CAREER PLANNING AND ADULT DEVELOPMENT NETWORK

NEWSLETTER

Volume 36, Number 1   Richard Knowdell, Publisher. Steven E. Beasley, Editor.   January-February 2014

IN THIS ISSUE:

News from the Network: Our New Contributor

New Paula Brand Column: The LinkedInsider

Our new columnist **Paula Brand** will write The LinkedInsider. Paula Brand co-authored an article for our Fall 2013 Journal special issue on **Social Media and Career Development.** She will be offering tips for using LinkedIn in her regular column starting in our March-April 2014 issue. She is a Career Consultant and LinkedIn Trainer for Brand Career Management. Contact her as follows: ***Paula Brand***
e-mail: paulabrandcprw@gmail.com

JOB OPENINGS for Career Coaches in Boston and Atlanta areas

REA is looking for Career Coaches in both the Boston and Atlanta areas. Coaches provide career consulting services to the spouses or partners of relocating employees in the U.S. and worldwide, providing career transition and acclimation assistance.
Contact: ***Marci Ritter-Kelly, HR Specialist and Sourcing Coordinator***
REA - Partners in Transition
374 Millburn Avenue, Suite 204E , Millburn, NJ 07041
800-544-2317 or 973-376-2020
e-mail: mritter@reacareers.com www.r-e-a.com

CONFERENCES OF INTEREST

CAREER PRACTITIONER'S INSTITUTE
Sponsors: National and Maryland Career Development Associations
February 6-7, 2014.
Columbia (Baltimore), Maryland USA
Practical Techniques and Strategies for Career Development Practitioners.
Keynote Speakers: Rich Feller, Carol Vecchio.
Registration: http://associationdatabase.com/aws/NCDA/pt/sp/cpinstitute

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LIFE PLANNING NETWORK
Positive Aging Conference
February 9-12 2014. Sarasota, FL.
Contact: ***Susan Jackewicz***
e-mail: sjackewicz@institutefortheages.org

CENTER ON EDUCATION AND WORK
Winter Institute: February 24-25, 2014. University of Wisconsin-Madison campus
Contact:
Center on Education and Work, UW-Madison.
1025 W. Johnson St. Rm. 964, Madison, WI 53706-1796 USA
Phone: (608) 265-6700 • 800-862-1071
e-mail: cewmail@education.wisc.edu

BRITISH COLUMBIA CAREER DEVELOPMENT ASSOCIATION [BCCDA].
Career Development Conference
March 7-8, 2014. Vancouver, BC CANADA.
Contact: ***BCCDA Administrator. e-mail: info@bccda.org***
604-684-3638. Web Site; www.bccda.org

ASIA PACIFIC CAREER DEVELOPMENT ASSOCIATION
[APCDA] Annual Conference.
May 19-21, 2014. Waikiki, Hawaii, USA.
Speakers:
John Krumboltz: Prepare to take advantage of opportunities that arrive unexpectedly.
Ed Colozzi: Find meaning and purpose in your life.
JoAnn Harris Bowlsbey: Insights from career development theorists, from Super to Savickas.
Contact: ***e-mail: info@AsiaPacificCDA.org.***

NATIONAL CAREER DEVELOPMENT ASSOCIATION [NCDA]
2014 NCDA Global Career Development Conference
June 19-21, 2014. Long Beach, California USA
Contact: ***NCDA Headquarters: 305 N. Beech Circle, Broken Arrow, OK 74012***
Toll-Free: 1-866-FOR-NCDA (1-866-367-6232) (or) 918-663-7060.

TRAINING AND CERTIFICATION PROGRAMS

CERTIFICATION PROGRAMS SPONSORED BY THE CAREER DEVELOPMENT NETWORK

JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOP [JCTC]

Three-Day Workshop - 21 Continuing Education Hours - Fee $775
Instructor - Richard Knowdell, MS, NCC, NCCC, CCMF. CDFI.

