

2021 Proposals

Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *1 Book Yourself Solid: Strategies, Ideas and Exercises to Gain More Clients in your Private Practice in uncertain times*

Abstract: Are you looking for ways to book more clients in your private practice or office? Eager to see your client and email list grow with each activity you conduct? Not sure if it works? Come learn the strategies, practices, and theories that get you booked solid in a career counseling or coaching practice. Walk away with a resource guide of ideas and exercises.

Goals: Participants will learn must-do strategies to help move their career coaching practices forward with new clients. Participants will experience and see how the strategies are implemented within the coaching practice. Participants will walk away with a resource guide of over 20 pages of activities, journal entries, and exercises that they can easily integrate into their practice in any setting. The goal of this session is to share ways to help career counselors and coaches break barriers and empower their clients by integrating strategies and exercises in their practice and with their clients or students.

Summary: I will be sharing research that talks about booking more clients through strategies that get the client to see you as an expert and to sign up for your mailing list and services. Examples of the strategies will be shared and explained so participants know what to do. Participants will have a chance to experience many exercises and activities that can help foster positive approaches to gaining clients and retaining them with a variety of exercises and ideas. The information and activities that I am presenting can be applied and used by various groups from: Facilitating Career Development Professionals Career Counselors Career Coaches Higher Education Career Counselors Private Practitioners. With my 28 years of experience as a Licensed Professional Counselor, I will be sharing a resource book with over 20 pages of helpful activities and exercises to engage and get clients outside of meeting times. This will include everything from the first meeting to the termination meeting to help professionals gain new ways to engage their clientele. Participants will walk away from this session ready to implement new strategies and ideas into their practice or organization to see how they can engage new students or clients and engage them.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Training Clients and Peers

Willing to Accept Alternate Presentation Type: 0

Virtual Alternative: 1

Method: Demonstration

Relevance: The relevance of this workshop focuses on sharing innovative approaches and solutions to helping career coaches and counselors to book more clients and importantly to empowering their clients during these uncertain times. By setting up a few strategies within your daily practice, participants will see an increase in their visibility and attraction from new clients. Booking clients, participants will learn about potential exercises and ideas to help engage their clients, so they don't disappear after the first or second session. These engagement activities will increase the effectiveness of the participants that come from all backgrounds.

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Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *2 Meeting the Unique Career Needs of Expatriated Executive*

Abstract: Career counseling with foreign populations mainly focuses on permanent residents. Executive expatriated, however, are noncitizens living abroad for a temporary, but often long-term, work assignment. This presentation explores the unique needs of this group and proposes using CCT and other adaptability techniques to address international career-life transition.

Goals: By the end of the presentation, participants will: 1. Understand the risks and protective factors for expatriated executives. 2. Learn how expatriated executives integrate work into their lives and what competencies they use to manage their international experience. 3. Identify career counseling theories and techniques that may be helpful in supporting this population with career transitions.

Summary: Most literature on career-life transition examines permanent communities living abroad, not notably addressing temporary expatriates in the United States. An increase in global mobility has suggested a shift in career counseling to better support expatriated executives' unique needs and for positive adjustment during their career-life transitions across countries. An international assignment challenges, contingencies, and multiple risk factors impact the expatriated executives' acculturative response and may cause uncertainty. Understanding how expatriated executives integrate work into their lives and what competencies they use to manage their international experiences and dilemmas is necessary to successfully approach this population. Career construction theory (CCT) provides a framework that effectively expounds dialogues over the international experience. It helps to enhance adaptability opportunities and promote work re-organization. CCT counselors can prepare expatriated executives for a global mindset as well as positively impact expatriates once they arrive at their new, temporary living space. This presentation outlines the expatriated executive's unique counseling needs. We will offer practical solutions by exploring adaptive responses that support expatriated executives in implementing coping strategies for stress-resilience development and supporting positive expatriation outcomes. Theoretical and practical implications of a comprehensive career counseling model intervention to help expatriated acculturation, reconstruction of meaning, narrative reframing, and professional adjustment will be highlighted. This presentation carries innovative dimensions to career counseling practices that benefit adaptability as expatriation emerges.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Diverse Populations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: Expatriated communities are growing in the United States, but many unknowns regarding how international career-life transitions inform and influence these populations remains. This presentation demonstrates an expanded use of CCT to support diverse populations of expatriated executives in developing stress resilience and positively adjusting during their career-life transitions across countries. In helping expatriated executives managing uncertainty and anxiety, CCT fosters reflection, and flexibility. The proposed interventions present an innovative dimension of CCT that can inspire career counselors for a more meaningful approach with international populations in the United States.

