



Navigating Career Development in the Age of Industry 4.0

May 21 - 25, 2019
RMIT University
Ho Chi Minh City, Viet Nam

AsiaPacificCDA.org



Asia Pacific Career Development Association

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Career Development
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Providing Training for Career Professionals Since 1979

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Career Development NETWORK

Providing Training for Career Development Professionals since 1979

The Career Development Network has been busy during the past 4 decades. Our training of career counselors and coaches began in the following countries:



Future Network focus will be on attracting new members and conducting more training and certification in the **Asia-Pacific** region

The Network publishes a bi-monthly Newsletter and a quarterly Journal. These electronic publications help to keep Network members up-to-date on our career development profession.

BI-MONTHLY NEWSLETTER

- Listings of Conferences
- Skill-Building Workshops
- Assessment Qualifying Courses
- CEU Granting Webinars
- Working with Difficult Clients
- Smart Job Search Ideas
- Social Media and Your Career

QUARTERLY JOURNAL

- Career Assessment Instruments
- The Science of Chaos and Careers
- Book Reviews from Each Year
- The Boomer Generation
- The Entrepreneurial Career
- Spirituality and One's Career
- Organizational Career Development
- Career Development for Veterans
- Career Development & Social Media

OUR MOST POPULAR WORKSHOPS ARE:

- Job & Career Transition Coaching
- Employee Development Coaching
- Entrepreneurship

Timothy Hsi, Ed.D. CDFI leads the JCTC and Employee workshops at colleges and organizations in Asia and Australia

RICH FELLER, Ph.D. NCC leads the JCTC & JCDC workshops at colleges and organizations in Europe and North America

Ahmed Mostafa, CDFI leads the JCTC & JCDC workshops in the Middle East and North Africa

Dick Knowdell, NCCC leads the JCTC & JCDC workshops in government organizations and teaches Establishing & Building a Private Coaching Business

*Membership in the Career Development Network is now **FREE**. If you would like to receive our newsletter and journal just send us your name and e-mail address.*

CAREER DEVELOPMENT NETWORK

Post Office Box 611930, San Jose, CA 95161-1930 USA Tel: 408-828-3858
 rknowdell@mac.com www.CareerNetwork.Org



Welcome to the 2019 APCDA Annual Conference!

As we begin this 3-day event, I can only feel gratitude in my heart, to the people who made this conference possible, to the speakers and presenters, and to all of you who have come from the Asia Pacific region and the world to participate in this Conference. That you made time and found a way to be here shows how important our work as career development practitioners is.

I started attending APCDA conferences because of work but found myself enjoying it. I receive much assurance from attending. I leave each conference re-charged, inspired by a community of dedicated people from diverse backgrounds passionate about their career development practice.

"Action" is an apt mantra for the year. The Conference theme, ***Navigating Career Development in the Age of Industry 4.0*** tells us that the Fourth Industrial Revolution is here and there is much to be done.

We are gathered at this Conference to pull our wisdom and experience together to effectively steer our career development practice in this VUCA (volatile, uncertain, complex, and ambiguous) world. Together, let us enrich lives and co-create a better world through meaningful career development practice.

I leave each APCDA conference that I have attended, breathing a bit better and ready to return to work. It is our hope that this Conference will do the same for you.

Carla Siojo, President of the Asia Pacific Career Development Association

Xin Chào!

Welcome to energetic Ho Chi Minh City - the economic hub and lively cultural center of Vietnam. Ho Chi Minh City is always buzzing. It currently ranks 8th among the world's most dynamic cities according to City Momentum Index 2019.

It is a privilege to welcome you to the 2019 APCDA Conference at RMIT University Vietnam, Saigon South Campus. RMIT was founded in Melbourne, Australia, as the Royal Melbourne Institute of Technology - Australia's biggest tertiary institution. Since 2000 when it became Vietnam's first international university, RMIT Vietnam has been known for responding to the demands of the labor market in Vietnam. For the 15th straight year, since 2003, RMIT Vietnam has been granted the Golden Dragon Award, the prestigious annual award to honor select foreign-invested enterprises in Vietnam for their outstanding achievements in production and business, as well as their significant contributions to Vietnam's economy.



In Vietnam, Industry 4.0 is not just a buzzword. Vietnam has increasingly embraced the challenges and opportunities of Industry 4.0. Vietnam is developing technological infrastructure, devising comprehensive regulations, and improving the quality of the workforce. Globally, Industry 4.0 requires significant workforce transformation. There's no doubt that empowering workforce is key to adapting to Industry 4.0. Hence, it is an opportune time to redefine and reinvent the workplace of the future at the "Navigating Career Development in the Age of Industry 4.0" Conference in Vietnam.

We look forward to welcome distinguished scholars, practitioners, experts, policy makers to come together to share visions, exchange views, and proposing solutions for effective future career directions. Not only will the conference update you with the latest insights regarding Industry 4.0 and career development but also provide you with great networking opportunities and an enjoyable experience.

Welcome to Ho Chi Minh City!

Chau Nguyen, Vietnam Country Director

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About APCDA

Vision: APCDA is A forum for sharing career development ideas and practices in the Asia Pacific region and engaging the world about these insights.

Mission:

- To promote collaboration among career practitioners throughout the Asia Pacific region
- To inspire existing and potential career practitioners to deliver theory-based and research-driven career development services
- To promote research in the field of career development
- To advocate for workforce policies and practices that foster inclusion and access to decent work for all

Activities:

- 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

Save the Date!
2020 APCDA Conference
Faridabad, near Delhi, India
March 10-15, 2020

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, Japan, Taiwan, Philippines, and China. It now has 22 Country/Region Directors and 188 active members.

The following countries are considered to be part of our service area: **Australia, Azerbaijan**, Bangladesh, Bhutan, Brunei Darussalam, **Cambodia, Canada, China** (including **Hong Kong** and **Macau**), Cook Islands, Fiji, **India, Indonesia, Japan, Kazakhstan**, Kiribati, **Korea**, Laos, **Malaysia**, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, **New Zealand, Pakistan**, Palau, Papua New Guinea, **Philippines**, Samoa, **Singapore**, Solomon Islands, **Sri Lanka, Taiwan**, Thailand, Timor-Leste, Tonga, Tuvalu, **USA** (including **Guam**), Vanuatu, and **Vietnam**. Countries/Areas currently represented on our Board are shown in bold.

Exhibitors

Please visit the Sponsors and Exhibitors and talk with them about their products.

Kuder, Inc.

Is an online career guidance solutions provider that has helped more than 165 million people worldwide visualize what's next in life and make the plans to get there. Kuder's customizable and comprehensive tools and resources — including research-based assessments and real-world, actionable guidance to users of all ages — reflect a companywide commitment to encouraging lifelong learning, development, and achievement. From pre-kindergarten to postsecondary or tertiary education, from entering the workforce to mid-career transitions, Kuder helps people of all ages dream big and plan accordingly.

