

ACTUAL
GENDER
CHANGING
COMMUNICATION
PEOPLE
RESPECT
DOCUMENTS
STRENGTH IN
DIVERSITY

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INTERACTION
DIFFERENCES
ASSOCIATED AFFIRMATIVE
ACCEPTANCE
Senior
Old
AFRICAN
CENTRAL
CENTURIES
AGENT
BROAD
ACTION

MACCA

Annual Conference

**DoubleTree Resort by Hilton,
Lancaster PA - December 5 - 7, 2018**

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A Message from the Conference Chairs

In 2018, career professionals find themselves working with a broad array of clients presenting a variety of circumstances that directly influence career exploration, career decision-making, and career management. MACCA is thrilled to offer this year's annual conference with the theme, "Strength in Diversity" to provide insights and strategies for working within this diverse landscape.

At the completion of this packed conference, participants will have not only developed a greater understanding of their own stories as they relate to the topic of diversity, but will also have heard from professionals in the career community who are moving the needle forward with diversity and inclusion.

We hope that you are inspired to take what you learn back to your workplaces and to your clients, to create and develop meaningful and lasting connections, and to have a great time!

~Tracy Carter, & Flora Stowe, Conference Co-Chairs

MACCA PAST PRESIDENTS

Courtney Bousquet (2016-2017)

Karl Martz (2015-2016)

Gemma Costa (2014-2015)

Shahrazad Arasteh (2013-2014)

Constance Engelman (2012-2013)

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Jill Pante (2009-2010)

Cristina Damiao (2008-2009)

Rose Howard (2007-2008)

Brenda DiModugno (2006-2007)

Mark McFadden (2005-2006)

Joyce Dennis Henderson (2004-2005)

Jane Gregoire (2003-2004)

Stephen Sciscione (2002-2003)

Daphne Chang (2001-2002)

Jane Nini (2000-2001)

Timothy Kirkner (1999-2000)

Janet Kuhns (1998-1999)

Marcia Milgrom (1997-1998)

Cheryl Bonner (1996-1997)

Kimberly Bolig (1995-1996)

Carolyn Brozzetti (1994-1995)

Maria Fanning (1993-1994)

Kathryn Woodhouse (1992-1993)

Carolyn Brozzetti (1991-1992)

Anne Edwards (1990-1991)

Barbara Price (1989-1990)

Fontelle Gilbert (1988-1989)

Jack Guarneri (1987-1988)

Deborah Sussna (1986-1987)

Nancy Pat Weaver (1984-1986)

David Borchard (1983-1984)

George Lavery (1982-1983)

Al Foderaro (1981-1982)

Phil Ringle (1980-1981)

John Herrling (1979-1980)

Dennis Pelletier (1977-1979)

Joseph Nazzaro (1976-1977)

Richard Shaw (1975-1976)

Hank Coghill (1973-1975)

Jack Tarbell (1971-1973)

Ross Narghang (1970-1971)

2018 MACCA CONFERENCE AGENDA

(Participants can earn up to 13.5 Clock Hours)

WEDNESDAY, DECEMBER 5

TIME	ACTIVITY	LOCATION
10:00am - 12:45pm	Registration	
1:00pm - 2:00pm	OPENING KEYNOTE: Rich Feller - 1.0 Clock Hours <i>"Strength in Diversity Begins with the Career Professional"</i>	Statesman
2:00pm – 2:15pm	Refreshments (Coffee/Tea/Soda/Water)	Palm Court
2:15pm -- 3:15pm	CONCURRENT SESSIONS	
	Concurrent 1: <i>"Supporting Strengths and Remediating Challenges of Students with Disabilities"</i> (Alan Babcock - 1.0 Clock Hours)	Statesman A
	Concurrent 2: <i>"Get Me To Wakanda : Black Male Undergraduate Perspectives of the Role of Career Services"</i> (Marcellus Taylor)	Statesman B
	Concurrent 3: <i>"New Workplace Rules for the New, Diverse Workplace"</i> (Barry Davis/Nancy Fink - 1.0 Clock Hours)	Statesman C
	Concurrent 4: <i>"Career exploration: Helping students celebrate uniqueness and find career success"</i> (Catherine Aldecoa/Allie Pearlman Sax - 1.0 Clock Hours)	Ben Franklin
3:15pm -- 3:30pm	Break (Hospitality Room Available)	Edward Hand
3:30pm -- 5:00pm	KEYNOTE SPEAKER: Mykee Fowlin - 1.5 Clock Hours <i>"You Don't Know Me Until You Know Me"</i>	Statesman
5:00pm -- 5:30pm	New Member Welcome	William Penn
5:00pm -- 6:30pm	President's Reception	Palm Court
6:30pm --	Have Fun!	