Schedule of Workshops

- **May 12-13-14, 2014**---Honolulu, HI USA
- **June 23-24-25, 2014**---Los Angeles, CA USA

BUSINESS DEVELOPMENT & MARKETING CERTIFICATION WORKSHOP

One-Day Workshop - 7 Continuing Education Hours
Fee $250. [$225 for JCTC Alumni; $200 when registered at the same time at JCTC].
Instructor - Richard Knowdell, MS, NCC, NCCC, CCMF, CDFI.

Schedule of Workshops

- **May 15, 2014**--Honolulu, HI USA
- **June 26, 2014**--Los Angeles, CA USA

TO REGISTER FOR ALL NETWORK-SPONSORED PROGRAMS OR FOR INFORMATION, CONTACT:

Dick Knowdell, Career Development Network. Post Office Box 611930, San Jose, CA 95161-1930 USA
408-272-3085; FAX: 408-259-8438; e-mail: rknowdell@mac.com.
Visit the Network web site at: www.careernetwork.org

ONLINE JOB SEARCH PRACTITIONER CERTIFICATION

Earn an Online Job Search Practitioner Certificate. Fifteen-hour online, self-paced course for career practitioners, plus five teleconferencing sessions. Instructor is **Sally Gelardin,** EdD. To register, view the web site: ***www.jobjuggler.net/careerprofessionals.html,*** then link to Online Certificate Program.
For more information, contact the instructor ***Sally Gelardin. 415.924.6369 (Office). 415.312.4294 (Mobile).***

ASSESSMENTS

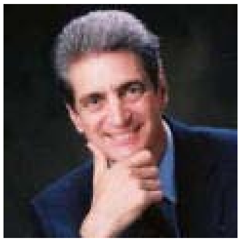
GS CONSULTANTS STRONG AND MBTI ONLINE WORKSHOP

Online Workshop Combining the Strong Interest Inventory and MBTI Tools in Career Counseling and Consulting. A practical workshop for current users of the Strong and MBTI assessments. The course presents a framework for interpreting Strong and MBTI results efficiently and effectively, both in group and individual sessions. Learn to use the Strong and MBTI to fully access occupational resources. Relate type preferences to RIASEC. Increase career satisfaction and maximize work potential career fields, college majors, and job titles work environments. Products: Introductory Strong PowerPoint Presentation for Classroom and Group Settings. An introductory Strong workshop complete with visual overviews of the College and Standard Profiles, and presenter notes. Shipped on CD - ready to load and play! $95 includes shipping and handling to U.S. and Canada. Contact for further information and to register: ***Judith Grutter, GS Consultants, 1882 Venice Drive, P. O. Box 7855, South Lake Tahoe, CA 96158 USA. 530-541-8587; e-mail: gstahoe@charter.net***

STRONG INTEREST INVENTORY CERTIFICATION TRAINING

GS CONSULTANTS offers two Strong Certification Programs: Online through e-learning and live once a year in Lake Tahoe. Contact: ***Judith Grutter, M.S., MCC, Director of Training***
GS Consultants, Post Office Box 7855, South Lake Tahoe, CA 96158
530-541-8587; e-mail: gstahoe@charter.net

NEWSLETTER COLUMNISTS



ABOUT YOUR PRIVATE PRACTICE by Jack Chapman

Jack Chapman owns a Chicago-area career consulting private practice, Lucrative Careers. ***He is author of Negotiating Your Salary: How to Make $1000 a Minute.*** He is the executive director of the Private Practice Alliance: ***www.PrivatePracticeAlliance.com.*** Contact him at:
Jack Chapman, 511 Maple Avenue, Wilmette, IL 60091. 847-251-4727.
e-mail: <jkchapman@aol.com.

Making every minute pay, Part II
Last month we talked about turning unpaid time into profitable time for your bottom line. This month, we'll talk about some ways to turn printed and taped materials, your personal appearances and speeches, and even your charitable contributions into an increase in your clients'--and your own--prosperity level.