2021 Proposals

Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *3 A Guide to Being Authentic: How to be Brand YOU on your Career Search in a Competitive Industry.*

Abstract: This presentation will teach Career Counselors and Specialists in Business and Industries on how to be notable and authentic as you navigate your career path without seeking validation through a lens from the world and gain the success that is well deserved at any age.

Goals: 1) To promote self-reflection as a candidate and understand your value and self-worth while achieving success in the workforce. 2) To identify resources and tools on how to brand and market yourself in a competitive industry. 3) To understand the cultural and social statistics in the workplace and how to be a change agent.

Summary: This session will share insight on how candidates can be themselves, and yet give an employer an insider to who they authentically are without having to change to fit the status quo in the workplace. Tori and Tinicia will bring insight and data to discuss examples of complex challenges one may face when seeking a career equally and authentically. In this session, we will also share guiding tools to assist candidates with branding without the validity of others and make their view known based on character and content.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Diverse Populations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: Navigating through a new career or transition can be a barrier for many--especially when not properly presented with the right tools or resources. This can cause disarray, lack of confidence, and stress for any candidate. And with uncertainty, there can be reflections in behavior when seeking the right career path.. We want to share in relevance how to avoid those risk by taking authority of being you and how to gauge a successful career.

2021 Proposals

Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *4 Distance Career Coaching and Training: The Asian Narrative*

Abstract: The cultural differences among countries from South Asia to East Asia are immense, yet all agree that career planning is vitally important. The pandemic requires that coaching and training be provided remotely and practitioners have been forced to develop new skills for addressing cultural differences. Learn from these practitioners to effectively deliver career services to culturally diverse Asians.

Goals: The goal of this presentation is to share some of the cross-cultural nuances learned by people in Asia while dealing with the diverse cultures found in Asia. This cross-cultural sensitivity is made more difficult by the current need for online interaction rather than face-to-face interaction. The economic and health uncertainties we currently face further complicate the process. The three panelists deal with different Asian cultures and can provide Americans with valuable insights into working with people from these countries, especially while using digital communication processes.

Summary: Panelists from Singapore, Australia, and Japan will describe their experiences in providing coaching and training services remotely. Hector Lin from Singapore works with a culturally diverse population which includes people of Chinese, Malay, and Indian descent. Although this poses sufficient cross-cultural challenges when the coaching is conducted in person, it is even more challenging when the coaching is online. Allan Gatenby, an Australian who provides career practitioner training throughout Southeast Asia will share experiences related to adapting to the very diverse cultures in this region, from Indonesia (Muslim) to Philippines (Catholic) to Vietnam (Communist). Professor Dr. Shujiro Mizuno is the Executive Director of the Japanese Industrial Counseling Association and works extensively with employees in transition in Japan. This is a reserved culture which offers great challenges when career counseling moves online. These three panelists all share the challenge of cross-cultural competency when facing these diverse cultures and the adaptations that have been required to effectively deliver services online while facing uncertainties about the future.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Diverse Populations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Panel

Relevance: Providing career services in Asia indeed represents a kaleidoscope due to immense cultural differences. Providing services remotely in a time of uncertainty adds to the challenge. Practitioners from diverse parts of Asia will help us to understand how they address these challenges.

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Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *5 She's a BAWSE: Supporting Black Ambitious Women Seeking Excellence*

Abstract: This presentation will focus on BAWSEs (Black Ambitious Women Seeking Excellence), their challenges in the workforce, and using a Feminist counseling approach. Although they make up a large part of the labor force, Black women make 62 cents on the dollar, experience the "motherhood" penalty, and face discrimination daily.