THURSDAY, DECEMBER 6

TIME	ACTIVITY	LOCATION
7:30am – 8:30am	Registration	
7:00am - 8:15am	Continental Breakfast	Palm Court
8:30am - 11:00am	KEYNOTE DEVELOPMENT ACTIVITY: Rich Feller - 2.5 Clock Hours <i>"Who You Are Matters"</i>	Statesman
11:00am - 11:30am	Refreshments (Coffee/Tea/Soda/Water)	Palm Court
11:30am -- 12:30pm	CONCURRENT SESSIONS	
	Concurrent 5: <i>"Helping women succeed in salary negotiations to move their careers forward and create a more diverse workforce"</i> (Paula Brand - 1.0 Clock Hours)	Statesman A
	Concurrent 6: <i>"Be D.A.R.E. (Diversity, Adaptability, Resilience, & Empowerment in Contemporary Uncertainty)"</i> (Daphne Chang - 1.0 Clock Hours)	Statesman B
	Concurrent 7: <i>"Career Counseling and Our LGBTQ Students"</i> (Christopher Donchak - 1.0 Clock Hours)	Statesman C
	Concurrent 8: <i>"Code Switching As A Path to Career & Professional Success"</i> (Hope Newman/Sharon Reid - 1.0 Clock Hours)	Ben Franklin
12:30pm -- 1:15pm	MACCA Market & Exhibitors	Palm Court
12:30pm -- 1:15pm	Willow Valley Lunch Buffet	Palm Court
1:15pm -- 1:45pm	Business Meeting	Palm Court

2018 MACCA CONFERENCE AGENDA

(Participants can earn up to 13.5 Clock Hours)

2:00pm -- 3:30pm	DIVERSITY INITIATIVES: Dr. Juhi Bhatt, Moderator - 1.5 Clock Hours <i>Employer Perspectives Panel</i>	Statesman
3:30pm -- 4:00pm	Taste of Lancaster Snack Break	Palm Court
4:15pm -- 5:15pm	CONCURRENT SESSIONS	
	Concurrent 9: <i>“Professional Clothing as a Pathway to Confidence and Success”</i> (Amanda Baker - 1.0 Clock Hours)	Statesman A
	Concurrent 10: <i>“Resources and Practical Programs for International Students”</i> (Ryan Fuller, Jill Pante - 1.0 Clock Hours)	Statesman B
	Concurrent 11: <i>“Diversity in the Online Generations: Identifying Right-Fit Careers through Gamification & Internet Tools That Engage & Motivate”</i> (Ronda Ansted - 1.0 Clock Hours)	Statesman C
	Concurrent 12: <i>“Fostering Diversity in the Job Search: Mutual Mentoring Relationships between Long-Term Unemployed Baby Boomers and Millennial Job Seekers”</i> (Janet Glover Kerkvleit - 1.0 Clock Hours)	Ben Franklin
5:30pm -- 7:00pm	KEYNOTE SPEAKER: Ian Levy - 1.5 Clock Hours <i>“Remixing Career Counseling: Hip Hop and Spoken Word Therapy”</i>	Palm Court
7:00pm -- 8:30pm	Dinner on your own	
8:30pm --10:30pm	MACCA Comedy Club Refreshments, Comedy Improv (9-10), Raffle	Statesman

