

July, 2009

Issue XXXVI



National Employment Counseling Association
A Division of the American Counseling Association

E-NEWS

This is the July, 2009 edition of the Electronic Newsletter from the National Employment Counseling Association. E-NEWS is published by NECA Past President Dr. Kay Brawley and Executive Director John Hakemian. NECA E-News concentrates on crisp articles and announcements of new information of interest and value to career and workforce development professionals, from NECA members, sister organizations, national publications, and timely items on upcoming workshops and conferences.

Comments to kbrawley@mindspring.com



NECA sets sail for Annapolis on July 29, 2009

The National Employment Counseling Association Summer Professional Development Institute:

United in Developing

"One" Global Workforce

Ground Zero: Implementing New Mandates of Counseling Code of Ethics in the Workplace during Challenging Economic Times

in the US sailing capital of Annapolis, Maryland at the charming Annapolis Yacht Club

Advance Rate Registration Open On-Line through July 10!!

Earn 6 CEUs

Certificates Provided

Join us in Annapolis on July 29! You'll be glad...you don't have to spend big to enjoy summer at its best while building professional workforce development and career counseling skills. It's also the place to pay tribute to the American flag, enjoy concerts and theater performed under the stars. So read on, make your plans to plunge into summer in Annapolis with your NECA friends.

Featured Keynote Speakers:

Opening: *Set the Stage on Ethics*



Dr. Roberta Johnson is Professor of Politics emeritus and former Director of the public service program at the University of San Francisco.

Dr. Robert Chope, NECA's current President (2008-2009) is a Professor with the Department of Counseling, San Francisco State University. The team

are international experts in the field of career counseling and ethics, with numerous interviews in New York Times, CNN, national public radio and other public media venues.



Luncheon: Steve Muro
Department of Veterans Affairs
Acting Undersecretary

The value of employment and career counseling, mentoring programs for staff, and particularly, the military returning to civilian employment.

Registration:

www.employmentcounseling.com:

\$75 includes lunch/parking/6 CEUs; deadline July 10; onsite fee \$85; contact kbrawley@mindspring.com for U.S. Mail registration.

See full program & Registration forms in this E-NEWS, pg. 4 & 5

Or exhibits:

Karol Taylor: karoltaylor@verizon.net

Closing: Umar Hameed

Motivational Speaker

President of Productivity Cubed:



Building a High Velocity Organization

NECA President's Message



Dear NECA Colleagues and Friends,

This presidential year—the middle year of my three year leadership commitment to NECA—has now come to its end. My presidential theme, *Employment Counseling: The Primary Ingredient in Social Justice* has been tested and supported throughout the year. In beginning this year, my hope was that NECA and all

employment counselors, future service providers, counselor educators, vocational and counseling psychologists, health care professionals and social workers would incorporate social justice attitudes in their thinking, conceptualizations, teaching, training and practice. **Greater awareness of social justice issues in the provision of human services is a clarion call for changing structure and policy.**

I want to briefly review our accomplishments together this year and then pass the gavel to the able office of Dr. Sue Ellen Pressman who will move us on to new beginnings. **We began my term with our NECA Work-Life Institute on the Potomac in Washington D.C at the Capitol Yacht Club.** We were given guidance by Charles Kamasaki from the National Council of La Raza and Gay Gilbert from the Department of Labor as well as hearing from our own leaders. President elect-elect Soonhoon Ahn assisted in bringing an international audience to our meeting.

NECA had a strong presence at the Florida Counseling Association convention from November 13-15, 2008 in Daytona Beach. Kay Brawley, Michael Lazarchick, Kimberley Key and Sue Pressman presented on an important topics related to social justice for these times.

We have transitioned to a new editor in the Journal of Employment Counseling which continues to receive national and international recognition. Our beloved Norman Amundson stepped down this past year and assisted Roberta Neault as she moved into the editorship, ably assisted by Fiona Gladding. The editorial board is entirely new (except for me) and Roberta has planned a number of special issues to come. She has moved the journal into the electronic age with new methods for electronic submissions, reviewing and, editing.

Our NECA E-News, ably prepared by Kay Brawley and John Hakemian is published monthly and is sent to all our members as well to all presidents of other ACA divisions, ACA regional chairs and the ACA Governing Council representatives. Many of you have contributed to that effort. Our graduate student representative, Robin

Gluck, prepared new material for graduate students, and I am encouraging others to step up and contribute to this terrific resource. New and emerging issues will often be covered in our E-News before they make it to the conventions or our journal. **For many years, NECA's newsletter was quarterly and I am humbled by the extensive efforts that have made NECA one of the few ACA divisions that puts out a monthly newsletter.**

We also played roles in ACA programming. Many NECA members, myself included, reviewed ACA program proposals for the Charlotte convention, helping both NECA and ACA select quality programming. Last year as president elect, I sat on the NCD A program committee and assisted in the selection of their conference programs. Soonhoon Ahn engaged in the same activity this year. It is quite a job.

