

**National Career  
Development Month:**

**A Celebration of Work**

*Editor*

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## PREFACE

National Career Development Month (NCDM) represents an opportunity to increase public awareness of career counseling--in schools and in the community at large. It can be used to mobilize support for career development activities at all age levels and in all program settings.

The National Career Development Association (NCDA) sees NCDM as an opportunity to help the public understand the need for lifelong career check-ups and the importance of career education from early childhood through adulthood. It is also a time to stress that career counseling can be preventative as well as helping people in crisis.

The theme for NCDM for the remainder of the 1990s is *Career Development for the 21st Century*.

This *Celebration of Work* publication is designed to help individuals and states in planning for NCDM and to assist career services providers in developing and implementing activities to enhance the work they do all year long. Use it as a resource, adding and adapting activities to meet individual and local needs.

I am deeply grateful to LeeAnn Bernier-Clarke, University of Louisville, for her dedication and professional expertise as editor, and to all of the authors who shared their experiences and ideas. I also wish to thank Pat Wickwire, Media Committee Chair, and the members of the Media Committee for their thoughtful suggestions; Judith Ettinger, NCDA Trustee, for her review; and Victoria Wildermuth for her assistance in final editing and publication preparation.

It is my hope that this publication will help you strengthen your career development programs as we move toward the 21st century.

Jane Goodman  
President, 1994-95  
National Career Development Association

## ACKNOWLEDGMENTS

In the Fall of 1991, Dr. Deborah Block, then president of the National Career Development Association (NCDA), commissioned a task force to examine the status of National Career Development Month (NCDM). This long-standing national public awareness campaign had become an institution of NCDA. It focused on a K-12 poster and poetry contest culminating in regional, state and national awards presentations. Organization was primarily the responsibility of the state-level Career Development Associations, with some states implementing extremely creative and well-organized efforts while others ignored the event.

Later that year, the task force was convened. Its members were Niel Carey of NCDA, Pat Schwallie-Giddis of the American Counseling Association (ACA), Robin Rudicell, Ken Firling, Volina Cross-Dukes, Al Hafer and me, LeeAnn Bernier-Clarke. Together we represented career development throughout the lifespan from education and training programs at all levels and, of course, the workplace.

This "how-to" book is the direct result of that task force meeting. The task force developed the format and some of us were assigned to author chapters while others promised to locate authors who were known for their career development expertise.

I was drafted to serve as "managing editor." My duties included calling and encouraging authors to write their chapters, locating and recruiting authors for other chapters, and gathering all chapters together to be sent on to the "content editor." I had always thought of myself as a motivator of people and I could certainly sell the concept of this book, so I agreed to do this.

The authors were wonderful to work with and I truly enjoyed helping them shape the content of their chapters to be consistent with the goals of the book. The collaborative effort was exciting and very professionally rewarding. Many thanks to each of them for so generously sharing their creativity, organizational skills and expertise.

The revised manuscript was prepared inhouse at the University of Louisville Career Center. Many thanks to my colleague David Horrar for lending his skill at desktop publishing. Thanks also to Susan Lewis Marcum for reviewing the manuscript.

I would also like to express my gratitude to Pat Nellor Wickwire and the NCDA Media Committee members. Their careful review, corrections and suggestions have greatly enhanced the quality of this product. My sincere thanks go to Victoria Wildermuth who completed the final copy edit and prepared the final document.

Finally, I must express my deep appreciation to my husband and partner, Tony Clarke, who always helps me keep things in perspective.

When all is said and done, we can all take pride in creating an extremely helpful and much needed step-by-step guide to facilitating NCDM celebrations in the many settings where people learn and work throughout the lifespan.

LeeAnn Bernier-Clarke  
Editor

**Exhibit IV(A)**  
**Suggested Career Development Month Activities**

- Participate in the National Career Development Month poetry and poster contest.
- Send announcements on NCDM to local newspapers, radio and television stations.
- Ask to be interviewed on radio and television news shows and discussion programs.
- Hold a city-wide open house, career fair or career day for the public.
- Give talks to such community organizations as PTAs, service clubs, Chambers of Commerce, religious groups, and others.
- Have a career booth at shopping malls or other public places.
- Arrange career talks to classes and assemblies at the elementary, middle and high schools.
- Make career videos and other media shows available.
- Ask the librarians to set up a career book display table.
- Conduct a job club for high school seniors.
- Prepare bulletin board displays.
- Arrange field trips to workplaces.
- Ask department stores to provide a program on career dressing.
- Conduct free public career workshops on such topics as: resume preparation, how parents can help their children in career planning and how to select a college.