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Beyond Sun-kissed
by Florence T. Ladion

Say "Hawaii" and the first image that comes to mind is a surfer riding beautiful waves against the glare of the majestic sun. Though this picture will most likely continue to define this wonderful place, for many of us who attended the Asia Pacific Career Development Association (APCDA) Conference last May 19-21, 2014, Hawaii is now also that one moment in time when we shared innovations, celebrated our diversity, and formed lasting friendships.

The APCDA conference started with a plenary keynote speech delivered by Soonhoon Ahn, our association president, followed by the legendary John Krumboltz. His presentation certainly set the tone for the 3-day affair as the ballroom was suddenly abuzz with people exchanging ideas on how this perspective would impact the way that career services can be delivered. Personally, I realized that the generation I handle — the "Just-In-Time" generation that is used to high-tech gadgets and instant push-button outcomes — may need to experience more happenstance in their lives. This generation may need to be challenged, stretched to the limit, and even taken out of their comfort zones, in order to bring out the best and most creative in them.

The second day of the annual convention featured yet another giant in the field, Dr. Ed Colozzi, who is known for his career-life theory. His discussion was most touching as he reminded all of us about why we are in the field of career development in the first place — that our services must all be rooted in care. After all, it is not just for jobs and careers that we are preparing the next generation; we are, in fact, preparing them for life. And one of the most caring things any career counselor can ever do for his/her clients is to recognize and value the many hats a person wears in fulfilling various life roles — far beyond the 8am-5pm responsibilities that a job supposedly entails. Success, therefore, can never just be equated with a hefty paycheck. There is more to career than the value of a person’s bank account. At the end of the day, relationships define a person — and therefore need to be factored in to the decision-making equation. I especially felt the need to remind myself to not forget meaning and purpose in my own life and career.
After attending various breakout sessions on the latest developments in the field, I capped off my second day with the session on "Rethinking Resumes" by best-selling career development guru, Dick Bolles. He shared that the changing labor landscape has redefined the way that resumes now need to be crafted. Dick gave a quick snapshot of the three-fold function that career development practitioners play — analysts/researchers, practitioners, and mechanics. But more than Dick's expertise, it was the living legend's genuine offer of friendship to me that made my APCDA Conference most memorable — and it came in the form of his autographed best-seller What Color Is Your Parachute? (2014 Edition). I will forever cherish Dick's tangible treasure as a result of my 10,568-mile roundtrip from my beloved Philippines to Hawaii's beautiful shores.

Finally, I joined colleagues in immersing ourselves in Polynesian culture. From one amazing show to another, APCDA delegates were treated to a spectacle of song-and-dance numbers, complete with high-flying fire-dancing acrobatics, to recount the rich history behind the enchanting islands of Hawaii. It was a most fitting way to unofficially close the formal proceedings of the conference as, indeed, everyone experienced a true time to refresh our inner selves... to recharge in us our deepest motivations... and to reconnect us to a world of experts. As a result of our recent Hawaii conference, people who used to be just names we found in journals and publications, have become dear friends to look forward to seeing again next year in Japan and again in every future APCDA conference locale.

A few months later, now that we all are back to the hustle and bustle of our own realities, everything that we experienced in that tropical paradise of an island has been strong enough to power us toward achieving for ourselves and our own realities the quality of life we all seek to reach. For beyond getting us all just sun-kissed, the 2014 APCDA Conference gave me and attendees that became dear friends the "Ha" of Hawaii — a breath of life. And for that, we are forever thankful.

Alo-Ha!!!

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2014 APCDA Elections

Elections for the new APCDA Officers and Directors takes place between September 1 and September 15. Their new terms of office begin on October 1. We have an exciting election this year because there are two candidates for President-Elect. The President-Elect is elected for 3 years: one year as president-elect, one year as president, then one year as past-president. Therefore, it is very important to get the right person in this position.

Two well-qualified candidates are running for this position this year: Cheri Butler and Narender Chadha. Their bios follow.

Both our Secretary, Diana Bailey, and our Treasurer, Roberta Neault, are serving the second year of their 2-
year terms. However, Directors are elected every year. Many of our Directors have agreed to continue in their positions, but due to bylaws changes and other transitions, we will be electing:

- Bylaws and Policies Director (a person who focuses on updating the bylaws and policies manual as needed)
- Public Relations Director (a position created by a bylaws change that focuses on clear communication with the public)
- Research Director (a position created by a bylaws change that focuses on collect, encouraging, and publishing research on career planning services in member countries)
- Taiwan Country Director (a position which is open because our Taiwan Country Director will become our President this year)

Please see the bios below, and PLEASE VOTE!

