



# Customizing Career Services: Issues and Challenges

May 21 - 25, 2017

Ateneo de Manila University  
Quezon City, Philippines

[AsiaPacificCDA.org](http://AsiaPacificCDA.org)



Asia Pacific Career Development Association

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ATENEUM DE MANILA UNIVERSITY

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- University of Macau
- University of Santo Tomas



Dear Colleagues,

On behalf of the Asia Pacific Career Development Association, I am pleased and honored to welcome you to the 2017 Annual Conference *Customizing Career Services: Issues and Challenges*. Please allow yourself to experience the city at its finest!

The conference has an exciting scientific program comprised of expert panels, keynote presentations, breakout sessions and professional development tours for delegates. From the meet-up at a local restaurant, you will renew old friendships and make new friends from around the globe.

As the president of APCDA, I extend my gratitude to my fellow board members, country directors and member organizations for their immense support and cooperation to make this event possible. I am extremely grateful to our key note presenters-Dr Josefina Santamaria, Dr Regina M. Hechanova, and Dr Jim Bright-who have kindly agreed to engage in rich

conversations and share their ideas with us. I would like to especially acknowledge panelists- Leili Jin (China), Masumi Nagae (Japan), Tina Ancil (USA), Hector Lin (Singapore), and the NCDA President and my dear friend, David M. Reile. My special thanks to Carla Siojo and all the members of the Ateneo de Manila University for their collegial and efficient ways to ensure a successful conference.

I look forward to seeing you in Manila for an unforgettable experience that will be remembered for years to come.

Prof. (Dr.) N.K. Chadha

APCDA President and Prof and Chairperson, Research and Doctoral Program, Manav Rachna International University

Mabuhay! Welcome to the Philippines!

It is with great pleasure that I personally welcome each of you to the 5th APCDA Annual Conference at the Ateneo de Manila University.

The Ateneo de Manila is one of the oldest Jesuit administered institutions of higher learning in Asia. The Ateneo de Manila is proud of a tradition of excellence in academics and service through more than 150 years of its existence. The spirit of excellence embodied by the Ateneo's inspiring namesake, the Athenaeum in ancient Rome, is reflected in its growth into an active, fully accredited, and much esteemed Filipino, Catholic university.

Over the coming days of the Conference, let us take part in a continuing exchange of knowledge and ideas with one another. Let us share our ideas, experiences, and reports on research with one another. More importantly, let us re-connect with colleagues and old friends, and make new friends!

I would like to thank each of you for attending our conference and bringing your expertise to our gathering. Through this conference, let us stay engaged, and help in shaping the future of career planning and development.

Carmela "Carla" S. Siojo

Philippines Country Director and Ateneo de Manila University Director, Loyola Schools Office of Placement and Career Services



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### About APCDA

**Mission Statement:** The Mission of APCDA is to provide an international forum for sharing career development ideas and experience in the Asia Pacific region with global perspectives.

**Objectives:** APCDA provides training to professionals engaged in facilitating the career development of others in the Asia Pacific region. It may:

- Organize conferences, workshops, and professional training events to facilitate learning by career development professionals
- Organize networking events so that career development professionals can develop relationships to better share ideas and professional projects
- Publish educational articles describing the work of various practitioners in the Asia Pacific region so that others may learn from these practices
- Identify exemplary practices in the Asia Pacific region to facilitate development of services in the area
- Encourage the development of theories that adequately describe Asian career development



### History

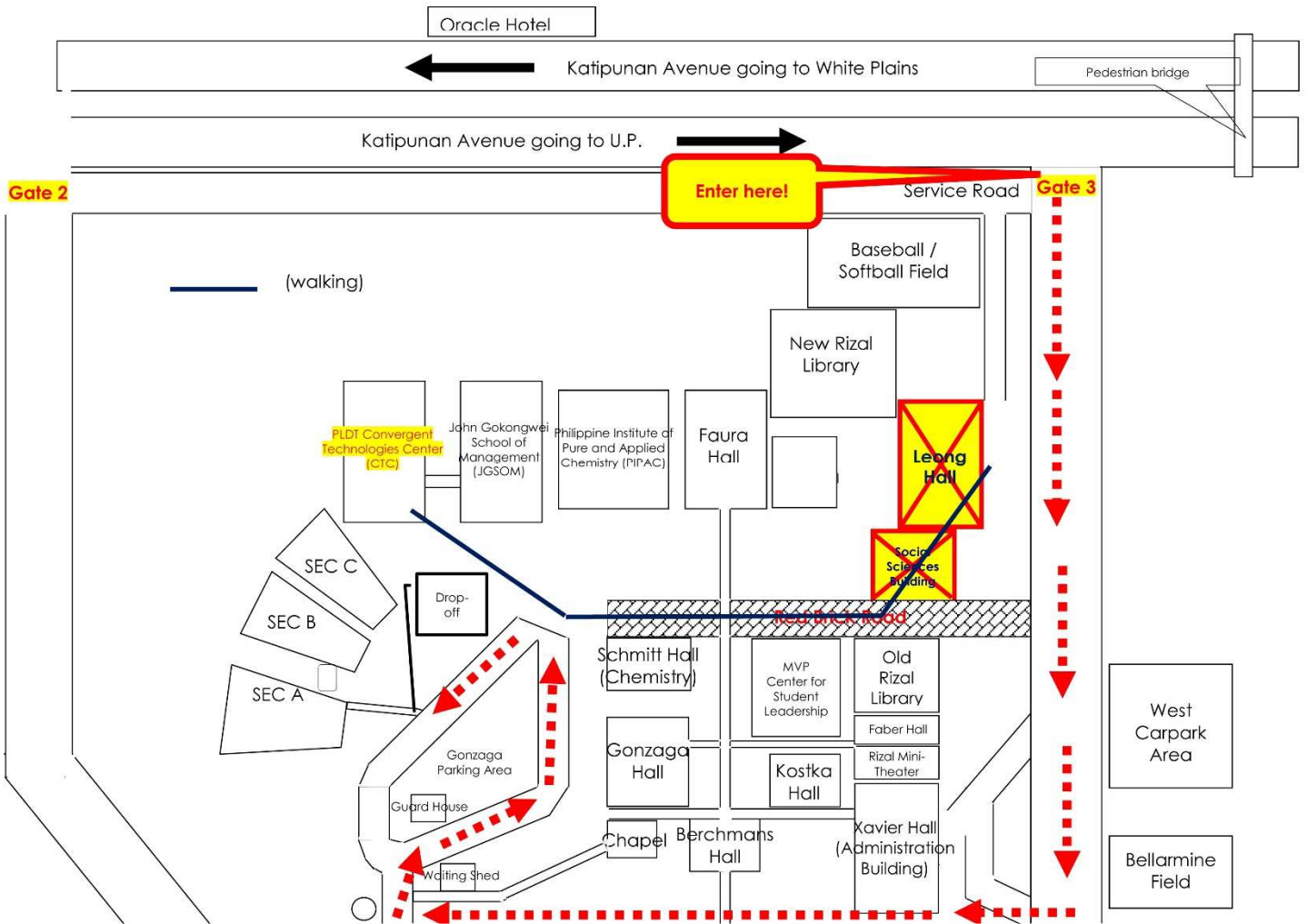


Dr Huei-Ling Peng, Dr Yao-Ting Sung, Soonhoon Ahn, and Dr Hsiu-Lan (Shelley) Tien

In December, 2009, Soonhoon Ahn visited Dr Yao-Ting Sung, and Dr Shelley Tien at the National Taiwan Normal University. They discussed the concept of creating an Asian-Pacific Career Development Association and agreed that such an organization would fill an important need. At the 2010 NCDA Conference, 24 NCDA members met to form this association, including Cheri Butler who was then President of NCDA. At NCDA in San Antonio in 2011, another organizational meeting was held and selected the name Asia Pacific Career Development Association with a 2-tier organization that has organizational members and individual members.

At NCDA in Atlanta in 2012, the bylaws were adopted and officers and committee chairs were elected. APCDA was incorporated as a non-profit corporation and began to clarify its structure and build a team to work on its projects. In April, 2013 APCDA held its inaugural conference in Seoul. Subsequent conferences were held in Hawaii, and Japan. It now has 17 Country/Region Directors and 121 active members.

# Map



## General Room Assignments:

All of our meetings will be in the PLDT Convergent Technologies Center. The Plenary Sessions will be in CTC 413-414. In addition, we will use rooms 404 to 407.

Please see the Schedule at a Glance for the room assignments. In general,

Session number ends in:	Room #
1	404
2	405
3	406
4	407
5	413-414

The Reception will be held in the Rizal Library on the 5<sup>th</sup> floor. The afternoon lunch and workshop on Wednesday will be held in Faber Hall 101.

## Continuing Education Clock Hours

The NBCC in the USA will give 12.5 hours for attending the full conference, plus 3 for the Professional Development Institute. Philippine GCA and Japan CDA also give credit for this conference. Please see the registration table for CEU forms.

# Exhibitors

Please visit the tables in the In-service and Continuing Education Building, 1F Lecture Hall and talk with our exhibitors.

## Kuder, Inc.

The Kuder software is used by nearly 30,000 sites and 165 million people worldwide who rely on Kuder for evidence-based career assessment, education planning, and guidance resources.

## Career Development Network

Keeps you in touch with other career counselors, career coaches, job search trainers and human resource professionals through its publications, workshops and conferences. The NETWORK publishes a bimonthly newsletter and quarterly journal, both free to NETWORK members. The NETWORK also conducts certification workshops for job and career transition coaches & job search trainers.

## Abundanz Consulting

Since 2005 ACPL has been focusing on people development and its expertise is in the provision of training to individuals and organizations that equips participants to understand themselves, become better communicators, build strong and resilient relationships, and have the right mindset which positively impacts their career resilience.

## Suzhou Success Partners Consulting

Suzhou Success Partners Consulting helps young Chinese people make career and life decisions based on who they are inside and then focus on finding the best career and personal decisions to drive their pursuit of happiness.

## Institute of Career Certification International

Certifying excellence in career and talent management globally since 1994

# Sunday, May 21

- |                |   |
|----------------|---|
| <b>8:00 AM</b> | <b>Bus picks up tour participants at Oracle Hotel</b>   |
| <b>9:00AM</b>  | <b>111 Tour of Intramuros</b> , the Walled City built by the Spanish. Lunch at the Barbara Restaurant with Philippine -style food and musical performance. Afternoon tour of Old Manila.  |
| <b>4:30PM</b>  | <b>Bus returns to Oracle Hotel</b>  |
| <b>6:30PM</b>  | <b>121 Pre-conference Meet-up Dinner</b><br>Sweet Inspirations ( <a href="http://sweetinspirations.com.ph">http://sweetinspirations.com.ph</a> ), 311 Katipunan Ave, Quezon City, 1105 Metro Manila, Philippines. This dinner is sponsored by the Career Development Network, so it is free to attendees. |

# Monday, May 22

## Monday Morning

08:00AM

**Registration, Coffee & Tea**  
**Silent Auction Donations accepted and cataloged**

9:00AM

**Welcome to Ateneo and Conference** by Fr. Jose Ramon Villarin, SJ, Carla Siojo and APCDA President Dr N. K. Chadha

9:30AM

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**Career Planning in the Philippines: Retrospect & Prospect** by Dr Josefina Santamaria

This session will share the impetus for career planning in the Philippines, beginning in the 1950s. It will also describe past efforts to address this need, and future challenges as perceived by college students and employees in entry level jobs in the Philippines today.



