

2009 Calendar of Events

November 1-3, Midwest Cooperative Education & Internship Association, St. Paul, MN www.mceia.org
 November 3-4, Talent Management for Oil and Gas Conference, Houston, TX www.hci.org/hci/events_conference_talent_mgt_oil_gas_2009_houston_main.guid
 November 6, Michigan Collegiate Job Fair, Burton Manor, Livonia, MI www.mcjf.org
 November 19-21, Association for Career and Technical Education www.acteonline.org
 November 19-21, International Careers Conference, Wellington, New Zealand www.avenues.co.nz/careers/index.html
 December 2, I'm Laid Off, Now What?, New Boston, MI, www.mi-mcda.org or www.greenmoonsolutions.com/nawdp
 January 25-27, Careers Conference 2010, Madison, WI www.cew.wisc.edu/careersConf
 January 31-February 2 Michigan Career Education Conference www.michigancareerconference.org
 March 1-5, Educator Workshop/Tour, Ft. Sill, OK Email: sara.horace@usarec.army.mil
 March 18-22, American Counseling Association Conference, Pittsburgh, PA www.counseling.org/Convention
 March 19, Michigan Collegiate Job Fair, Burton Manor, Livonia, MI www.mcjf.org
 April 5-8, Defendant/Offender Workforce Development (DOWD) Conference, Dallas, TX www.ncda.org
 May 6, Annual Career Expo, Michigan Institute of Aviation and Technology, www.miat.edu
 June 1-4, National Association of Colleges & Employers Annual Conference, Orlando, FL www.naceweb.org
 June 2010, Michigan Council for Internship and Cooperative Education (MC-ICE) and Michigan Association of Colleges and Employers Joint Meeting (MIACE) Annual Conference
 June 30-July 2, National Career Development Association 2010 Global Conference, San Francisco, CA www.ncda.org
 July 3-6, American School Counselor Association Annual Conference, Boston, MA www.schoolcounselor.org
 August 2010, Midwest Association of Colleges and Employers Annual Conference, www.mwace.org
 October 8-10, 2010 JIVA Conference, Bangalore, India www.jivacareer.org



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The MCDA web site is getting a new look! Watch for the new web site coming soon. www.mi-mcda.org.



A Division of Michigan Counseling Association

A Division of Michigan Counseling

Fall 2009

I'm Laid Off...Now What? MCDA Hosts Free Career Search Workshop

Michigan Career Development Association will be hosting a **FREE** job search workshop this December.

Do you know someone that has experienced job loss and could use some new ideas to get back on track with a meaningful job search for the new year? Have them attend this free workshop hosted by MCDA.

What: Job Search Workshop: Learn career discovery techniques and job searching steps that will work during tough economic times

Hosted by: Michigan Career Development Association

Who Can Attend: Open to the general public

When: Wednesday, December 2, 2009

Workshop Location: 17757 Woodland Drive, New Boston, Michigan 48164: Michigan Institute of Aviation and Technology

Directions: 734.753.9101 or www.miat.edu

Time: 3:00-6:00 pm

Cost to attend: Free

RSVP: Mary Skalsky Engelhardt : engelhardt.mary@yahoo.com

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What Are Employers Begging For?

by Amy Kienast Linderman

As I travel the U.S. visiting employers from various industries, I consistently hear the same words uttered from the mouths of hiring managers and human resource professionals in regard to their "ideal employee".

Besides a few technical skills required for the position, which is usually their dream list, it is ultimately the soft skills; such as professionalism and personality fit, that are the top requests.

Before I even continue the discussion about these critical soft skills, they plead for an employee who has the ability to pass a background check and drug test (or at least be honest about the mistakes they've made in the past). If they have candidates that meet pre-employment criteria it can save the employer thousands of dollars on recruiting costs and valuable time.

Professionalism always consumes much of the conversation and since it is such a broad topic I always drill down to a list of specific examples.

One employer recently told me that a new hire told him the first week on the job that his girlfriend was having unexpected surgery and he needed to go home to take care of her son. He truly expected the employer to let him leave during orientation and come back when he was ready. The employer sympathized with his unexpected situation and wished him well in his future career searching. Another employer surprised me with the number one reason he releases new hires during probation. He stated that his field technicians are unable to accurately complete (or falsify) expense reports. A human resource manager told me he was shocked when he saw what movies employ-

ees were renting in their hotel rooms using the company credit card.

Employers still have to ask for someone who shows up on time. In this day and age, isn't it disheartening to hear that an employer still has to ask for such a simple request? Also, I can't count the number of times I've heard the words "someone with a good work ethic". Even in this economy, new hires are not hungry enough to get to work on time, or better yet, a few minutes early

Employers are also looking for the right personality fit. Those who are know-it-all and are unwilling to learn, adapt, and adjust to a new environment are very undesirable during the hiring process. They want to see a thirst for knowledge and the willingness to absorb all the knowledge and experience from the seasoned employees before they retire. Southern-based employers are also shying away from applicants from

unionized regions or industries because they are of the perception that they are not as willing to learn or adjust to new ways of thinking. Additionally, these companies are experiencing previous union workers wanting a higher starting wage than the company offers.

