyst at Consulting Psychologists press (a job I randomly applied for). I had no knowledge of just what they did – that they were the company that published the Myers-Briggs and Strong Interest Inventory. They gave me both assessments as part of the application process. Their interpretation of those assessments clearly presented that data processing was not for me – I was however very curious about these “so called” career assessments.

Not long after this experience I met a young man on the golf course that mentioned there was a job available at the community college he worked at. I applied for the

clerical position and got it, and soon developed a working relationship with a couple of the counselors and teachers at an off-campus site of Foothill College on the San Francisco Peninsula. I ended up staying there, upgrading my position there, meeting my wife in the same building I worked in, and finishing my Associates degree, Bachelors degree (Environmental Studies) and Masters Degree in Counseling while there. My two daughters were born while I was at Foothill College too.

We moved to Colorado after I completed my Masters degree at the University of San Francisco. My wife (a Licensed Marriage and Family Counselor and piano teacher) found work immediately (she's always had a knack for this) while I worked odd jobs including in the admissions office at CSU, and started some private practice career counseling work. After 9 months in Colorado I applied for and was hired for a position at Red Rocks Community College. Over the 14 years I have been at Red Rocks, my position has evolved to Career Counselor and Academic Advisor. I also teach Career Development and Intro to Psychology, including teaching for the Gateway Program, a special program for ex-offenders. My private practice work continues to be on the side in Boulder.

What do you enjoy most about your current job?

I enjoy the variety of my work. When working with students and community members, I enjoy drawing out strengths and what students already know about



themselves, bringing it to their awareness. I ask thoughtful questions to get students/clients to think about who they are, what they are passionate about, and working toward making positive career choices that move them forward with their lives and careers. I enjoy providing career and educational resources. Spirituality, meaningfulness and humor (particularly puns and stories) are all important in to me in my work with students and clients.

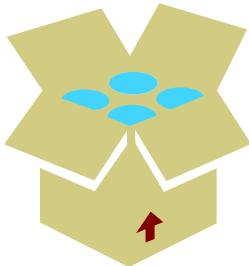
How do you stay current in your field?

CCDA, NCDA, staff meetings, lots of reading. Favorite books include books by Neale Donald Walsch, Ester and Jerry Hicks, Terry Cole Whittaker, Daniel Pink, Gregg Levoy, and Steve Martin to name a few.... Favorite tools: Myers-Briggs, Strong Interest Inventory, strengths tools, narrative exercises and an assortment of other eclectic exercises I have picked up along the way.

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THINK INSIDE THE BOX

By Ranee Boyd Tomlin



I am a huge fan of Richard Bolles' annual *What Color Is Your Parachute?* Twenty-seven years ago, this was the book that started my own life-changing career transition. I study the latest edition every few years, just to touch base with myself and with the latest career-guidance and job-search wisdom from a man whose expertise I respect. Every time I read Bolles' updated advice, I realize that if everyone over the age of 12 picked up the most recent version and conscientiously worked through each exercise and suggestion, the work of career counselors would be very different.

Since many people do not independently use career resources, though, we offer our own knowledge to guide career-seekers and job-hunters, sometimes even recommending Bolles' do-it-yourself manual as part of our work. Lately I realized that my newest copy of *Parachute* dated back to 2005; and when I saw that 2009 is the "Job-Hunting In Hard Times edition," I knew I needed a refresher.

Now, I have no idea when between 2005 and 2009 this happened, but I am sure many CCDA members – and one, in particular – know exactly. Imagine my surprise and utter delight to reach page 192 of *Parachute 2009* and find a glowing reference

to our own Rich Feller, a "world-famous professor" at CSU. Pages 193-195 then contain Rich's own words; and they are, of course, an important and joyful addition to the workbook. If you have not yet had the chance, read this portion soon.

With that said, you may understandably believe you are well into a book review. I confess to a red herring. The narrative twist is that my true intention has been to share with you a job-search perspective muted in Bolles' popular books, including his latest and possibly greatest. In fact, when I worked for the Human Resources office at a Colorado state agency, I began to want *Parachute* summarily banned.