Of course there were a few disappointments. I had hoped that our membership would grow by leaps and it growth fell short of our goal. While we are stronger and certainly financially healthy, membership hovers in the mid 350 range. I also asked a task force to assist me in developing new standards for employment related tests and that was not accomplished. These are still issues that I will contend with as your past president.

And now for some thank you's. Of course I want to thank my fellow Californian, Carolyn Kalil for her work as your president during 2007-2008. She was a steadfast leader and supported NECA with her many interactions with ACA. She also served as a model for us by regularly presenting at our Work Life Institutes as well as local, state, and national conventions. I have enjoyed immensely working with President-elect Sue Pressman and believe that NECA will continue to offer new and interesting programs in the year to come. I have known Soonhoon longer than I have known Sue or Carolyn and I look forward to her stewardship as she becomes our president elect. Karol Taylor served diligently as our scribe and our board always provided good ears. John Hakemian kept our budget in balance in Lisa Fulton's absence and for that I am appreciative. **Kimberly Key has stepped up to the plate as NECA's new webmaster, and is giving us a new, modern look;** we're thankful to Michael Lazarchick's many years of management of the website.

So it is time to say, "Fair Winds." We move on to Annapolis and another opportunity to meet and learn on the water. I hope to see many of you in 2010 at ACA in Pittsburg and also in San Francisco for the NCD A conference. NECA plans a strong presence there and I hope many of you will join me on **Cajun Dancer**, my Hunter 33 for a sail off the city front. My very best to you all; hope to see you in Annapolis!

Bob



**National Employment
Counseling Association**



Mark Your Calendars!

Please Join NECA, MAMFC and MAC/LPN

Summer Professional Development Institute III

July 29, 2009

**Location: Annapolis Yacht Club,
Annapolis, Maryland**

30 minutes from Washington DC or Baltimore MD

Please join us for our premier “not to be missed” professional development institute. Renowned experts present the latest developments with a solutions focus for career and employment counselors, coaches, mental health counselors, workforce development specialists, human resource managers, and organization development professionals.

Our Featured Speakers Include:

Umar Hameed

Motivational Speaker

Founder & President, Productivity Cubed

NLP instructor and master practitioner

In a diverse career Umar has launched 4 companies, so he knows first hand the challenges a CEO faces. In 1995 when Umar ran a technology company he was invited to the White House to give a technology briefing on how to use technology to win the election.

Mr. Steve Muro

Steve L. Muro, Department of Veterans Affairs Acting Under Secretary for Memorial Affairs and member of Federal Senior Executive Service, he is responsible for overseeing 128 National Cemeteries and turning them into National Shrines. A native Californian of Hispanic origin and a Vietnam Navy Veteran, he has really blazed trails and is a true career development success story. His story includes his emphasis on career and employment counseling and mentoring for all new Cemetery Director Interns.

Michael Lazarchick, Ph.D.

Dr. Lazarchick has over thirty five years experience serving dislocated workers and employers. He currently manages the Atlantic County One Stop Career Center. He will present on *21st Century Employment Counseling: A penetrating look at the trends, tools and techniques necessary to guide today's workforce back into viable employment.*

Roberta Ann Johnson, Robert Chope, Ph.Ds.

Dr. Roberta Johnson is Professor of Politics emeritus and the former Director of the public service program at the University of San Francisco. She is the author of numerous journal articles and book chapters as well as three books including *Whistleblowing: When It Works -And Why* (2003). Dr. Chope, NECA's current President (2008-2009) is a Professor with the Department of Counseling, San Francisco State University. Renowned experts in their respective fields this is a rare east coast opportunity to learn from both Dr. Johnson and Dr. Chope as they present on social justice, responsibility, ethical guidelines and the critical role professional career and employment counseling plays when working with someone perceived as a whistleblower.

Additional “ziplearn” speakers include:

Dr. Mike Schroder, Division of Economic and Community Outreach at Towson U., developer of a regional one-stop BRAC (Base Closure and Realignment Commission), discusses its impact on multiple audiences inc counseling and changes in the economies of demographic jurisdictions

Bridget Brown, Executive Director of National Association of Workforce Development Professionals, shares what's happening on the national and local level with making effective use of the new stimulus funding.

Dr. Kay Brawley: NECA's new online/distance GCDF Certificate program.

Kimberly Key: *Why Men Get Paid More than Women*

Carolyn Kalil: Brightening our “True Colors” in a world of change.

Soonhoon Ahn: Global Career Issues.