FRIDAY, DECEMBER 7

TIME	ACTIVITY	LOCATION
8:00am-9:00am	Transition Meeting	William Penn
7:30am-9:00am	Classic Hot Breakfast Buffet	Palm Court
9:15am -- 10:15am	CONCURRENT SESSIONS	
	Concurrent 13: <i>“This is America: Redefining the social construct of diversity”</i> (Verlin Jay Alexander, III)	Statesman A
	Concurrent 14: <i>“You are What You Write: Effective Virtual Communication with Non-Traditional Students”</i> (Leia O’Connell - 1.0 Clock Hours)	Statesman B
	Concurrent 15: <i>“Blazing the Trails for Success: Empowering First Generation and Underserved College Students”</i> (TaLisa Ramos - 1.0 Clock Hours)	Statesman C
	Concurrent 16: <i>“#MeToo: Considerations for Career Counselors”</i> (Colleen Georges - 1.0 Clock Hours)	Ben Franklin
10:30am–12:00pm	KEYNOTE SPEAKER: Shaashawn Dial-Snowden - 1.5 Clock Hours <i>“Diversity, Multiculturalism, and Inclusion... Are you the 'show up' for diversity? Are you the 'show off' for multiculturalism? Are you the 'showstopper' for inclusion? It is showtime for equity!”</i>	Statesman
12:00pm-12:15pm	Conference Wrap Up	Statesman A/B

Hospitality Happenings

New Member Welcome

Wednesday, 5:00-5:30pm, William Penn

Meet and greet new and not so new MACCA members. Beverages will be served with a warm welcome with a token of our appreciation!

President's Reception

Wednesday, 5:30-6:30pm, Palm Court

Meet the President and mingle with your fellow MACCA members. Unwind from the day, network new connections or reconnect with old friends with a cocktail and hors d'oeuvres.

Vendors Showcase: MACCA Market

Thursday, 12:30pm-1:15pm, Palm Court

Enjoy learning about the latest trends, technology and resources for our field. Browse and learn about career related products and services!

MACCA Comedy Club

Thursday, 8:30-10:30pm, Statesman Hall

Come prepared to laugh! Enjoy refreshments and a comedy improv from 9-10 pm. Mix, mingle and try your luck with our raffle.

Hospitality Suite

Anytime during conference hours, Edward Hand Room

Need a time out or an energy boost? Stop by the MACCA Hospitality Suite to relax with colleagues and re-energize with a healthy and or not so healthy snack!

Submit an Article:

Our newsletter, MACCA MATTERS (previously e-Interact), is distributed to over 200 of your peers and will be available on our website for the world to view. Submit an article of no more than 500-600 words. Photos in JPG format, less than 1 MB in size are also welcome for the MACCA MATTERS Newsletter!

Keynote Sessions

Opening Keynote: Wednesday, December 5th, 1:00pm - 2:00pm - Statesman *Strength in Diversity Begins with the Career Professional*

~Rich Feller, Ph.D.

Career professionals face increasing needs, seek access and quality outcomes, and are challenged by fixed resources. Fortunately honoring differences, removing blind spots, and incorporating ideas to scale efforts can create HEROIC mindsets within ourselves, clients and students. This video enhanced and interactive session will challenge and inspire us to examine ourselves to understand those who are wonderfully different.



Session Objectives:

- Participants will examine personal beliefs about privilege and access
- Understand the elements of a HEROIC mindset
- Participants will be able to connect purpose to the "good life" (Leider, 2015)
- Consider scaling efforts to reach more clients

Wednesday, December 5th, 3:30pm - 5:00pm - Statesman *You Don't Know Me Until You Know Me*

~ Mykee Fowlin, Psy.D.

To varying degrees, we all wear masks. We are conditioned to hide our true selves, out of fear of being rejected and/or judged. We are taught to devalue or ignore our pain, as if its utility is better served hidden than exposed. But what if this approach is ultimately to our detriment, not our survival? What if our authentic self is all we have, and our pain is the gift that we use to change this world? And imagine, as a foundational premise, we are raised and trained to celebrate differences, as an inclusive process, not just a tolerable one.



Session Objectives:

- Participants will be able to gain in-depth understanding of the issues and societal trends when considering diversity through the transparency of "their clients"
- Participants will explore, evaluate and revise their own defense mechanisms as they initiate the counseling process
- Participants will be challenged to perform critical self-analysis of their approaches with emerging issues in the counseling process

Thursday, December 6th, 8:30am - 11:00am - Statesman

Who You Are Matters

~ Rich Feller , Ph.D.

In this highly interactive group discovery experience, Rich Feller will lead participants through Who You Are Matters!, a fun interactive technique which introduces players to the One Life Tools narrative framework while providing them with substantive takeaways and insights about themselves and their possibilities. This experience sparks meaningful conversations and helps participants connect the dots in their professional and personal lives.



