

Georgia Career
Development Association

Mini-Conference

Linking Technology to
Career Development

March 10, 2017



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An all-day professional development opportunity for career development professionals

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President's Welcome

Welcome to our Georgia Career Development Association 2017 Mini-Conference!

Our conference theme, Linking Technology to Career Development, was chosen to engage all to reflect on the impact and challenges of using technology to improve how we conduct our career development practices. We are pleased to present a talented group of speakers to address multiple technology and technology related topics.

Our keynote speakers, Dr. Debra Osborne and Dr. Melissa Venable, will address how to identify current technology trends, how to determine which technology driven tools are suitable, and discuss the applications driving the future of technology in career development.



On behalf of the Georgia Career Development Association Board of Directors, we want to thank you for attending our second annual Mini-Conference! Please take this time away to learn from each other, share ideas, consider new perspectives, and connect with colleagues and friends. Thank you for joining us!

Debra Ruddell, GCDA President, 2016-2017

Schedule at a Glance

| | | |
|--------------------------------|-------------------------|--------------------------------------|
| <i>Check-in/Breakfast:</i> | 8 a.m. - 9 a.m. | 2nd floor, Campus Center |
| <i>Keynote</i> | 9:00 a.m. - 10:30 a.m. | Trustee Room |
| <i>Break/Networking:</i> | 10:30 a.m. - 10:45 a.m. | Private Dining Room |
| <i>Breakout Session 1:</i> | 10:45 a.m. - 11:45 a.m. | Trustee Room/A Lab Exchange/Room 225 |
| <i>Lunch:</i> | 11:45 a.m. - 12:45 p.m. | 2nd floor, Campus Center |
| <i>Breakout Session 2:</i> | 12:45 p.m. - 1:45 p.m. | Trustee Room/A Lab Exchange |
| <i>Break/Vendor Spotlight:</i> | 1:45 p.m. - 2:00 p.m. | Private Dining Room |
| <i>Breakout Session 3:</i> | 2:00 p.m. - 3:00 p.m. | Trustee Room |
| <i>Closing Remarks:</i> | 3:00 p.m. | Trustee Room |

Full Program Schedule

Check-in/Breakfast:

8:00 a.m. - 9:00 a.m.

2nd Floor, Campus Center

Check in at the GCDA table, receive your program book, make a list of breakout sessions you want to attend, and enjoy some breakfast/coffee.

Keynote:

9:00 a.m. - 10:30 a.m.

"Top Trends Guiding Tech Use in Your Career Practice"

Dr. Melissa A. Venable & Dr. Debra S. Osborn / *Trustee Room*

Whether it's purchasing a new smartphone, choosing online resources for a website, or creating a career-oriented podcast, technology decisions can be overwhelming. And the emergence of "new" and obsolescence of the "old" happen at what seems like an ever-quickening pace. In this session, the "Technology Twins" share their ideas about how digital tools and technology will influence career development activities in the coming years, and what you can do to make the most of them.

Learning Outcomes

- Identify current trends in the use of technology in a career counseling setting.
- Discover the devices and applications driving the future of technology and career development.
- Prepare to make office- and client-level decisions about the use of various technology-driven tools in a career practice.



Melissa A. Venable, PhD is currently a full-time writer and online education advisor for HigherEducation.com. Her professional background in career services, instructional design, and social media management informs her work on topics related to college decision making and career development. In addition to being a certified Career Coach, Melissa also serves on eLearn Magazine's Editorial Board, and is an adjunct online instructor at the University of South Florida and Saint Leo University.



Deb Osborn, PhD is an Associate Professor in the Educational Psychology and Learning Systems department at Florida State University (FSU), and a Nationally Certified Counselor. She is a Fellow of the National Career Development Association (NCDA) and American Counseling Association (ACA), Past President of the NCDA and Florida CDA, and currently serves on the NCDA/ACA boards as a governing representative. She received her PhD in Counseling and School Psychology from FSU in 1998. Her program of research includes: (a) the design/use of technology in counseling, (b) innovation and effectiveness in counselor education; and (c) the design/use of assessments in career services.

Breakout Session 1 (choose one):**10:45 a.m. - 11:45 a.m.****#101 "Mind the Gap: Effectively Engaging Recruitment Technology in the Job Search Process"**Tonya Graham | *Trustee Room*

Today's recruiting climate requires candidates to be very savvy with navigating various technology platforms from submission to hire. This workshop provides insight into how these technologies are utilized from the view point of the recruitment professional and explains how recruitment professionals navigate the vast array of information captured. The vastness of candidate information provides a unique challenge for job seekers today and understanding how to effectively engage in these systems from the first point of contact is important. This workshop will also provide insight into how candidates can ensure that they provide all of the pertinent information in the most appropriate manner. Specific recommendations will be provided regarding: (1) the sections of the online application that the candidates can use to stand out from the crowd, (2) the importance of "self-identification" in the recruitment process, and (3) identifying the appropriate manner to communicate using technology (e.g. email, social media, Skype). The goal of this workshop is to provide perspective for coaches and counselors on how to best prepare their clients to engage in the recruitment process.