Materials
When you work with a client, you begin giving out materials of all kinds: books, tapes, worksheets, articles, research, testing forms, etc. After charging thousands of dollars for a career services contract, it seems petty to ask for five bucks here and there for materials. I used to just give them away. But when I would run out of, say, workbooks, the printing bill for a new set would run $50 to $300...straight out of my pocket. Ouch! I now add a $50 materials charge to the career-services fee. So, if the fee is $3,450, I quote "$3450 plus $50 materials fee" which increases the fee to $3500 and makes it all-inclusive. No one ever expresses dismay or concern about this extra $50 - $75, they still think of the contract as "$3,450," and this way when I give out material, I know I'm making money, not losing it.

Honorariums
Never refuse a chance to speak; a career professional in private practice needs to be good at public speaking. The lifeblood of a private practice is referrals, and public appearances are a prime source for these. Public speaking builds the database of people who have experienced you as a career professional. The more names in your database, the better. However, don't be so eager to speak that you automatically give yourself away. For speaking at a professional convention, annual meeting, corporate function, institute day training, etc., you'll charge a fair-market-value rate. When you speak for local not-for-profit groups, such as churches, job clubs, etc., they generally don't have "market rate" budgets available. Speak for free if you wish, but always at least ask about an honorarium. By asking if there is an honorarium available, you make it clear that even if they have no budget to pay you, still: a) you are accustomed to being paid to speak, so they should feel privileged that you're accepting their invitation, b) your real rate is substantial and they probably couldn't afford you, and c) you're willing to accept the assignment without pay, but d) if they can come up with it, they should pay you something. Sometimes, too, you can suggest that they consider the following Charitable Donation strategy if you feel like they should pay something, but don't want to profit directly from their payment.

Charitable donations
Often, you'll find a client or other career counseling opportunities (or speaking opportunity) that you want to take on a pro bono basis. Helping someone who is financially strapped is a noble thing to do--but remember, no matter whom you're trying to help or how broke they might be, they can always come up with some money. Don't accept the money yourself; instead indicate that while you're willing to work with them for free, they will need to bring you a check for X amount payable to a favorite charity. If you want more information about this, e-mail me at JKChapman@aol.com, and ask for article number 37, using checks made out to charity as a way of accepting "pro bono" clients. Because money represents commitment, this is a good "acid test" of how serious they are about working with you. But it's a very mild "acid": the fee/contribution can range from as little as $25 - $35 for a really worthy (and financially strapped) individual...to as much as 1/2 your normal fee for an individual in better circumstances. Best

of all, though, it's a win-win-win: they'll get the benefit of your expertise; you'll get a chance to gather names for your database; and when it's all done, you'll make a tangible, real-money contribution to a charity you believe in without that money coming out of your bank account. It doesn't get any more win-win than that!

These examples, and the ones in last month's column, are just a few of the ways that you can "find" money in countless little actions and activities you're already doing. How much of a difference can these little things make? Well, remember the example of earning $10 for a 1/2 hour on the phone for prospects who don't buy--and normally would be washouts otherwise? A pay rate of $10 per half hour for 40 hours per week comes out to $40,000 a year...not too shabby!

So look around your particular situation and you'll no doubt discover even more unique, special things you do or actions you take that, with a little creativity, can be made to pay off in more than "warm fuzzies." Nothing's wrong with warm and fuzzy, of course...but being paid well for all the value you provide is the warmest, fuzziest and best feeling of all.

SPEAKING WITH CAREER DEVELOPMENT PROFESSIONALS, by Howard Figler, PhD

Howard Figler, Ph.D., is the author of seven books, including ***The Complete Job Search Handbook*** [third edition, Henry Holt, New York, 1999], a best seller for many years. He is co-author [with Richard Bolles] of ***The Career Counselor's Handbook.***

Contact him as follows: ***Howard Figler, PhD. e-mail: hefigler@pacbell.net***

Surround Yourself with Adversity

Ever wonder why the horse in last place bolts to the front and wins . . . . . sometimes? Ever wonder why the team that is 12 behind often cobbles together an improbable basketball victory on a last-second shot, driven ever closer by the howls of their fans? Or the football team that stands on its own 12 yard-line with two minutes to go, the QB calls the mates together and says: *"We got them right where we want em"* And they mean every word of it. Adversity teaches people to concentrate their energies. Tennis greats say they don't even get interested until they are behind Love-40 in the crucial game.