Karol Taylor: The latest Federal Application “Must Knows” and update on O*net.

Tom Ayala: *People Solutions*: Best Practices that work with employee assistance program issues.

**\$75.00 Registration Fee includes
Lunch and Parking!**

**For more information, or sponsorship
please contact Sue Pressman at:**

drsue@pressmanconsulting.com or

Kay Brawley at kbrawley@mindspring.com



NECA Summer Professional Development Institute III

**Earn 6
CEUs
in
Counseling
Ethics**

United in Developing "One" Global Workforce

*"Ground Zero: Implementing New Mandates of Code of Ethics
in
Challenging Economic Times"*

Bringing Together

- Career Counselors
- Employment Counselors
- Human Resource Specialists
- Life & Leadership Coaches
- Mental Health Counselors
- Organization Development Professionals
- Workforce Development Specialists
- Private & Public Sectors

July 29, 2009

10:00am - 4:00pm

Location: Annapolis Yacht Club

Annapolis, Maryland

30 minutes from Washington DC or Baltimore MD

Please complete the below and return by email to:

Dr. Kay Brawley - kbrawley@mindspring.com
By FAX to Dr. Kay Brawley at: 410-287-9029.

REGISTRATION FORM

Name: _____

Company Name: _____

Daytime Phone: _____ E-mail: _____

Address: _____

City: _____ State: _____ Postal Code: _____

PAYMENT

Cost: Includes Lunch & 6 CEUs
\$75.00 By July 10, 2009
\$85.00 After July 10, 2009

Credit Card

Check

Credit Card Type: Visa MasterCard American Express

Card Number: _____ Expiration date (month/year): _____

Please mail **CHECK** made out to NECA to:

Dr. Kay Brawley, 5347 Turkey Point Rd., North East, MD 21901-6233

Exhibit Space Available: Contact Karol Taylor karol@tayloryourcareer.com

From NECA Leader

Karol Taylor
Federal KSAs Are Out,
So What's In?

Hot off the press! The dreaded Knowledge, Skills, and Abilities (KSA)/essay statements that Uncle Sam uses to rate/rank federal applications is about to hit the skids. At least that is the "buzz" coming from the Washington Post, and the Partnership for Public Service. Wonderful news? Maybe—and maybe not. Since nothing is ever as simple as it seems in the federal hiring process, let's take a look at the current and future rating and ranking process.

These days the federal government receives up to 300 application packages for even one Vacancy Announcement. The right-sized, downsized, and/or privatized federal HR staff has to review each of these packages to determine which ones qualify to be listed on the "certificate of eligibles," typically the three application packages with the highest rating scores.

The good news for these HR specialists is that many people do not have a clue about the information needed to complete paperwork to move an application forward. Many current federal employees were grandfathered into their jobs, so many do not know what is required to apply for a federal position. Thus, many packages can be rejected with only a cursory review. This helps HR to cull a huge stack of application packages to narrow them down to three.

The first to go are the applications that do not have the required information HR needs to complete their paperwork. Missing information such as Social Security Number, Veterans preference, highest grade level, and U.S. citizenship will eliminate the application. The month a previous job began and ended must be included, along with the grade level of the job (or no grade level if not a federal job), number of hours worked per week, the supervisor's name and contact information, and sometimes the salary.

Next, HR checks for typos and easy-to-find errors. These are great reasons to eliminate applications – no one wants to hire a sloppy worker. HR then makes sure the applicant meets the criteria in the Vacancy Announcement. It is only then that HR, and/or a panel of experts, earnestly begins rating and ranking the remaining application packages based on the rating and ranking manual guidelines. For more information, refer to https://www.opm.gov/deu/Handbook_2007/DEO_Handbook.pdf.

KSAs are used to earn rating points and to rank the application package. Applicants are advised to use as many key words from the Vacancy Announcement as are relevant to their experience. Key words only need to be used one time for full

credit to be received. Applicants can further research key words at: <http://www.opm.gov/fedclass/html/>.

Application packages are ranked as follows :

A = Exceptional experience for the position applied for; (Typically assigned 90 -100 points); C = Good experience for the position. (Typically assigned 80-89 points). and E = Minimally qualifying experience; (70-79 points) Veteran's preference can add to the number of points scored. In order to be competitive, an application package usually needs to be ranked with a score of 95 or above.

What happens when KSAs are no longer the basis for earning ranking points? Other types of assessments can be used. OPM recently issued a directive for agencies to develop a hiring plan that follows the Chief Human Capital Officers Counsel's End-to-End Hiring Initiative 2008 recommendations This Initiative included the following hiring assessments as options: Structured Interview; Written Test; Assessment Center; Work Sample, or Crediting Plan/Rating Schedule. See http://www.whitehouse.gov/omb/assets/memoranda_fy2009/m09-20.pdf and <http://www.opm.gov/publications/EndToEnd-HiringInitiative.pdf>.