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. Membership in the Career Development Network is FREE to career practitioners

Asia Pacific Career Development Journal (APCDJ)

Is an international biannual scholarly journal dedicated to all career development and intervention related topics, such as career counseling, individual and organizational career development, work and leisure, career education, career coaching, and career management. Could your research be published in our Journal? Let's talk.

Lifology.com

A Guinness World Record winning - Growth Ecosystem, rooted in the pedagogy of Lifology, the Philosophy and Science of the 4th Industrial Revolution. The vision of Lifology.com is to lead every student, irrespective of all barriers, to a meaningful future by ensuring the right choice, orientation and approach to career through the integration of assessments, coaching, mentoring, digital tutorials and such scientific as well as advanced systems. The organization is working in UAE, India and many African Nations. Could Lifology be useful in your setting?

Global Career Services Summit

Is an event for Heads and Directors of College and University Careers Services. In 2020, the Summit will be held in Singapore. The purpose of the Summit is to facilitate learning, best practice sharing and collegial dialogue amongst career services providers, in addition to offering plenty of opportunities for social engagement. Through a number of structured workshops, presentations and small group interactions the Summit aims to create a forum to share observations and insights about the ever-changing world of career services. Visit our table to see if you are eligible for free registration.

Points of You®

creates innovative tools and trainings for professional and personal development. Our tools use the language of photos plus the interaction between left/right brains to inspire and provoke the mind. Professionals around the world use our tools in organizations and individually to create meaningful communication in various settings, gain new insights and have a real impact on people's lives. Many career practitioners use the tools to help clients visualize their career goals and plan their actions for successful career transition. Visit our table for an experience of the alternative coaching tools and learn how you can apply in your practice.

Location and CE Hours



The conference will be held in Administration Building 2 at RMIT University Vietnam, Saigon South campus, 702 Nguyễn Văn Linh, Tân Hưng, Quận 7, Hồ Chí Minh 700000, Vietnam. To find us, please visit our Travel Tips page (<http://asiapacificcda.org/Travel-Tips>) and click on Conference Facilities. Also note the Shuttle Bus schedule and the general meeting schedule on that page.

Please download the 2019 APCDA Conference App onto your cell phone. For Androids, go to Play Store and for iPhones go to iStore and search for APCDA. This App is free and can be used to get urgent help from the conference organizers, to schedule the sessions you plan to attend, and to arrange meetings with others attending the conference. Schedule changes will also be announced using this App.

The rooms for breakout sessions will be assigned based on responses to the survey sent in April. The final room assignments can be found in your registration packets and in the conference App.

RMIT does not allow food in the auditorium, but food is allowed on the second floor. You can take your food there if you prefer to eat inside.

Continuing Education Clock Hours:

	Minutes	Hours
Wednesday	320	5.33
Thursday	280	4.66
Friday	140	2.33
Total	750	12.33
Optional PDIs	130	3 each

To document your continuing education hours requires a two-step process.

1. Obtained a CEU Form at the conference or ask for one after the conference from info@AsiaPacificCDA.org. Use the form to specify which of the above parts of the conference you attended.
2. Scan the completed form and email it back to info@AsiaPacificCDA.org. We will send you a certificate.

Tuesday, May 21

Tuesday Morning

08:00 AM **Bus leaves Ibis Saigon South for KOTO Tour**

09:00 AM **KOTO Tour and Lunch**

Ibis Hotel

KOTO's purpose is to end the cycle of poverty by empowering and helping targeted youth to forge a better future for themselves, their families and their communities. As a social enterprise, KOTO has trained over 700 students in their training centers in Hanoi and Saigon.

09:00 AM **112** **Professional Development Institute: Introduction to NCDA's Facilitating Career Development** by Han Kok Kwang, Constance Pritchard, and Allan Gatenby

Room
2.2.01

This full day training will include:

- Why Career Practitioner Credentials are not created equal
- Introduction to the 120-hour NCDA Facilitating Career Development (FCD) Program
- Overview of the 12 GCDF/CCSP Competencies
- How to facilitate Career Conversations effectively for best client outcomes
- How to use tools to help your clients build self-belief
- Next step towards earning your GCDF & CCSP Credentials

Program applicants should have a recognized degree, preferably with 8 years' progressive work experience.



Han Kok Kwang, MBA (Distinction), is the First & Only NCDA (US) Master Trainer in Asia for FCD and FCD Instructor Certification. He is also a 3x National award winning professional, Successful author of 6 career management books & Founder of Personal Mastery Resources. With over 25 years' successful experience as a senior corporate manager & career entrepreneur, Mr. Han has empowered more than 60,000 individuals of 21 nationalities through his books, seminars and workshops.

Dr. Constance Jenkins Pritchard founded The Pritchard Group in 1993. Dr. Pritchard, principal and owner, has more than 25 years of experience in training and business. She is certified as a Master Trainer by NCDA and has delivered Facilitating Career Development training, NCDA Instructor Training, and customized training nationally and internationally for over 10 years, including clients from China, Russia, Taiwan, Malaysia, Japan, the Middle East, and Peru. Dr. Pritchard currently chairs the NCDA Credentialing Commission and was instrumental in FCD Curriculum development.



Allan Gatenby, after a very successful career in education, including both a Careers Adviser, Consultant Pupil Wellbeing and Principal, now leads a highly successful change and transition group of services. He was nominated for a national award for Leadership in 2005. Mr. Gatenby is a sought-after presenter and trainer who has presented and facilitated internationally in India, China, Singapore, Canada, USA, UAE, Malaysia. He was an invited expert for the UNDP workshop on Career Development in Schools (Delhi). He is leading projects in India, Philippines and China in career & talent development and leadership services, particularly in the education sector and leadership space.

12:30 PM Bus arrives RMIT from KOTO tour

13:00 PM **Mini Registration at RMIT in Auditorium Lobby**

14:00 PM **122** **Professional Development Institute: CLAP Infinity and Career Development Curriculum** by Seung-Ming (Alvin) Leung

Room
2.2.06

Career development has to take into consideration the new generations of young people and the emerging technology that they are most familiar with. *Infinity* is a career development e-portal developed by the Career and Life Adventure Planning Program

team (CLAP for Youth @ JC) in Hong Kong. *Infinity* is a web-based platform that allows users to engage in career exploration activities, take career assessment surveys, construct their career and life plans using their choice of CV templates, review career development “artifacts” that are stored for them, and share their career development insights with their supportive network via social media channels. In contrast to a career development portal that is static and uniform to users, *Infinity* is designed to facilitate personalized, interactive, and self-paced purposeful career exploration over time. *Infinity* is grounded on the principles of career construction theory that emphasizes reflexivity, narrativity, adaptability, and intentionality. In this workshop, participants will have the opportunity to experience selected components of *Infinity*, including career development curriculum, assessment, and career planning summarizing tools (e.g., CV templates). Participants are invited to share their thoughts, comments, and insights in small groups, and discuss ways that the platform could be developed and used in different settings.



