

CCDA Newsletter

DECEMBER 2003-FEBRUARY 2004



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Welcome New & Renewing Members!

New Members:

Jan Barela-Smith
David Cessna
Gordon Gray
George Hoey
Laurie Howard
Cheryl Meyer
Patricia Noteboom
Brian O'Bruba
Maggie Pedersen
Jackie Peila-Shuster
Lisa Severy
Scott Trathen
Debra Vinikour

Renewing Members:

John Batchelor
Susan Brooks
Deb Carr
Lisa Clark
Julia Elliott
Larry Gabbard
Linda Grimm
Owen Hahn
Tom Jones
Patty Hickman
Susan Kayler-Daley
Jonne Kraning
Melissa Johnson

Donna Lynch
Kerry McCaig
Jan McLees
Estelle Meskin
Kenneth Olson
Alice Potter
Cyndy Redifer
Suzanne Reed
Miche Rigoni-Roth
Isabel Shanahan
Leland Shores
Lenabelle Wesley
Ruth White

Active Engagement Workshop Highlights

Active Engagement Workshop was a Great Success!

Anne Thompson, CCDA President

Active Engagement: Enhancing the Career Counseling Process, presented by Dr. Norm Amundson at CCDA's fall training event, was a great success. Dr. Amundson is a dynamic and connecting speaker with creative and practical ideas for career development professionals. The evaluations from the day reflected this and 100% of the evaluation forms indicated that Dr. Amundson was able to effectively communicate information to the audience and the training overall was rated as excellent by 90% of

participants. Attendance was excellent and brought many CCDA members and non-members from various locations together to learn and network. Thank you all who attended the event. For those of you who were unable to attend, I would like to share the Ten Principles of Active Engagement that Dr. Amundson focused on and demonstrated for us.

1. Establish a mattering climate: Communicate your sincere interest in the client through environment, actions, and words, such as offering a beverage & providing undivided attention while they share their story.
2. Rethink conventions: Get out of your office, rethink your meeting space, draw their story on paper, and try new activities and resources.
3. Negotiate the helping relationship: Be clear of expectations and roles of counselor and client.
4. Integrate personal and career issues: Without becoming a personal therapist, listen to issues that are more of a personal nature and be open to a wider range of discussion. The topics brought up are more than likely affecting career issues.
5. Celebrate imagination, creativity, and flexibility: In addition to positive regard and empathy, utilize your creativity and flexibility in the process.
6. Use activities that address the physical, conceptual, and emotional: Consider individual learning styles and adjust as needed, such as taking a walk, using spatial activities, or drawing career stories.
7. Create memorable and transformative experiences: Individual counseling sessions should involve relevant and involving activities, like group counseling, in order to be memorable and significant to the client.
8. Focus on "success" experiences: Break down long-term goals into smaller and achievable goals and celebrate each accomplishment when achieved.
9. Support actions within and between session: Activities are necessary within sessions and homework activities should be completed between sessions in order to involve the client.
10. Position for new and emerging possibilities: Clients must be flexible and open to new and emerging possibilities presented by economic change or career exposure and should demonstrate persistence, optimism, and risk-taking.

In addition to these Ten Principles, Dr. Amundson shared many other activities and ideas such as how to incorporate metaphors in case conceptualization, as well as how to use visual imagery, pattern identification exercises, and reflection time in counseling. You may wish to purchase his book (details in the Resource section of this newsletter) to learn more about these plus the concepts of The Wheel, The Emotional Roller Coaster, Crisis of Imagination, the Two Chair Technique and more.

