

CCSA Fall 2004 Meeting

McHugh Commons
Colorado College
Colorado Springs, CO
Fall Meeting, Nov 19th, 2004

In Attendance:

- Matt Birnbaum
- Gary Boley
- Larissa Bonnet
- Brigitte Coble
- Andrea Culp
- Richard Delliveneri
- Renee Estes
- Ashley Froelich
- Lissa Gallagher
- Darlene Garcia - President
- Linda Grimm
- Sarah Goepel
- Mary Michael Hawkins
- Ann Jones
- Thesala Jones
- Jonne Kraning
- Denise Leberer
- Matt Leland
- Marlise Lonn
- Angela Lombardo
- Holly Mazak
- Shelle McLean
- Marlene Mowitz
- Judy Offerdahl
- Pat O'Keefe
- Regan Peschel
- Ruth Prochnow
- Cyndi Redifer
- Sandi Rosewell
- Rene Sanchez
- Jodi Schneiderman
- Lisa Severy - President Elect
- Lee Shores
- Tina Stack-Oldweiler
- Allyn Talg
- Svea Whiting
- Wendy Winter-Searcy
- Paul Worthman

8:30 - 9:00 Breakfast
Welcome/Announcements

9:00 - 10:30 Systematic Career Guidance: Creating Cost Effective Career Services Edward Anthony Colozzi, Ed.D.
Darrel Anthony Luzzo, Ph.D.
Darrel Luzzo:

Short List of Issues & Struggles from Audience:

- Limited Staff for Providing Services
- Limited Time
- Limited Budget
- Significant Rate of Change
- Higher Numbers of Long-Term Unemployment
- Tricky Pockets of Employment that used to be great
- Student Engagement

Key Concept: Importance of Evaluating What We Do
Insuring that the work you do is defensible, and it doing what we intend it to do.
"How do you know you are making a difference?"

Current Assessment:
Activity Tracking (number of visitors, registrants, web hits, etc)
Client Evaluation
Setting Learning Objectives and Applying Self Evaluation
Measuring Career Decidedness (Self-Report)
Focus Groups

Challenge: More Scientific Approach to Assessing Services ~ Publishable Research
Psychometrically Sound Assessment Instruments
Hurting for Articles in the Career Development Quarterly through NCDA

Social-Cognitive Career Development
Career Decision-Making Self-Efficacy (see handouts for references)
Self-Efficacy is Task Specific
Factors Effecting Self-Efficacy

1. Past Performance Accomplishments
2. Vicarious Learning
3. Verbal Persuasion
4. Physiological Arousal (stress, anxiety, etc)

Attributional Style (Locus of Control, Optimism/Pessimism Attitudes)

- No Control
- No Chance for Change

Edward Colozzi:

We are integrally connected to the bigger picture of workplace stress, frustration, and violence.

Systematic Assessment: Making the connection between what we do and the academic mission of the university (student learning and student success).

Accountability: Equalizing the Academic and the Student Affairs Side of the House

Research: One-on-One Counseling by Far the Most Effective Intervention

On Average Cost of One Hour of Career Counseling is \$20, with one hour of preparation that is \$40. The more clients added (on a one-to-one basis) to that one counselor, the more stress and anxiety, the lower the satisfaction by clients, and the lower the job satisfaction on behalf of the counselor. On the other hand, if you bring all of those individual clients into a group setting, the dynamic changes, the counselor is more relaxed, and the clients help each other. The cost per client goes down substantially.

Career Goal Specificity: Persuasive to know what is the percentage of undecided students in the freshman class (which represents potential drop-outs, lower academic success, over-represented minority attrition)

- A. Specific Occupational Choice
- B. I Have a Few Things in Mind
- C. Got a Major, but no real direction
- D. Undecided and Open or Undecided and Excited

See Figure One Systemic Career Guidance Flow-Chart

Single most important aspect of socio-cognitive development is positive peer interaction.