Seung-Ming (Alvin) Leung, Ph.D., is Dean of Education and Professor of Educational Psychology at The Chinese University of Hong Kong (CUHK). He served as a faculty member in Counseling Psychology at the University of Nebraska-Lincoln and the University of Houston before joining CUHK. Dr. Leung currently serves as the Chief Principal Investigator of CLAP for Youth @ JC, a large-scale career development intervention project organized by the Hong Kong Jockey Club Charities Trust. Dr. Leung's areas of research

include career development and counselling, career assessment, and cross-cultural counselling. Dr. Leung has received many recognitions for his professional contributions, including the “*Distinguished Contributions to the International Advancement of the Counseling Profession*” Award from the Society of Counseling Psychology of American Psychological Association (APA), the 2009 “*Distinguished Alumni Award*” from his Alma Mater, College of Education, University of Illinois at Urbana-Champaign, and the 2018 “*Outstanding International Psychologist Award*” from the Division of International Psychology of APA.

18:00 PM

Pre-Conference Meet-up Dinner

This dinner is free to all registrants. Guests pay \$10 USD. In the Crescent shopping district, near Ibis Hotel.

Hoang Yen Vietnamese Cuisine Restaurant,

Hồ Bán Nguyệt PMH,
103 Tôn Dật Tiên,
Tân Phú, Quận 7,
Hồ Chí Minh.



20:00 PM

Presidents' Meeting – Ibis Hotel

Wednesday, May 22

Wednesday, Morning

8:00 AM

Registration, Coffee & Tea

Silent Auction Donations accepted and cataloged

9:00 AM

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Welcome to APDCA Conference and RMIT University by APDCA President Carla Siojo, APDCA Vietnam Country Director Chau Nguyen, and President and General Director of RMIT University Vietnam Professor Gael McDonald.

Keynote: CLAP for Youth @ JC: Evidence and Good Practice Guidelines by Seung-Ming (Alvin) Leung, Ph.D.

The Career and Life Adventure Planning Program (CLAP for Youth @ JC) is a comprehensive career development program in Hong Kong aiming to equip youth with

the career development competencies to pursue their aspirations in a fast-changing society where talents and success in education and careers are narrowly defined within limited pathways of achievement. Adopting a systems perspective and a "360° Career Guidance" intervention approach, CLAP aims to cultivate an enabling environment in schools and communities where career and life aspirations are supported. This presentation will focus on 4 aspects of CLAP interventions in school settings. First, I will give an overview the career development needs of secondary school students in Hong Kong and the conceptual model of CLAP that served to guide the various interventions. Second, case studies of career interventions (e.g., curriculum, workplace learning, career assessment) in selected categories of schools (e.g., learning motivation, gender-mix) are presented along with research and evaluation findings. Third, I will summarize what CLAP has learned so far and how the lessons learned are transformed into a set of good practice guidelines to sustain and up-level career guidance and interventions.

Dr. Alvin Leung is described above.

10:30 AM

Tea Break

Breakout Session 1

10:50 AM 221

Employability: Conceptualization, Measurement, and Applications by *Peter McIlveen, Carolyn Alchin, Jason Brown, Allison Creed, Michael Healy, Chris Kossen, Jennifer Luke, Tessa McCredie*

What is employability? Is employability an affordance of social and economic contexts? Is employability a statistical index of the job market? Is employability a personal asset owned and managed by an individual? Whatever it is, employability certainly is a contested notion for scholars, practitioners, and policy experts. This symposium by the multidisciplinary research team ACCELL includes theoretical, empirical, and practical perspectives on employability. We present new evidence about employability's conceptualization and measurement in studies conducted in Australia, Indonesia, and Vietnam, and empirical evidence of the contribution of dispositional traits, characteristic adaptations, and narratives to employability.



Professor Peter McIlveen PhD is Research Director of ACCELL (the Australian Collaboratory for Career, Employability, and Learning for Living). Dr McIlveen is a professor at the University of Southern Queensland. His academic work is focused on the psychology of working and careers. He is a member of the Australian Psychological Society's College of Counselling Psychologists and a Fellow of the Career Development Association of Australia. He serves on the editorial boards of the *Journal of Vocational Behavior*, *Journal of Career Assessment*, and *The Career Development Quarterly*.

Carolyn Alchin is vice-president of the Career Development Association of Australia. She is a leading Career Development Practitioner, Educator, and business person. She has worked within the Higher education sector, Secondary schools, disengaged youth, indigenous populations, and in private enterprise. Ms Alchin enjoys designing curriculum, career development learning resources, and helping people and organizations to see and meet their potential. She is highly focused on integrating career development and employability into curriculum across the education continuum.



Jason Brown is a career development manager and PhD researcher with Australian Collaboratory for Career Employability & Learning for Living (ACCELL), specializing in employability and career development programs. Dr. Brown is Vice-President of the Victorian & Tasmanian division of NAGCAS (National Association of Graduate Careers Advisory Services) and recipient of the 2018 CDAA Excellence in Leadership Award. He has worked in a number of industry sectors including higher education, employment services, and community/not-for-profit.

Dr Allison Creed is a Curriculum Designer at the University of Melbourne. Her professional history includes expertise in cross-disciplinary learning and teaching in blended and online undergraduate and postgraduate courses on and off-shore, successful grant recipient e.g., Research Fellow constructing a measure of graduate employability at ACCELL, research team member of Metaphor Lab Amsterdam, and collaborates with Inland Norway University of Applied Science. Dr. Creed creates environments for interaction and the functional synthesis of theories, methods, and expertise within an integrated framework to investigate concepts and problems in and propose new approaches to: Higher Education & Global Citizenship Behavior, Career & Employability, and Wine Communication & Education.



Michael Healy is a careers and employability educator and PhD candidate at the University of Southern Queensland, Australia. In his practice and research, he is focused on exploring methods of promoting transformational careers and employability learning for his students, particularly using career writing and social learning methods. He serves on the national learning and development committee of the Career Development Association of Australia, is an institutional representative for the National Association of Graduate Careers Advisory Services, and is a student member of ACCELL (the Australian Collaboratory for Career, Employability, and Learning for Living).

Dr Chris Kossen is a senior lecturer in the School of Communication and Arts, University of Southern Queensland. His area of research is about marginalization in the workforce. Dr. Kossen's research is currently focused on employment in rural and regional communities, particularly workers who are migrants or holders of temporary visas and working on Australian farms.



Jennifer Luke is a PhD candidate and research member of the Australian Collaboratory for Career Employability & Learning for Living (ACCELL). With a background in employment services, vocational training and higher education, Ms Luke's keen interest in age diversity and skills retention within the workforce led to award-winning Master of Education research into the motivation of retirees' seeking encore careers. This research is now being extended within her PhD to focus on the removal of barriers to workforce participation for retirees returning to the workforce, their adaptability and transference of skills to the younger generations.

Tessa McCredie is the Associate Director of Careers and Employability at University of Southern Queensland, leading a team of career professionals to provide high quality, and increasingly online, career services to university students and graduates. Ms McCredie is a member of the Australian Collaboratory for Career, Employability and Learning for Living (ACCELL), the National Professional Development Coordinator for National Association of Graduate Advisory services (NAGCAS), and a member of the Career Development Association of Australia (CDAA).