Session Objectives:

- Participants will be able to analyze and self-evaluate elements of their life stories that influence the counseling process
- Demonstrate an increased ability to show empathy, provide direct communication, and deliver constructive feedback
- Use their Clarification Sketch to go deeper into their life clarification and intentional exploration

Thursday, December 6th, 5:30pm - 7:00pm - Palm Court

Remixing Career Counseling: Hip Hop and Spoken Word Therapy

~ Ian P. Levy, Ed.D.

Innovative approaches counseling must not only honor diversity, but needs to build upon the inherent strengths and individual differences of diverse populations. In the context of counseling with urban youth, acknowledging hip hop culture as their culture is paramount. Hip hop has been historically used within urban communities as a platform to speak back against systemic issues, and share untold stories. This presentation will review hip hop culture to inform the development of interventions, and the counseling process more broadly. Specifically, this will include an overview of Hip Hop and Spoken Word Therapy (HHSWT) as a platform to engage urban youth in counseling services. An overview of the salient aspects of HHSWT as a counseling framework, and its practical application will be discussed.



Session Objectives:

- Participants will gather an in depth understanding of the career counseling obstacles facing urban youth
- Participants will be able to articulate the salient aspects of Hip Hop and Spoken Word Therapy
- Understand the value of using Hip Hop culture in career counseling

Friday, December 7th, 10:30am - 12:00pm - Statesman

Diversity, Multiculturalism, and Inclusion... Are you the 'show up' for diversity? Are you the 'show off' for multiculturalism? Are you the 'showstopper' for inclusion? It is showtime for equity!for a Better Future

~ Shaashawn "The Voyce" Dial, MPA

Are you the 'show up' for diversity? Are you the 'show off' for multiculturalism? Are you the 'showstopper' for inclusion? It is showtime for equity! How are you showing up for clients on an individual, communal, organizational, and institutional level? This interactive facilitation experience will provide an opportunity to: (1) experience spoken word as a tool for connection, (2) define the isms, (3) provide an opportunity to introspect and reflect on identities in a 'brave space', (4) identify at least two privileges you possess, and (5) embrace fluidity as a tool of resistance.



Session Objectives:

- Participants will be able to define the 'isms' and outline the "isms" presented in client relationships
- Participants will engage in an activity that fosters the ability to classify binary thinking and 'bust the binary!' in the counseling process
- Participants will recognize their mindset through introspection and reflection in a 'brave space'
- Participants will be able to challenge their privilege; examine connotation(s) with the word 'privilege' and identify at least two privileges her/him/they/them possess
- Participants will be encouraged to embrace change (fluidity) as a tool of resistance... what you do & how you do it

Get Involved!

Volunteering has many benefits. It is a great way to meet new people and network. Lots of volunteer opportunities are available. MACCA has over 10 committees that need YOU! Bring your talent and spare time to benefit the entire membership. The fun comes when you get involved!

DIVERSITY INITIATIVES

Thursday, December 6, 2:00pm - 3:30pm - Statesman

Employer Perspective Panel

~ Moderated by Juhi Bhatt, Ed.D.



This Employer Perspective Panel will focus on and encourage discussion and foster insight speaking to job search trends and approaches to diversity and inclusion.

Participants will garner employer perspectives from questions that address:

- Employer initiatives such as changing recruitment and onboarding to meet the needs of a diverse workforce and changes in the application process to attract diverse candidates
- Skills that employers would like to see developed in applicants to support diversity in their organizations
- Recommendations regarding disclosure of preferred pronouns/gender transitions, requests for accommodations, addressing gaps in work history, dates on resumes for experienced candidates, etc.
- Recommendations on resources and organizations that career counselors could work with for promoting a diverse workforce

Snacks at a Glance (coffee too!)

Wed. Dec. 5th

- **Coffee, Tea, Soda & Water in Palm Court from 2:00 - 2:15 pm**
- **Snacks in the Edward Hand Room from 3:00 - 3:15 pm**
- **President's Reception in Palm Court from 5:00 - 6:30 pm**

Thurs. Dec. 6th

- **Coffee, Tea, Soda & Water in Palm Court from 11:00 - 11:30 am**
- **Taste of Lancaster Snacks in Palm Court from 3:30 - 4:00 pm**
- **Refreshments in Statesman from 8:30 - 10:30 pm**

Looking for more? Visit our hospitality suite anytime during the conference, located in the Edward Hand Room.