See Figure Two Cost Analysis of Systematic Career Guidance

Q & A

How do you get the groups together? Aim at the heart not at the head

- Career Development Classes
- Drop-in Counseling
- Residence Halls
- Orientation (Train the Trainers)
- Marketing ~ Word of Mouth is Most Important

10 minute break

Career Development needs to be infused into the curriculum, not added in afterward.

10:40 - 12:00 Depth-Oriented Values Extraction (DOVE):
Creating Adult Career Development Interventions

Darrel Luzzo: Introduction to Postmodern shift in Career Developing Theory
Stage/Linear theory replaced by more chaotic, postmodern theory
Manifested in various ways:

- Success skills training/ vocational callings/ noble purposes/ core meanings and values

Edward Colozzi:
Pyramid of Skills/Interests/Values

See *DOVE Worksheet (abbreviated sample)*

- Divided into Skills/Abilities, Interests, Work Values, Life Values

Asked everyone to guess their total number of skills by putting it inside a circle. Actual number should be something between 500 and 700.

See *Synthesis Model for Systematic Career Guidance (SCG)*

Triangle Plus Circle equals Triangle IN Circle

Triangle: Self-Knowledge (personality type, skills, interests, values, beliefs, spirituality, sense of meaning and purpose, etc)

Sources of Internal Knowledge: SPIRITUALITY, HEREDITY, ENVIRONMENT

Rainbows: The Roles We Play in Life - Happiness is Getting Your Color Out in any role. Obstacles are blocking your colors from getting out. Teaching a balanced approach to life roles.

* Participants completed Dove worksheet for Interests, Work Values, and Life Values

Rank Ordered:

- Skills List
- Interests List
- Work & Life Values List

Discussion is a Discovery Process

See *handout "Methodology of DOVE, A 5-Step Process"*

Empty chairs in office: One empty chair is the client, one empty chair is the negative scripts, (would have, should have, would have ~ false self). The client then takes the role of the "true essence". The true essence is silent or speaks in whispers, the false self shouts and always wants attention. The role of counselor is to bring the actual client together with the true essence, not distracted by the false self. Counselor then doesn't have to be the expert because he or she is helping the real person dialogue with the true essence. Counselor in "clueless" role takes the pressure and frustration off of counselor.

Expressed Values vs. Hidden/Implied Values (underlying, unexpressed values that cause physiological responses). Most available values assessments are Expressed Values and not Implied or Internal Values

12:00 - 1:00 Lunch (Mexican Buffet)

Introduction of New Attendees

1:00 - 2:30 Colorado Economic Outlook

Tom Morgan (Standing in for Alexandra Hall)

Colorado Department of Labor and Employment

(Slides Available in Handouts)

Overview of Labor Market Information

Employment Outlook: The US and Colorado 2002-2012

- Strong Growth Pattern in the State of Colorado
- Colorado usually survives recessions quite well, this last recession (2003-2003), was the first time Colorado saw a loss of jobs.
- Most growth expected in Service industries
- In Colorado, the only industry expected to lose jobs is Utilities
- Industry growth is expected to be diverse in Colorado, which should insulate the state from unexpected crashes.

Email Tom Morgan to get on listserv related to the release of new information from the State of Colorado at Tom.Morgan@state.co.us.

15 minute break

2:45 - 3:30 Interest Groups:

Directors

Internships

Counselors

Employer Relations

Minutes from Interest Groups:

Directors Group-

- Discussion items surrounded funding sources (direct fee for service, career services fee, student services fee, general fund, etc). Issues: strategic planning in coordination with the division; strategic planning within the division; what is available out there already in terms of peer review. Also discussed the theories and information presented in the morning program. Discussed feasibility and whether or not meeting students in groups wouldn't actually help because it would increase demand for follow-up appointments and students are much more interested in the one-to-one; one stop shopping in terms of career information; how to get career development courses through curriculum committees; utilizing parent's for marketing-getting to the heart (rather than the head) in orientation; outcome studies in career development courses (Lawrence Jones assessment for pre/post testing); how are we addressing staff issues related to being maxed out and burn-out? Balancing the desire and instinct to get everyone in the career center when you don't have the staff to do it or the staff is burning out. Utilizing technology like email or online chat.