10:50 AM 222 Credentiaing Pathway: NCDA's Journey to Credentiaing by *Constance Pritchard*

On the surface, venturing into credentiaing seems like a natural pathway for a professional association. After many years of discussion and study, the National Career Development Association formed a credentiaing body to develop and offer credentials to the membership. This presentation will focus on the journey to credentiaing from first steps to implementation. NCDA's Credentiaing Commission currently offers five credentials for the field of career development and is in the planning stage for providing additional credentials. The presenters will discuss rationale, structure, cost, staffing, and marketing.

Dr. Constance Pritchard is described above.

It Takes a Village – Meet the Singapore Career Development Tribe by *Gerald Tan, Yvonne Kong-Ho, Jeremiah Wong, James Tan, Andrew Er*

Find out how a tiny, resource scarce, manpower reliant island nation is transforming its workforce, through multiple agents of career development, to adapt to an increasingly fast changing global economy.



Gerald Tan is a certified Career Development Facilitator and a Solutions Focused Coach. He works for the public service to do advocacy and community engagement to promote career and skills planning at a national level to the citizens. He also conducts career development interventions through a private career services provider - Avodah People Solutions. Gerald's past work experiences include engaging industries to understand their manpower issues and develop initiatives to solve them. Mr Tan has also upgraded the national public career services to help the unemployed workforce and had a stint in Human Resources. He has been a member of APCDA since 2015 and has been awarded the APCDA Newsletter Contributor of the Year for 2016.

Deeply passionate about the topics of career resilience and career longevity, **Yvonne Kong-Ho** is thankful for the privilege to be able to walk alongside with people (from ages 13 to 60) who have faced career conundrums or needed greater clarity in the career-related decisions which they have had to make. Ms Kong-Ho has had close to 14 years of experiences in education, people and career development. Her research interests lie in the strengthening of career resilience in older workers and how best to develop younger workers towards greater career fulfilment; earlier on in their career trajectories. It is her greatest hope to see people working towards the building and strengthening of their career capital at every stage of their lives.



Jeremiah Wong is a certified Career Development Facilitator, Certified Career Service Provider and a Career Construction and Life Design Coach. After 6 and a half years of providing career development services through career coaching, group facilitation and career development workshops, Mr Wong now designs career development programs and capabilities for more than 50 career coaches in his organization. Together, they render career services to the unemployed workforce. He also has provided pro bono career services since 2013. Mr Wong is a member of NCD and has been awarded the Singapore Public Service Excel Innovation Champion Award for Career Development Capabilities in 2018.

James Tan is a certified Career Development Facilitator, Job and Career Transition Coach, Choice Theory Reality Therapy Practitioner as well as Harrison Assessment Profiler. He has over 9 years of career coaching experience in public service and non-government organizations. Mr. Tan has a passion to empower individuals to achieve their career aspirations and stay relevant in today's changing times. Currently, he is providing support for coaches in their professional development by organizing community of practice session as well as experiential active learning among coaches. Mr. Tan was awarded the Great Service Award (2012) in recognition for dedication and outstanding service and was selected to represent a previous organization at the APCDA Conference 2016 in Taiwan and was featured on Employment and Employability Institute's Facebook page in April 2017.



Andrew Er's personal mission is to empower individuals to fulfill their career aspirations. Currently living his mission as a Global Career Development Facilitator, Mr. Er brings 7 years of experience in professional training and career coaching. He is an Award-Winning Career Coach and has worked with over 2,000 students and jobseekers, supporting them in their journey to achieve their career goals. Mr. Er has successfully designed and delivered large-scale career programs for Young NTUC Youth Career Network. He has also facilitated Career Interest, Job Search, Resume and LinkedIn workshop for more than 6 public and private universities.

10:50 AM 224 Stress is the New Normal in Industry 4.0: How Can Career Development Professionals Help?

by Roberta Neault

Today's labor market is shaped by rapid technological advances, shifting economies, and increasing globalization. The collective impact of these forces has uncovered new work that needs doing, new ways to do that work, and new corporate structures to provide that work. Although many employers provide programs/supports to enhance wellness, engagement, and productivity, such supports tend to be more reactive than proactive, and restricted to full-time employees. Career development professionals need to reconceptualize how to best support organizations and their employees to manage the resulting stress, anxiety, and other mental-health challenges that tend to accompany these new ways of working.



Dr. Roberta Neault, President of Life Strategies Ltd., Project Director for the Canadian Career Development Foundation, and Adjunct Professor at the University of British Columbia, is an award-winning career development thought leader, counsellor, counsellor-educator, and invited speaker in Canada and internationally. She received APCDA's Outstanding Educator of Career Professionals award and the prestigious Gold Medal and Diamond Pin for International Leadership in Career Development. Dr. Neault speaks, consults, and writes extensively on career-related topics including work-life sustainability, international/global careers, and career engagement.

10:50 AM 225 Vocational Teachers' Strategies for Implementing Career Education and Teachers Professional Development *by Shu-Chen Wu*

The main purpose of this study is to explore vocational teachers' strategies for implementing career education and for improving their professional competencies in career planning. In-depth interviews were conducted with 25 vocational teachers. The data were transcribed verbatim and analyzed according to thematic analysis principles. The results indicate that the implementation strategy of career education is diversified, focusing on positive emotional connection, practice and experience. As for vocational teachers own development, teachers often applied for government-provided training programs to strengthen their practical experience.



Dr. Shu-Chen (Jean) Wu is an associate professor at National Taiwan Normal University. She is also a licensed counseling psychologist in Taiwan (ROC). Dr. Wu has been working in the career field nearly 20 years, including doing pre-service teacher's career education and doing in-service teacher career literacy training.

10:50 AM 226 Development of A Career Development Competency Inventory for College Students *by Woongtae Kim and Sungsik Ahn*

If you can assess the career development competencies of clients, you can be more effective by providing different interventions to different clients, according to their level of competency. In this presentation, the Career Development Competency Inventory (CDCI), a newly developed inventory for college students, will be introduced. CDCI includes four areas of career development competencies for college students and assesses the level of each area. Participants will learn about the features of CDCI and results of an initial validation study. Participants will be also invited to discuss ways to apply the results of this study in their settings.



Dr. Woongtae Kim, Ph.D., is currently President-Elect of APCDA and a CEO and President of Career Building System & Consulting Co. Ltd. and had been a professor at Induk University and Graduate School of Kwangwoon University. He earned his Ph.D. from Konkuk University. He is also a Global Career Development Facilitator and CDF Instructor.

Dr. Sungsik Ahn, Ph.D., is a research professor at Korea University Institute of Education Research. He earned his Ph.D. in Education (Counseling) at Korea University. He is a Certified Career Service Provider (CCSP), Global Career Development Facilitator (GCDF) and Facilitating Career Development Instructor (FCDI). He worked for a university career center for twelve years and received the Minister's Award for his excellence of services. His professional and research interest includes developing university career centers and training career counselors and specialists. He has conducted career research projects and co-authored articles 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.