Why? Although Bolles himself clearly favors small businesses for successful job searches, career development professionals and the reading public often generalize his job-search techniques to every possible employer; and while he and like-minded others encourage proactive individual initiative, state agencies are environments of constraint. Quite simply, Bolles' take-charge, make-it-happen suggestions for landing a job are too out-of-the-box for classified position openings in the state of Colorado.

I suspect this may be true for other categories of jobs, as well, especially those that are governmental in nature. I will speak here, however, of what I know. As the person in a state agency HR office who processed applications for all our classified state position openings, I assure you that there is a highly regulated, controlled, and monitored process

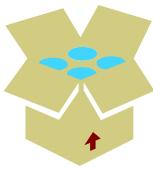
for posting and handling applications; and the consequences for not scrupulously following that process are serious for both employer and potential employee.

In practical terms, this means that once you decide to apply for a particular state classified job, it is a complete waste of time to network, conduct informational interviews, ask for job leads from people you know, call and – even worse – knock on the door of an office that interests you, check back with an employer after you have submitted your application, or engage in any of the other visibility-inducing, serendipitous, squeaky-wheel approaches that work so well in the small-business sector.

Certainly, these can be effective methods for deciding whether to pursue a career direction or for learning about a state classified position opening in the first place; but beyond discovering the job's fit, existence, posting location, and deadline, it makes no difference who you know or meet along the way. Here, then, is the information I have often wished every career professional would provide to anyone who might at some time consider applying for a state classified position.

First and foremost, the only thing that counts is reading, re-reading, and internalizing the job description, application instructions, and deadline – and then following them to the letter.

(Continued on next page)



In state agencies, jobs become available only through a layer of bureaucracy. State supervisors are not empowered to snap their fingers and create an opening for you. Please do not send an unsolicited resume to a state agency for which there is no job opening announced. We are required to immediately return your orphan resume to you, with a polite letter of rejection. That creates a lot of extra work for a state worker who is probably already doing the jobs of two people. Application deadlines are rigidly followed, and 5 p.m. on the closing date means 5 p.m. in the agency's time zone, not 5 p.m. in Honolulu. And yes, by the way, you must be a bona fide Colorado resident to apply for classified positions.

If the posting specifies that you must submit your materials through their online application system, then use that process and no other. Do not e-mail your application with attachments unless explicitly okayed in the posting itself; some agencies' IT departments control for viruses by blocking incoming attachments from extra-agency sources. If the posting states that a fax will not be accepted, believe it, no matter how wonderful you think the fax quality. (Actually, I rarely saw a faxed application that exhibited any visual quality, and most were barely legible. I used to tell my colleagues that when I was Queen of HR, I would outlaw all faxed applications. Think about it....)

Adhere precisely to the application elements required in the posting. Your qualifications for a

THINK INSIDE THE BOX

By Ranee Boyd Tomlin

(Continued from previous page)

classified position are determined from your state application form, not your resume. Never, ever shortcut on the form by indicating, "See resume." You will be likewise automatically disqualified from further consideration if you neglect to complete and submit any listed requirement for the application. No *ifs*, *ands*, or *but*s. Really. Be careful. As they told us in high school, double-check your work.

State agencies follow a structured timeline in processing applications. When they know anything about the status of your application, they will notify you, either by e-mail, postal mail, or phone call. Do not call them. As I used to tell every *Parachute* reader who incessantly phoned me to check on his or her application, "No news is no news. You haven't heard because we don't know. When we do, you will, too."

And that brings me to the stages of classified hiring, which consist of a series of screenings and examinations that are rigorously controlled for fairness and objectivity. To reiterate, it really does not matter who you know. Even if the supervisor for your desired position is a good friend, there are many other People-with-Power you must impress before any job offer can be made. State classified hiring is truly a team project, for good or ill. If any rejected applicant receives even a hint that there was some sort of subjective bias in the hiring process, the recourse for appeal and agency sanction is real and valid. So encourage

career-seekers to learn from Bolles' wisdom and to use his suggestions liberally. As I said, I am a true devotee. But in guiding job-hunters, remember to add: The time and place for blazing your own job-search trail falls outside a Colorado classified position opening. There, success requires conformity. If you prevail, you will enjoy a certain measure of security in your new job. If you fail, you are welcome to try as many times as you like, as long as you continue to follow the rules. Nobody disqualifies you for persistence in your state classified job hunt—just for creativity. When it comes to the state, think *inside* the box. However, thank-you notes are still classy, even with a bureaucracy.