#102 "LinkedIn Best Practices for the New Professional"Andrea Holyfield | *Room 225*

Everyone knows that LinkedIn is the world's leading online tool for professional branding and networking, and young adults are using social media in record numbers. Yet many haven't bridged the gap to use social media for professional development and networking. This workshop will give practitioners the tools that they need to guide their students and clients through developing a high performing profile on LinkedIn and show them how to incorporate the tool into their overall job search plan.

#103 "How to Prepare an ATS-friendly Resume and avoid Pitfalls"Robin Schlinger | *A Lab Exchange*

In this presentation, you will gain solid understanding of how Applicant Tracking Systems (ATS) work and what you must know to help your client pass the ATS and avoid ATS pitfalls. Once you understand how ATS work, you will learn how to select and read job announcements and job descriptions to find needed keywords and phrases. The presenter will show you a powerful method to obtain needed information from clients to address the keywords and phrases to use in ATS-friendly resumes.

The presenter will show you how to write powerful statements which showcase your clients' accomplishments while including the knowledge, skills, and abilities needed for them to get high ATS scores. The presenter will then introduce a template which works for both humans and most ATS.

Lunch**11:45 a.m. - 12:45 p.m.***2nd Floor, Campus Center***Breakout Session 2 (choose one):****12:45 p.m. - 1:45 p.m.****#201 “Effective, Quick and Inexpensive Tool to Identify Transferable Skills”**Dick Knowdell | *Trustee Room*

In this fast-paced session, the presenter will administer a card sort skill assessment tool and walk the participants through a short interpretation session that promises to be quick, easy and non-threatening. Each participant will receive a complimentary assessment tool that they can use over and over with their own clients.

Participants will leave the session understanding:

- how to identify which skills should be included on a resume
- how to identify which skills should be excluded from the resume
- the difference between “Motivated” skills and “Burn-out” skills
- how to identify a client’s most salable skills in less than 30-minutes
- how to convince clients which skills to promote on the resume

#202 “Reaching the SUMMIT: Developing a Mentoring Program for the 21st Century Student”Kendra Strickland | *A Lab Exchange*

SUMMIT reinvents a liberal arts education for the 21st century by guiding students to embark on individualized co-curricular experiences that develop leadership abilities and an understanding of complex global dynamics. One of the signature components of SUMMIT is to provide every Agnes Scott College student with a personal Board of Advisors to offer professional expertise on careers, guidance on professional skills, and leadership development opportunities. The Agnes Scott College Career Mentor Program provides a flexible balance between the unique career development needs of current students and the expectations and knowledge of alumnae of earlier generations. We will discuss differing generational mentoring perspectives, the vision of SUMMIT, and the development and launch of the SUMMIT Career Connect.

Break/Vendor Spotlight:**1:45 p.m. - 2:00 p.m.***Private Dining Room***Breakout Session 3:****2:00 p.m. - 3:00 p.m.****#301 “Best Practices in Social Media”**Dr. Deb Osborn & Dr. Melissa Venable | *Trustee Room***Closing Remarks:****3:00 p.m.***Trustee Room*

Door prize giveaway, CEU Certification pickup

Speaker Bios

Tonya Graham is a Coach with Ultra HR Solutions. She is passionate about personally assisting others with navigating transitions while maximizing their potential and following their specific path. Tonya provides expertise in all aspects of career transitions and works with entry level to mid-level clients in individual and group settings, virtually or in-person.

Tonya's professional experience includes human resources roles in recruiting, compensation, benefit claims administration, and HR project management at global companies within the pharmaceutical, energy, and insurance industries. Through these various HR roles, she had the opportunity to present to various levels (including executive level) of leadership, recruitment conferences, and HR related events.

She has participated in coaching training with The CAPP Institute and The Coaching Space. She also maintains the Senior Professional in Human Resources (SPHR) and the Senior Certified Professional (SHRM-SCP) with the HR Certification Institutes (HRCI) and the Society of Human Resource Management (SHRM) respectively.

Tonya earned her Bachelor of Arts degree in Psychology from Spelman College and her Masters of Human Resource Management degree from Purdue University.

Andrea Holyfield is the owner and lead therapist at Live Well Coaching and Development Services where she focuses on three primary populations: career exploration and job search clients, creative female entrepreneurs and individuals in professional transition. Andrea's background is diverse and covers career coaching in higher education, private practice and corporate outplacement.

Andrea holds a bachelor's degree in Mass Communications from Kent State University and a master's degree in professional counseling as well as an advanced certificate in Women's Studies from Georgia State University. In addition to one on one coaching, Andrea partners with Georgia State University to deliver workshops and programming and Lee Hecht Harrison, a national career development and outplacement firm on social media and branding initiatives.

Andrea has presented at a host of other conferences including the Georgia Association of Colleges and Employers and the American Counseling Association.