President-Elect (Vote for one):

Cheri Butler is the APCDA Research Director and a career and personal development counselor, coach and educator with over 20 years experience working with individuals and organizations creating successful career, leadership and life paths. Proven ability to identify, design and deliver educational and developmental programs for clients young and old and at various life stages. Excellent leadership and mentoring skills with both professional and para-professional staff. National and International speaker and trainer. Cheri is a Past President of NCDA.

Narendar Chadha, Ph.D. is the APCDA India Director and Professor and Head, Department of Psychology, University of Delhi. He works in career development for higher education and corporations. Narendra serves on a large number of advisory committees on career development and soft skills for the government of India and was instrumental in establishing the India Career Development Association. His expertise is in psychological assessment and competency diagnosis for the future workforce. Narendra degree is from the University of Delhi.

Bylaws & Policies Director

Martha Russell is a Career Consultant and owner of Russell Career Services. She is a past president of the National Career Development Association (NCDA) and was recently awarded NCDA Fellow status. Martha participated on a 4-person USA team at the 2001 (Canada), 2006 (Australia), 2007 (Scotland) and 2009 (New Zealand) Career Development and Public Policy symposiums sponsored by the International Centre for Career Development. She is a National Certified Counselor (NCC), Master Career Counselor (MCC), and NCDA Career Development Facilitator Instructor (CDFI). She continues to design and conduct seminars and training both nationally and internationally for governmental and community agencies as well as private industry.

Public Relations Director

Lisa Raufman, PhD, is a co-author of The Career Fitness Program, Exercising Your Options (Prentice Hall). She has been a Marriage Family Therapist since 1979. She is President-Elect of the California Career Development Association and past president of Los Padres Chapter American Society for Training and Development and the California Community College Counselor’s Association (4CA). Lisa received NCDA’s Outstanding Career Practitioner Award in 2014. She recently retired from counseling at El Camino College and writes a blog for www.CareerThoughtLeaders.com.

Research Director
Yao-Ting Sung, PhD, is a Professor in the Department of Educational Psychology and Counseling at National Taiwan Normal University and the Director of the Research Center for Psychological and Educational Testing at National Taiwan Normal University. He has long been interested in learning psychology, with a special emphasis on using computers to facilitate learning. Yao-Ting is one of the founders of APCDA and hopes to organize the publication of a professional, refereed journal by APCDA.

President’s Retrospective
by Soonhun Ahn

It has been a privilege to serve as the first President of the Asia Pacific Career Development Association (APCDA) for the past two years. I had wonderful opportunities to meet our members and hear their impressive stories of providing career services in our 16 member countries. From conception until APCDA's inaugural conference "Opening Doors in Asia" in Seoul, Korea in 2013, and our second conference "Celebrating Innovative Career Services in the Asia Pacific Region" in Honolulu, Hawaii this year, we have indeed succeeded in opening doors in the Asia Pacific region. Our membership has grown from 11 in 2012 to 128 members from 16 member countries in 2014.

The news about APCDA has spread to as far as Kazakhstan and Ajerbaijin connecting Central and West Asia to Far East Asia. The professional networking to reach out to potential members and potential member countries has expanded each year and will continue until all countries in the region become members of APCDA. In May, 2014, three new countries joined: Guam, Macau, and the Philippines. The goal of APCDA is simple. Our association provides a forum for career professionals to get together to network, discuss and share experiences and ideas. We have achieved this goal in the past two years. Many of the members who participated in our inaugural conference in Seoul returned for a reunion in Honolulu. Emerging issues and concerns raised at the conferences were diverse and complex, but we learned working together helps forge a professional community and supportive friendships.

We found out face-to-face meetings were important for us. We started to understand each other better, opening our minds and listening to the stories brought to our recent and inaugural conferences. We have developed a bond to each other and look forward to meeting again to follow up the stories and associated learning. Each member and each member country is connected within the APCDA community. Our members are the backbone of APCDA. Members have discovered that our association gatherings make a tangible difference in our professional work.

I, therefore, urge all of you to make every effort to nurture our professional friendships and plan for our reunion in Tokyo, Japan on September 15-17, 2015. We are also beginning the planning for the 2016 conference in Taipei, Taiwan and in Manila, Philippines in 2017. Together we have a collective voice in a global career community which is stronger than any individual. Together, we will make a difference. I thank Dr. Shelley Tien for taking on the important work of carrying this association forward. I look forward to seeing you in Tokyo on September 15, 2015.

Status of Career Counseling Services in Korean Universities
by Sungsik Ahn
Career counseling services are provided by both counseling centers and career centers in universities. The university counseling centers are generally perceived as professional organizations and the staff are certified or licensed counselors or counseling major graduate students (interns), and the process of counseling services is well organized. They are providing counseling services on various domains and career counseling is one of them. The university career centers are also generally perceived as professional organizations on students' career preparation and placements, however, they are not yet perceived as professional organizations for career counseling in Korea. Recently many university career centers are expanding one-on-one (1:1) services including career counseling services and investing in facilities to promote student's career development and placement. To determine the quality of career counseling services or 1:1 services in four years university career centers in Korea, a quick survey was conducted in June 2014. Twelve out of twenty university career centers replied to the quick survey.