Ranee Boyd Tomlin, M.Div., Ph.D., is not yet the Queen of anything, but has worked in career counseling, human resources, and academic advising at Colorado state institutions of higher education. She secretly suspects that a thank-you note ultimately landed her one or two of those positions (although she would appreciate it if you didn't mention that to anyone in her applicant pools), and she would like to thank everyone in CCDA who has assisted her along her own career path.

Profiles: Dan Macy

(Continued from page 3)

Any advice you would like to offer our student members?

Find what you are passionate about, follow your heart, be true to yourself, be curious, keep learning and evolving; stay connected with your colleagues, teachers and employers. You are in charge of your own creations. Get involved in organizations like CCDA, NCDA and the like. Have fun, take your work seriously and yourself lightly.

What is the best thing you've learned over the years?

That we are all one.

Is there anything else you'd like to add?

My work is to inspire others to create a career and life with meaning and to make a positive difference in the world.



Who should we profile next?

We welcome your nominations and submissions. If you would like to see a member profiled in our next edition, please let us know. Simply tell us who you would like to see profiled and why. Email your suggestions to Emily Frank, CCDA newsletter editor, at efrank5@mscd.edu. Please note that we will need a little extra time to put the profile together, so the sooner you contact us, the better. Please also feel free to nominate yourself. We don't know how fascinating you truly are, but we'd sure like to!

My Top 11 Free Resources for Doing Business on the Web

©2008 Meg Montford, President, Career Coaching Club™

Submitted by Barb Stainman

Building a business on the Web requires a variety of tools and resources. Here are some of my favorites – all free. Enjoy!

FreeConferencePro.com:

www.freeconferencepro.com

Free teleconference line for teleclasses and group meetings – includes free mp3 or .wav recording of every call.

Conference Call University:

www.cculearning.com

Set up free account to list your teleclasses in their free directory.

LinkedIn: www.linkedin.com

Create a free account with your profile for networking with other professionals, join discussion groups, and meet professionals to advance your career.

TinyURL.com: www.tinyurl.com

Free service will shorten long URLs for easy inclusion in emails and online articles.

Open Directory Project:

<http://www.dmoz.org/help/submit.html>

A free must-list place for your website even if you appear in Google. Note: carefully follow the rules here.

PDF Converter:

www.pdf995.com

Don't want to invest in Adobe Acrobat to create PDF documents? No problem – you can do it here for free.

Extract Now :

www.download.com/3000-2250_4-10530635.html%20

WinZip is no longer a free program, but Extract Now is – grab it here for all your zip files.

eFax:

www.efax.com/?CMP=OTC-us%2520

No need to invest in a fax machine when you can get your faxes through your email account. Free basic accounts, and more bells and whistles for a small fee.

Edit Photos for Web Publishing (free):

<http://pixenate.com>

Optimize Photos for Web Publishing:

<http://tools.dynamicdrive.com/imageoptimizer>

Reduce photo file size for free.

Ezine Articles:

<http://ezinearticles.com/submit>

Set up free account for posting your articles in their free directory.

Want more advice, tips, and help in growing your coaching business? Visit the **Career Coaching Club™** at www.careercoachingclub.com and sign up for a free e-course on how to "close the sale" to get more coaching clients.