11:10 AM 227 A Career Readiness Scale for Evidence-based Career Exploration in the Age of Industry 4.0
by Marife Mamauag

Career development concepts have evolved over the decades to attune to the rapidly changing work landscape as the Fourth Industrial Revolution starts to unfold. Today's emphasis has shifted to explain client's readiness for career decision-making, which must be viewed as essential in improving the effectiveness of career services and interventions in schools. Developed in a Malaysian context, a career readiness scale was validated using Rasch analysis, indicating psychometric qualities within acceptable levels. Confirmatory factor analysis also indicated a good model fit to its two-factor structure (capability and complexity). Implications for evidence-based career exploration practice are further discussed.



Dr. Maria Felicitas (Marife) Molina Mamauag has been Assessment Consultant-Senior Lecturer at HELP University, Kuala Lumpur, Malaysia, since 2014. She was Director, Center for Learning & Performance Assessment, De La Salle-College of Saint Benilde, Manila, 2005-2013. She is a Founding Member-BOT; Chair, Test Development Division, PEMEA, Inc., since 2008. She is a Research Consultant & Fellow, APSA, Inc., 2006-2013; SEAMEO-INNOTECH, 2013. Dr. Mamauag earned an MS in Educational Measurement and Evaluation, and PhD in Educational Psychology (major: Measurement and Evaluation), De La Salle University, Manila. Member, International Test Commission (ITC). Member, Association of Psychological and Educational Counselors of the Asia-Pacific (APECA). She developed over 20 standardized educational-psychological tests/scales and has presented papers in international conferences since 2008.

11:30 AM Travel Break

Breakout Session 2

11:40 AM 231 Developing Essential Employability Skills in Internship Students to Navigate the Age of Industry 4.0 by Felicity Brown and My Ngoc (Angie) Doan

RMIT University Vietnam runs best practice, specialized employability skills workshops for students enrolled in Flagship internship units each trimester, across all disciplines in both Saigon South and Hanoi campuses. These workshops take place on campus several weeks into the internship, enabling the students to reflect on their workplace experiences, share their learnings with classmates and learn techniques and tips from both the facilitators and previous interns. Internship workshops cover the main themes of resilience, communication and teamwork. This presentation will share insights into the design and development of the workshops, feedback from participants and graduate outcomes for RMIT Vietnam interns.



Felicity Brown has 30 years' experience in the banking, government and education sectors. Originally from Australia, she has been based in Asia for 16 years including Malaysia, Indonesia, Hong Kong, Japan and currently in HCMC, Vietnam. Felicity has worked at RMIT University Vietnam since 2014. She holds a Masters of Career Development and is the Manager, Career Consulting and Development. A professional member of CDAA, NAGCAS and APCDA, Felicity is passionate about working cross-culturally and helping clients develop personally meaningful careers in times of change.

My Ngoc (Angie) Doan, Internship Consultant, RMIT University Vietnam, holds a Bachelor of Pedagogy and a Master of Education degree, specializing in student experience/satisfaction. She loves working with students and has 12 years' varied higher education sector experience in International Relations, International Exchange programs, International Students Support, and teaching. Her commitment to students was recognized in winning a Living RMIT's Values for Passion, Inclusion, and Agility 2017 award and iSOS's global award for Duty of Care in 2018. Ms Doan sees her Internship Consultant role as one in which she can enhance the profiles of students and leverage RMIT's great industry connections to help students succeed in their future careers.



11:40 AM 232 Avenues of Employer-Student Engagement: Their Sustainability & Relevance in the Near Future by Rose Devaraj

Much has been debated about the current generation in comparison to previous generations in terms of their overall outlook when it comes to employment & their job seeking behavior. Traditionally we have seen platforms such as career fairs, career talks on campus, being the main focus when it comes to employer engagement. Are such platforms still relevant or have we moved beyond that? Do we need to move beyond the norms, the traditional approach when it comes to engagement and linkage? We will examine the employer's perspective on this and relate it to the overall student perception and responsiveness to different engagement activities.



Rose M. Devaraj has been the Head of Career Services at Sunway University for the last 8 years. Her background includes a degree in Psychology and Masters in Community Counselling. Before embarking in the education industry, she spent 3 years working with a SME Consulting firm and dealing with diverse clientele in relation to Learning & Development needs. Ms Devaraj enjoys working with diverse groups of students and also looking for new ways to manage student talents. She enjoys working with diverse employers with her career team.

11:40 AM 233 Career Adaptability, Amotivation, and Engagement of NEET Youth: Implications for Career Interventions by Xuebing Su, Victor Wong

NEET youth refers to those who are Not in Education, Employment, or Training. One of the worrying challenges that may entrap NEETs in the state of low career engagement is their amotivation to make a transition to the world of work. Career adaptability – a psychological construct focused on the balance each individual seeks between the world of work and one's environment – may buffer the influence of amotivation on career engagement. With a sample size of 862 NEET respondents, the results of the research study showed that career adaptability moderated the influence of amotivation on NEETs' career engagement.



Dr. Xuebing Su, PhD, is a postdoctoral research fellow at the Department of Social Work, Hong Kong Baptist University. She was awarded her Ph.D. degree from the Department of Social Work and Social Administration, the University of Hong Kong in 2017. Her research interests include workplace well-being, organizational behaviors, and career and life development. Her current research focuses on collective psychological ownership in organizational contexts and career and life development for the disadvantaged youth.



Victor Wong is Professor and Programme Director of the BSW (Hons) Programme at the Department of Social Work, Hong Kong Baptist University. He has been appointed as a social work subject specialist of the Hong Kong Council for Accreditation of Academic & Vocational Qualifications, and as a local academic member of the Social Workers Registration Board in Hong Kong for undertaking validation exercises. His research interests and publications encompass different areas including social work education, youth studies and career interventions, health interventions and reforms in Hong Kong and China, and narrative and empowerment approaches to working with youth.

- 11:40 AM 234 Culture-Free Transferable Skill Assessment** by *Richard Knowdell and Phoenix Ho*
 This skill assessment instrument has been translated into ten languages and is effectively used in many cultures. The English and Vietnamese versions will be administered to the attendees and they will be walked through a group interpretation process. Each attendee will receive a copy of the instrument to use with their clients.



Richard (Dick) Knowdell, MS, NCC, NCCC, CDFI, CMF, NCCA Fellow, is the author of six books and four career assessment instruments that have been translated into ten languages and are used by career development professionals around the world. In 1995, President Clinton appointed him to the Board of Examiners for the United States Foreign Service. Dick is a past president of the California Career Development Association and in 2015 received their Life Time Achievement award. In 2018 received the Life Time Achievement award from the Asia Pacific Career Development Association. He has trained and certified over 7,500 Job and Career Transition Coaches in Africa, Asia, Europe, Australia and North America.