Parkinson's Law, circa 1950, says: "Work expands to fill the time available". If you have one day left, you'll get more done on a project than if you have three days in front of you.

We are perverse beings. We like the excitement of a deadline.
Wanna get something done? Find the busiest person in the room.

How can you apply this contrary/paradoxical principle? Build tight deadlines into your life. Give yourself X hours to complete a task and then cut the time in half.

We like challenges. Make job hunting the toughest nut you have to crack. I have been picking on trust fund babies lately. Because they have it rough. Money whenever they want it. A wide open field. They accomplish nothing. Get that lottery away from me. Adversity is a great teacher and motivator. Got the odds against you? What are you doing between now and Friday? I'm going to stop right here. Someone is barking at me.

WORKING WITH DIFFICULT CLIENTS
by Elisabeth Sanders-Park

Elisabeth Sanders-Park is the author of
No One is Unemployable and
The Six Reasons You'll Get the Job, with a foreword by
Richard Bolles.
Contact her at ***elisabeth@worknetsolutions.com.***

Core Competencies 4: Crafting Effective Candidate Partnerships
This article continues a series on the unique competencies of the WorkNet Model of Career Development & Job Placement for People with Barriers.
1: The Career Development Process
2: The Hiring Process from the Employer's Perspective
3: Accelerated Teaching Techniques
4: Crafting Effective Candidate Partnerships
5: Engaging & Motivating Candidates
6: Overcoming Barriers to Employment
7: Proving Candidates Can Do the Job
8: Crafting Individualized & Effective Job Search Strategies
9: Career Success Mentoring
10: Cultivating Employer Relations
11: Program Works

In this article, I will expound on the fourth competency (I'll come back to #3), **Crafting Effective Candidate Partnerships.**
As I mentioned in my last article, there are two key parties in any hiring decision, the candidate and the employer. Notice that we are not on the list. And yet, when well-crafted, our partnership with a client is pivotal to their progress and success. One of the most important dynamics in this partnership is our ability to empathize without enabling. Regardless of how long you have been doing this work, each new client you serve is a unique person, with a unique experience. Having empathy means identifying with, understanding, sharing the feelings of, being in tune with, or having insight into a person -- figuratively "putting yourself in their shoes." It creates a human connection that is important for building the trust and transparency that establish a partnership, and fuels a client's productive forward movement. If it is not your tendency to connect and empathize with clients, consider actively building this into your interaction with active listening, reflecting back what you hear the clients saying (and not saying), asking their opinion when you share ideas or recommendations, and taking a moment to consider what it would be like to experience their current situation. If you are good at empathizing, maintain a healthy connection and appreciation for their situation without enabling (assuming authority for their forward movement), which can undermine their confidence and capacity, and wear you out. If you tend to do too much for clients, lean back a bit. When they rely on you for advice, rather than telling them what to do, have them brainstorm a few options for handling the situation, ask them to consider what someone they know and respect would do, or direct them to resources where they can learn more. If a client commits to doing something (make calls, gather info, assemble interview outfits, establish a LinkedIn profile, etc.) then doesn't do it, you may troubleshoot how they will get it done, offer structure, information, training, or accountability, role play it to build their confidence and observe what may be going wrong, or lead them through a visualization to strengthen their ability and confidence to do it, but don't do it for them. The employer is not hiring you as a team. The client must deliver all of what the employer is paying for. Shape your partnership to prepare them for success on their job and in their career. For more on this dynamic and how to cultivate a

healthy balance, read my May 2006 article on "Concerned Objectivity" and consider participating in our 3-day 'Certified Career Developer for People with Barriers' training in which we spend an entire day on crafting effective candidate partnerships. It will be offered in February and June 2014 in California. Good luck. Keep me posted on your successes and challenges. Happy holidays, and thanks for your good work. ***elisabeth@worknetsolutions.com.***

A JOB HUNTING TIP by the Wizard of Work, Dick Gaither

If you have questions or just want to motor-mouth about job finding, give a call at ***(800) 361-1613*** or drop an e-mail: ***workwizard@aol.com).***

Do Your Clients Really Need A Cover Letter?

