



## Table of Contents

President's Corner	1
Survey Summary	1
Fall Programs	3
Mentor Program	4
Winter Topics	4
Save the Date!	5

## Survey Summary

Thanks to all who participated in your survey last spring. We'd like to share some of the highlights of the results. We had just over 50% of the membership participate and we learned a lot!

By far and away the biggest service in the eyes of the membership is the Spring Conference. Other events, roundtables, and the newsletter were also listed as important. In addition, our mentoring program received high positive feedback considering it has touched relatively few because it was a new program last year.

## President's Corner

*As I sit in the afterglow of the holidays and on the threshold of the New Year, like many people at this time of year, I reflect on how thankful I am for what I have. MCDA and its wonderful professionals and practitioners comes to mind.*

*I am thankful for the tremendous engagement of our community of professionals with their giving nature, helping others to gain employment, increase their skills, growing professionally as well as personally. Just think about what a gift that is...to give someone the opportunity to increase their own value, self-worth and independence!*

*I am thankful this year for an amazing group of board members have stepped up to the plate and jumped right in, helping to further MCDA's mission and values. We have been off and running this year, solving challenges and exploring new opportunities, laying down an even more solid foundation for the future of our great organization.*

*I am especially thankful this season for the success of this past fall's Career Practitioner Institute. It was a new venture for MCDA to host NCDA's CPI and it was a wonderful success! So many players at the local and national level helped make this the event that it was.*

*However, there is a special note of gratitude and thanks here that really warrants special attention: our Professional Development Institute speakers from this past October.*

Programs, speakers, and the opportunity to network are the main reasons people attend the Spring Conference and other programs and events. CEU's are also important.

When asked about what kinds of programs interested them many participants responded in a general way identifying programs on career and skill development, counseling techniques, and trends. In addition, more specific topics that 5% or more of the participants identified as being of interest were: assessment (9%), technical/web-based/social networking topics (8%), issues of special populations not including older workers (7%), and issues of older workers nearing retirement (5%). Finally, there were some very specific and very interesting program ideas that we hope individuals are developing for program proposals this spring!

Our thanks again for participating and providing the board with very useful information to guide our decision-making!

- Sally Powers

Do you have an idea for an article? Have you read a recent book on career development that you would like to recommend to your colleagues? We invite MCDA members to submit an article, book review, or career development story that they would like to share in an upcoming newsletter. Email the [MCDA Administrator](#) today!

*Not only did these presenters coordinate to make the presentation specific to those in private practice, these PDI presenters all donated their proceedings from their presentation to MCDA. During the CPI, MCDA receive a donation check for \$600 on behalf of MCDA from the following individuals: **Elizabeth Craig, Dean DeGroot, Carmen Croonquist, Nancy Branton, George Dow, and Anne Pryor.** If you meet any of these amazing individuals, please thank them for their generosity and participation!*

*I am thankful for the level of engagement I have seen from the membership already this year, from participation on committees to involvement in our mentorship program, and even on our LinkedIn page! I look forward to additional involvement from our membership, helping us to grow and expand as an organization.*

*I am thankful for our committees...MCDA is filled with such a dynamic and creative group of minds that it is so rewarding to see many individuals jumping in and offering to help out! Watch for information coming soon on upcoming roundtables, the Winter Event in February and the Spring Conference in April. (And, if you are still looking for an opportunity to get involved and build some new skills or leverage your current experience, please let us know – we welcome volunteers of all skills, abilities and geographic locations!)*

*So this season, thank yourself and your colleagues for all you do. Remember the impact that you make on other people's lives, helping others to learn and grow. As your President, I thank you for all that you do and the contributions you make to the field of career development!*

*Warm regards,  
Jennifer Rosand, M.Ed.2014-2015 MCDA President*

[Web address]

# NCDA Regional Conference - Career Practitioner Institute

Date: October 2, 2014

Professional Development Institute Session Topic 1: Private Practice and Career Consulting 101

Presenters: **Elizabeth Craig, Dean R. DeGroot, Carmen Croonquist, George Dow, Nancy Branton, and Anne Pryor**