**Dr Josefina O. Santamaria**, known as the mother of career development in the Philippines, is currently President & Senior Consultant, Career Systems Inc. and a Certified Trainer on the Life Career Development Systems (LCDS). In 1973, the Career Materials Development Project was funded in response to difficulties college graduates experienced when looking for first jobs, and Dr Santamaria was selected as its director. She was recognized internationally for work in developing career guidance materials and became the president of the Asian Regional Association for Vocational and Educational Guidance (ARAVEG). In 1979, she helped to found the precursor of the Career Development Association of the Philippines and brought international experts in career development to the Philippines to provide training. In 1981, she opened a private practice to offer workshops and counseling for career changers.

10:30AM

**Coffee Break**

## Breakout Session 1

10:50AM

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**Investigating the Role of ICT and MOOCs in Indian Education and Career Development System** by Vimal Rarh

Information and communication technologies (ICT) are transforming education and career development services worldwide. Key trends include its increased accessibility, its increased interactivity, and the more diffused origination of ICT-based resources, one of which is Massive Open Online Courses (MOOCs). This presentation will showcase how ICT and MOOCs are being extensively used in India as a means of enhancing the quality of education and career development services. The wide panorama of applications of MOOCs for Indian population also will be discussed.



**Dr Vimal Rarh** is a senior Faculty at SGTB Khalsa College, University of Delhi. She also manages two centers -- Joint Director, Guru Angad Dev Teaching Learning Centre of MHRD and Deputy Director, Centre for e-Learning, SGTB Khalsa College. At these two centers, national level projects in the field of e-learning and MOOCs are being implemented. Dr Vimal Rarh is one of the pioneers in implementing e-learning in Higher Education for University of Delhi and National Level. She received the Special Award for "Digital Content in Education" "World Didac 2014," the award for outstanding contribution in the field of e-learning at the "Global Education Summit" 2016, and the "Delhi Ratan" state level award for her contributions in the field of education. She is in the Task Force Committee for the development of UG and PG MOOCs of India at CEC & UGC.

**10:50AM 222 Career-Life Support for Accompanying Partners of International Students: The SHARP-AP Program** by *Jose Domene, Denise Larsen, and Chelsea Arsenault*

Accompanying partners of international students are non-student spouses and partners who follow international students to foreign countries. They have limited opportunities to pursue their own career paths in the host countries, which can lead to adjustment difficulties, social isolation, and acculturation problems. In response to this need, we have designed the Strengths, Hope, and Resources Program-Accompanying Partners (SHARP-AP) to address the career and adjustment needs of accompanying partners, with a focus on enhancing accompanying partners' hope and strengths. We present key components of the SHARP-AP and describe how it has been developed to meet the career/life needs of accompanying partners.



**Dr Jose Domene**, PhD, LPsych, is a Professor and Canada Research Chair in School to Work Transition in the Faculty of Education at the University of New Brunswick. His primary areas of research are (a) the social and relational contexts of career development, (b) applications of contextual action theory, and (c) professional issues in counselling and counselling psychology in Canada. He teaches in the Faculty of Education and coordinates the Pre-Doctoral Internship Program at the University of New Brunswick Counselling Services.

**Denise Larsen**, Ph.D., R. Psych., is a Professor of Counselling Psychology at the University of Alberta. She is Director of Hope Studies Central, a long-standing research unit dedicated to the study of hope in counselling psychology, health, and educational practice. She is also a registered psychologist and the Associate Dean of Research in the Faculty of Education.

**Chelsea Arsenault**, MEd, is a doctoral student in Counselling Psychology at the University of Alberta. Her research interests include the developmental transitions of youth and emerging adults faced with complex needs, with a particular focus on the youth in care population.

**10:50AM 223 Best Practices for Engaging Employers and Students in Dynamic Labor Market across Greater China** by *Shimeng Mai and Hao Guo*

China ranks as the No.1 source of international students in US and gradually transforms into a hub of global talents. Throughout the session, you will be able to recognize the emerging trends of the labor market and campus recruitment strategies and also demystify the newest employment policies in Greater China through hands-on case studies. Additionally, you will be given time to reflect on your current employer relations strategies and to identify areas for improvement. After the session, you will be equipped with knowledge and effective approaches in advising all students who'd like to explore career opportunities in the region.



**Shimeng Mai** is an Employer Relations Specialist at New York University Shanghai Career Development Center. Her primary focus is to establish and maintain effective relationships with both Chinese and multinational organizations which are interested in NYU Shanghai and its diverse student body. She is also responsible for regularly partnering with employers to meet business needs and providing guidance and support for students in their job search processes. Before joining NYU Shanghai, Shimeng worked at a world-leading electrical manufacturer in their Pennsylvania and Shanghai offices. She graduated from University of Wisconsin-Madison with a B.B.A in HR Management and Finance.

**Hao Guo** is the Director of Employer Relations of the Career Development Center at NYU Shanghai. She is responsible for providing guidance and support to students regarding their career planning, decision-making, and job search processes. Her primary focus is on employer relations and building long-term collaboration with external partners for programs such as Off-Campus Internships, Industry Mentorships and On-Campus Recruitment. In addition to these responsibilities, she also collaborates closely with the NYU campus in New York City and the NYU Abu Dhabi career development centers. She received her master's degree in Comparative Education from East China Normal University in 2010.



**10:50AM 224 Role of Career Counseling Professionals in India** by *Yashpal Singh and Nisha Chaudhary*

There is a notion that schools have the responsibility of building the character of the children, by providing them with the right guidance at the right time for their overall well-being. Moving in this line, Indian government has made the presence of school counselors mandatory in the school premises. This presentation focuses on understanding the roles, goals and job integrities of school counselors in Indian schools through a semi-structured interview approach. The perspective of the school counselors, schoolchildren and other teachers will be shared.



**Mr. Yashpal Singh** has completed his L.L.M. degree from University of Delhi. He has many credentials associated in his professional field. He has presented in international seminars and has research publications to his credit.

**Dr Nisha Chaudhary**, an Assistant Professor in the Department of Psychology from Dr Bhim Rao Ambedkar College (Delhi University), has been actively associated with organizations like India Career Development Association (ICDA), Indian Association of Positive Psychology (IAPP) and has more than 8 Research Publications to her credit.



**10:50AM 225 Career Narratives of Guidance Counselors in Taiwan: Challenges, Professional Development, and Personal Growth** by *Chao-Mei Chiang and Ying-Yi Su*

This presentation aims to illustrate Taiwanese guidance counselors' career stories. Since the Taiwanese government enacted the Student Guidance & Counseling Act in 2014, a certain number of guidance counselors are required to work at each school level. While this Act brings career opportunities to graduates, who have their major in guidance and counseling, guidance counselors often need to seek professional support and resources on their own when starting their career. To address guidance counselors' work challenges and professional development needs, 5-10 guidance counselors will be invited to narrate their career stories. Recommendations for guidance practice and counselor education will be presented.



**Dr Chao-Mei Chiang** is an Assistant Professor in the Department of Educational Psychology and Counseling at National Tsing Hua University in Hsinchu, Taiwan. Dr Chiang is a licensed counseling psychologist in Taiwan and has over 10 years of clinical practice and supervision. Dr Chiang's research interests include: (a) counseling supervision, (b) multicultural, social justice, and counseling psychology training, and (c) violence and trauma issues. In addition to her teaching and research, Dr Chiang has provided supervision and consultation for the guidance counselors who work at elementary and junior high schools in the Hsinchu area.



**Dr Ying-Yi Su** is the Director of Counseling Services at Taoyuan Municipal Shou-Shan Senior High School in Taiwan. Dr Su has dedicated her career to school guidance and counseling and she has been working as a guidance counselor for almost 20 years. Dr Su is a licensed counseling psychologist in Taiwan and has provided supervision for several guidance counselors who work in junior and senior high schools in Taiwan. Her research interests are counseling supervision, supervisor training, and counseling professional development. Dr Su's book, *Self-awareness Supervision Model Training Workbook: Novice Supervisors Training*, which was co-authored with Dr Chao-Mei Chiang and Dr Chin-Yen Chan, was published in 2015.



**11:10AM 226 Career Blue Print for Techies Aspiring Start-ups: Zooming-in on Personality Factors** by *Shailja Rana and N.K. Chadha*

During the last decade there has been a logarithmic increase in career sculpturing activities of the youths loaded with technical and professional education to seek more challenging avenues in start-ups. This presentation attempts to study the demographic and personality characteristics of the employees working in tech start-ups in Delhi-NCR and Bengaluru. The research explores whether there is significant difference in the personality of the freshers who have joined tech start-ups and those who have already moved successfully to a start-up. The sample is comprised of 60 techies, who were administered the NEO-PI 3. T-test.



**Shailja Rana** is currently working as Assistant Professor in the Department of Psychology at Keshav Mahavidyalaya, Delhi University. She has received her Ph.D. from Delhi University. Dr Rana's area of specialization is Organizational Behavior. Other areas of interest include workplace counseling and training in organizations.

**Dr N.K. Chadha**, President of APCDA and Professor & Chairperson (Research & Doctoral Programs) – MRIU, is a stalwart in the field of Psychology with 40 years of experience across academia and corporate settings. He received the Global Practitioner of the Year Award by National Career Development Association, USA, in Denver, CO in 2015 and the Life Time Achievement Award in Psychology by the International Conference on Multidisciplinary Healthcare in 2014. Dr Chadha has been a Professor in the Department of Psychology, University of Delhi. He holds a PhD from Delhi University and a Post Doctorate from the University of Virginia, USA. He has authored 25 books many of which are used for MA (Psychology and Applied Psychology) and MBA programs.



**11:30AM Travel Break**

## Breakout Session 2

**11:40AM 231 Creating a Career Peer Educator Program** by *Dreama L. Montrief Johnson and Rob Morris*

Are you considering creating a peer advising program in your career center? Never heard of career peer education? Did you know leveraging student interns can help increase your ability to reach students at your University? In this session you will hear the case study of the University of Virginia and work together in small groups to create an initial plan and proposal for your own office.



**Dreama Montrief Johnson** serves as a career counselor and leads the Public Service and Government Career Community supporting students interested in careers with social impact. She also works with students who are interested in pursuing Global Careers outside their home country, helping students to gain experiences in places that best develop their cultural agility for the workplace. Dreama joined the Career Center in July 2012, having previously worked in various offices at the University. She served as an AmeriCorps member with the Virginia College Advising Corps. Dreama earned her B.A. in Religious Studies and M.Ed. in Student Affairs Practice in Higher Education at the University of Virginia.

As Assistant Director, **Rob Morris** counsels students, supports the Career Communities Initiative through collecting and disseminating industry-specific information through office hours and Career Center programs. Rob has been in advising and mentorship roles around college students for much of his professional life and is passionate about helping students realize their career potential. Rob joined the UVA Career Center in May 2015 after previously holding the role of Assistant Director of Experiential Learning at Florida State University's Career Center and working in Housing and Residence Life at St. Edward's University and the University of West Florida. Rob completed his undergraduate and graduate education at Virginia Tech and holds a B.A. in Political Science and a M.A. in Education, Educational Leadership and Policy Studies.



**11:40AM 232 Adult's Perception of Homeostasis in Career Chaos: An Example in Chinese Culture** by *Hsiu-Lan Shelley Tien*

The purpose of the study was to analyze adult's perception of homeostasis in career chaos. We interviewed 30 adults, ranging in age between 20 and 50. The interview outline included how they perceive career uncertainty, complexity, and unpredictable change. Strategies of how they cope with career uncertainty were also discussed throughout the interview. The transcription of the interviewed data will be analyzed with grounded analysis method. Findings will be discussed according to the categories classified by the research authors in the study. We expected that people will understand more about how to get homeostasis in the uncertain or uncontrollable situations.