The average number of students enrolled is 10,780 and the average number of full time staff in university career centers is 6.4 (2,048 students per staff) in this survey. All twelve centers replied that they provide 1:1 services from simple guidance/advice on programs or critique on resume/cover letter to career coaching or career counseling. But only seven centers reported they are providing assessment services like personality assessment (e.g. MBTI) and interest assessment (e.g. STRONG, Holland) and only two centers reported they are providing psychological counseling. The average number for 1:1 services per week is 51.4 and the average length of 1:1 sessions is 47 minutes. Only five centers limit the maximum number of sessions per student (from 2 to 20 sessions per student) and others do not have such a policy. One center reported that they have an intake process before career counseling.

To see how professional the staff at the career center are, the survey asked about the staff who are providing 1:1 services directly to students. The average number of staff providing 1:1 services is 3.1(full-time) and 5.4(part-time). More part-time professionals are hired for 1:1 services because full-time staff are mostly administrative. Part-time staff hold more counseling-related degree than full-time staff. The average number of full time staff with counseling-related majors is 0.2(BA), 0.9(MA), 0.2(Ph.D/Ed.D). The average number of part time staff with counseling related majors is 0.0(BA), 0.5(MA), 1.1(Ph.D/Ed.D)). Seven centers have staff with assessment-related certifications and seven centers have staff with national vocation counselor certifications. Only four centers reported that they have regular case meetings (only 2 have clinical supervision). Others reported they do not have case meetings or have them when needed. Only three centers have policies to prevent counselor's burn-out by limiting counseling sessions per day (e.g. 5 cases per day). Most centers offer training provided by Korea Employment Information Services (KEIS, a government research agency) and none reported providing their own training programs. The centers have an average of 2.6 closed rooms and 5.6 open rooms for 1:1 services.

These results can not be generalized for all university career centers as only 12 universities in the Seoul region responded. Generally, most of the centers are doing their best with limited budgets and staff to provide quality services to their students. For more effective services, many university career centers in Korea are expanding or hope to expand personally customized services (e.g. 1:1 services or career counseling). Commonly, they hire part-time professionals rather than developing their full time staff's professional skills. One reason for this might be that most of full time staff in career centers are administrative and all regularly circulated from one office to other office. This problem has been pointed by professionals and scholars for many years. It seems difficult to solve until university career centers are perceived to be professional career counseling service organizations. Most of universities classify their services as "career counseling," but the quality is questionable considering the qualifications/degrees of the staff who provide 1:1 services. Except for two universities, there are no qualified career or psychological counselors. Career advising services provided 1:1 seems to be equated to "career counseling." Finally, many have no clear policies for developing professional skills, preventing burn-out, processing intakes, administering assessments, managing cases, etc.

University career centers in Korea have been expanding their services, program staff and physical facilities. Recently, they have begun to provide more effective services like 1:1 services or career counseling. The results of this quick survey indicate that most universities provide 1:1 services in their career center but the quality of 1:1 or career counseling services is somewhat questionable. Perhaps the first problem for university career centers in Korea to solve is to develop the professional skills of their staff.
APCDA Thanks Its Donors
by Soonhoon Ahn

APCDA is a young, rapidly growing professional association. It is a membership-based association and needs to develop a stronger financial foundation and larger savings account. Therefore, the Board has recently approved a new membership structure that includes the following two options.

**Lifetime Member:** Paying $400 for lifetime membership is equivalent to paying yearly for 10 years, but it provides APCDA with up-front funds to help us grow now.

**Legacy Partner Lifetime Membership:** At $950, this membership level makes a lasting statement of support for APCDA. APCDA, in return, will recognize these donors in perpetuity.

APCDA is proud to announce its first Legacy Partner, Mr. Kok Kwang Han who is the Director of Personal Mastery Resources in Singapore. After attending the 2014 Conference, Han so much appreciated the value of this association that he expressed his enthusiasm monetarily by becoming the first Legacy Partner Lifetime Member of APCDA.

In addition to these two membership options, APCDA has initiated a Scholarship Fund to assist people who cannot otherwise afford membership and/or attend our annual conference. The Scholarship Fund was launched by a substantial gift from and generosity of Clive Findlay, Senior Advisor to Career Advice in Brighton, England. Mr. Findlay made this contribution when he first joined APCDA in August. APCDA plans to solicit applications for these funds and the APCDA Board will select the recipient(s) annually.