Many of the employers I visit still use the old cliché 'we want to 'hire for attitude and can train for the rest'. As career professionals, we can give our clients and students the competitive edge if they truly understand that the soft skills are a package deal along with specific knowledge and experience. Let's get them to stop practicing how to interview and rehearse standard interview questions, and instead teach them how to prove (and back it up) that they have the right qualities and soft skills that the employer is in desperate need of.

Rich Feller put together a panel of presenters at the NCDA conference which included himself and three others. Rich Feller is Professor of Counseling and Career Development and University Distinguished Professor at Colorado State University. He is co-author with Judy Whichard of *Knowledge Nomads and the Nervously Employed*; Lawrence Shatkin, JIST Publishing, Phil Jarvis, VP Global Partnerships, National Life/Work Center, Katy Piotrowski, NCDA Outstanding Career Practitioner Award 2009

Why STEM; why now? The National Academies of Science in 2007 noted the rapid erosion of the United States competitiveness in science and technology. A study was done titled, "Rising Above the Gathering Storm." These results identified three areas of concern;

- 1) Globalization and the restructuring of the US economy
- 2) Declining workforce skills and a failing educational system
- 3) Shifting demographics

We now have a knowledge economy that has replaced the industrial age. Many of the basic skills we taught people are no longer relevant. Thirty percent of 9th graders don't make it to 12th grade. Clearly we need to have a human capital agenda. What we are looking at is a middle class that is shrinking, and an extensive underclass. Rich Feller is focusing on the new economy and working with NASA to promote STEM occupations. The goal is to improve the career and workforce information on the aerospace industry and NASA that is currently available. STEM in local economies will help with wealth creation and increasing productivity and sustainability. It is also a supply and demand issue.

During Sputnik Two in the 1960's, we really looked at the United States' ability to compete against the Russians in the space race. In 2009 American College Testing (ACT) is reviewing the

level of academic achievement here in the U.S. and they are concerned about "The Forgotten Middle." They have found that Eighth Grade Achievement is the best predictor of student's ultimate level of college and career readiness by high school graduation.

As counselors of these students we are "the gatekeepers." When performance and competencies are written in the schools, the title of counselor is not in the dialogue. We are an integral part of the decisions students make, and counselors need an active role in education to promote a curriculum of career education. Feller is saying that we need to cluster careers by skills and knowledge. What level of skill and knowledge is technology? We need a working definition of STEM occupations. Feller would offer that definition as follows: STEM occupations require knowledge for skills with science, technology, engineering or mathematics.

Next it is important to look at the earnings and outlook for STEM occupations. The average salary for a STEM occupation in May, 2009 was \$60,664. In all other occupations the average was \$32,390.

In relation to job growth 2006-2016, in STEM occupations is that 15.6% growth is expected for STEM careers, versus 10.3% for all other occupations. Therefore, industries where STEM occupations are used will grow the most. The Bureau of Labor Statistics (BLS) bases their statistics on the fact that we 1) won't be involved in a major war and 2) that we won't be affected by a major economic downturn.

The following are some STEM occupations planned for 2010;

- Information Security Analyst
- Web Developers

- Computer Network Architects
- Computer Network Support Specialists
- Wind Turbine Service Technicians

And here is the issue: fewer than one fifth of 12th graders are proficient in math or science. The National Association of Manufacturers indicates that 81% of their survey respondents are experiencing trouble finding qualified workers. So what is the solution?

As counselors we need to help students in upper elementary into middle school, imagine their life and find ways to make that life real to their age and development. Without hope you have no imagination. *The Real Game* might be a way to begin to help students sort through all the information necessary to do comprehensive career development, or at least promote self-directed career planning. Spark passion for STEM careers by promoting this formula; Talent – based role + passionate interest = motivating career path

Be sure to visit the website; <http://www.trendhunter.com/>; this is a great website that covers an immense range of trends and product developments related to STEM careers.

It's important to determine when your heart sings. You should be able to tell someone why your heart sings. And it's important to remember that when you leave school or college, employers don't care about your grade point average or your ACT score; they want to know about your abilities.

UM-Flint Launches Careers 4 Years Program

by Kelly Miller

During the summer of 2009, the University of Michigan-Flint Academic Advising and Career Center (AACC) began implementation of the Careers 4 Years program. The goal of the program is to introduce students to the career development process and university career resources early on in their post secondary education so that they will be able to successfully compete in the global job market. The Careers 4 Years program provides a tangible and structured approach to the career development process by using a passport booklet that is divided into various career development and academic activities for each semester of each academic year. For the freshman year, some of the activities include completing career assessments and/or conducting research on ca-

reers, meeting with a faculty advisor, joining a student organization, participating in a community service project or becoming a volunteer, and developing a resume. As the student moves closer to graduation, the program focuses more on job search related activities such as attending an interview preparation workshop, participating in mock interviews, and attending career fairs. New students receive their "career passport" at orientation or during their first advising appointment along with a brief explanation of the program. At this time, they are referred to a Careers 4 Years workshop to receive extensive guidance regarding the program and how to fully utilize UM-Flint's Career Connection, a web based career services system.