Robin Schlinger has been coaching clients and adding value to Federal and Civilian resumes since 2001. In 2006, she started her own company, Robin's Resumes®.

Robin regularly speaks at conferences and for national-level audiences. She has delivered her motivational presentation on "How to Prepare to Create a Great Resume" more than 50 times for Women For Hire, Career Ministries, professional conferences, colleges, companies, and professional business organizations. In 2013, Robin spoke about resumes for the Fox News Career Channel.

Robin spoke on Applicant Tracking Systems (ATS) resumes for the National Resume Writing Association (NRWA) Conference, Career Directors International (CDI) Conference, Careerealism, National Career Summit, CEUOneStop, and other organizations. Her work and research on ATS was published in "101 Great Ways to Compete in Today's Job Market" and in the "Career Planning and Adult Development Journal." "US News and World Report" covered her work on ATS in a feature article. The most recent edition of "Resumes for Dummies," published in 2015, includes a chapter on Robin's ATS information.

In addition, Robin has made Federal resume presentations for the GCDA Conference in 2016, the final Career Management Alliance (CMA) conference, and Georgia Tech national symposium. As CDI Director of Awards for 7 years, she oversaw the annual Toast of the Resume Industry (TORI) awards.

Prior to becoming a resume writer and career coach, Robin earned a BSChE from MIT and had a successful career contributing millions to company bottom lines as a Process, Research, and Quality Engineer and Planning Analyst for Fortune 500 companies.

Dick Knowdell, MS, NCC, NCCC, CDFI, CMF, NCDA Fellow, is the author of six books, including Building a Career Development Program: Nine Steps for Successful Implementation, From Downsizing to Recovery: Strategic Options for Individuals and Organizations and Personal Counseling. He has developed four career assessment instruments that have been translated into ten languages and are used by career development professionals through the world. In 1995, President Clinton appointed him to the Board of Examiners for the United States Foreign Service. Dick is a past president of the California Career Development Association and in 2015 received their Life Time Achievement award. He has trained and certified over 7,000 Job and Career Transition Coaches in Africa, Asia, Europe, Australia and North America. He is a frequent speaker at state, national and international career conferences.

Kendra Strickland coordinates professional development initiatives and events designed to increase the engagement of alumnae and non-alumnae in the career development of current Agnes Scott students. A passion for professional development has led to almost a decade of experience motivating and coaching students, athletes, and young alumni in preparation for the ever-evolving global marketplace. With experiences gained from large public research institutions as well as small private liberal arts colleges, Kendra has a diverse professional development programming background. Kendra holds a BS from Missouri Science and Technology University, an MS in Sports Management/Higher Education from Missouri State University and is currently pursuing her EdD in Organizational Leadership/Higher Education from Grand Canyon University.

About GCDA

GCDA's mission is to empower career development professionals by providing them with resources and opportunities for professional development, networking, and advocacy.



GCDA Board

| | |
|---------------------------------------|---|
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Join the Georgia Career Development Association!

We want you to be an active contributor in the Georgia Career Development Association! There are several ways to participate with GCDA:

- Attend a professional development event such as these past events:
 - Fall 2016 Kickoff: Dr. Michelle Tullier: "Cultivating Purpose and Pivot in Clients: the Outward-Inward Career Model"
 - 2016 Spring Half-Day PDI: "Ethics & Legality in Serving Diverse Populations"
 - Chaos Theory of Careers: Implementing Theory Into Practice
- Networking Events:
 - Networking Breakfasts (October and December 2016) *Free for members*
 - NCCA Conference Meet Up →
- Participate in virtual events
 - Designing Effective Career Services
 - PayScale.com's Lydia Frank



Ask a board member today about how to get involved in actively promoting the career development profession in our area!

Contact Us

Don't forget to connect with us on LinkedIn and Facebook. Just search for "Georgia Career Development Association." This will allow you to stay up to date on news, articles, events, legislation, and more related to counseling and career development. Join our group and "like" our pages today!

Going forward, we want you to be a contributor to the information shared with GCDA members, whether you are an author of articles, have special events you would like to share with our readership, or simply possess a desire to have a voice in our community of practitioners. Should you wish to be featured in future newsletters and/or have ideas you would like to send to us, please feel free to email your Board anytime at thegcda@gmail.com.



Thank you for attending the 2017 GCDA Spring Mini-Conference!

The image is a promotional graphic for FRANNET. It features the word "FRANNET" in a large, bold, blue, italicized sans-serif font with a registered trademark symbol. Below the logo, the tagline "LOCAL. TRUSTED. FRANCHISE EXPERTS." is written in a smaller, blue, all-caps sans-serif font. Further down, a paragraph of text in a black, italicized serif font reads: "FranNet provides education and support to individuals who are interested in exploring self employment as a career option through franchised business ownership." At the bottom, another line of text in a black, italicized serif font says: "Visit www.frannet.com for a directory, list of offices, and more information!" The entire graphic is set against a white background with blue geometric patterns in the bottom corners.