Yes! Every resume needs a cover letter. The problem is that cover letters are the ugly stepchildren of the job search world. They are often overlooked and not much time is spent with them. This is a big mistake because eighty-six percent of the employers I surveyed said they are either important or very important. When doing job search workshops, everyone groans when I tell them we're going to work on cover letters…until they understand how they can help generate employment. The following are the most important reasons I present to jobseekers in an effort to get them to put in the time to create a high-powered cover letter.

• It's often the first point of contact a job applicant has with an employer and can create a favorable first impression. In other words, it's an initial sales pitch.

• It can provide added information not included in the resume and can improve an applicant's marketability.

• It makes a very quick case for a match between an applicant's most marketable skills, abilities, experiences, and achievements and the job being advertised.

• It's frequently the determining factor whether or not an applicant's resume will be read.

• It introduces the applicant to the employer in his or her own words and writing style.

• It explains the purpose for writing the letter by defining the type of work being sought.

• It allows applicants to use the names of people in the company who may have referred them to the position. This is one of an employer's most desired methods of hiring…referrals.

• It gives an opportunity to defend, and expand on, the qualifications listed in the resume or Curriculum Vitae.

• For people with limited work experience, it can help make a match between educational experiences and the demands of the job.

• It allows applicants to briefly explain, and negate, employer concerns that might be cause for resume rejection, such as: career changing, job hopping, job gaps, limited education, limited job experience, etc.

• It makes a powerful request for a face-to-face interview. Without an interview, no one will get a job.

If you'd like a training handout on Mistake Free Cover Letters, just e-mail me, ***workwizard@aol.com***, or call me at (800) 361-1613.

A JOB HUNTING TIP by Tom Washington

Tom Washington's column will resume in our March-April 2014 newsletter. Tom Washington is a career and interview coach in Bellevue, Washington, and author of ***Interview Power*** and ***Resume Empower.*** The full text of the books can be found at ***www.careerempowering.com.*** Contact him as follows: ***e-mail: tom@careerempowering.com***

SMART JOB SEARCH

Susan P. Joyce is Editor/Publisher of Job-Hunt.org and WorkCoachCafe.com. She is a Visiting Scholar at the MIT Sloan School of Business, and is the author of ***How to Find a Job Using Craigslist.*** She is co-editor of ***New Year, New Job!*** Her background includes service in military intelligence in the United States Marine Corps. Contact her as follows:
e-mail: sjoyce@netability.com

Why and How Smart Job Seekers Practice Defensive Googling

In the old days (pre-Google and pre-Facebook/LinkedIn), background checks were usually conducted on the final job candidates for the sensitive or top jobs, and the checking usually occurred late in the hiring process, often just before the job offer was made. In that bygone era, doing a background check was time-consuming and difficult for people who didn't know how to navigate official public records, credit bureaus, and other important sources of information. Often an expensive service was hired to do the research. Not anymore! Now quick online background checks may be conducted quickly and cheaply, very early in the hiring process:

A Microsoft study in late 2009 revealed that nearly 80 per cent of employers researched job applicants online before inviting them in for an interview, and 70 per cent of them rejected applicants based on what they found.

A CareerBuilder.com study from the summer of 2013 found that more than one-third (39 per cent) of employers used social networking sites to research job candidates and 43 per cent rejected applicants based on what they found in social media.

In addition, the social media research gives employers a glimpse into how you present yourself to the world –adding to their understanding of how (and how well) you communicate, what your interests are, how professional you are, and a sense of your personality.