Concurrent Sessions

Wednesday, December 5, 2:15pm - 3:15pm

Supporting Strengths and Remediating Challenges of Students with Disabilities

Alan Babcock, Ed.D.

Statesman A

This presentation will focus on being cognizant of the strength of students with disabilities and teaching them the skills they need to be hired. The presentation will address collaboration between Career Services and Disability Services, which is necessary to provide Career Services to students with disabilities.

Participants will:

- Learn to explain the strengths of students with disabilities
- Describe how to assess the skills of students with disabilities
- Describe various teaching techniques to use with students with disabilities
- Explain how to begin collaborating with Disability Services



Get Me to Wakanda; Black Male Undergraduate Perspectives of the Role of Career Services

Marcellus Taylor, M.Ed.

Statesman B

This presentation is an interactive workshop aimed at providing insight into the ways in which Black Male Undergraduates perceive the work of college career services departments and what outcomes they expect after working with career services professionals. Phenomenological research data is referenced to quantify student's feeling of belongingness and inclusion (Harper, 2012)

Participants will:

- Identify practices that do not promote inclusion of Black Male Undergraduates
- Analyze and debrief testimonies of current Black Male Undergraduate as they express their perceptions and expectations of career services professionals
- Apply given strategies in supporting Black Male Undergraduates as career services professionals

Concurrent Sessions Continued

Wednesday, December 5, 2:15pm - 3:15pm

New Workplace Rules for the New, Diverse Workplace

Barry Davis, M.S., CTC. CMCS & Nancy Fink, M.A.

Statesman C

The Workplace of the Future is here! A diverse workforce with radically different employment contracts demand learning and acting on New Rules. This practical, interactive presentation will introduce the attendees to the critical rules that are driving employability and career satisfaction.

Participants will:

- Learn how to help clients/students to “find themselves” in career decisions and development
- Learn the critical rules necessary for career success
- Identify the crucial skills required in this new, diverse workplace



Career Exploration: Helping students celebrate uniqueness and find career success

Allie Pearlman Sax, M.A. & Catherine Aldecoa, M.S.

Ben Franklin

Individuals carry within them diverse identities, personal values, and unique talents. We believe thorough self-discovery and exploration is necessary for lifelong career development and satisfaction. Engage in your own career exploration and expand your counselor toolkit with stimulating activities to facilitate exploration with your clients.

People are often driven to action by the clarity of identity, adaptability, and self confidence that accompany and reflect recognition of the ‘gifts hidden in the heart and soul’ (Hall & Chandler, 2005).

Participants will:

- Leave with exploration toolkit activities to facilitate with their own clients
- Understand the benefits of career exploration and how to effectively demonstrate its value to stakeholders
- Determine reasonable goals for increasing engagement in career exploration activities in their respective campuses

Concurrent Sessions Continued

Thursday, December 6, 11:30am - 12:30pm

Helping Women Succeed in Salary Negotiations to Move their Careers Forward and Create a more Diverse Workforce

Paula Brand, M.S.

Statesman A

As career professionals, we have the ability to positively influence the careers of women by encouraging them to act courageously, thereby creating more diverse workplaces. This interactive workshop will address salary negotiation tactics and ways to research salary data including labor market information from O*net, glassdoor.com and LinkedIn.

Participants will:

- Recognize why it's in women's best interest to negotiate salary & how to prepare
- Understand the concept of leverage and how it factors into salary negotiation
- Learn sources of labor market information including salary data from O*net, www.payscale.com, [LinkedIn/salary](https://www.linkedin.com/salary) and other sites
- Discover ways to tactfully avoid discussing salary until the right time and learn the best way to handle an offer of employment

Be D.A.R.E. (Diversity, Adaptability, Resilience, & Empowerment in Contemporary Uncertainty)

Daphne Chang, M.A., LPC, ACS, NC PsyA

Statesman B

Mark Savickas once stated that career/life success depends on learning & becoming rather than on deciding. This program aims to explore how we facilitate the process of creating self-identities and reinventing lives in this transient, pluralistic world. The participants will have the opportunity to analyze their career/life choices and envision the person/professional they desire to become.