**Hsiu-Lan Shelley Tien**, received her Ph.D. in Counselor Education from the University of Iowa in 1993. She is a professor and Chair at the Department of Educational Psychology and Counseling at the National Taiwan Normal University. She was a Fulbright visiting scholar at the Department of Psychology at the University of Maryland (2005-6). Her current areas of interest are career counseling and studies of vocational behavior, training of counseling skills, working with dreams, and qualitative research. She is Director of the Counseling Center and Vice Director of Student Personnel Services at the National Taiwan Normal University. She has served as the president of Taiwan Career Development and Consultation Association (TCDC), the Taipei Counseling Psychologist Association, and the Asia Pacific Career Development Association. She earned the 2016 International Practitioner of the Year Award from the National Career Development Association.

**11:40AM 233 CareerDNA: the Integrated Online Career Assessment Based on Positive Psychology** by *Brian Schwartz*

Discover more about an online application of a counseling model originally developed in 1977. The model involves an in-depth psychological approach to career and life design counseling. It is heavily based on psychoanalytic and developmental psychology and includes work with almost 1800 clients in a 20 hour structured process leading to their greater self-awareness specifically their understanding of their type and temperament, their personality and character, their ideal work description elaborated in a graphic

description based on work functions, their values, their occupational interests and the internal barriers that might prevent their success.



**Dr Brian Schwartz** is an American psychologist. After 34 years of career management consulting and 30 years of organization development consulting, Dr Schwartz moved from the USA to China. He was on a mission to bring career assessment to young people and to train career and talent development professionals in China as well as other countries within the Asia Pacific area. He developed his online career assessment and personal branding software, CareerDNA, and has developed, with partners, the accredited Career and Talent Development Professionals program, with six specialty training programs built atop a six-day intensive foundational workshop.

**11:40AM 234 Constancy of Change: Implications for Professional Practice** by *Allan Gatenby*

Globalization and technology has accelerated the development of the global labor market. Increasingly millennials and others will have to engage with cultures across national and regional borders. The required skill set for successful career life development has changed. Participants will investigate the implications for career education and post education transition support services.



**Allan Gatenby** maintained a very successful career in education, including both a Careers Advisor and Consultant Pupil Wellbeing & Principal. He now leads a highly successful change and transition group of services. Allan was nominated for a national award for Leadership in 2005. Since then has been invited to lead organizations nationally and internationally. He is a sought after presenter and trainer, having presented and facilitated internationally in India, China, Singapore, Canada, USA, UAE, Malaysia and soon Myanmar. His passion for enhancing professional practice has lead him to being invited to global and regional projects in career, employability, coaching and leadership.

**11:40AM 235 Reinventing Aptitude Test: An Indian Study on College Placements** by *Nupur Gosain, N.K. Chadha, Radley Sharma, Bikram Kalsi, Vandana Gambhir, and Hiba Irfan*

In India, recruitment and selection has been taking a turn by emphasizing the importance of aptitude tests for College Placements. It is used for selecting candidates at beginner's level by identifying their skills and abilities to perform. It is important to note that while these tests enable the organization to scrutinize, it may also mislead the result due to the underlying practice effect. The research tries to explore the effective use of aptitude in selection and it attempts to resolve this effect by introducing an unconventional method for testing.



**Nupur Gosain**, Research Analyst-Psychology in Brain Pundits Technologies Private Limited, is pursuing her Doctoral Research (PhD) from Manav Rachna International University, in the area of Mid-Career Transition and Emotional Intelligence. A budding psychologist, graduate and post graduate from University of Delhi, she has had 3 years experience in Research and Education. She also worked as an Assistant Professor in Psychology with Manav Rachna International University and in the field of Training and Development. She is energetic and active in learning and discovering the field of Psychology.

**N. K. Chadha** is described above.

**Radley Sharma** is an Entrepreneur who is passionate about understanding the problems of human resource management and development. He is a veteran in the Telecom industry and has learned a lot of about how traditional Indian Corporations work and function. He is also the CEO of BrainPundits Technologies which is one his of ventures trying to address many of these problems in human resource management.



**Bikram Kalsi** is an Entrepreneur currently working as CTO of BrainPundits Technologies. He has a background in Computer Science Engineering and he is passionate about unraveling the mysterious of the self and of the brain.

**Dr Vandana Gambhir**, Assistant Professor in the Department of Psychology, University of Delhi and Country Director, India for APCDA, is an alumna of Nehru Homoeopathic Medical College and Hospital, one of the premier and reputed homoeopathic colleges of India. A gold medalist of University of Delhi, she started her professional career as a physician and later excelled and received her doctorate in the discipline of psychology. Her field of involvement in psychology research work spans across psychometric testing, organizational behavior, career competencies, personality psychology, social psychology, competency mapping, positive psychology, consumer behavior, and geriatrics mental health.



**Ms. Hiba Irfan** is working as a Research Analyst at BrainPundits. She has completed her graduate work in Psychology from Lady Shri Ram College for Women, University of Delhi and her post-graduate from Jamia Millia Islamia. She has been awarded a gold medal for her Master's program from the University for her outstanding academic performance. She has always been an active learner and enjoys reading. Her areas of interests include Clinical Psychology, Psychometrics-test construction and Research in the field. Prior to joining Brain Pundits, she worked with AIIMS, New Delhi in the Department of Pediatrics as an intern Clinical Psychologist.

**12:00PM 236 Career Resilience: The Study of College Students' Career Adversities and Their Coping Strategies in Taiwan by Shu-Chen Wu**

This study aims to explore the career adversities of college youth and their coping strategies, furthermore to induce the suggestion of fostering resilience. 219 students' life tenacity stories were analyzed using the Thematic analysis method. The results show: (1) Taiwanese youth's career adversities include: health, learning, interpersonal relationships, love and family, self-identity and life meaning. (2) To overcome adversities, personality characteristics include the ability to accept failure, utilize positive thinking and practice problem-solving etc. Assistance and support of parents, family, friends and teachers are the external factors. (3) Three key factors of career resilience are "do not give up", "sustained efforts", and "re-start". (4) The cultivating of career resilience training should consist of "positive thinking", "facing and accepting", "learning to fail", "learning to help", "practice trying", "self-encouragement" etc.



**Shu-Chen Wu** is an associate professor at National Taiwan Normal University. She also is a licensed counseling psychologist in Taiwan (ROC), working in the career field for more than 15 years. She also has provided pre-service teacher's career education and in-service teacher career literacy training.

**12:20PM**

**Lunch**

## Monday Afternoon

**2:00PM 241 Panel: Gender Issues in the Workforce**, with panelists Leili Jin (China), Masumi Nagae (Japan), and Tina Ancitil (USA)

For 3 different countries, we will learn how gender effects behavior, advancement, and attitudes. Questions addressed will include: What is the difference in average pay for men and women? What is the distribution of men and women in each of the major occupational categories? How do opportunities for advancement compare for men and women? Which attitudes of employers impact opportunities for women? Which attitudes among women impact opportunities for women? How much and how rapidly do you believe this situation will change in the future?



**Dr Leili Jin** is a vocational psychologist in the Career Development Center of Tsinghua University and teaches Career Planning and Vocational Psychology to undergraduates. She obtained her PhD from the Faculty of Education, at the University of Hong Kong. She was a member of the National Career Development Association, USA. Her current interests include the contributions of university experiences to career-related outcomes among Chinese university students, career assessment, and professional identity among Chinese career practitioners.

**Masumi Nagae** is a Saga Women's Junior College (Japan) Associate Professor. She specializes in career design education and career counseling for college students. After earning a B. A. (Educational Psychology) and M. S. (Master of Medical Science), Ms Nagae began a doctoral program of Medical Science and social psychology. She is researching the effect of organization development in companies and the effect of career education in K through 7. She is a member of the Japan Career Development Association, CDA (Career Development Adviser), and JAICO (Counselor of Japan Industrial Association).



**Tina Ancitil** is Department Chair and Associate Professor in the Department of Counselor Education at Portland State University. She has been a practicing rehabilitation counselor for over twenty years. In her private practice, she specializes in career counseling with individuals with chronic illness and disability.

**3:00PM Travel Break**

## Breakout Session 3

**3:10PM 251 The State of Career Development in Philippine Universities and Colleges** by *Ma. Paquita D. Bonnet*

The continued mismatch between manpower supply and demand and the issue of enhancing the employability of graduates are the major concern not only of schools and industry but also of all levels of government and other sectors in the country. In academe for instance, not all schools take seriously the need for a placement officer or an office to handle the career needs of their graduating class. This paper will present the state of affairs in Universities and Colleges as well as government initiatives on career development of tertiary students that addresses the mismatch of demand and supply of talents in the various industry sectors.



**Dr Ma. Paquita Bonnet** is the Coordinator for Job Placement Services at De La Salle University. She has a PhD in educational leadership and management and graduated with high distinction. She has provided consultancy work at the UNESCO, SEAMEO Innotech, Center for Educational Measurement and with a number of Universities and colleges in curriculum, assessment and evaluation, organization development, student services, leadership and management, among others. At present, she is serving as a Director of the Philippine Association of Administrators of Student Affairs. Previously she served for five years as its President from 2010 through 2015. She also served as the President of the Asia Pacific Student Services Association (APSSA) from 2012-2014. Since 2015, she continues to serve APSSA as the Director of the Institute of Student Affairs in charge of continuing education.

**3:10PM 252 Seven Dynamic Approaches to Construct Co-creating Career Development Services** by *Anne Rouh-Ling Chen*

The core competencies of career counseling require strategic planning, use of a dynamic approach, a collaborative relationship with the students, executives, and teams, and a strong will to deliver solutions. Seven dynamic approaches in proven cases across universities, government and multinational companies will be discussed.



With great passion, **Ms. Anne Rouh-Ling Chen** pioneered the establishment of the Career Development Center at Soochow University in Taiwan. She extends her professional services to Talent Career Development, Strategic Human Resource Management, Cross-cultural Team Building and Culture & Core Competency, and Executive Coaching for global companies. She is now the Senior Consultant of Aspire Academy, an active member of APCDA, Board Member of TCDCA (Taiwan Career Development and Consulting Association), and Supervisor of CHRMA (Chinese Human Resource Management Association).

**3:10PM 253 Factors Affecting Mid-Career Transition: An Indian Study** by *Nupur Gosain, N.K. Chadha and Chavi Sharma*

With increasing demands to achieve higher goals and to be more independent, the current workforce in India is taking a drastic shift in career by changing or shifting to new avenues and opportunities. There has been a greater demand to opt for careers which are more rewarding and fulfilling to oneself, especially during the mid-career stage of employees. It is thus important to study the underlying reasons which influence career transition during the mid-career stage of the workforce. A self-constructed psychometric tool was used to assess the factors which result in mid-career transition.

**Nupur Gosain and N.K. Chadha** are described above.



**Dr Chavi B. Sharma**, has been Dean at Manav Rachna International University for 8 years. As founder Director of Faculty of Management Studies, Manav Rachna International University, she has aimed to envision and bring to life a vision for the organization. Bringing a change in the education sphere in the country is what she has always endeavored to do. With more than 23 years of experience in Psychology and Education, she has worked in as an Associate Director of Amity Institute of Behavioral, Health and Allied Studies, Jaipur Campus for 4 years. She has expertise in administration, planning, and implementing educational policies to set up and successfully run a business school.

**3:10PM 254 An Exploratory Study of the Development of Career Adaptability in Singapore's Labor Force** by *Timothy Hsi*

The economic uncertainty and slowdown across the world & its subsequent impact on Singapore has exerted tremendous pressure on the labor force in Singapore. This presentation is an exploratory study into how individuals from the different sectors in Singapore's labor force develop and demonstrate career adaptability as they navigate the uncertainties brought about by the volatile global economy.



**Dr Timothy Hsi** is the Principal & Founder of Abundanz Consulting and Master Knowdell Instructor and Master Trainer of the Singapore Global Career Development Facilitator (GCDF) programme. Besides being the Singapore expert in the area of Career Coaching & Counseling, he also teaches counseling & career courses at the Australian College of Applied Psychology and James Cook University. His previous roles at the Singapore Management University (Adjunct Faculty at School of Social Science & Centre Director of the Mrs Wong Kwok Leong Student Wellness Centre) have given him deep insights into how human motivations influence career decisions and aspirations.