Students are encouraged to meet with their advisor in the AACC at least once each semester to discuss their career development progress and "stamp" all activities completed in their passport. In addition, the student's progress in the Careers 4 Years program is also tracked in the student's Career Connection account.

By participating in the Careers 4 Years program, UM-Flint students will be knowledgeable of career development opportunities available to them through the university and they will capitalize on these opportunities so that they develop into highly competitive job candidates.

Future Occupations: Preparing for the Unknown

by Nannette McCleary Shaw

As career development professionals, how often do we hear questions like "what are the hot careers for the future?" Do you sometimes feel as inadequate as I do in answering these types of questions? The significant shift and rate of change in today's economy makes it very difficult to keep current about new and emerging careers. The most reliable resource we have had is the U.S. Department of Labor (DOL), and while the Bureau of Labor Statistics (BLS) conducts extensive occupational research, that kind of quality takes time. The most recent Occupational Outlook Handbook took 5 years to complete, so just how current is their information?

The answer is as current as possible. In researching the topic for this article, almost every source referenced either the DOL or BLS. Further, when I went to O*Net (<http://online.onetcenter.org>), I found that 833 occupations have been comprehensively updated; 117 during the most recent data publication this past June. The BLS differentiates among new, emerging, and evolving occupations and collects information accordingly. It also monitors trends from technological advances, new legislation/regulation, and changing demographics as this is typically where new occupations begin. Since change is still faster than research, two other resources for researching emerging careers are professional associations (my favorite look-up: www.asaecenter.org under "People & Groups" then "Directories & Guides) and publications that target small businesses (as small businesses often lead the economy in innovation). So what are the jobs of the future?

Algorithm Scientist, Art Advisory Services, Bioesthetic Coach, Biomedical Photographer, Broadband Architect, Corporate Blogger, Data Mapper, Digital Access Architect, E-scrubber, Experience Designer, Health-Enhancement Mentor, Intercommunity Farmer, Personal Genome Optimizer, Corporate Historian, Chief Innovation Officer, Electroneurodiagnostic Technologist, Executive Chief-Space Airline, Intellectual Capital Expert, Photonics Engineer, Resettlement Coordinators, Restitution Specialist, Search Engine Optimization Specialist, Skycar Mechanic, Smart-home Technician, Synthetic Biologist, Tissue Engineer, Transhumanist Designer/Technician, Vice President of Experiences, Utilization Review Coordinators, Underwater Hotel Manager, Wealth Quarterback, and Wiki Master.

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Employment Prospects Are Improving – We Need You!

By Marsha Boettger

We are still in the midst of the most devastating economic recession since the great depression but things are finally starting to improve. The experts say the first signs of an economic recovery are always in the stock market and it has gained over 20% of its value back from its lowest point since the recession began. Unfortunately, the labor market is what the experts call a "lagging" indicator of recovery as it is always behind. We are just starting to see the first signs of improvement – a slow down in job loss. Let's take a look at the latest numbers.

Nationally, monthly job loss has slowed considerably from a high of more than 663,000 jobs lost in March, 2009 to a new 2009 monthly low of 247,000 jobs lost in July. In April we lost 539,000 jobs, in May 345,000 and in June 467,000. The national unemployment rate has remained steady for the last 3 months at 9.4 to 9.5% (May 9.4%, June 9.5% and July 9.4%). A little closer to home, the unemployment rate for the State of Michigan in June was over 15.2%. Once again this was the highest rate

among the 50 States.

What does this mean for the people we do/can/should serve? Since the recession officially began in December, 2007 over 7.2 million people have lost their jobs. Over 14.5 million people are currently looking for work. In addition, over 8.8 million people are currently working part-time but are looking for full-time work. Finally, there are over 2.3 million people who wanted and were available for work but were not counted as unemployed in July because they had not searched for work in the 4 weeks preceding the latest survey. Among this number there are 796,000 "discouraged workers" who are no longer looking for work because they believe no jobs are available for them.

As career development professionals our work is cut out for us! All of these people need our services but many of them don't know who we are or don't know what we do or don't know how we can help or don't know how to find us. The MCDA Executive Board plans to address this

need by:

- 1) Updating the MCDA web site to include more information about career planning and development and to help interested people find the services they need.
- 2) Conducting workshop sessions for interested community members who need career planning and development services.
- 3) Providing Professional Development Institutes (PDI's) or workshops for career development professionals who want additional information, tools and/or techniques for servicing these people in need.

We need your help! If you want to help us improve the MCDA web site with suggestions and/or content and/or help us deliver a workshop for interested community members and/or help us deliver a PDI or workshop for other career professionals please contact Marsha Boettger at Boe1951@aol.com