Member Spotlight

Laurie Howard Receives Outstanding Achievement Award

Laurie Howard, a new student member to CCDA, was one of five state classified employees at Colorado State University to receive the Outstanding Achievement Award that recognizes and pays tribute to state classified employees who are outstanding members of the University community. 'As student adviser in the civil engineering department, Laurie Howard's responsibilities have evolved into an autonomous and professional-level position that requires a great deal of initiative, judgment and independent decision-making. Colleagues noted that she is able to recognize by face or name every student in the department - about 600 to 700 students. Two professors in the department said, "She has received outstanding evaluations for the past 10 years, and we know of no staff member who so regularly works nights and weekends to ensure the excellence of her office.'" Not only does Laurie work full-time, but she also attends graduate school full time and still manages to do such an exceptional job. Everyone on the CCDA Board would like to congratulate Laurie for job well done!

**CCDA would like to recognize other special accomplishments by our members. If you or a colleague*

has an achievement you would like us to include in our next newsletter, please submit a brief description of this to Melissa.Johnson@colostate.edu by February 1, 2004.

Special Insert: Career Coaching

Career Coaching: A Primer

Debra DeVilbiss, CPCC

A well-respected career counselor with 31 years in higher education recently asked me “what does a career coach do?” Taking his questions as a guideline, here is a summary of our discussion.

Talk about the profession of coaching.

When you hear the word coach, you immediately picture the sweatshirt and whistle and someone yelling at you to “pump it up!” You might also think of a musician being taught by their maestro. These associations can be misleading when speaking of the profession of life coaching, though they come from the same roots and have teaching as a commonality.

Coaching is not about giving advice or leading a client into an answer you think is the best for them. That would be a consultant or a mentor. A coach is the expert in the *process* of inquiry. Clients have the answers; they just need structure and stimulation to get to them. A coach helps a client to deepen their learning and to forward their action.

A coaching relationship is a partnership. The client hires the coach as a partner in exploration and action, and to be held accountable.

So how does this differ from career counseling?

Admittedly, they are very similar. A career counselor also has a plethora of assessment tools available that a coach might not use, and the career counselor typically has a much shorter time to work their magic.

There are two major differences; first is the expectation of the client. When a person comes to a career counselor, there is the expectation that the career counselor somehow has the answers. Of course, we all know that without the client expending energy, no one will be satisfied. Still there is that passivity.

When someone comes to a career coach, they are in a more pro-active state of awareness. They realize that they are hiring someone to guide them through the process, someone with a different perspective that may help them shift their own perspective. The willingness to expend energy (and pay well for it) is higher.

The other major difference is the scope of work. For a career coach, career is only one sector of a fulfilled life and the fulfilled life is always the objective. To work exclusively on career issues is like chlorinating only one corner of the pool. Coaching is holistic, touching all life sectors such as money, health, physical environment, relationships, and personal/spiritual growth.

In order to do work that is this extensive, the time frame is longer for a coach. A three-month commitment up front is not at all unusual, and the average length of time with a client, for me, is 18 months. Personally, I have had clients that stayed for 3 years. The relationship lasts until it's time to end.

What's with this phone thing?

Part of the training you receive as a coach is to listen differently. When you meet in person, you are bombarded with visual cues and it is easy to miss what comes through in the voice. Admittedly, visual cues are very helpful in the right context, but when you have the structure of listening only, you

hear much more in the voice than the body can reveal. That's why an in-person appointment will take an hour and a by-phone appointment only 30 minutes. It's much more efficient.

What does it take to become a coach?

Training, training, training. There is a misperception that you are somehow "naturally" a coach and all you have to do is call yourself one, print up some business cards, and start networking. Even a musician with talent needs to hone their skill and keep training.

If you are considering a shift to coaching, I encourage you to visit www.coachfederation.org to learn what schools are available that meet the credentialing requirements of the profession. Please do not think you are trained because you took an on-line course, or a 3-day class. Effective training includes interactive coaching, study, supervision, and skills assessment.