**3:10PM 255 Research and Development of Career Interest Measurement of Chinese College Students with Campus Characteristics** by *Xue-ying Gu and Xue-Ping Shen*

To develop the Chinese career interest measurement aiming to build a Chinese government-led student platform project, this study adopted the theoretical, quantified and qualitative research methods and utilized literature research, comparative study of similar interest scales, open questionnaires for 284 students, 54 students' in-depth interview, experts interview, prediction surveying for 1387 university students, items analysis, and formal surveying for 2645 students. Results: Form the career interest scale for Chinese students with good reliability and validity.



**Xue-ying Gu**, Ph. D., is a Professor in the Institute of Education Research of Nanjing Normal University. She is in charge of the National Research Center of College Students Career Development. Professor Gu is also the Vice Council of Psychology Association of Jiangsu Province, and Chair of Career Development Commission of Jiangsu Psychology of Association. Her research areas are career development and planning and vocational assessment. In 2014, her course Self Exploration and Career Development was awarded the national Excellent Course video.

**Xue-Ping Shen** is an associate professor and the director of the Career Development Education and Research Center of Nanjing University of Aeronautics and Astronautics. She is also the secretary-general of Career Education Committee of Jiangsu Association of Social Psychology. Her research areas are career development and career education. In past years, her papers about career decision-making difficulty, calling, job research clarity and career courses were published in many scholarly journals.



**3:30PM 256 Best Practices: Supporting University Students in the Global Career Search Process** by *Dreama L. Monrief Johnson*

Are your students expressing a desire to work outside of their home country? Are you concerned about your international student population finding opportunities in the country where they studied? In this session you will learn about the steps the University of Virginia Career Center is taking to support students in their global search. We will discuss programs developed at UVA to support both domestic and international students as well as share online resources and print materials you can use with your students. Bring your own recommendations and questions as there will be time to share best practices from your University during the presentation.

**Dreama L. Montrief Johnson** is described above.

**3:50PM**

**Coffee Break**

## **Breakout Session 4**

**4:30PM**     **271**     **Post-Traumatic Stress Disorder: Issues, Challenges, and Hope in Career and Life Planning**  
by *Danita Redd and Lisa Raufman*

A joint United Nations and World Health Organization study of PTSD in 21 countries indicates that of the people surveyed: 21.8% witnessed violence; 18.8% experienced interpersonal violence; 17.7% were in traumatic accidents; 16.2% were exposed to war; and 12.5% had loved ones suffering from trauma. Recent research by Israeli cell biologists explain a wider spread of mental health issues through epigenetically inherited PTSD. An exploration of PTSD as a hindrance in career and life planning and how to help university students move beyond its challenges will be elucidated.



**Danita Redd, M.A.**, has been counseling and career development faculty at Moorpark College, California, USA, for 23 years. She was awarded the 2016-2017 Moorpark College Distinguished Faculty Chair and was recognized as the 2014 -2015 Academic Senate's Outstanding Faculty of the Year. She is a published writer; a graduate of the Foundation of Human Enrichment for providing therapeutic assistance to people with Post Traumatic Stress Disorder; and is an international volunteer serving in Egypt, Peru, and Mexico.

**Dr Lisa Raufman** is a co-author of *The Career Fitness Program, Exercising Your Options* (Pearson Education Publishers), a popular career book used in colleges and universities since 1989 now in its 11th edition. With over 30 years of counseling experience, she has been Faculty Development Coordinator and Dean of Counseling at El Camino College as well as an instructor and a coordinator of Career Centers at two different colleges (El Camino College and Moorpark College.) She has been a popular presenter on career development since the 1980s. She is past president of the California Career Development Association and the Los Padres American Society for Training and Development (ASTD).



**4:30PM**     **272**     **The Rapid Consultant Method Based on Four Divisions of Employee's Career Problem about Career Development in China** by *Chunyu Li*

Nearly five years ago, we first proposed four typical divisions of employee career development, which was further divided into different career factors, based on practical studies of professional consulting in China. We have shown that it is easier for people to be trained as a career consultant when they use specific career tools in career consulting.



**Chunyu Li** is currently the College Business Department Director of New Elite Development Program in Beijing, China. He graduated from the Chinese Academy of Science and was a former counselor of Capital Normal University.

**4:30PM**     **273**     **Maintaining Reliability and Validity of a Comprehensive Career Guidance System While Meeting Cross-Cultural Needs** by *Bailey Rowell*

To become and remain competitive in today's global economy, a nation needs a strong, prepared workforce. Education and career development programs from Kuder help countries all over the world kick-start sustainable economic development with evidence-based tools. It all begins with assessments. The original development of Kuder's



assessments takes place in the United States, in English, and assessments are field tested with samples that are broadly representative of demographics specific to the U.S. This presentation will provide insight to how assessments are customized for cultures and languages, as well as an overview of the localization process, including issues and challenges.



**Bailey Rowell** fosters relationships with international clients, devises strategies in alignment with global career programs and initiatives, and works with Kuder's development team to ensure that we adhere to proactive, innovative approaches in meeting client requirements. A seasoned world traveler, Bailey began his career with the U.S. Commercial Service and later worked as a researcher for a company in Santiago, Chile. Prior to joining Kuder, he was an instructor for the Spanish Ministry of Education in Cartagena, Spain, where he led student discussions on cross-cultural topics and was asked to translate and write for municipal communications, tourism, and research projects.

**4:30PM 274 STEM Readiness Inventory: A Competency-based Psychometric Tool to Assess Preparedness for STEM Careers** by *Vandana Gambhir and N.K. Chadha*

The STEM workforce is in demand across the globe. Students undertaking STEM education should have a unique set of competencies to excel and progress in their career. These competencies not just include technical or conceptual knowledge of disciplines of science, technology, engineering and mathematics, but also, behavioral proficiencies in order to succeed and persist in STEM fields. Research indicates that students pursuing STEM-centric academic courses tend to leave and shift their focus on other subjects across various transition points. Thus, it is essential to seek ways through which the STEM pipeline can be developed which has a high probability to continue and thrive in STEM careers.

**Vandana Gambhir** and **N.K. Chadha** are described above.

**4:30PM 275 Developing Global Competencies in Japanese Junior College Students through International Exchange** by *Jonathan Moxon*

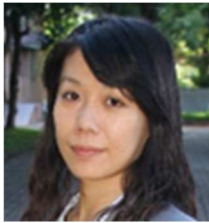
Nine Japanese female first-year students (mean age=20.42yrs; SD=3.20) formed an 'international volunteer group' which organized excursions and study groups with overseas students with the aim of developing global competencies. One global competency difficult for some Japanese students, active attitude, was assessed before and after five months of activities using self-assessed general self-efficacy. No significant increase in general self-efficacy was observed. However, a significant decrease was seen for the item 'I am shy',  $p=.047$ , suggesting an effect for volunteer activities on outgoingness. Changes to group organization to further customize this approach may prove effective in developing positive attitudinal global competency.



**Jonathan Moxon** is a Saga Women's Junior College (Japan) Associate Professor. A varied career has led him from a BSc in chemistry to his current position as associate professor of English and applied linguistics at Saga Women's Junior College. As head of English at the college, he is responsible for overseeing students' studies and providing guidance for their careers after graduation, for which he received JCDA (Japan Career Development Association) training. His research interests are in developing constructive attitudes to career planning, and in group dynamics and cooperative learning in the second language classroom, both of which can be viewed as a development process of actualizing students' potential. He is a member of APCDA and the Japan Association of Language Teachers.

**4:50PM 276 A Study of Career Identification for students of Teacher Education- A Case of becoming Full-time Counseling Teachers in Elementary Schools in Taiwan** by *Hui-Chuang Chu*

The purpose of this study was to explore students of Teacher Education, who want to become full-time Counseling Teachers in Elementary Schools and their perception of the role and their learning process. The issues were discussed in the research process. According to the interviewing data, there are some main factors in the career identification process which were found in the study. At the end, we also suggestion some dimensions for future clinical work and teacher education.



**Hui-Chuang Chu, PhD**, is an Assistant professor in the Department of Educational Psychology and Counseling at National Tsing-Hua University in Taiwan. She majored in counseling psychology, career counseling and art therapy. She is also a licensed counselor and art therapist in Taiwan. Her research interests are related to children, adult and family.

**5:20PM**

## Reception

The reception includes a full dinner and a dance performance. It will end at 8PM.

# Tuesday, May 23

**Morning  
08:30AM**

**Registration, Coffee & Tea**

**9:00AM**

**311 Workforce of the Future** by *Regina M. Hechanova*

Which workforce trends will impact the workforce in the future? What will be the impact of issues such as political and economic shifts? As the demographics of the workforce change, how will the workplace adapt and accommodate diversity issues? How will future technological changes impact the way we work? As new work designs and organizational structures become more common, how will this affect employee engagement and the mental health of workers? What are the implications of these changes for career development and management?



**Regina M. Hechanova, PhD**, is Full Professor and former Chair of the Department of Psychology in Ateneo de Manila University. She was the past President of the Psychological Association of the Philippines (PAP) and is currently the head of the PAP Taskforce on Drug Recovery Support. She has over 20 years of experience as an HR and OD practitioner and consultant in the Philippines and in the US. Gina has a Ph.D. in Psychology from the Central Michigan University and obtained her M.A. in Psychology and B.S. degree from the University of the Philippines (UP) Diliman. In 1996, she received the UP Chancellor's Award for Most Outstanding Faculty. In 2005, Gina was also named Outstanding Young Scientist by the National Academy of Science and Technology. In 2010, she was named one of the Ten Outstanding Women in Nation's Service for her work as an organizational psychologist. Gina edited/authored a number of books including *The Way We Work: Research and Best practices in the Philippines*, *Leading Philippines in a Changing World*, *Pinoy@Work*, *Workplace Wisdom*, *Rebirth and Reinvention: Transforming Philippine Organizations* and *Understanding and Managing the Filipino Worker and Organization*.

**10:00AM**

**Coffee Break**

## Breakout Session 5

**10:20AM 321 Needing New Colors in their Rainbow- A Career Program for LGBT students** by Ann Enverzo

Self-identified lesbian, gay, bisexual and transgender students are among the special group that has been recognized through an on-going support program anchored on the results of the Needs Assessment Survey. It was noted that the most pronounced area this group needs assistance is on Career Development. This was evident through the sad stories shared by the self-identified LGBT students during focused group discussions. With this result and being in charge of the Career Program of a university, the researcher has designed and recommended for administration a Career Program specific for LGBT students.



**Ann Enverzo** is a Bachelor of Science graduate in Psychology from Pamantasan ng Lungsod ng Maynila. She earned her post graduate degree of Master of Education with a major in Guidance and Counseling from Philippine Normal University. Ann is currently working on her doctoral degree in Education – Educational Administration and Leadership. Ann's work experiences include being a preschool teacher, handling pre-nursery and nursery classes, a training assistant for a maritime company and a guidance counselor (her dream job). Currently, she is in her eighth year as a guidance counselor in University of the East handling College of Computer Studies and Systems and Career Development and Placement Program. Ann leads special programs like the Cyber Addiction Prevention Program and the Lesbian, Gay, Bisexual, and Transgender (LGBT) Support Program.

**10:20AM 322 Three Old Guys Predict the Future of Career Development** by Dick Knowdell, Jon Sakurai-Horita, and Brian Schwartz

Three career development professionals who worked in the corporate outplacement field during the 1970s and 1980s as well as other areas of the career development field will describe how they see our field changing in the next 5 to 10 years. One presenter is in his 80s and working in USA, Asia and Africa; one is in his 70s, after being a psychologist in the USA for many years, he has been working in China for the past 5 years; and one is in his 60s and has recently moved from the mainland culture in the US to the very different culture in Hawaii.