Phoenix Ho, M.Ed., M.A., was raised by traditional Vietnamese parents and influenced by educator mentors in the Bay Area, California, USA. Ms Ho has trained herself to become bilingual and bicultural in Vietnamese and American culture. Her own career development journey took 12 years before she discovered her career match. Her passion is to enable young Vietnamese to discover their motivated skills and find a suitable career. Her current projects include creating a career assessment for Vietnamese youth and building a Dictionary of Occupational Titles in Vietnam by working closely with the local community associations, business entities, and government offices. Ms Ho completed her Bachelor of International Business from the US, Master of Educational Leadership and Management from Australia, and Master of Career Development Counseling from the US.



- 11:40 AM 235 The Development of the “Life Interest Exploration Card Sort” Based on Adlerian Psychology** by *Shang-Neng Lin, Hsiang-Ying Lee*
 High school students in Taiwan feel anxious, stressed, and uncertain of the direction toward their career. Some of these students declare that the traditional quantitative assessments can't fully respond to their needs because the students lack career information and life experiences to recognize the descriptions of assessment items. This program will demonstrate the development of a qualitative card sort based on the concept of Adler's Career Style Interview, to help students explore their strengths and characteristics through their daily life experiences.



Shang-Neng Lin is a licensed counseling psychologist, high school counselor and career planning teacher in Taiwan, a licensed Parenting and Teaching consultant, and an instructor. He is Director of the Taipei Counseling Psychologist Association, Taiwan and Director of the Taiwan Society of Adlerian Psychology (TSAP), Taiwan. Mr. Lin is a high school counselor, lecturer and trainer for the public and helping professions. He is also a doctoral student of

Education at National Chengchi University, Taiwan. His research interests include Adlerian Psychology and career development.

Hsiang-Ying Lee is a licensed counseling psychologist of Taiwan. She is a college counselor for students in mental health and social assistant programs and a lecturer and trainer for the public and helping professions. Her research interests include dream analysis and career development.



- 11:40 AM 236 Best Practices in Careers and Employability Learning: An Outline of the Evidence** by *Michael Healy*
 An important pillar of the evidence base of career education practice is formed by a series of meta-analyses of career intervention studies published over the last 30 years. These studies have measured the impact of career interventions and explored the influence of different intervention methods and approaches. The studies aggregate

decades of research and hundreds of career intervention program evaluations. Taken together, they inform a model of evidence-based best practice in the provision of career education. In this presentation, I will outline the key elements of this evidence and highlight how practitioners can make best use of it.

Michael Healy is described above.

12:00 PM 237

Innovative Career Education Activity: Results of Impact Analysis by *Lee Taal*

How do educators and practitioners prepare youth for post-secondary, work and life? The Canadian Career Development Foundation evaluated the impact of *ChatterHigh*, the 2017 Canadian EdTech of the year, and a career exploration tool that harnesses technology and gamification. The activity is used to help students explore post-secondary and career pathways in North America, aligning for best fit, rather than 'best brand'. Hear the results and find out how this unique interest inventory activity not only helps students build knowledge about programs and occupations they may like, but which colleges and universities they could consider.



A TEDx, keynote and school presenter, **Lee Taal** is the Founder of 2017 Canadian EdTech of the Year, *ChatterHigh*. With a diverse career background in science, military, transportation, technology and business, he uses his unique story in schools to help inspire students to get actively exploring opportunities for life after high school. He has presented to over 40,000 students in career exploration classes across Canada for the past 8 years, with a mission of helping spark the conversation. Lee is on the Board of C21: Canadians for 21st Century Learning & Innovation.

12:00 PM 238

Playgroup Assistant Training Program for Young Mothers: Turning Crisis into Career Opportunity by *Ho Yi (Apple) Tse, So Ka Wing, and Sheung Kin Chan*

Among our career and life planning services for NEETs aged 15-21 in Hong Kong, we identify a group of 'young mothers' who are facing challenges due to role change, when changing the student/teen role to the mother/wife role. To bring them a sense of hope and choice, we delivered a 'Playgroup Assistant Training Program' informed by the perspective of 'Expanded Notion of Work' (ENOW) to equip them with baby-care and career knowledge/skills, enhance their self-understanding, and expand their life opportunities. The research findings show that this program effectively improves their baby-care competence as well as expanding their career development choices.



Ho Yi (Apple) Tse is Chief Supervisor of CLAP for Youth @JC Career and Life Adventure Planning Service Team (Kowloon West). She is experienced in youth and family services, project management, and corporate training over 20 years. Ms Tse is committed to promoting cross-sectoral collaboration in social welfare settings. Ms Tse holds a master's degree of Social Science in Corporate Communication and a bachelor's degree of Social Science from the Chinese University of Hong Kong.

So Ka Wing is a team member of CLAP for Youth@JC Career and Life Adventure Planning Service Team (Kowloon West). She has been serving a group of NEET youth (young mothers, hidden youth, youth-at-risk) over 9 years in Hong Kong Christian Service. Ms So holds a master's degree of Social Work from the University of Hong Kong.



Sheung Kin Chan holds a master's degree in Guidance and Counseling from the Hong Kong Polytechnic University. He has worked as a social worker at Hong Kong Christian Service for 8 years. He has been serving different targets including ethnic minorities and youth-outreach clients. He is now the service coordinator of Clap for Youth@JC (Kowloon West team) in Hong Kong Christian Service, which is a career and life adventure planning service for youth aged 15-21.



12:00 PM 239

"Career Stories Telling and Re-telling:" Constructing an Enabling Environment for Youth by *Keswick Chuk Wing Hung, Jack Chiu Tak Choi, Kamyu Kwok*

“Career Stories Telling and Re-telling” is one of the CLAP Project Series for youths, parents, teachers and youth advisors to meet and exchange ideas about the career stories of over 20 people showcasing their unique life-career development journey. Under the Youth Development Intervention Framework of the Project and the application of narrative based dialogue between different parties, an Enabling Environment that favors the youth career path is being developed.



Keswick Chuk Wing Hung, Team Leader, CLAP for Youth @JC ELCHK Career and Life Adventure Planning Service Team (NTW)

Jack Chiu Tak Choi, Manager, CLAP for Youth @JC ELCHK Career and Life Adventure Planning Service Team (NTW)



Kamyu Kwok, Development Officer, CLAP for Youth @JC ELCHK Career and Life Adventure Planning Service Team (NTW)

12:20PM

Lunch

All attendees from Vietnam are invited to join with the APCDA President and President-Elect for lunch to discuss ways APCDA can be helpful in Vietnam. All Country/Area Directors are invited to meet and elect a Country Area Council Chair. All Committee Directors are invited to meet and elect a Committee Council Chair.

Wednesday Afternoon

14:00 PM 241 Panel: Coping with Industry 4.0 with panelists: *Allan Gatenby, Paul Espinas, Han Kok Kwang, and Jon Sakura-Horita; Moderated by Brian Hutchison*

We live in VUCA times: times of rapid change, typified by volatility, uncertainty, complexity, and ambiguity. Worldwide, 70% of workers are not engaged in their work and most employee engagement programs fail to make any impact. With artificial Intelligence increasingly replacing functions of both machines and humans, it is important that career practitioners be the first line of defense to calm, to assure, and to prepare the workforce of the future. Our work now includes online counseling, virtual counseling and even robo counseling. How can career practitioners prepare for and adapt to these changes?