It would be in your best interest to plan on earning your certification. In the 6-month course of study I undertook, I was required to coach clients for a minimum of 100 hours, attend regular classes (by phone), do lab work, required reading, and supervision of my coaching calls by master coaches. The testing requirement included an all day written exam plus coaching two separate times before a panel of master coaches who were judging against a strict criteria of specific skills

Certification, as in many occupations, lends a degree of professionalism that reflects your skills and level of expertise. Even though there are coaches unwilling to pursue this additional level of accreditation, as the profession grows, certification will be the best way to separate the wheat from the chaff.

What about formal education?

This is a young profession, only about 10 years in the mainstream, and education is finally catching on. There are a few universities that offer course work in coaching, often hidden under Human Development or Organizational Development. Some have even likened what we do to the field of Ontology as a subset of Metaphysics. Other Metaphysical disciplines are Theology, Psychology, and Cosmology.

The International Coach Federation Conference (this year at the Adams Mark in Denver, Nov. 13-16) will offer it's first Research Symposium on Wed. Nov. 12 with presentations of original research and posters by coaching researchers, theorists and practitioners.

With interest such as this, it won't be long before students can choose a coaching specialization just as they now choose counseling.

Call for Proposals

Announcing a Call for Proposals!

The 4th Annual CCDA Best Practices Conference will be held Friday, Feb. 6, 2004, at Johnson & Wales University in Denver, Colorado. CCDA is currently seeking presentations from the membership and community for the conference. **Primary presenters receive a complimentary conference registration. Co-presenters attending the conference pay full registration fee.** To submit a proposal, please send in a [proposal application form](#) along with an abstract by **December 19, 2003** to: Colorado Career Development Association; c/o Leslie Cancilla; 419 N. Pearl Street; Ft. Collins, CO 80521; lcancilla@bridges.com

Book Review

Book Review: “Experiential Activities for Teaching Career Counseling Classes and Facilitating Career Groups, First Edition”

Deb Carr, CCA Liaison

Mark Pope (current ACA President) and Carole Minor, a counseling psychology professor at Northern Illinois University have edited this collection of over 70 experiential activities from some of the most well-known and well-respected career development practitioners in the country.

The activities are divided into seven sections:

- 1) Introduction to Career Issues
- 2) Theory Application
- 3) Assessment and Values Clarification
- 4) Occupational Information Resources
- 5) Career Counseling
- 6) Identifying and Developing Services, and
- 7) Diversity.

Over the past several years, I have used many of these activities in teaching my Career Development Facilitator classes and my students love these exercises! One of my favorites is the “Values Auction”. This exercise requires participants to assign monetary values to the items they list as important to them. Then the group engages in a bidding auction until all their funds are spent. You can use lots of props, including a gavel, play money, bidding cards, etc. or few props – which is generally how I do it. But this hourlong exercise is fun, creative, and generates a lot of “ah-hahs” among the participants.

Complete instructions for conducting these activities are included, as are suggestions for group size, time requirements, and required materials. This is a treasure trove for those who want to include more creative group activities in their career development classes. The National Career Development Association is the publisher, and is planning on releasing the second edition soon.

Colorado Counseling Association Update

Colorado Counseling Association Goes Virtual

The Colorado Counseling Association is proud to announce our presence on the web. Please check out what our association has to offer you, your colleagues, supervisees or students. Our website contains the latest edition of the newsletter, information on our lobbying efforts related to the Sunset Review process; information on upcoming regional workshops and useful links to other counseling associations/divisions. Early next year we will launch our first electronic edition of the Awareness journal. Take a look, we are located at www.unco.edu/cca.

Linda Black
CCA President

Upcoming Connections Events

Get Connected with CCDA Connections Groups!