**Dick Knowdell** is the author of six books on career development and the developer of four career assessment instruments that have been translated into nine languages. He has trained over 7,000 Job & Career Transition Coaches in North America, Asia, Africa, Europe, Australia and South America. He is a National Certified Career Counselor and a Fellow of the National Career Development Association.

**Jon Sakurai-Horita** has been involved in Career Development since 1979. He has worked in University Career Centers, an International Outplacement firm, Corporate settings, Non-profit settings and with private clients. His roles have been administrative and directly involved with clients. He is also the President/Founder of a recruiting firm that works with employers in Hawaii that seek former Hawaii residents. He has worked with numerous clients who have returned from being away from their birth place due to educational pursuits, military obligations, family obligations and other personal reasons. He has discussed the difficulties of "Returning Home" with these clients.



**Brian Schwartz** is described above.

**10:20AM 323 Career Services in a Rapidly Automating World: Issues and Challenges for 21st Century Career Planning** by *Eric Anctil*

Automation is the single greatest threat to the human labor and the modern human-based workforce. As humans adapt to the capitalist realities of a fully-automated workforce, the challenge for career counselors and specialists is to recognize and provide services to clients with an understanding of the future of work. This presentation will discuss the rapidly changing landscape of automated labor and the threats as well as the opportunities that lie ahead.



**Eric Anctil**, author of *Selling Higher Education: Marketing and Advertising America's Colleges and Universities*, *Curriculum Leadership: Readings for Developing Quality Educational Programs*, and *Curriculum Planning: A Contemporary Approach* is a professor of media and technology in the School of Education at the University of Portland and director of the Higher Education and Student Affairs graduate program. His work broadly centers on K-20 education and the nexus of technology and society.

**10:20AM 324 Career Guidance and Development in Schools: Current Practices, Needs & Direction Relevant to the Philippines K-12 Educational Reform Implementation** by *Eduardo Caligner*

Career guidance counselors in the Philippines are challenged to address the needs of the workforce in the future through effective career planning strategies with the implementation of the K-12 Curriculum. With only 3,214 registered (PGCA, 1016) Guidance counselors expected to provide proper career guidance and career planning assistance, the number of qualified personnel does not suffice to meet the career guidance needs of the more than 1 million student population in the senior high alone. The paper discusses current practices, needs and directions of career guidance vis-a-vis K-12 Curriculum implementation.



**Eduardo Caligner** is a licensed guidance counselor, a licensed Psychometrician and a licensed Psychologist. He has been a senior faculty and guidance counselor in the Ateneo de Manila University-High School for the past 25 years. Currently he works in the Senior High School. He was the Guidance Director of Ateneo de Manila High School Guidance Department from 1999-2002. He is currently the National Board Secretary and a member of the Board of Directors of the Philippine Guidance and Counseling Association, Inc. (PGCA). He teaches licensure subjects in Guidance and Counseling and Psychology subjects in the Graduate schools particularly the subject of Career Development and Career Counseling.

**10:20AM 325 The Study of College Students ' Perceptions of their Parents' Career Expectations and Coping Strategies** by *Chun-Wei Fang*

Chinese culture places emphasis on family and filial piety, which makes children swing between the pursuit of self-realization and parental expectation when they are faced with career choices. This research aims to discuss the career strategies for facing parental expectation. A questionnaire with 300 Taiwanese and Chinese undergraduates surveyed was employed. The result found that (1) the parents have high expectation of undergraduate students' career development, ( $M=4.31$ ) and (2) the research roughly divided undergraduate students' career strategies responding to parental expectation into five different types: respect, filial piety, completely independent self-assertion, self-improving, and compromise.



**Chun-Wei Fang** is majoring in civic education and leadership in National Taiwan Normal University. She is an enthusiastic and energetic girl. Never giving up is her philosophy. What's more, she thinks that it is important for college students to think out of the box and develop an independent attitude of doing research. Wide field learning not only enriches her college life but also highly motivates her in career education.

**10:40AM 326 Social Cognitive Career Theory: Parenting, SES, Career Decision Making Self Efficacy, and Career Outcome Expectations by Jonathan Ilagan**

The purpose of this study was to determine how personal and environmental factors may affect career decision making self-efficacy (CDMSE) and career outcome expectations (COE). Using the Social Cognitive Theory (SCT) as a framework, the effects of Parental Control, Parental Autonomy-Granting, and Socioeconomic Status (SES) on COE were studied with CDMSE as a mediator. The participants of this study were 201 Filipino university students. Path Analysis showed that Parental Autonomy-granting and SES predict CDMSE, which in turn predicts COE. These findings provide insight as to why students may be struggling in their personal attempts at career planning.



**Jonathan Ilagan** is a career adviser in the LS Office of Placement and Career Services and a lecturer in the Psychology Department of the Ateneo de Manila University. He finished his Master's degree in Counseling Psychology in 2016. You can find more of his research in the Philippine Journal of Psychology.

**11:00AM Travel Break**

## Breakout Session 6

**11:10AM 331 Online Career Education Platform (OCEP) for College Students by Minhee Yang, Dayi Kim, and Jinhee Joo**

University faculty members in Korea are required to deliver career education courses to students enrolled in their department as an additional duty but most faculty members are confused and don't know what nor how to deliver career development to their students. This online career education platform (OCEP) has been created and developed by career education professionals to assist such faculty members or any other nonprofessional career educators in delivering career education classes. Learn how OCEP is assisting para-professional career practitioners and find out about its potential of disseminating career education via a flipped learning based online platform.



**Minhee Yang** is a CEO of "Play Academy cooperation" and a Global Career Development Facilitator (GCDF). She majored in Management for her bachelor's degree and has been working as a career development educator and counselor for 10 years. She has designed an online career education platform and published several career related books for university students.

**Dayi Kim** is a Co-CEO of "Play Academy cooperation". She majored in Accounting for her bachelor's degree and has been working as a career development educator and counselor for 6 years. She has designed a online career education platform and published several career related books for university students.





**Jinhee Joo** is a Co-CEO of “Play Academy cooperation”. She majored in Mechanical Engineering for her bachelor’s degree and has been working as a career development educator and counselor for 7 years. She has designed an online career education platform and published several career related books for university students.

**11:10AM 332 Using Assistive Technology Effectively For Workplace Accommodations with Individuals with Disabilities** by *Tina Ancil*

Assistive technology is a critical job accommodation tool that career counselors and specialists should understand and promote with their clients with disabilities. This presentation will focus on providing career counselors and specialists with a better understanding of how to discuss the experience of disability with their clients, while also providing practical and meaningful services to facilitate independence and self-determination through job accommodation and assistive technology for specific impairments and work settings.

**Tina Ancil** is described above.

**11:10AM 333 Integrative Career Development Program for the Philippines** by *Luis Alberto A. Anastacio*

In response to ASEAN and K-12 integration goals, SFI group proposes a program called Integrative Career Development Program for the Philippines as a comprehensive template for career services delivery in schools, communities, industries and local government sectors. Using a comprehensive career guidance intervention strategy, the program aims to contextualize evidence-based career development practice through career information, psychological assessment and profiling, coaching and counseling, responsive programs, referral and placement, and research, evaluation and follow up. Through the help of the different stakeholders in career development (e.g., government sectors, career development professional organizations, potential funding agencies, and general clientele), the program will develop locally and globally competitive talent for the country's socio-economic growth.



**Luis Alberto A. Anastacio II** is President and CEO of **Servicio Filipino, Inc.** (SFI), the flagship company of the **SFI Group** – an HR conglomerate with 10 subsidiaries that specialize in human capital, search, recruitment, and placement, specialized managed services, competency assessments, workforce management solutions, HR consultancy and talent supply chain management. A visionary leader and a workforce development strategist, from the time he joined Servicio Filipino, he executed the expansion and promoted growth in diverse facets of HR for the company which covers most of the regions nationwide through a combined network of 20 offices managing around ten thousand people across different industries.

**11:10AM 334 Asian Parents- Bridging Dialogue for Children’s Career Counseling & Guidance** by *Raza Abbas*

This session will be delivered remotely. The Parental role has been considered influential for children’s school/career development. The Life Design paradigm (Savickas et al 2009) places emphasis on parent’s responsibility, given that career construction is considered the results not only of intra-personal processes, but also of contextually built and shared intra-family and social processes. 300 parents and their children attending middle school and high school are involved in this pioneering research study. Both filled a career selection questionnaire standardized for the Asian context followed by a presentation on exploring and selecting futuristic careers for parents and children and concluding with a behavioral feedback form given to both.



**Raza Abbas** is the pioneer of professional career counseling and career guidance in Pakistan. As a social entrepreneur for more than a decade he has walked his talk: collaborating on 6 continents, board leadership at premier global associations, keynotes, cross-cultural research, consulting, contributing to premier global publications such as "The World Book of Hope", conceptualizing and executing national and global projects on career counseling and inspiring thousands of marginalized youth and teachers to discover their career passion. He was also nominated for the World Economic Forum- Young Global Leader Award in 2014.

**11:10AM 335 What Helps and Hinders the Career Development Needs of Accompanying Partners of International Students?** by *Nancy Arthur and Jose Domene*

There are increasing numbers of international students attending universities in Canada, some of whom are accompanied by their partners and families. Many accompanying partners experience substantial problems in pursuing their careers when they come to Canada, along with adjustment difficulties, social isolation, and acculturation problems. Data from a qualitative study conducted in Canada revealed numerous incidents that helped and hindered their career progression, which were organized around six broad themes. Participants described numerous barriers they encountered in attempting to pursue their career goals, but were able to identify people, programs, and policies that assisted them.



**Dr Nancy Arthur**, PhD, RPsych, is a Professor and Associate Dean Research in the Werklund School of Education at the University of Calgary. Her teaching and research interests focus on preparing professionals for working in global contexts, for social justice, and international work and educational transitions. Nancy co-developed the model of Culture-Infused Career Counseling and she has published extensively and presented nationally and internationally on topics related to multicultural counseling and career development.

**Dr Jose Domene** is described above.

**11:30AM 336 Profile of Ateneo de Davao High School Students on Academic Probation** by *Aireen A. Orquio-Arabis and Maria Carmel Sungahid-Abay*

This action research is aimed to ascertain the profile of Academic Probation students at Ateneo de Davao High School. Employing the descriptive method of research and use of secondary data from concerned offices in school, Focus Group Discussion (FGD), in-depth interview and survey questionnaire to gather data from 141 academic probation high school students. Results gathered are the number of students on academic probation from SY2009 to 2014; socio-demographic characteristic results, academic performance, social involvement, study habits and attitudes; school support system; access to telecommunications and recreational gadgets; household economic profile; parental presence and support; academic problems; coping mechanisms; perception on causes of low grades; school previously attended; promotion, graduation and retention; views on the Cura Personalis Program and views on SDC academic counseling program.

**Aireen A. Orquio-Arabis** is currently a Guidance Counselor at Ateneo de Davao University Junior High School Unit. She is a Master of Arts in Guidance and Counseling graduate from Ateneo de Davao University. Her Bachelor of Secondary Education Major in Guidance and Counseling is from University of Southern Mindanao. Aireen is a member of the following institutions: Philippine Guidance Counselors Association (PGCA), Philippine Mental Health Association (PMHA), and Davao Association of Guidance Counselor (DAGCO). Her conducted research includes "A typical day of High School Students in AdDU-HS under Honors Program: A time allocation Study" (2014) and "Profile of Ateneo de Davao High School Students On Academic Probation".