Internship Group-

- University of Colorado at Denver
 - 45 Minute Orientation going over the entire process including searching for an internship, paperwork involved, and evaluations at the end
 - Working on Employer Development
 - Have one form for pay or credit
- Colorado College
 - System is Decentralized
 - Could be for credit or pay
 - Virtually no department requirement for an internship
 - Have a small group of local businesses
 - Have resources that help students find internships all over the country
 - Encourage students to take 2 internships over the 4 years they are at CC
 - Have a learning agreement between the student, school and internship site
- University of Denver

- Started working with faculty to determine who has internal internship programs
 - Job development to try and enhance the relevant experience
 - Career Center does not touch internship for academic credit
 - Trying to track internship is a challenge (when a student begins and ends)
- University of Colorado at Colorado Springs
 - In the beginning stages of an internship program
 - Holly does internships for the Business department and there is someone else that does them for the Engineering department
 - Trying to figure out a way to start an internship program for LAS students
- Other topics
 - Importance of paperwork and contracts
 - Liability - Employer or school
 - Internships for international students - paperwork, laws and complications
 - Listserves for Internship information
 - NACE
 - CEIA (Cooperative Education Internship Association)
 - NSEE (National Society Experimental Education)

Counseling Group-

- Lee Shores and Sandi Rosewell shared about the International Career Development Conference.
- We talked about the new version of the Strong Interest Inventory to be released after the beginning of the year and continued a discussion about interpretation methods for the Strong and the MBTI and how we as counselors combine them for use in career development. We discussed individual appointments versus offering group workshops and the time allotted for each. Parents' involvement in students' careers has increased, and some shared how they are managing that.

Employer Relations Group-

- Generally jobs are up and employers are more interested in participating in career fairs. Student participation in on-campus interviewing and career fairs is down/low- great job postings go unnoticed, etc. Perhaps fear of past year's market- still think economy is in a slump. We must work harder and market stronger to students.
- Discussed partnering with other schools in scheduling career fairs so employers receive a discount for participating in two or more fairs.
- Exchanged many ideas- we must get the word out about our services and opportunities to students. Faculty buy-in by asking faculty members which organizations they'd like to see on campus.

3:30 - 4:15 Announcements:

- CCDA new website www.coloradocareerdevelopment.org. Next training, December 3rd, Mark Thurston, the Soul of Career Counseling
- CU Boulder has two positions open, a Career Counselor in Engineering and a WebMaster
- UNC has a generalist career counselor and an Assistant Director to oversee counseling and the classes.

4:15 - 4:45 Business Meeting

- Approval of minutes (motion was made to approve the minutes, the motion was seconded, and the motion passed).
- Treasurer's Report (*see handout*)
- Next meeting - location, topics, budget

Tentative Planning:

University of Wyoming, Spring 2005

University of Colorado at Boulder or Denver, Fall 2005

University of Northern Colorado, Spring 2006

Friday, May 20th, University of Wyoming at Laramie

This was later changed to May 13th, so as not to conflict with a NACE meeting.

General suggestions to have more time for sub-groups, including special topics rather than many guest speakers. For example, have just one key-note in the morning or in the afternoon and much more time for networking and problem-solving.

Ideas for Upcoming Potential Speakers:

- **Phil Gardner**
- **Claire Raines (pricey)**
- **Eric Chester (pricey)**
- **Brett Beal (ethics workshop)**
- **Researching and Assessment / Publishing (Darrel Luzzo) using Focus Groups**
- **Teambuilding and Leadership (Robert McMann)**
- **Student Panel/ Keeping in Touch with Our Students**

Special Thanks to the wonderful staff at Colorado College for hosting today's event and for providing the meals and facilities.

Respectfully Submitted,
Lisa Severy, CCSA President-Elect