Boulder Connections - The next Boulder Connections meeting will be held on **Friday, January 9th at 8 am** at Q's Resturaunt in the Boulderado Hotel. Q's is located on 13th Street between Pine and Spruce Street in downtown Boulder. For directions, please see the following map: http://www.qsboulder.com/Qs_Boulder/QsFindUs.html Free on street parking is located two blocks north up 13th street. I will e-mail a reminder to those on my e-mail distribution list one week before the meeting. Please let me know if you would like to be included on this distribution list. The topic for our next meeting will be marketing your services. Please be ready to discuss marketing techniques for your business, educational program or service that your would like to share - or, ideas you may have to discuss. For more information and to be added to the Boulder Connections invitation list, please contact Dan Macy, Boulder Connections Chair, at danmacy@yahoo.com, 303-938-5006 (voice mail), 303-914-6016 (work), or 303-938-4085 (home)

Denver Connections - Mark your calendars! The next Denver Connections meetings will be held on the following Tuesdays at 8am at the Le Peep in Cherry Creek - 3030 E. 2nd Ave (at the corner of 2nd and Milwaukee Sts. - across from the Tattered Cover Bookstore): **December 2nd, and February 10th**. For more information about Denver Connections, please contact Priscilla Bohl, Denver Connections Chair, at Priscilla.Bohl@mowd.org or 303-964-5468.

Northern Colorado Connections – Come join us for the next Northern Colorado Connections meeting and share your "best practices" in career counseling. Our next meeting will be held on **Friday, December 12 at 4pm** at the Chili's Restaurant next to the Loveland Outlet Mall. To RSVP for or for more information about this event, please contact Andrea Wieland, Northern Colorado Connections Chair, at 970-351-1873 or andrea.wieland@unco.edu.

Professional Development Events

2004 Career Development Across the Lifespan Conference-Early Bird Registration! Deadline to register: December 15, 2003

A new early bird registration for NCDA's Career Development Across the Lifespan Conference is being offered for the first time! Please refer to the [Conference Information](#) section of the NCDA Website and save if you register by December 15th. This year's conference will be held in San Francisco, California from June 30-July 3, 2004.

2004 Colorado Human Resource Association Conference January 21, 2004, Invesco Field at Mile High

Come join CHRA as we kick-off 2004 with an educational forum for HR Professionals. Hot topics include: HR competencies, legal updates, legislative trends, and HR best practices. The Keynote speakers include: Karen Armon, President of Alliance Resources, who will present on "Business Acumen for HR Professionals" and David Namura, Director of State Affairs of SHRM Government Affairs will present on "Federal and State Legislative Trends". To register and for more details, please visit the CHRA [website](#).

CCDA's 4th Annual Best Practices in Career Development Conference February 6, 2004, Johnson & Wales University, Denver

This conference will include a keynote and general sessions focused on career development strategies for practitioners in private practice, school, workforce, university and other settings. Call for proposals are currently being solicited. Click [here](#) for more details.

Upcoming Course: Life Coaching: The new career for personal and professional transformation. (VE696V section 002)

Class Dates: 8:30-4:30 Saturday, Jan 24 and Feb 7, plus 8 ninety minute Wednesday teleclasses from 7-8:30 pm on February 24, March 3, 10, 17, 31 and April 7, 14, 21

Instructor: Patrick Williams Ed.D see website at <http://www.lifecoachtraining.com/>

Prerequisites: Undergraduate degree completed

Location: Colorado State University, Fort Collins Colorado

Purpose of the Course: Life Coaching as a new profession, with the skills needed to perform as a professional still being refined. The professional ethics, how one is to be trained, certification standards and requirements, and the building of an international portable telephone coaching business is of growing interest to counselors and other specialists in career development, human resources and education. Resources, training schools, professional organizations and specializations within coaching will be explored. Special techniques for a coaching career will be demonstrated and practiced, and the basic concepts and strategies of how to build a coaching business will be reviewed.