**Maria Carmel Sungahid-Abay** is currently working as a JHS-Registrar at Ateneo de Davao University Junior High School Unit. She has a Master of Arts in Basic Education and a Bachelor of Science in Education major in English from Ateneo de Davao University. Her conducted research includes "At-risk behavior and Social Interaction Skills of Secondary Probation students" (2015) and "Profile of Ateneo de Davao High School Students On Academic Probation". She also is pursuing ongoing research: Resiliency Skills of Ateneo de Davao Junior High School Students in Honors Program.

11:50AM

## Lunch

**Presidents Lunch Meeting:** The current and past presidents are invited to eat lunch together to plan the future of APCDA. A table will be reserved for this group.

## Tuesday Afternoon

2:00PM 341 **Panel: Technology in Career Services** with panelists *NK Chadha (India), Hector Lin (Singapore), David Reile (USA)*

Technology has enable some dramatic changes in the ways career services can be delivered. From Internet-delivered career information and assessment to distance counseling to client management software, technology has opened new options for us. Panelists from 3 countries will describe uses of technology to deliver services which they believe improve our effectiveness.

**N.K. Chadha** is described above.



**Hector Lin** is the CEO and Principal Coach of GioCareers, a social enterprise based in Singapore that advances peer support, community building and holistic career-life guidance. He was trained in Singapore's WSQ Advanced Certificate in Career Development Facilitation (ACCDF)/Global Career Development Facilitator-Singapore (GCDF-SG) and Singapore's WSQ Advanced Certificate in Training and Assessment (ACTA). Hector has successfully helped institutions, non-profit organisations and corporations design and implement peer support systems, career guidance workshops and 1-1 personalised mentoring programmes.

**Dr David M. Reile** is a licensed psychologist, National Certified Career Counselor, and Master Career Counselor with over 20 years of education and experience in career planning and psychological consultation. David's education includes a master's degree in counseling with a specialization in career development and a doctorate in counseling psychology with a specialization in psychological assessment. David's experience has been applied in organizational development and consultation as well as management of counselors and career development projects in a variety of settings, including healthcare, banking, international organizations, educational institutions, government, and private practice. David is currently president of the National Career Development Association (NCDA) and invites you to the 2017 NCDA Conference in Orlando, Florida USA from 28 – 30 June.



3:10PM

## Travel Break



## Breakout Session 7

**3:10PM 351 STRIDE: Developing Career Centers at Selected Universities in the Philippines** by *Jeff Garis*

The program will chronicle a project sponsored through the USAID Science, Technology, Research and Innovation for Development (STRIDE) program that involves the creation of career centers at three universities in the Philippines: Mindanao University of Science and Technology (MUST), Palawan State University (PSU) and Western Philippines University (WPU). While fundamental career development services including career guidance and selected employment programs such as career fairs were offered at each of the schools, designated-centralized career centers did not exist. The Florida State University Learning Systems Institute (LSI) provided an ongoing consulting project through STRIDE to develop comprehensive career centers at each of the partner schools.



**Dr Jeff W. Garis** served as Senior Director for Career Services at Penn State University through his retirement in 2014. He also was an Affiliate Professor of Counselor Education. Additionally, he is a licensed Psychologist in Pennsylvania. Dr Garis served as Director of the Florida State University Career Center from 1992 through 2011. He holds a Ph.D. in Counselor Education, a M.Ed. in Counselor Education and a B.S. in Psychology; all from Penn State.

**3:10PM 352 Engaging non-Chinese Students in Seeking Emerging Working Opportunities in Greater China** by *Ying (Jenna) Jiang and Hao Guo*

An increasing number of opportunities have been generated based on mass entrepreneurship and innovation in China. A better understanding of Chinese government employment policy will equip career service professionals to help students explore and maximize their potential opportunities in China. Join the session to learn more about NYU Shanghai career development center's implementation and get the insight to help your students seek opportunities in China.



**Ying (Jenna) Jiang** is the employer relations specialist of the Career Development Center at NYU Shanghai. She is mainly responsible for supporting on-campus recruitment and career fairs to link students with internship and job opportunities. Additionally, Jenna provides off-campus internship registration services to non-Chinese students who are interested in work experiences in China. Jenna received her two master degrees, one in Social and Organizational Psychology and the other in Industry and Organizational Psychology from University of Exeter and East China Normal University respectfully.

**Hao Guo** is described above.

**3:10PM 353 Building a Journal (and Professional Community) from the Ground Up** by *Brian Hutchison*

Peer-reviewed work is an essential element of professional practice and community building. The presentation of basic research, theory-to-practice interventions, and validated best practices inform the day-to-day work of the professional career services practitioner. Further, it influences and guides the training and credentialing of future practitioners. In this session, we will take a community-building approach to determining the name, vision, and direction of **APCDA's** peer-reviewed journal. Participants will "have a say" in what we are developing as well as learn about opportunities to be involved as an author, review board member, or editor.



**Dr Brian Hutchison** is an Associate Professor, International Studies Fellow, and Coordinator of the School Counseling Program at the University of Missouri – St. Louis. Brian is the founding President of the Missouri Career Development Association (MoCDA), a member of the Career Development Quarterly Editorial Board, and an active member in several national counseling organizations including his current service as Treasurer of the National Career Development Association.

**3:10PM 354 Career Planning for School Students** by *Gurleen Khaira*

The purpose of this presentation is to discuss the importance of the career planning process for students attending secondary and senior secondary school/high school. In this rapidly-changing world, career-planning is considered an effective tool against the threat of skill-obsolescence and must be undertaken in a well-defined and systematic way to realize professional goals and objectives. The presentation begins with an overview of the process and benefits of career planning leading to a discussion on classroom activities that can be used to supplement professional assessment tools administered by a school counselor.



**Gurleen Khaira** has been an ICEF trained academic counselor since 2012 and has attained requisite certifications for Australia, Canada, and New Zealand. She graduated from the University of Melbourne in November 2011 and has been engaged in ongoing professional development, including completion of a post-graduate diploma in TESOL (2016). Gurleen has come to be recognized and revered as a leading counselor in North India. She has been awarded the 'Woman of Excellence for Excellence in Education' in 2016 by the Indian Achievers Forum for her dedication to the education sector.

**3:10PM 355 Correlation between Career Interest, Career Self-Efficacy to Professional Satisfaction and Career Maturity** by *Su-Fei (Sophia) Huang*

In this study, the students of Shanghai Jiao Tong University are the research subjects and career interest, professional satisfaction, career self-efficacy, career maturity are the research variables. "Career interest inventory", "career maturity scale", "career self-efficacy scale" are research tools for data collection. There are three main purposes of this study. First is to explore the difference of background and environmental factors at the career interest, career self-efficacy, career maturity. Secondary is to explore the predictability of career interest differentiation, congruence and career self-efficacy to professional satisfaction. Third is to explore the predictability of career self-efficacy to professional satisfaction and career maturity.



**Su-Fei (Sophia) Huang** is an Associate Professor of Education at the Center for Humanities and Social Science and Director of Counseling at the Center of National Yang-Ming University, Taiwan. She is the chair of Taiwan Career Development and Consulting Association (TCDCA). Su-Fei received both her BA and Master's degree from the Psychology Department at National Taiwan University. Her Ph.D. is from National Taiwan Normal University's Educational Psychology and Counseling Department. She completed her Post-Doctoral research at York University's Psychology Department in Toronto Canada. Her expertise includes Individual and group counseling, career counseling, narrative psychotherapy, and teaching courses for both undergraduate and graduate students.

**3:30PM 356 Possibility of career counseling combining "Personality Analysis" tools and the comic "Peanuts"** by *Momoko Asaka*

When thinking about the best job for people who are worried about future careers, career counseling combining "Personality Analysis" tools and the comic "Peanuts" is

effective. A unique counseling using "Peanuts" was introduced at Japan Broadcasting Corporation. This presentation will introduce some examples to use when counseling employees at advisory companies.



**Momoko Asaka** is the CEO at Veriteworks Inc. and Japan Country Director of APCDA. She graduated in Arts in Library and Information Science from Keio University, Japan. Momoko is a JCDA Certified Career Development Adviser, a JPA Certified Psychologist, and a Mental Health Legal Adviser. She provides career and mental health counseling services to the HR staff of a company that is listed on the Tokyo Stock Exchange 1st section and to the director of back office of a private IT company. Momoko has conducted over 5,000 counseling sessions in the last 10 years. She has been using "Peanuts" for the past 3 years in her counseling work.

**3:50PM**

**Coffee Break**

## Breakout Session 8

**4:10PM**

**371 Employers' Feedback on Philippine Higher Education Graduates** by *Ma. Paquita D. Bonnet*

Getting employed is the goal of the new graduates of Colleges and Universities especially nowadays when unemployment rates are high in many parts of the world. An independent study conducted by Archer and Davison (2008) found that respondents from small and large companies have put premium on the importance of 'soft skills' over the technical or 'hard' ones. This confirms most employers' view of social skills and personality or character as more important than their degree qualification. This study involved industry HR practitioners in the Philippines and reports the knowledge, qualities and skills needed in the workplace that seamlessly facilitate entry, maintenance and sustainability of talents.

**Ma. Paquita D. Bonnet** is described above.

**4:10PM**

**372 A Culture-Free Assessment Instrument That Identifies Skills and Motivation** by *Dick Knowdell, Roberta Floyd, and Timothy Hsi*

The Motivated Skills Card Sort will be administered to each of the workshop participants and they will participate in a group interpretation session. The workshop will cover administration; which skills to include on a client's resume; which skills to take off the resume; which skills to develop; and which skills to avoid developing.

**Dick Knowdell** and **Timothy Hsi** are described above.



**Roberta Floyd** is a past president of the National Employment Counseling Association (NECA) and has over 20 years of experience as coordinator of career counseling and employment and training programs. She was a member of the team that developed the Career Development Facilitator program. She an NCEA CDF Master Trainer.

**4:10PM**

**373 The Impact of Soft Skills on Your Career** by *Sue Vittas*

When planning for careers, we all know by now that it is important to get the proper education and related job experiences. But this alone is not enough. Equally important, but often overlooked, is the need to develop and polish soft skills. Without the appropriate soft skills, you cannot successfully enter the job market and progress in your career. In other words, hard skills (education, job experiences) alone will not enable you

to be a successful professional. In this session, we will take a look at important soft skills and how you can improve them.



**Sue Vittas** worked at the IMF as a senior IT management professional for 35 years, where she handled a number of financial and administrative software development projects. In addition to her IT work, she was Head of the Social/Protocol Office for 20 years and managed all official social events related to the IMF/World Bank Annual Meetings of the Boards of Governors. She was trained in international protocol and event management and was responsible for carrying out appropriate international protocols in handling foreign ministers and heads of state. She also worked as a consultant to the preparation committee at the 2010 G20 Seoul Summit.

**4:10PM 374 Career Development Practices in the MENA Region** by *Ahmed Mostafa Kamal and Faris Alsherif*

Education, youth development, women's empowerment, workforce development, social life & engagement, and retirement are in intensive need of career development services, practitioners, professionals, and resources in the Middle East North Africa (MENA) region. Engaging in career development for any of these sectors in our region has a great impact, yet it has been delivered and provided in a very small scale compared to the population the region. At the 2016 APCDA conference in Taiwan, we spoke about establishing a career development association for the MENA region. Initial tasks included determining the needed formalities, roles, and code of ethics that match the diversity of needs, beliefs and mindsets of the community. We invite you to join us to further develop ideas and help us plan where we need to go. We look forward to reaching out to more countries in the region.



**Ahmed Mostafa Kamal** is an International NCDA CDF Master Trainer, GCDF & CDFI, JCDC, and JCTC. He is the Career Development Director for the Mentors (Saudi Arabia). A UNICEF Consultant and on the NBCC International Advisory Council, Ahmed is the founder of the AM foundation for career development in Egypt (NCDA affiliate). He provides career development programs and services that serve a wide range of settings and ages. His work has included training almost 300 counselors and facilitators in Egypt and the Kingdom of Saudi Arabia across more than 19 different groups since October 2009 (162 of the counselors were funded by UNICEF).