We are very grateful to Mr. Kwang and Mr. Findlay for their financial contributions. It is the mission of APCDA to provide an international forum and global perspectives for sharing career development ideas and experiences in the Asia Pacific region. These two donors have very tangibly provided beginning capital to assist APCDA with continuing its mission. Though new and young, APCDA has already brought together many career development professionals in the Asia Pacific region, sparking imaginations and generating new ideas for services to people in this region. Attendees at our conferences have experienced the excitement and energy generated. These financial contributions help to propel this important work forward.

NCDA Names Soonhoon Ahn International Practitioner of the Year
by Marilyn Maze

The National Career Development Association (NCDA) chose APCDA President Soonhoon Ahn as their International Practitioner of the Year in 2104. This award is an annual recognition of one member who has made a significant contribution to the advancement of NCDA's mission in their respective country.
Of course, Soonhoo’s contribution affected not just one country, but the entire Asia Pacific region. Soonhoo began to gather people to create the Asia Pacific Career Development Association in 2009. She correctly realized that the many Asian and Pacific countries which are now developing career planning programs face similar problems and can learn from each other. Asia has different problems than the US. While we all believe that the US has a lot to teach the career development practitioners in the Asia Pacific region, we also know that this region must develop its own answers to career development issues. It is an exciting time to be part of this young association.

Soonhoo persisted and each year since 2009 she has moved forward with her vision. She is an excellent recruiter, making good use of the skills she gained through her work at the World Bank. She finds talented people all over the world to ‘carry the torch’ with her. Several people have asked me why I volunteered to be the unpaid Executive Director of this association. It is because Soonhoo made it clear to me that this work matters and my skills would be well-used. All of APCDA’s leadership feel this same sense of commitment to an important cause. Her energy has made this association possible. Because of Soonhoo Ahn, APCDA will make a lasting difference in the career planning services offered in the Asia Pacific region and will successfully facilitate sharing among the career development practitioners in this dynamic region.

Webinar: From Super to Savickas — Theory to Guide Practice
The second half of the 20th century provided a rich heritage of career development theory, beginning with the comprehensive work of Donald E. Super and continuing through the current work of Dr. Mark Savickas. At the APCDA Conference, JoAnn Harris-Bowlsbey provided an excellent summary of career development theory with insights on how and when the particular strengths of each theory are most useful. She reviewed common themes and extracted those theories that can undergird our current practice in the career guidance field. In order to share her insights with a broader audience, this information will be provided as a webinar on October 7 & 8. Please note the time of the webinar in your location:

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* Indicates time is Daylight Savings Time

JoAnn Harris-Bowlsbey has enjoyed a long career in the field of career guidance and development. She began this career as a high school counselor and in the late 1960’s she pioneered computer-based career planning. She first developed the Computerized Vocational Information System (CVIS), then developed DISCOVER. When ACT took over responsibility for DISCOVER development, she became the Executive Director of ACT’s Educational Technology Center in Maryland. JoAnn wrote three different versions of the Career Development Facilitator curriculum — for schools and workforce centers in the United States, for Japan, and for the U.S. Prison System. She is currently Executive Director for Content Development at Kuder, Inc. and co-author with Dr. Spencer Niles and Dr. Norman Amundson of two best-selling textbooks on career development theory and practice in the United States. A past president of the National Career Development Association, JoAnn has received that organization’s highest award — the Eminent Career Award.
**Cost:** $20 Members/$30 Non-Members

To register, go to [Webinar Registration](#)

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**In-coming Presidential Welcome**

by Hsiu-Lan Shelley Tien

It is an exciting time to be taking over the leadership of this young association.

For my first initiative, we will be actively involving more members from the Asian Pacific areas to share their experiences with typical and/or non-typical career development pathways. For the second initiative, we will provide opportunities for members to learn and to share experiences of working with clients in a culturally diverse world through webinars and our newsletter. For the third initiative, we will foster members’ career counseling competences through transcultural research on topics of skills, techniques, and service models based upon a global perspective.

We will continue our international conferences in Tokyo in 2015 and Taipei in 2016. Committee members will continue their efforts with the joint involvement of you, our members. You also can send me an email at any time to share what is going on in your country. These opportunities for connections between us will make the APCDA family grow stronger. Continually showing respect to each other and demonstrating an interest in learning from each other will increase our personal sense of meaningfulness and public well being. Our engagement with our own career development also will be energized as we facilitate APCDA’s growth.

I strongly believe that our continuing efforts and your involvement will make APCDA a paradise for all of us based on our unique interests relative to research, practice, training, and theoretical learning. A true sense of belonging and ability to maintain individual uniqueness will facilitate both comfort and energy — energy that we can tap to continue in our own personal career journey as we help others begin or continue their journey.

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