For more information on registering for this class, please call the Records and Registration office at Colorado State University at 970-491-4860. The section ID number is 317941

Colorado Counseling Association Workshops

March 5, April 2, April 16, 2004, Various Front Range Locations

The Colorado Counseling Association is conducting a series of regional workshops to “educate, energize, and inform Colorado’s counselors.” The first in the series will be held on March 5th in Greeley at McKee Hall on the University of Northern Colorado campus. This day-long workshop will offer a variety of sessions, including such topics as:

- Dealing with Difficult People
- Negotiating the Colorado Licensure Process
- Learning Teamwork Through Pack Behavior
- Play Therapy: The Use of Art and Drawing in Counseling

Future workshops are in the planning stage for Colorado Springs on April 2nd, and for the Western slope on April 16th. NBCC CEUs will be available for participants. For complete details, see CCA’s new website at www.unco.edu/cca.

*Remember - all CCDA members are also members of CCA, therefore reduced conference membership registration fees apply.

American Counseling Association Annual Convention and Exposition

March 31-April 4, 2004, Kansas City, Missouri

The ACA Convention is the premier professional development opportunity for all professional counselors in all professional settings. This Convention is the best place to meet with colleagues from all the different specializations of our profession represented by our Divisions. The crosspollination of knowledge, skills, and awareness that occurs during these annual meetings is an important reason for the existence of the American Counseling Association Annual Convention. During this Convention, you will have the opportunity to hear internationally renowned Living Legends of our profession—William Glasser, Albert Ellis, Patricia Arredondo, Jon Carlson, and John Krumboltz. Come celebrate the 90th birthday of Albert Ellis, the founder of Rational Emotive Behavior Therapy. And the opening session will be a celebration of the 50th anniversary of the U.S. Supreme Court decision in *Brown v. Board of Education of Topeka, Kansas*. Please visit their [website](#) for more information.

CCDA Spring Training Event: "Generations at Work", presented by Claire Raines

April 23, 2004, Arapahoe/Douglas County Workforce Center, Denver

To win the battle for talent, today's leaders must work effectively with a diverse workforce. Claire Raines is the nation's leading expert on the generations at work. She is the only speaker & trainer with five business books on the generations. Claire has been featured widely in the media, including *CNN Financial News*, the *Today Show*, *Business Week*, and *Fast Company*. She created the board game, "Connecting Generations" (tm) and has hosted three training videos about the generations at work. Her speeches and seminars help business leaders, managers, salespeople, team members,

and customer service representatives to achieve better results with real-life business challenges. She will tailor her workshop to the issues and challenges of counselors and employment specialists in assisting a diverse workforce population.

Corner Resources

Recommended Books:

- **Career Development Interventions in the 21st Century** by *Spencer Niles and JoAnn Harris-Bowlsbey*. "Written in an engaging style, the authors cover a full range of career development topics and essential competencies to provide readers with a comprehensive introduction to career development interventions. It uses numerous case examples that demonstrate how concepts can be applied to real-life scenarios. Chapter topics cover understanding and applying theories of career development, career development and diverse populations, career counseling strategies and techniques for the 21st century, career information and resources, using technology to support career counseling and planning, designing and implementing career development programs and services, career development interventions in schools and community settings, ethical and legal issues in career development interventions, and an evaluation of career planning services." (Description from the back cover)
- **Active Engagement: Enhancing the Career Counseling Process** by *Norm Amundson*. Winner of the best book award by the Canadian Counseling Association, this second edition builds on the original text and provides more practical activities and suggestions for counselor training and development. Click [here](#) for more information on ordering this or other books by Norm Amundson.
- **Experiential Activities for Teaching Career Counseling Classes and Facilitating Career Groups, First Editions** by *Mark Pope and Carole Minor*. See article above for a review of this resource.

Submit a Newsletter Article!

Do you like to write? Share your career development knowledge with other CCDA members by submitting an article for the next CCDA Newsletter! The editor is collecting articles now for the March-May, 2004 issue. To submit an article, email your submission to Melissa Johnson at Melissa.Johnson@colostate.edu by February 1, 2004.

The CCDA Newsletter is published quarterly. Any correspondence regarding the newsletter can be sent to Melissa Johnson, Newsletter Editor, at Melissa.Johnson@colostate.edu.