**Faris Alsherif** is the Co-Founder and CEO of MentorsKSA, one of the pioneering companies to introduce career development and entrepreneurship support in Saudi Arabia. It was one of the few champions to spread its services on a national level; helping thousands of individuals. Faris comes from a corporate background specializing in accounting and finance. He worked in multiple countries and organizations such as Ernst & Young and General Electric, within which he completed various programs in development and leadership. Faris has been passionate about developing individuals in Saudi Arabia and around the Middle East to help them release their potential and find better opportunities.

**4:10PM 375 Cross Cultural Career Counseling for International Workers from Asia in Japan** by *Nika Ohashi*

For various reasons, more and more international workers are coming to Japan. Last year's data showed that approximately 1.08 million international workers came to Japan. This is a 19.4% increase from the year before and it is expected to continue to increase in the future. Even though free public counseling and consulting services are available, not many career counselors and consultants are involved in working with international workers. Utilizing these workers well will revitalize the Japanese economy. In this presentation, relevant data and ways career counselors and consultants can reach out

to promote a healthy career path by using cross cultural career counseling will be discussed.



**Nika Ohashi** is a nationally certified Career Consultant and CDA in Japan. She is a graduate of University of Massachusetts, USA, and majored in psychology. She is one of the leading cross-cultural career consultants who conduct research and practice career counseling with international workers and exchange students in Japan. She is passionate about working with multicultural professionals to support international workers around the world.

**4:50PM**                    **Travel Break**

**5:00PM**                    **Member Meeting**

Please attend this meeting and help determine the future of APCDA. Your wishes and decisions will be used in the following hour as the Board meets to plan for the future.

**6:00PM**                    **Board Meeting**

Board members are urged to attend. Board meetings are open to all members.

**08:00PM**                   **Board Dinner**

## Wednesday, May 24

**Morning**  
**08:00AM**

**Registration, Coffee & Tea**

### Breakout Session 9

**9:00AM**      **411**      **Career Adaptability among College Students in Macao** by *Elvo Sou*

Career adaptability is a central concept in career construction theory. The Career Adapt-Abilities Scale (CAAS) contains four subscales assessing concern, control, curiosity and confidence. CAAS, originally developed in the West, has already been evaluated and validated in several other countries. Some researchers have suggested that 'cooperation' should also be included as an additional fifth dimension in career adaptability. Given the collective Chinese culture and unique socioeconomic characteristics in Macao, the current study aims to explore the nature of career adaptability with an emphasis on the cooperation dimension.



**Elvo Sou** is the Head of Student Counseling Section, Student Affairs Office at the University of Macau. He oversees the Psychological Counseling Center and the Career Development Center. He is a registered psychotherapist in Macau and has over 15 years of experience in counseling. Mr. Sou is currently undergoing doctoral training at the University of Hong Kong, focusing on career development. He is active in professional engagement. He is the Supervisor General of the Macau Psychology Association and former Macau Director of the Asia Pacific Career Development Association.

**9:00AM**      **412**      **A Trial to Increase the Self-Efficacy of Japanese Junior College Students through 2-Stage Group Work** by *Masumi Nagae and Jonathan Moxon*

This study implemented a two-stage program to improve self-efficacy. In June and November 2016, 42 female provincial junior college students ( $1.9 \pm 1.6$  : mean $\pm$ s.d.) performed two kinds of group-work. Their self-assessed self-efficacy was measured using the General Self-Efficacy Scale, and overall scores and each score of 16 items before and after each intervention compared. Intervention 1, presentations about a group visit and interview at a local company resulted in no significant increases in overall scores ( $p=0.196$ ), but intervention 2 using 24 'personal strength cards' in group work showed a significant increase in overall scores ( $p=0.033$ ).

**Masumi Nagae and Jonathan Moxon** are described above.

**9:00AM 413 NCDA Credentials: New Opportunities for Certification** by *Constance Pritchard*

The National Career Development Association (NCDA), the recognized leader in developing standards for the career development profession and for the provision of career counseling programs and services, and for the evaluation of career information materials, is excited to launch a series of new credentials. NCDA believes the complexity in our field needs to be recognized by a variety of high quality competency-based credentials. Career professionals holding an NCDA credential will have met rigorous standards set by NCDA.



**Dr Constance J. Pritchard** is well known for her work in leadership, business consulting, and career development. As President of The Pritchard Group, a training and consulting firm she founded in 1993, Dr Pritchard presents seminars and workshops around the country on career, life management, and organization development topics. She has delivered career training and consulting training nationally and internationally. Dr Pritchard is an NCDA Master Trainer and NCDA Fellow. She is the incoming chair of NCDA's Credentialing Commission.

**9:00AM 414 How Brand Identity Prism Helps you to Create a Successful Employer Relations Plan?** by *Hao Guo and Shimeng Mai*

Do you feel it's challenging to create employer relations plan in a changing world? When creating your employer relations or students development plan, have you considered the consistency of your brand identity? Join this dynamic presentation delivered by the NYU Shanghai employer relations' team to learn how to utilize the brand identity prism to create employer engagement plan and programs. You will be hearing the best practices and programs of implementing this brand tool from the young and enthusiastic team. After the discussion, you will walk away with your own brand identity plan.

**Hao Guo** and **Shimeng Mai** are described above.

**9:00AM 415 ACT WorkKeys Use in Thailand and Philippines** by *Changhua Rich*

ACT, a non-profit organization in the U.S., is currently expanding the ACT WorkKeys Career Readiness job skills assessment program to countries in Asia and Latin America. ACT conducted research studies for the ACT WorkKeys career readiness training curriculum and job skills testing program in Asia. In this presentation, we summarize the case study of ACT WorkKeys use by Multinational Corporation for internal employee training and promotion process in Dow Thailand. A quasi experimental study of ACT WorkKeys KeyTrain employability training curriculum effectiveness in collaboration with Provincial Government of Bataan in the Philippines will also be presented.



**Dr Changhua Rich** is a principal research scientist who works collaboratively with ACT research departments, test development, and international programs to conduct international assessment research, plan, coordinate, and develop proposals for international custom contracts, collect and analyze international customer needs for ACT product, solution and consulting services, identify and design research studies to ensure validity of international adaptation of ACT assessment, design pilot for prototyping innovative product and solutions based on international customer needs, establish and enhance international research partnership between ACT research departments and international academic and research organizations, maintain international conference presentation and publication of ACT research studies.

**9:40AM**

**Travel Break**

## Breakout Session 10

**9:50AM**

**421 A Peer-to-Peer Mock interview program for College Students** by *Sungsik Ahn*

Many university career centers are providing mock interviews to their students, but all of them are run by invited professionals from outside of campus. Such programs run by invited instructors have their limitations in terms of cost and time. Korea University Career Development Center (KUCDC) has initiated a mock interview program which is run by its own students (a peer-to-peer program) who are trained for more than 80 hours as Assessment Center (AC) Assessors. Participants will learn how to set up a peer to peer mock interview program with detail program development process and its empirical results.



**Sungsik Ahn** is an Assistant Director and Career Counselor at the HRD Academy/Career Development Center of Korea University. He completed his master's degree in Career Counseling and now is a Ph.D. candidate in the Counseling Program of Korea University. He is also a Global Career Development Facilitator (GCDF) and Career Development Facilitator Instructor (CDFI). For his excellence of services at the Center, he received the Minister's Award. His professional interests include developing university career centers and training career counselors and specialists. He has conducted some career research projects, and several of his co-authored articles have been published in such journals as the Career Development Quarterly and the Journal of Employment Counseling. He is also South Korea Country Director of the Asia Pacific Career Development Association (APCDA), and a member of the Class of 2016 NCDA Leadership Academy.

**Mr. Inki Kim** is a senior administrative officer at the Career Development Center of Korea University (KUCDC) and Academy of Human Resource Development (AHRD). He is an experienced administrative officer with more than nine years working across a various administration offices, such as the Office of the President, Office of General Affairs, and Office of Public Relations. He is currently in charge of all administrative works in KUCDC from managing employer relations and campus recruiting to arranging and operating career programs related to job seeking skills. He is especially interested in effective communication and teamwork.



**9:50AM**

**422 USAID STRIDE Model Counseling and Career Center in the Philippines** by *Lucila Bance*

This session focuses on the best practices in the delivery of counseling and career services in a university setting using USAID STRIDE framework. Changes in the structure resulting from SWOT analysis and international benchmarking with the help of career experts were necessary to be able to implement programs and activities that would make students achieve academic, personal-social and career success outcomes. Re-

engineering the existing system necessitated the retooling of counseling and career counselors to successfully implement case and counseling management, career development and training , as well as programs for career placement and industry linkages perspective. Career platforms differ according to the nature and needs of the institution.



**Prof. Lucila O. Bance**, PhD, RGC, RP is the Director for the Counseling and Career Center of the University of Santo Tomas. Her PhD is in Psychology, while her masters degree is in Counseling. She manages the Center with the largest number of counselors in the country. A former President of the Psychological Association of the Philippines and Vice-President of the Philippine Guidance and Counseling Association, she teaches both in the undergraduate and graduate school of UST, in the field of Psychology and Guidance and Counseling.

**9:50AM 423 Harrison Assessments — Online, Interactive, and Personal: Taking Career Coaching and Counseling into the 21<sup>st</sup> Century** by Corie Luz and Michael Ganatta

Our cutting-edge technology measures 175 traits (interests, motivations, and interpersonal/task/work environment preferences). It compares people to a database of nearly 700 careers to identify ones that will give them the greatest satisfaction and success. Harrison Assessments' underlying "Performance Enjoyment Theory" states that: The more you enjoy a task, the more you'll perform it and consequently, the better you'll get at it. Research shows that those who enjoy at least 75% of the main tasks of their job are 3 times more likely to be successful in it. What's more, our assessment tool is online and interactive—profilees can answer the 20-minute questionnaire and then generate their own reports. They can access a wealth of information to guide them in making one of the most important decisions in their life: their career choice.



**Ma. Corazon "Corie" M. Luz** is the Managing Director of Harrison Profiles International (HPI). For the past 20 years, she has been training organizations how to manage and maximize their own Harrison Assessments system so they can select and develop "The Best Person for the Right Position." She and her Consultants design and deliver Individual and Team Development programs for C-suite executives who have won international awards such as: *World's Best Central Banker* and *Asia's Finance Minister of the Year*.

**Michael Ganatta** is the International Solutions and Internet Services Manager for Harrison Assessments International (HAI). He started in 2001 right as the company developed and moved onto its first online platform, following industry trends. He works as a bridge between the business objectives, software operations, technical team, and global partners—helping all four to synergize, allowing people to bring all their experience and expertise to the process and freeing up obstacles to success. He is also the Country Coordinator for Australia, where he lives with Cheryl Ganatta, HAI's Accounts Manager.



**9:50AM 424 Developing Employability Skills in Asia: Learnings from an Experiential University Leadership Program** by Felicity Brown

A case study of Monash University Malaysia's customized, one year, cross-cultural, co-curricular leadership program aimed at developing current students' employability skills using experiential methods. While this program has been developed for engineering and IT students, the learnings are applicable across degree programs. The presentation is most suitable for Career Development practitioners working in universities in Asia who are looking for ideas to help their students, who may have little or no work experience, gain a competitive advantage in the current tight global employment market when they graduate.





**Felicity Brown** has 25+ years' experience in the banking, government and higher education sectors. Originally from Australia, she has been based in Asia for 15 years including Malaysia, Indonesia, Hong Kong, Japan and now in HCMC, Vietnam. Felicity was Industry Liaison Manager, School of Engineering and IT, Monash University Malaysia from 2012 - 2013. She graduated with a Master of Career Development and founded Maia Careers & Training, a career coaching and training consultancy, in 2014. A professional member of both CDAA and APCDA, Felicity is passionate about working cross-culturally and helping clients develop personally meaningful careers in times of change.