What do these terms mean? A structured interview is behavior-based, and designed to identify past behaviors as predictive of future behavior. The Merit System Protection Board, the watchdog for following federal hiring and promotion regulations, issued a study extolling the virtues of structured interviews and their positive results: (See <http://www.mspb.gov/netsearch/viewdocs.aspx?docnumber=253635&version=253922&application=ACROBAT>) Written work samples have long been used as a hiring tool for many different types of jobs.

"Written Test" and "Assessment Center" sound a lot like a return to the civil service test that was abandoned in 1995 to make way for KSAs. Time will tell how this plays out.

The Department of Defense (DOD) has interpreted the meaning of the above list of assessments. According to DOD, the hiring official and HR representative together establish a source for evidence that the applicant possesses job-related KSAs/competencies. Indicators of proficiency would include education, experience, professional activity, professional certification, agency certification, etc. Hopefully, this will create a simplified approach to qualifying for federal employment.

It is common knowledge and acceptance that federal hiring practices are "broken." Fixing them will require commitment. Stay tuned for the tennis match, as heads everywhere move left to right to follow the updates as federal managers decide what's in and what's out.

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*Address your questions to Karol
in person in Annapolis on July 29!*



from NECA Trustee
Kimberly Key

Are you Thriving or Dying in Your Relationships?

We wouldn't wash ourselves with dirt and expect to be clean. We also wouldn't bang our head against a wall in an attempt to cure a headache. So, why do any of us invest in relationships that deplete our energy and self-worth?

Dr. Clarissa Pinkola Estes, bestselling author of *"Women Who Run with the Wolves"* offers this "harsh but true" advice about relationships: "Anyone who does not support your art, your life, is not worth your time." She goes on to differentiate people from those that provide comfort versus nurture. Comfort is like saying soothing words to a plant in a closet. Nurture is taking the plant out of the closet, placing it in the appropriate sunlight, feeding it, watering it, AND saying soothing words to it.

While this seems like obvious advice for parenting, she emphasizes that we need these nurturing relationships in ALL of the areas of our life—friendships, romance, work, hobbies, etc.

If you are conducting a mental inventory of your relationships right now and are discovering a serious lack of nurturing people in your life, start by nurturing your own soul first. Think about your inner dreams and join a club or take a class that supports your creative interests, like photography, sculpture, knitting, painting, writing, acting, or dance. You're sure to meet others of like mind and the more you invest in these (e.g. the more sun, water and fertilizer you receive), the stronger you'll become.

How "Others" Can Help You

Nurturing relationships can come in packages you least expect. If you tend to dismiss people based on difference, you can benefit by expanding your circle and including people that are different from you.

For instance, take a moment to think about the people in your life and the people you've excluded. Are you possibly dismissing other people that have a different race, culture, religion, sexual orientation, political beliefs, clothing style, speech dialect, gender, familial background, etc.?

If you have excluded people based on these differences, imagine the feelings that come up when you think about being close to them. You may feel uncomfortable (even anxious) when exposed to difference and change, but feeling this unease or

anxiety is an opportunity for emotional growth, tolerance, and acceptance. Take time to pause and notice your internal reaction and try to "tolerate" it while also tolerating the person who seems different than us. If you move past this common internal/external discomfort, you might just discover the most nurturing relationship of all with that "other" person. To illustrate, check out Clint Eastwood's latest movie, *"Gran Torino"* (www.thegrantorino.com).

Kimberly Key can be reached at Kimberly@EncompassWF.com.

Meet Kimberly in Annapolis on July 29!



Meet NECA's Student Representative at the NCEA Conference this week in St. Louis

Devan Coughlin will be presenting an extensive session on Thurs, July 2 from 3:30-6 pm, in room Grand E--Skill Building #3,

"Organizing Occupational Information through the Use of Customized Occupational Schemas". Before beginning her graduate counseling studies at Florida State University, Devan worked in Career Service sales for CareerBuilder.com in Chicago.

Skill Building Description:

Whether helping an expendable Insurance professional identify indispensable skills, or a retiree pursue their passion, or a student transitioning into the workplace, accessible occupational information is crucial. How do your clients search for occupational information? What are the best ways to provide the information to your specific population? Explore ways to classify occupational info and learn how to use a standard classification relevant to clients' search methods. Understand the utility of occupational information in career and life planning.

What can you expect to walk away with after Devan and her colleague Jennifer Clark of Florida State Counseling Program present?

1. Identification of learning styles and information-seeking behavior of various populations related to selecting and organizing occupational information; and
2. Through an interactive exercise, "take away" your own worksheet as a model for developing a system with your clients.

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