The reason for all this research is obvious. The process of hiring a new employee is often time-consuming and expensive for employers. So, eliminating inappropriate candidates early in the process saves employers time and money. According to the CareerBuilder study, employers viewed these activities as inappropriate:

- Candidates posting provocative/inappropriate photos or information
- Information about candidates drinking or using drugs
- Candidates who bad-mouthed a previous employer
- Candidates with poor communications skills
- Candidates who made discriminatory comments related to race, gender, religion, etc.
- Information that contradicted the qualifications listed on the resume or application

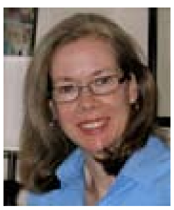
Defensive Googling: Discover What Google Shows Employers

Smart job seekers do a weekly search of Google on their name. They ignore the whispers that this is vanity Googling or ego surfing! This search is enlightened self-defense, which is why I call it Defensive Googling. Analyze the search results. Hopefully, you will find positive references to you on the first page, like an entry for LinkedIn, preferably, or your Twitter or Facebook accounts. Be alert for these four situations which could impact your job search:

- There is nothing visible about you in a Google search.
- Something that you did which the CareerBuilder study employers would not like.
- Someone else who shares the same name you have and who has done something the CareerBuilder study employers wouldn't like.
- Someone else with the same name who dominates the first page of search results, although they have not apparently done anything inappropriate.

The first three situations are the biggest problems for you in your job search. The last means you need to check the second or third page of results to see when results about you finally appear and how good those entries are.

Damage Control
If you are invisible online, you need, at a minimum, to create a LinkedIn Profile, 100 per cent complete (including a nice headshot photo) and public. It will provide social proof that you understand how to operate in the world today. Lacking any online visibility is like stamping ***out of date*** on your forehead. It will scare many employers away. If you have damaged your own reputation, do what you can to repair it. Remove the damaging posts you have made in your own profiles, and ask your friends to remove bad references to you in their accounts. Adjust the privacy controls on your social media profiles to limit public and friends of friends access to your Facebook account if it contains things that would offend an employer. If you have a doppelganger besmirching your reputation with their online visibility, you have a mistaken online identity problem. A LinkedIn Profile is your best defense in this case. If the person is famous or infamous, perhaps a slight modification to your public name may be suitable – adding (or removing) a middle initial or middle name, replacing Sue with Susan or James with Jim as comfortable and appropriate for you. If you determine that a name change is necessary, be sure to use that version of your name in all of your public profiles and the resumes and job applications you submit to employers.



SOCIAL MEDIA and YOUR CAREER

Melissa Venable, PhD guest edited our Fall 2013 journal special issue on the topic of Social Media and Career Development. She is an Education and Career Writer in Beaufort, South Carolina. Contact her at
e-mail: <melissa.venable@yahoo.com>

Add Social Media to Your Professional Development
What's included in your professional development plan for the coming year? How can you make the most of these experiences? Whether it's a conference, webinar, book club, or workshop, the opportunities to engage with presenters, the meeting content, and other participants can be enhanced through the use of social media.

Why is *social* so important?
It's the social in social media that makes it so powerful. Platforms and networks like LinkedIn, Twitter, Facebook, Google+, Instagram, and so many more, help us not only to develop a professional online presence, but also to actively build our networks and participate in conversations about current trends and issues in our field.

Social media communication differs from other available formats, such as email, in that it is usually more informal, quick to access, and driven by users who want to connect with each other and share resources as part of a larger community. Through web-based profiles and mobile apps we can stay in touch with members of our network anywhere we have an Internet connection, and from a wide range of devices including desktop computers, tablets, and smartphones.

I recently attended a face-to-face conference that encouraged attendees to use social media as a way to meet each other and network, as well as share the event with a broader, virtual audience. While I admit that this conference had a technology focus, social media use is on the rise with other disciplines and interests as well, including last summer's National Career Development Association conference (#NCDA-Boston).

Let's take a closer look at how you might integrate use of your social media accounts before, during, and after your next professional development session.

Before the Event – Set Yourself Up for Success
Connect with other attendees. If a roster of registered participants is available, look for those you know as well as others you would like to add to your social network. Some events include the social media account information of attendees who want to be contacted this way.
Touch base with the presenter. The informal nature of many social media platforms makes it easy to "follow" session speakers who may be leaders in your area of interest or helpful additions to your network. You can learn more about them from their online presence and social networking profiles, and even reach out to ask a question.