Paul Espinas is a digital native who is passionate in pursuing daring ideas that help build brands, grow businesses and engage and empower people. He started his career as a marketing researcher for Procter & Gamble (P&G), then joined the MJ Group of companies that includes www.NhomMua.com, Vietnam’s first successful group buying website. As Marketing Director for www.VietnamWorks.com, he created *Advanced Digital Recruitment Services* which combined his expertise in digital marketing and the company’s assets in recruitment. He created events that engaged thousands of CEOs and HR Directors in Vietnam. Mr. Espinas is now focused on performance-based real-time rewards through his new start-up, UPUP APP and he hopes to help solve engagement issues in companies, especially with millennials.





Dr. Jon Sakurai-Horita has a "Portfolio Career." Since 1996, he has worked in the Gig Economy as a contract worker for Universities, Corporations, Out-Placement firms, Non- Profit organizations, Individuals and his own recruiting firm. He is currently working for Santa Clara University, the University of Hawaii-Hilo and with individuals assisting them to determine career goals and finding pathways to attaining their goals.

Dr. Brian Hutchison, Ph.D., LPC, CCCE is an Associate Professor, Chair of the Department of Counselor Education at New Jersey City University, and APCDA Past President. Dr. Hutchison received his doctorate degree in Counselor Education & Supervision from Pennsylvania State University and has worked as a career, school, and mental health counselor and clinical supervisor. His consultation and education work operates within the brand of Global Career Guy where he specializes in developing career publications, programs, keynote talks, workshops, and social media content for global career professionals. He has more than 100 publications.



Allan Gatenby and **Han Kok Kwang** are described above.

15:00 PM

Travel Break

Breakout Session 3

15:10 PM

251

The Model of Career Guidance for Students - A Showcase in Vietnam by *Pham Thi Thu Ha*
Career guidance in Vietnam is varied and many people have a simplistic view of what it includes. Career guidance can be simply providing information regarding suitable programs and schools for students. As a result, many university students find they do not like their study program or do not know what they should do next. Career guidance should include providing career information, and helping students explore their capacity and personality. Students need guidance about finding job search information, analyzing the labor market, preparing a CV, preparing for job interviews, how to make use of internships, etc. Believing this, I developed my model of career guidance for senior students via three stages of learning and experience: Stage 01 – Knowing about yourself; Stage 02 – Get prepared for work; Stage 03 – Immerse yourself in the work environment.



Pham Thi Thu Ha is an Operations Director for an overseas study consultancy company in Vietnam. She holds a Bachelor of Education from Ho Chi Minh University of Education and a Master of Business Administration from La Trobe University. Lacking career guidance, she tried a variety of jobs, including English Teacher, Project Assistant, and HR with Recruitment and Training. In 2016, she received an Endeavour Postgraduate Scholarship and chose the Master of Development Studies program at the University of Melbourne to widen her knowledge and skills related to social projects. Her aspiration is to establish a social enterprise to help Vietnamese youth with career guidance.

15:10 PM

252

What Works to Support International Student Transitions to Employment by *Nancy Arthur, Natalee Popadiuk, Jose Domene*
Although there are persistent barriers for international students who wish to enter the labor market and stay in destination countries, many international students are successful in securing meaningful employment. This presentation focuses on "what works" to support international students in making successful transitions from university to realizing their goals of employment and permanent immigration. International students at three universities in Canada shared examples of how they navigated the job search process, their key connections, how employers helped them, and their strategies for integrating into employment settings.



Dr. Nancy Arthur, Dean: Research and Innovation in the Division of Education, Arts, and Social Sciences, University of South Australia. was formerly a Professor and Canada Research Chair, Werklund School of Education, University of Calgary. She is Vice-President of the International Association for Educational and Vocational Guidance. Her research focuses on social justice as a guiding concept for career development practice,

and the transition experiences of international students and workers. Dr. Arthur is an editor and author of three books recently published, *Contemporary Theories of Career Development: International Perspectives* (Routledge), *Theories and Models at Work: Ideas for Career Practice* (CERIC), and *Counselling in Cultural Context: Identities and Social Justice* (Springer).

Dr. Natalee Popadiuk is an Associate Professor in the Counselling Psychology program, Faculty of Education, University of Victoria. In her program of research, Natalee explores international student transition and adjustment issues with an emphasis on the importance of relationships. One of her current SSHRC-funded projects explores international student perspectives of their experiences in university-mentoring programs. Natalee is also a Registered Psychologist who provides therapy to diverse clients in private practice.



Dr José F. Domene is a Professor in the counselling psychology specialization area within the Werklund School of Education at the University of Calgary. His areas of teaching include career development and counselling, counselling psychology ethics, and research methods. Over the past 15 years, his program of applied research has addressed the relational contexts of career development, young people's transition into the workforce, and intersections between technological advancement and counselling and career development practice.

15:10 PM 253 APCDA Glossary Project Update – Translations Available in 3 Languages Plus New Terms by Serene Lin-Stephens, Agnes Banyasz, Vandana Gambhir Chopra, Marilyn Maze, Danita Redd, Carla Siojo, and Sing Chee Wong

Join us in reviewing the new APCDA glossary in Chinese (simplified and traditional), Japanese, Korean, and Vietnamese translations! Building on the 2017-2018 compilation of key terms and definitions shared by APCDA members, we now have translations of the glossary in four languages. These translations are the results of collaboration between the APCDA glossary project workgroup members and staff and students in the Master of Translation and Interpreting Studies (MTIS) at Macquarie University. Progress on the new additions proposed by members will also be presented and suggestions from participants will be solicited.



Serene Lin-Stephens has been a careers researcher and consultant for over 20 university courses across disciplines. Her postgraduate qualifications span across Higher Education e-Learning and Career Development. She is intrigued by ways to embed career development in higher education, including developing appropriate resources and technologies to support it. Her days are filled with furthering her research interests through working closely with course conveners and industry stakeholders in a collaborative effort to enhance student outcomes and meet workforce needs.

Agnes Banyasz is a career strategist and intercultural communications coach with 30 years' experience that spans industries and continents. For 10 years she managed the first faculty-based careers center at the University of Melbourne that offered customized career services to business students and alumni. She is a CICA accredited Certified Leading Professional, maintains memberships in key professional associations and has participated in conferences all over the world. This connectedness to local and international best practice allows her to build strong and rewarding relationships with clients. Outside work, Agnes likes to swim, walk, be with family, watch movies and listen to jazz.



Dr. Vandana Gambhir Chopra, PhD, Assistant Professor in the Department of Psychology, University of Delhi and APCDA India Country Director, is an alumnus 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 fields of involvement in psychology research work span across psychometric testing, organizational behavior, career competencies, personality

psychology, social psychology, competency mapping, positive psychology, consumer behavior and geriatrics mental health.