Goals: As a result of attending our session, the audience will be able to

1. Understand challenges Black individuals have in the workforce
2. Understand the more specific challenges (racism, sexism, etc) faced by Black women in workforce
3. Understand the gender pay gap for Black women in the United States
4. Understand how to use Feminist theory in career counseling for Black women in the workforce

Summary: Approximately 45% of adults in the U.S say that increasing racial and ethnic diversity allows for other perspectives to be included and aids in the success of an organization (Pew Research, 2018). Although a good number of individuals believe in racial and ethnic diversity in the workplace, Black women only make 62 cents to the dollar. In order to make as much as a White man makes in 12 months, a Black woman would have to work 19 months. The gender gap continues to be an issue of equity although the labor force has always had a great deal of representation from Black women (AAUW, 2019). We also know that Black people with college experience are more likely to say they've faced discrimination, than those without college experience (Pew Research, 2019). The devaluation of Black motherhood by their colleagues also causes challenges for Black women in the workforce. The "caretaker" role that Black women have played for hundreds of years, tends to be ignored. If we believe in career counseling being a holistic experience, we must respect all roles a Black woman plays from day to day. A Feminist lens brings an empowering approach to the counseling experience.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Diverse Populations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: The coronavirus pandemic changed the day to day structure of many. With many working from home (and some for the foreseeable future), our roles are colliding. Working while making sure the children are doing well in virtual school, while thinking about home projects, while thinking about one's wellness can be a lot. BAWSEs continue to gain more education and work experience yet are not paid equal to their counterparts. BAWSEs face discrimination in the workplace and their coexisting role of caretaker is often ignored. They receive less support from colleagues and carry a level of stress that should not be ignored.

2021 Proposals

Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *6 Career Search on the Go: Find your next career via your mobile device*

Abstract: In an age of technology and virtual environments, many of us depend more and more on our mobile devices to keep us aware and connected with opportunities. Yet, often the idea is perpetuated that a desktop computer is needed to gain opportunities in our fields. Changing the idea of using a desktop to a mobile device can increase career success.

Goals: Understand the facts and stats regarding how candidates are exploring, locating, applying, managing and securing career related opportunities on mobile devices. Address how college career centers can continue to help and serve their constituents'™ best interests in using tools and resources that can be easily accessed without necessitating the use of a desktop computer. Identify the tools and resources tailored to mobile devices to locate, apply, manage and secure job and internship opportunities. Learn techniques and strategies to guide our populations in engaging professional development organizations and networking contacts using a smartphone, tablet, etc.

Summary: Join us in answering the question: How much is a desktop computer needed today to successfully apply for jobs, internships or other career opportunities? According to a Pew Research Center survey, nearly 77% of Americans own a smartphone, such as the iPhone. Indeed.com reports that 78% of candidates apply to opportunities with their mobile devices. In 2016, Snagajob reported that 72% of hourly employee respondents use a mobile phone to find and apply for jobs. As career professionals, many of us depend more and more on our smartphones to keep us aware and connected with opportunities throughout our busy lives. Yet, often the idea is perpetuated that a desktop computer is needed to gain opportunities in our fields. And this idea may persist despite the fact that many employers and other institutions seem to be using increasingly mobile-friendly methods to source and hire candidates for all kinds of opportunities. We are hoping to change the narrative to show that anyone with a smartphone and the proper tools can pursue and enjoy career success. At Berkeley College, we strive to remain connected with and provide resources for our students/alumni to use with the mobile devices at their disposal. Many of them do not have the latest desktop computer technology and sometimes no computer at all. Rosa Santana will offer techniques and resources to guide your students/alumni in locating, applying, follow-up, and managing career related opportunities in the palm of their hands. And provide inspiration for employers who are seeking to hire these candidates for their openings.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Technology

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: This lecture presentation provides techniques of counseling processes for the digital age. The tools and techniques are applicable to all populations and increases an individual's™ opportunity for career success. With this age of uncertainty, individuals must connect and gain opportunities in a faster rate for consideration. Attendees will have the tools and techniques to guide clients on how to gain opportunities from the palm of their hand with ease.

2021 Proposals

Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

ID/Title: *7 Ways to support employee career development during the pandemic: A systems perspective*

Abstract: What can organizations and leaders do to support employee career development during the pandemic? This session reveals a variety of organizational interventions to be used for essential workers, remote workers, outgoing workers, and displaced workers for their career development in making them hopeful in their careers despite challenges.