What happens when you bring together some of the most reputable, talented and experienced career practitioners across the country to share their wisdom...MAGIC, and I had the luxury to witness it first-hand. This fall the National Career Development Association (NCDA) hosted their regional conference and Career Practitioner Institute in our backyard (Minneapolis, MN). As part of the Career Practitioner Institute, NCDA offered two outstanding professional development sessions. The first of these sessions was "Private Practice and Career Consulting 101, presented by six of our very best Minnesota-based career practitioners and MCDA members (**Elizabeth Craig, Dean R. DeGroot, Carmen Croonquist, George Dow, Nancy Branton and Anne Pryor**). With a full room, the presenters lead us down a path on how to strategically, efficiently and successfully start and/or manage our private practice or career consulting business. Highlights included Elizabeth Craig jumpstarting the energy of the topic through guided visualization and Dean DeGroot outlining the 10 successful practices of private practice and career consulting: 1) Establishing a niche; 2) Discovering your personal mission; 3) Creating a structure for your business; 4) Finding avenues for leadership and effective networks; 5) Learning to package and market your business; 6) Taking the long view; 7) Being an avid partner; 8) Being visible and intentional; 9) Creating a sense of balance; and 10) Rounding up the usual suspects. Moreover, George Dow shared his wisdom on networking best practices and strategies for building your business and teaching your clients, while Nancy Branton shared her wisdom on how you can develop a passion, niches and multiple streams of income for success. Rounding out the session was Carmen Croonquist sharing the powerful impact of career portfolios and Anne Pryor who provided a breadth of advice on how to maximize online branding for business success. For anyone who is interested in starting a private practice or career consulting business, this was the type of session to help push your passion into action.

**Jane Kise** from Differentiated Coaching Associates, LLC presented the second of the two sessions on Brain-Savvy Career Counseling. One of the most frequently used - and most misused - tools for career guidance is personality type (popularized by the Myers-Briggs Type Indicator® tool. Yet the framework on which it is based, Carl Jung's theory of psychological types, does indeed describe patterns in career choices, job search methods, and productivity needs. This hands-on session was one for the ages and brought with it lessons on ethical tools for exploring type for non-certified practitioners, the latest neuroscience findings on personality type and how career practitioners can put them into action, how to use personality type to focus rather than limit career exploration, the role of motivation and purpose in evaluating career options, and finally complimentary tools that keep clients from feeling boxed in by 16 type framework. Jane's depth of knowledge on this topic and her delivery were engaging, thought-provoking and inspiring. For more information on NCDA and their upcoming events, please visit: [www.ncda.org](http://www.ncda.org).

- Darren Kaltved, MCDA Past President

## MCDA Mentor Program

The 2014 Mentor Program hit the ground running with 11 matches this past July. We held our Kick-Off event at Adler Graduate School where mentors and mentees received an orientation to the program and networked with one another. In early November we hosted a panel event on the topic of “Exploring Issues that Impact the Field of Career Development and Job Search Services”. It was a great discussion that all benefited from!

If you are interested in being a mentor or mentee next year, please email [MCDAmentor@gmail.com](mailto:MCDAmentor@gmail.com). We will also have information available at the MCDA Spring Conference.

### **GOT TOPICS? MCDA is seeking Round Table Facilitators**

Do you have a career development topic you'd like to discuss, chat about or present? The Minnesota Career Development Association (MCDA) offers monthly Round-table meetings that focus on selected career development topics to help us become better practitioners. Round-tables also serve as a time to network with colleagues working in a variety of sectors. Note that you do not need to be a MCDA member. We encourage you to spread the word to your non-MCDA member colleagues. We are open to suggestions for topics however some hot topics of interest that have put forth and include: Self-Care for professionals, Networking, Technology, Interviewing, and Career Change. Topics can be oriented toward career development clients or practitioners.

### **January Round Table:**

January 13<sup>th</sup> at the Chatterbox Pub, 5:30 PM Happy Hour and Networking  
800 Cleveland Ave. S., St. Paul

### **We are looking for facilitators for March 24<sup>th</sup> and May 19<sup>th</sup> 2015.**

February 24<sup>th</sup>, March 24<sup>th</sup> and May 19<sup>th</sup>, 2015 Location:  
Career Partners International (CPI), Twin Cities  
Northland Plaza, 3800 American Blvd W, Ste. 850, Bloomington, MN 55431 [952-915-7605](tel:952-915-7605); [www.cpitwincities.com](http://www.cpitwincities.com)

Please contact Cindy Edwards, [cindy@tofindyourfit.com](mailto:cindy@tofindyourfit.com) or Irene Rossman, [irene.rossman@cpitwincities.com](mailto:irene.rossman@cpitwincities.com) to learn more or to sign up for a discussion!

THANK YOU!

## Save the Date for the MCDA Spring Conference

Each spring, the Minnesota Career Development Association (MCDA) hosts the Minnesota Careers Conference by bringing in an expert keynote speaker, hosting multiple in-depth participatory workshops, and presenting breakout sessions about the latest trends in career development.

**Details: This year's Careers Conference will be held April 23-24, 2015 in St. Paul, MN.**

### Conference Overview:

Keynote Speaker  
Professional Development Institute Sessions (PDI)  
Breakout Sessions and Round-table Discussions  
CEU Credits

Registration coming soon!

For details on last year's event, [click here](#).