Participants will:

- Learn the key concepts of Chaos Theory of Careers (CTC) and its application in their personal as well as professional work
- Develop a deeper understanding of cultivating skills that manifest low risk of automation
- Assess one's identity capitals and explore valuable attributes of entrepreneurship/ the startup spirit
- Discover latest practice to provide vocational guidance & career education

Concurrent Sessions Continued

Thursday, December 6, 11:30am - 12:30pm

Career Counseling and Our LGBTQ Students

Christopher Donchak, MBA, M.S.

Statesman C

Working with LGBTQ students in their career exploration can be a rewarding and challenging process. Experiences are unique to each student, and professional counselors may wonder which resources are best for their student's success. This presentation provides an overview of the experiences LGBTQ students face in the job search process.

Participants will:

- Learn the differences between sexual orientation, gender identity and gender expression
- Gain an understanding about the coming out process and discuss self-disclosing on the resume and during the interview process
- Identify resources and coping skills for handling discrimination
- Be able to identify resources for students in identifying LGBTQ affirming organizations and professional networking groups



Code Switching As A Path to Career & Professional Success

Sharon D.D. Reid, M.A., Ed.M. & Hope Lovell Newman, LMSW, M.A

Ben Franklin

Mastery of code-switching is linked to desire of being perceived as someone who is “acceptable” to the dominant culture. People of color, religious minorities, and those from immigrant communities receive implicit and explicit messages that reward code-switching. How does your student/client approach define success and influence use of this skill?

Participants will:

- Identify forms of code switching which may be exhibited by students/clients
- Recognize how their own approaches influence student/client use of code switching and models of success
- Discuss social motivators for code switching
- Consider how they work with code switchers and the broad range of impact code switching may have on sense of self

Concurrent Sessions Continued

Thursday, December 6, 4:15pm - 5:15pm

Professional Clothing as a Pathway to Confidence and Success

Amanda Baker, M.S.

Statesman A

Professional clothing requirements and choices can be fraught with peril! We removed gendered language from our professional dress handout and started a clothing resource. We learned that students need encouragement and education around professional dress. Discover Cheryl's Closet, using inclusive language, identity development, and building confidence for student success.

Participants will:

- Identify the ways that professional dress can boost confidence in their clients
- Use non-gendered and inclusive language when discussing clothing and professional dress with their clients
- Understand how identity theories relate to appearance, gender expression, and self-authorship
- Develop a proposal for a professional clothing resource and identify potential benchmark schools, partners, resources, and funding sources
- Create a non-stigmatizing, high-quality student experience, similar to a retail shopping experience
- Design an internship for a student to assist with managing the closet



Resources and Practical Programs for International Students

Jill Pante, M.Ed., Christine Motta, M.Ed. & Ryan Fuller, M.A.

Statesman B

With the uncertainty of the new federal administration and their potential policies that will affect international students, universities and career services centers are scrambling to provide support, resources and programs for the international student population. This program will provide a collection of resources and practical programming designed for international students that is based on research and surveys of national and regional conferences as well as universities and colleges.

Participants will:

- Walk away with practical knowledge of 3-5 programs to help international students in their professional development
- Learn about a variety of professional resources they can provide to international students
- Learn about current research involving international students and college campuses

Concurrent Sessions Continued

Thursday, December 6, 4:15pm - 5:15pm

Diversity in the Online Generations: Identifying Right-Fit Careers through Gamification & Internet Tools That Engage & Motivate

Ronda Ansted, DMgt, MSW

Statesman C

Matching individuals with diverse backgrounds, interests, and goals with right-fit careers takes time, reflection, and motivation. Gamification and online tools can support this process. Learn new research-based strategies that health, education, and businesses have used to motivate, engage, and positively change behaviors, but for career professionals. Fun will be involved!

Participants will:

- Identify how gamification has been used in other industries to engage, educate, and motivate users
- Describe at least 3 gamification strategies and how they can be applied to the career development setting
- Identify when gamification is appropriate to use with a diverse audience
- Identify at least 2 online tools that used gamification to support the career development process



Fostering Diversity in the Job Search: Mutual Mentoring Relationships between Long-Term Unemployed Baby Boomers and Millennial Job Seekers

Janet Glover-Kerkvliet, LCPC

Ben Franklin

Mutual mentoring relationships can enhance job acquisition rates of long term unemployed Baby Boomers and Millennial job seekers. The proposed program will use integrative therapies and cultural context models. Participants will explore issues of generational membership, social location, intersectionality, and self-empowerment. Effectiveness will be measured via surveys, inventories, and interviews.