Goals: The purpose of this presentation is to help the attendees to understand employee career development interventions from a systems perspective by addressing the roles of key actors. Upon completion of this session, attendees should be able to: 1. Understand a mechanism on making employees hopeful at work concerning career development during the pandemic 2. Understand a variety of interventions that organizations, leaders, and employees can apply to support employee career development for the four target groups: essential workers, remote workers, outgoing workers, and displaced workers. 3. Identify interventions that the attendees could use in their practice.

Summary: The COVID-19 pandemic caused an unprecedented change in the life of every human being, including all sections of society. At the workplace, the drastic, rapid and constant changes left all stakeholders with uncertainty and experiencing a reduction in hope. Due to the pandemic, employees were forced to be divided into the following four categories: (a) remote workers, (b) essential workers, (c) outgoing employees, and (d) displaced workers. Each group faces unique career challenges in the pandemic with a difficulty to sustain hope. This presentation reports the result of our literature review and a series of focus group interviews with Human Resource professionals on a variety of interventions that organizations, leaders, and the workers themselves can do to assist the career development of the four types of workers during the pandemic. The theoretical background of this study is Hope-Action Theory (Niles, Amundson, & Yoon, 2019) where environmental support is critical for one's hopeful career state along with the agent's effort following the hope-action competencies, namely hope, self-reflection, self-clarity, visioning, goal-setting and planning, implementing, and adapting. The results from this systems perspective can help employees to remain hopeful by addressing key stakeholders who influence their career development.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Presentation (70 minutes)

Competency: Program Management/Implementation

Willing to Accept Alternate Presentation Type: 0

Virtual Alternative: 1

Method: Lecture

Relevance: This presentation addresses a variety of interventions that organizations, leaders, and employees themselves can adopt for each of the four workers types: remote workers, essential workers, outgoing workers, and displaced workers, creating a 3x4 matrix. In each cell, there are at least five interventions they can adopt, making over 100 ideas. This can help career practitioners understand career interventions from a systems perspective, asking them to become a change agent in managing the system to be supportive for employee career development.

2021 Proposals

Focus Area: Career Counselors and Specialists in Business & Industry

Program Type: Roundtable (30 minutes)

ID/Title: *R1 Enhancing Employee Resilience*

Abstract: Let's talk about assisting employees to stay engaged and productive during times of uncertainty and disruptive change. Find out how a Kaiser-funded workforce development Trust translated a robust model of personal resilience into the language of career development and workplace effectiveness with its comprehensive Career Resilience program.

Goals: Share a model of personal resilience, including concepts and an assessment. Demonstrate how a large organization adapts the model using a career development lens to support employees in navigating change. Encourage discussion among participants about resilience strategies for nurturing employee engagement and productivity during times of uncertainty.

Summary: Let's talk about ways to assist employees to stay engaged and productive during times of uncertainty and potentially disruptive change. At Kaiser Permanente, resilience is a hot topic today as it is in many organizations with various departments offering encouragement and strategies. BHMT, one of Kaiser's two workforce development Trusts, translates personal resilience into the language of career development and workplace effectiveness with its comprehensive Career Resilience program. This program is based on an extensively-researched model and assessment, recently updated and known as "Prosilience." Seven (7) key characteristics, also referred to as resilience "muscles," provide the foundation for individual development coaching, workshops and webinars for navigating change, and an engaging and informative online course. This Roundtable will be co-facilitated by the Atlanta-based creator of the model and assessment as well as career consultants who have adapted and integrated the model within a national organizational setting. Please join us to hear about our program and to share with us what your organizations are doing as well.

Focus: Career Counselors and Specialists in Business & Industry

Program Type: Roundtable (30 minutes)

Competency: Program Management/Implementation

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Other

Relevance: One of the most critical capabilities for Career Development in an uncertain and unpredictable world is resilience the ability to maintain effectiveness and well-being while dealing with high levels of challenge and change. This Roundtable demonstrates practical and effective career resilience interventions that have been successfully adapted and applied within a large national healthcare setting.