**9:50AM 425 Supporting the Career Development of Chinese Students in an Intercultural Setting** by *Jenny Lee Northey and Yuwei Gu*

How does effective career counseling impact a student's global career outcomes? Learn how the Sino-American joint university, NYU Shanghai, integrates and implements counseling strategies in an intercultural setting, as well as tailoring programming and creating campus partnerships to address the needs of their Chinese students so that they may maximize their unique global educational experience and prepare them beyond their time at the university.



**Jenny Lee Northey** is a Career Counselor at the NYU Shanghai Career Development Center (CDC). Her primary focus is to offer one-on-one career counseling and graduate school advising to the entire student population, as well as a range of career skill workshops throughout the year. She manages the areas of assessment and marketing strategy for the CDC, including the center's first implementation of the First Destination Survey for their inaugural class of 2017, as well as creating and maintaining the center's career resources and website. Jenny has a diverse professional background, including elementary teaching and various positions in higher education. Jenny has a Bachelor of Arts (Honors) and a Bachelor of Education, both from Queen's University. She is currently pursuing graduate studies in Educational Technology at the University of British Columbia.



**Yuwei Gu** is a Senior Associate at the NYU Shanghai Career Development Center. She provides career advising and support including career exploration, decision making and job search for undergraduates. She oversees the NYU Executive Alumni Mentor Program, manages the Summer Housing Internship Scholarship Program, and offers support for NYU Shanghai student workers in terms of pre-professional skills training. In addition, she supports career skill-building workshops, panels and student career conferences. Yuwei earned her master's degree in Applied Linguistics from East China Normal University. She is passionate about higher education and loves supporting students in making the most of their college experience.

**10:30AM Coffee Break**

**10:50AM 431 The Chaos Theory of Careers** by *Jim Bright*

We all know that careers can seem chaotic, but to really understand the Chaos Theory of Careers, we must turn to the world expert, Dr Jim Bright. Dr Bright has developed a chaos and complexity-based theory that provides an account of the complexity of influences on career development, the nature of change and unplanned events, as well as the limiting factors and emerging patterns in individual careers. The CTC model is also being applied to leadership, creativity, and occupational stress, particularly through his Beyond Personal Mastery model.



**Dr Jim Bright** is a Visiting Professor of Career Development at the University of Derby and a Professor of Career Education and Development in the School of Education at the Australian Catholic University (ACU) based in Sydney. Together with Prof. Robert Pryor, he developed the Chaos Theory of Careers which focuses on complexity, change and chance in career development. In addition, he is interested in applying chaos and complexity ideas to Leadership and has a long-standing interest in evidence-based job hunting advice. He is a Fellow of the Australian Psychological Society (APS), of the Career Development Association of Australia (CDAA), and National Institute for Career Education and Counselling (NICEC). He is the author of 11 books translated into 10 different languages.

11:50AM

## Closing Session

### Wednesday Afternoon

12:30PM      **Lunch for those registered for the PDI**

2:00PM      **441 Jim Bright Professional Development Institute**  
 This in-depth, 3-hour workshop will give you an opportunity to truly understand Chaos Theory from its creator.

## Thursday, May 25

### University of Santo Tomas Tour

- 8:30AM      **Bus leaves** Oracle Hotel for the University of Santo Tomas
- 9:30AM      **Welcome & Presentation of UST Career Center as Model Career Center in the Philippines**
- 10:45AM      **Brunch**
- 11:20AM      **Visit to UST Museum**
- 11:40AM      **Tour of the University by bus**
- 11:50AM      **Visit the Career Center**
- 12:30PM      **Bus departs from UST**
- 2:00PM      **Bus arrives at Oracle Hotel**

### Asian Development Bank Tour

- 7:30AM      **Bus leaves** Oracle Hotel for Asian Development Bank
- 9:30AM      **Welcome & ADB Overview, Mission and Operations**
- 10:15 AM      **Overview on ADB Social Protection Operational Plan in Line with the Strategy 2020**
- 11:00AM      **Overview on ADB's Work to Support Regional Cooperation and Integration in Asia and the Pacific**
- 12:00PM      **Lunch**
- 1:45PM      **Bus departs** from Asian Development Bank
- 2:30PM      **Bus arrives at Oracle Hotel**

# Thank You from APCDA

We are grateful to Carmela (Carla) Siojo, our host in the Philippines, for organizing this conference. The number of details that must be addressed is hard to imagine, and Ms Siojo enlisted her and students at Ateneo de Manila University to make us feel welcome.

We are grateful to Kuder for sponsoring our reception, a truly memorable event. We are also grateful to Dick Knowdell and the Career Planning & Adult Development Network for sponsoring our Meet-up Dinner at Sweet Inspirations. We are grateful to Abundanz Consulting and Suchow Success Partners for supporting our conference.

We are grateful to our Lifetime Legacy Partners, Han Kok Kwang, Dick Knowdell, Roberta Floyd, Soonhoon Ahn, Marilyn Maze, and Cheri Butler who made significant donations to APCDA to support our association.

We want to recognize our Emerging Leaders: Dr Timothy Hsi (Australia), Dr Nisha Chaudhary (India), Ms Laarni Tolentino-Capinding (Philippines), Ms Nupur Gosain (India). We expect great things from all of you.

We want to recognize the very special people who received awards this year:

- Newsletter Contributor Award: Gerald Tan (Singapore)
- Outstanding Career Practitioner Award: Raza Abbas (Pakistan)
- Outstanding Educator of Career Professionals Award: Life Strategies, LTD (Canada)
- Lifetime Achievement Award: Lucila Bance (Philippines)

We would like to thank our dedicated Country Directors who have done an excellent job this past year of reporting about career planning in their own countries as well as advising APCDA as we develop policies and projects to move forward with our mission of providing a forum for career development professionals throughout Asia and the Pacific. Our Country Directors are:

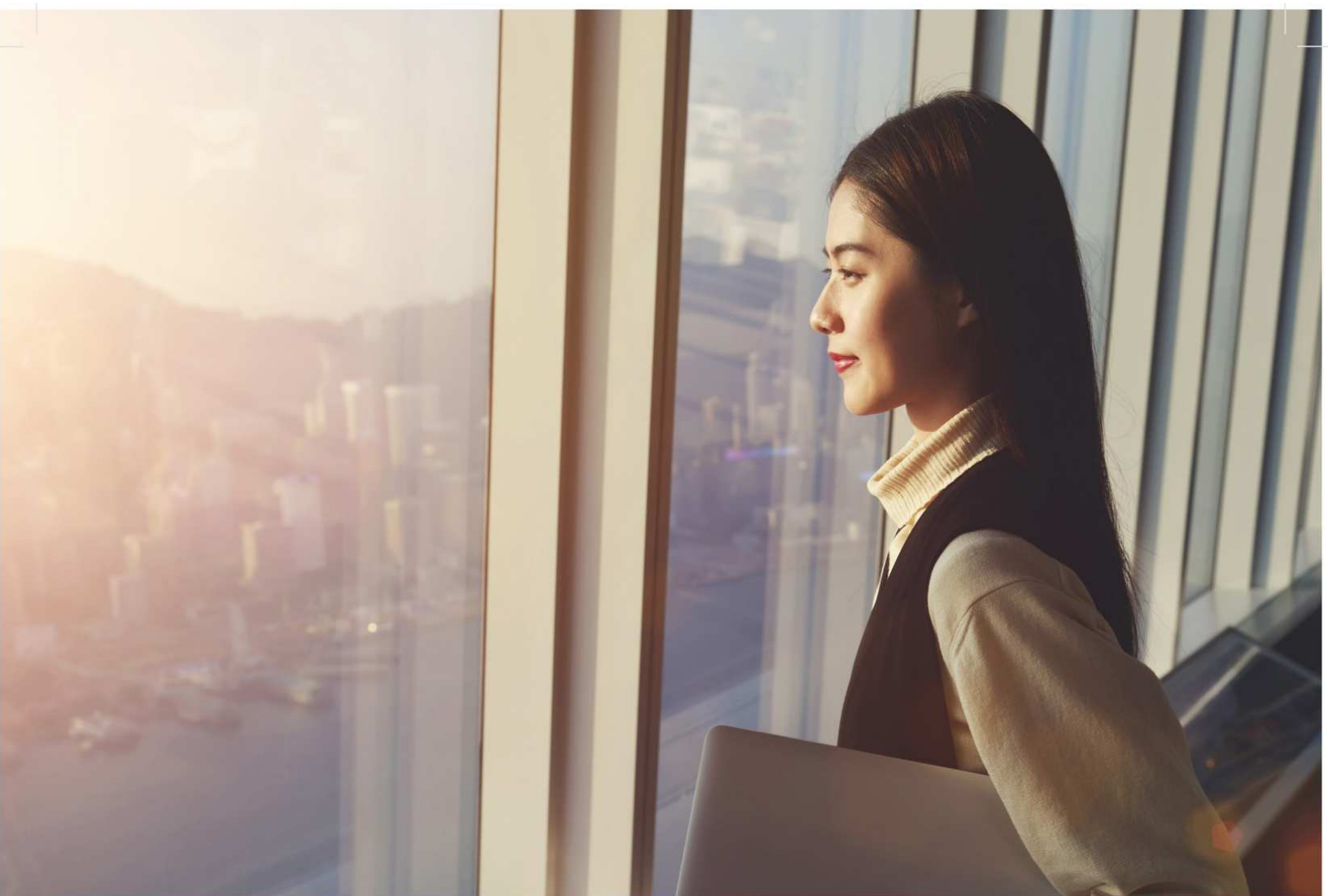
- |             |                     |               |                  |
|-------------|---------------------|---------------|------------------|
| • Australia | Andrew Rimington    | • Macau       | Dr Claire Ouyang |
| • Canada    | Dr Jose Domene      | • New Zealand | Jean Ottley      |
| • China     | Dr Lili Jin         | • Pakistan    | Raza Abbas       |
| • Guam      | Leah Beth Nawolowaa | • Philippines | Carla Siojo      |
| • India     | Dr Vanada Gambhir   | • Singapore   | Sing Chee Wong   |
| • Indonesia | William Gunnawan    | • Taiwan      | Dr Yu-Chen Wang  |
| • Japan     | Momoko Asaka        | • USA         | Dr Rich Feller   |
| • Korea     | Sungsik Ahn         | • Vietnam     | Chau Nguyen      |

We would like to thank our Committee Directors for carrying out the very difficult work of the organization. These people provide the labor to move our agenda forward.

- |                     |                  |                    |                            |
|---------------------|------------------|--------------------|----------------------------|
| • Bylaws & Policies | Woongtae Kim     | • Program          | Soonhoon Ahn               |
| • Membership        | Lisa Raufman     | • Public Relations | Miguel Relente             |
| • Newsletter        | Natalie Kauffman | • Research         | Dr Hsiu-Lan (Shelley) Tien |
| • Nominations       | Cheri Butler     |                    |                            |

Our Officers, the elected members of the APCDA Board, form the glue that holds us together. We meet regularly and communicate constantly to make decisions about how to move forward. We are very grateful to our officers for giving so much of their time to this association.

- |                   |                    |             |                  |
|-------------------|--------------------|-------------|------------------|
| • President       | Dr Narendra Chadha | • Treasurer | Andrew Rimington |
| • President-Elect | Dr Brian Hutchison | • Secretary | Diana Bailey     |
| • Past President  | Cheri Butler       |             |                  |



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Monday, May 22 - Wednesday, May 24

Reception Sponsor:  
Monday, May 22 at 6:00 p.m.



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