Participants will:

- Define mutual mentoring in the context of job searching and career counseling
- Identify the effects of joblessness on mental health
- Articulate how an examination of social-economic issues, critical consciousness, social location, accountability, intersectionality, and self-empowerment influences job searching and employment.

Concurrent Sessions Continued

Friday, December 7, 9:15am - 10:15am

This is America: Redefining the social construct of diversity

Verlin Jay Alexander, III, M.S.

Statesman A

Much of the discussion around diversity is based on the many concepts of race, gender, and ethnicity. Every now and then we enhance that discussion by including socioeconomic status, and cultural differences. But what if we have it all wrong?

Just as all things transition with time, the definition in the social construct of diversity has drastically shifted, which raises the question, if in fact “Diversity” is not defined primarily based on race, religion, sexual orientation, and nation origin, than what is it defined by? And what role does it play in our approach as career counselors?

Participants will:

- Reflect on the generational meaning and application of diversity
- Learn strategies in remapping The Narrative of diversity within career services
- Discuss and brainstorm methods of identifying diversities within the social construct as professional opportunities



You are What You Write: Effective Virtual Communication with Non-Traditional Students

Leia O’Connell, MSW, GCDF

Statesman B

Learn effective virtual communication techniques from a dedicated career coach who works primarily with a non-traditional student community comprised of 87% working adults, including 78% military. Discover a foundation of methods used to serve a diverse group with unique needs, ultimately increasing the rate of student successes.

Participants will:

- Virtual resources for communicating with students in diverse settings, including military personnel who are overseas
- How to establish rapport with one email: creating a “virtual voice” which encourages students to return for additional services, furthers the conversation and increases self-reporting
- Creating a more authentic virtual relationship by sharing your diverse personality with students

Concurrent Sessions Continued

Friday, December 7, 9:15am - 10:15am

Blazing the Trails for Success: Empowering First Generation and Under-served College Students

TaLisa M. Ramos, MSW, LSW

Statesman C

First generation college students— undergraduates whose parents did not attend a university — are blazing their trails on college campuses nationwide. They are known as the pioneers of their family and must pilot their way through the college experience, many times not receiving the support they need. Research shows that FGCS face greater challenges than students from college-educated families. This session will provide the groundwork for higher education professionals to support this diverse and underserved population.

Participants will:

- Identify 6 ways to create an effective and inclusive learning environment for first generation college students
- Recognize social systems and their influence on first generation college students and their success
- Learn unique stressors and mental health symptoms that diverse students and underrepresented students face in collegiate settings



Dine-in Discount

Lancaster DoubleTree

Enjoy a \$3 discount on hotel dining Thursday evening!

Inquire at Conference Registration for more details and Bon Appétit!



Concurrent Sessions Continued

Friday, December 7, 9:15am - 10:15am

#MeToo – Considerations for Career Counselors

Colleen Georges, Psy.D, LPC, NCP

Ben Franklin

While we don't write our entire story from intro to conclusion—we don't get to choose all the settings, circumstances, and characters—we do script how we interact with them, and particularly how we interact with ourselves. The same is true for our clients who may have had or are experiencing their own #MeToo story. These experiences impact a client's story, and as career counselors, we play a key role in helping our clients to author a story of empowerment and resilience.

This session aims to open discussion on the experiential triggers, psychological and behavioral impact, and counseling strategies that can effectively support clients who have been affected by the #MeToo movement. How do we counsel a client who has experienced an uncomfortable interaction with a supervisor and is not sure how to address it? What language and behaviors should counselors be aware of as we continue to serve the same client?

Utilizing positive psychology-based approaches, this workshop promotes interventions designed to assist clients in reclaiming the pen and authoring their own script.

Participants will:

- Explore the impact of the #MeToo movement as a disruption to the social mores we've come to know
- Examine language and behaviors to be aware of in counselor/client interactions
- Be introduced to RESCRIPT practices as a framework for narrating life experiences

Congratulations to 2017 Award Recipients

Professional Contributions Award - Shahrzad Arasteh

Goodwill Ambassador Award - Cindy Ernhart

Member of the Year - Mark McFadden

Ross Narghang Award - Courtney Bousquet

Lifetime Members - Courtney Bousquet and Mark McFadden



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DoubleTree Resort by
Hilton, Lancaster PA
- December 4 - 6, 2019