Prepare your profiles.
Get your accounts ready for the event by making sure all of your information is up-to-date. And if you are new to social media, LinkedIn can be a good place to start with its emphasis on professional networking specifically.

Follow the event's social accounts.
Social media isn't just for individuals. Professional associations, organizations, companies, and publications often also set up accounts that you can follow for updates and announcements.

During the Event – Engage, Engage, Engage
Listen: Many events foster a "backchannel" conversation through social media using a hashtag (#). When added to updates on Twitter, Facebook, Google+, Instagram, and other platforms, the hashtag becomes both a hyperlink and searchable – a way to create connections among those who are talking about a single topic. (Use Twitter's search feature to find out what people are saying about #careerdevelopment, as an example.)

Share:
Let others in your network know that you are participating in a professional development event by publishing updates that include the session's take-aways. Are there resources you find helpful? Observations that would benefit a larger audience?

Balance:
Finding the right balance between focusing on the event you are attending and experiencing all of the social activities taking place around it takes practice. Start slowly and find the level of engagement that makes the most sense for you. The goal is to improve your experience, not make it overwhelming.

After the Event – Keep the Conversations Going
Follow-up with presenters and attendees. Whether you met in person or online, consider adding these new people to your professional network via social media – follow, connect, circle, etc.
Move from connection to collaboration. Continue the conversations that were sparked by the event's presentations by moving the discussion to an online community. Active discussion boards and chats, such as those taking place in LinkedIn Groups and Twitter, can lead to new projects, papers, and ideas for practice.
Share your experience. Let your network know how you are using social media as part of your professional development. What works well, or not so well, for you? Provide your recommendations for those just getting started with their social accounts.

As we commit our increasingly limited time and financial resources to learning activities, adding a social focus can maximize our efforts in a variety of ways. Consider how these before, during, and after tips might be applied to your next professional development session, as well as those attended by your clients and students. And keep in mind that there is often a lot to be gained from social media interaction taking place around an event, even if you are not an on-site participant.

What's next?

Thanks to the CPAD Network for tracking the upcoming career-related conferences. Are you planning to attend? Here are a few of the ways you can find out more about these events and sponsoring organizations via social media:

Association for Career and Technical Education – ACTE

Follow on Twitter: @actecareertech, and use these hashtags: #CTE, #CareerTechEd

Center on Education and Work – CEW

Follow on Twitter: @careersconf and Facebook: https://www.facebook.com/CareersConference

For more information about social media and the use of hashtags, explore the resources provided by the following:

Mashable's ***The Beginner's Guide to the Hashtag*** http://mashable.com/2013/10/08/what-is-hashtag/

The Chronicle of Higher Education's "Encouraging a Conference Backchannel on Twitter" http://chronicle.com/blogs/profhacker/encouraging-a-conference-backchannel-on-twitter/30612

The National Association of Colleges and Employers'
Social Media Training Guides: Using Hashtags to Find Job Listings on Twitter
http://www.naceweb.org/s08072013/social-media-hashtags-job-listings.aspx

NETWORK CONTACTS

ARIZONA, Stan Maliszewski, 520-621-1700 ***sjmalisz@u.arizona.edu***
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Los Angeles Area, Susan Wise Miller, 323-933-2900. ***susan@californiacareerservices.com***
San Jose area, Caitlin P. Williams, 408-656-5683, ***Cpwms@aol.com***
San Diego Area, Virginia Byrd, 760-436-3994, ***virginia@careerbalance.net***
CONNECTICUT, Eleta Jones, 860-768-5619, ***EJones@mail.hartford.edu***
ILLINOIS, Chicago area
Jack Chapman, 847-251-4727, ***jkchapman@aol.com***
Roberta E Renaldy, 312-926-4888, ***rrenaldy@nmh.org***
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MASSACHUSETTS, Gail Liebhaber, 781-861-9949, ***gail@yourcareerdirection.com***
MICHIGAN
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