President's Letter

By Wendy Winter-Searcy



As career development practitioners, we are often on the front lines of the negative economic news. Our clients come to us affected, one way or another, by what is happening in the marketplace. When we hear story after story of layoffs, failed job searches, tension in the workplace, and more, how do we take care of ourselves? First, it may be time to be proactive about our own careers. Do we need to seek new training, develop our network, or evaluate our practice? One tool CCDA offers to assist is the regional Connections groups. Contact the Connections chair in your area (Denver, Boulder, and Northern, Southern, and Western Colorado) to see what activities they have planned and to get on their mailing list for future gatherings. These groups are a great way to meet other career development professionals to share ideas, resources, and strategies for dealing with these difficult times.

A positive attitude, where we intentionally look for the good news, is also very beneficial, and something we can model for clients. Bright spots in hiring appear to be healthcare (still), federal government, construction (particularly if the government backs new infrastructure projects), and newly emerging fields of alternative energy and sustainability.

Additionally, while we are often caring for the needs of our clients, we may need to also be aware of balancing our time with fun, family, and relaxation. Be sure to take time during this holiday season to be refreshed and recharged. As you reflect upon the past year, what were highlights for you? What professional accomplishments give you pride? What stands out as the most enjoyable

moment? Hopefully this focus can carry us through the next year with much success professionally, personally, and for our clients.

Updates from NCDA:

- Visit the re-designed NCDA website at www.NCDA.org: new information, features and navigational shortcuts.
- The NCDA Board has an RFP out for career development research affecting public policy. Letters of intent are due this month. See the full requirements on the NCDA website under Latest News.
- The Leadership Academy applications are closed. There were six submissions from the Western Region, more than any other area.

Happy New Year!
Wendy Winter-Searcy
CCDA President



Upcoming Events

CHRA Conference: The Three R's of Strategic HR Leadership

January 23, 2009
Invesco Field

Save the date for the Colorado Human Resources Association 2009 annual conference! Go to <http://www.chra.org> for more information.

Counseling to Type: Motivating Students and Clients through Individualized Career Counseling

January 28, 2009, 9:00 -4:30
University of Denver

Learn to increase students' and clients' motivation by adapting counseling strategies to type preferences. The workshop is based on the concept that the best career exploration and job search strategies capitalize on the natural strengths of type preferences. Please visit the CCDA website for more info.

CCDA Spring Training: Building on Your Strengths with Don Schutt

April 24th, 8:30-4:00
Renaissance Denver Hotel
(3801 Quebec Street)

Registration will start in late January or early February; price TBD. Be sure to check the CCDA site and your email for more details.

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 members are highly encouraged to attend as well. In recognition of

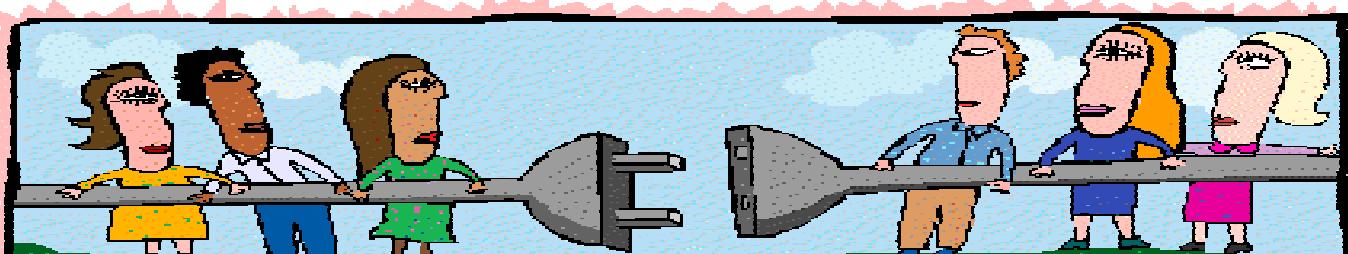
the time resources, and dedication to CCDA and its members, all training fees for CCDA events are waived for regular board members and elect board members pay half. The board positions of President Elect, Secretary, and Treasurer are elected by the members. All other board positions are appointed by the President and President-Elect. The board is a fantastic way to meet colleagues, network, and expand your leadership skills and experience. While it does involve work and commitment, mostly it's lots of fun!

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 professional development; and a diverse network of resources, expertise, and support for its members.



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 blistainman@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