Dr. Marilyn Maze, Ph.D, is the Executive Director of the Asia Pacific Career Development Association and a Principal of PsyCoun Institute. She has organized the annual APCDA Conference since its inception, conducted numerous research projects on labor market and career counseling issues, and presented at international conferences. Dr. Maze is a National Career Development (NCDA) Fellow and received the NCDA President's Award in 2016, the NCDA Credentialing Commission Service Award in 2016, and the Lifetime Achievement Award from the Maryland Career Development Association in 2010. Dr. Maze formerly developed the ACT Profile (previously called DISCOVER).



Danita Redd, M.A., NCDA-CCSCC, has been a higher education counselor and professor in the USA, for over 30 years where she teaches Career Development and specializes in advising students majoring in STEM and Health Sciences. As an ambassador for Shared Hope International, she assists in raising public awareness about steps one can take to eradicate sex trafficking. Danita was trained by the Foundation for Human Enrichment to provide somatic assistance to people with PTSD. She is a published writer and has been an international volunteer for several years serving mostly in Mexico City, Mexico.

Carla S. Siojo is President of APCDA and has been the Director of the Office of Placement and Career Services at the Ateneo de Manila University for the past 7 years. She finished a BA majoring in Psychology and MA majoring in Pastoral Ministry: Family Ministry and Counseling, both at the Ateneo de Manila University. She served as the APCDA Philippines Country Director since 2014. She is involved with other professional organizations such the National Career Development Association (NCDA), Association of Placement Practitioners of Colleges and Universities (APPCU) in the Philippines, and the Career Development Association of the Philippines (CDAP).



Sing Chee Wong is a Career Consultant and Trainer with many years of experience in career coaching, counselling and training. She is accredited by the National Career Development Association (USA) and Institution for Adult Learning (Singapore) to be a Career Development Facilitator Instructor (CDFI), and Master Trainer for the Advanced Certificate in Career Development Facilitation (ACCDF) respectively. She is President of Singapore's "People and Career Development Association," which aims to develop career practitioners and those interested in career development.

15:10 PM 254 Adaptation of the Career Construction Counseling Approach for NEET Youth in Hong Kong

by Cheung Pui Lim, Toby C. Y. Yip, Kent Lam, Siu King Foon

Within the career development field, one of the meaningful and exciting movements is the trend of localization of counseling knowledge through practitioners' adaptations in a culturally diverse world. This presentation reports on how to adapt the Career Construction Counseling approach with NEET young people in Hong Kong to make it more culturally appropriate and practically feasible. Ten young participants, aged 15-21, were selected purposively with various needs and special characteristics. Based on Savickas' steps of administrating the Career Construction Interview and the creation of life portrait, contextually sensitive knowledge and practice tools were developed in this pilot project.



Cheung Pui Lim, a registered Social Worker, has several certificates in sport coaching, such as athletic, soccer and dodgeball. He graduated Chinese University of Hong Kong with a Master of Sports Studies. He is interested in the career transition and planning strategy of Hong Kong Athletes, and the career pathway for Hong Kong youngsters choosing sports as a career. Mr. Cheung serves as an athlete on the dodgeball team (Multi-ball) which represents Hong Kong SAR and holds the World Invitational Champion title and a former amateur athlete in athletics. His fruitful sport experiences contribute to his vision in social work.

Toby C. Y. Yip, a registered social worker, has had multi-disciplinary exposure to the fields of social work, communication and cultural studies. He has been teaching at universities on a part-time basis for more than 12 years. Currently, he is a full-time Senior Research Associate in the Community-based Team of the Career and Life Adventure Planning Project, which is funded by the Hong Kong Jockey Club Charities Trust. Mr. Yip is also an amateur theatre critic, dance critic and Chinese opera critic.



Dr. Kent Lam has a Doctor of Social Work from Hong Kong Polytechnic University. MSc in New Media, Chinese University of Hong Kong, MA in Social Work (Social Services Management), Hong Kong Polytechnic University. Dr. Lam currently is a team leader of the District Service Team of the project: Clap for Youth @ JC. He is also a social service administrator and is serving at Hong Kong Children & Youth Services (HKCYS) as Social Services Coordinator. Dr. Lam has 30 years of experience in working with youth at-risk. He has been a social work practitioner and supervisor in Outreaching Social Work, School Social Work, Youth Centre, Counselling Centre for Psychotropic Substance Abuser and Cyber Youth Support Team. His research interest is in career planning and development of youth at-risk, new media application and mental health of young people.

Siu King Foon holds a bachelor's degree in Social work from the Hong Kong Shue Yan University. He is a social worker of Hong Kong Children and Youth Services who has worked on the Career and Life Adventure Planning service team (CLAP) in the last two years. He is now working at eSmiley Cyber Youth Support Team to work with at-risk and hidden youth engaged in online platforms. Esport has been one of his intervention means in recent years. Besides, he completed the 2018 Career Construction Institute training and is now trying to adopt the life design approach as another means of intervention.



15:10 PM 255 A Case Study on University of Batangas Alumni & Placement Office by *Anna Louisa Cauntay, Vincent Alcantara*

This study aimed to describe the placement programs of the University of Batangas and identify the criteria for an evaluation and point system reference for the Regional Best PESO Award by the Department of Labor and Employment. The research used the case study method and found out that the UB Placement Programs are anchored to the Republic Act 8759 (PESO Act of 1999). It also revealed that the office has been performing very well as a labor market information hub and provider of employment services. The placement programs are effective in reference to the evaluation of criteria by the awards committee.



Anna Louisa L. Cauntay has been the Community Relations, Alumni & Placement Officer of University of Batangas since March 2010. She concurrently serves as Student Affairs & External Programs Director since August 2016. Ms. Cauntay finished her bachelor's degree in Business Management from University of St. La Salle in 1998. She was a consistent Dean's Lister and one of the 10 Outstanding Members of Decision Makers' Inc. She completed her master's degree in Business Management from the University of Batangas in 2013 and the Student Affairs and Services Continuing Education Program at the University of Santo Tomas last October 2018.

Vincent M. Alcantara has been the Placement Coordinator and a part-time college professor at the University of Batangas since February 2014. A consistent Dean's Lister in college and a recipient of President Gloria Macapagal Arroyo Award for Outstanding Achievement in Culture and Arts in 2007. He finished a BS in Office Administration–Cum Laude- at the University of Batangas in 2011. He obtained his master's degree in business administration from Batangas State University in 2016. Last October 2018, he completed the Student Affairs and Services Continuing Education Program at the University of Santo Tomas, Manila, Philippines.



15:10 PM 256 Development of Status and Identity: Career Interventions with NEET Youth in Community Settings by Angela Chan, Pikki Fung, Xuebing Su

Informed by the Expanded Notion of Work perspective, "CLAP for Youth@JC" has organized a series of programs with the framework of Youth Development and Intervention Framework for the NEET youth in Hong Kong to enhance their career-related capacities. This study reported the changes of a sample of NEET youth who were service users of the program. The results showed that these youth went through significant changes in their self-understanding, career engagement, and career adaptability. Most importantly, the youth participants made a transition from the NEET status to the pursuit for meaningful status and identity.



Angela Chan is a research assistant at the Department of Social Work, Hong Kong Baptist University. She received her bachelor's degree from the Department of Psychology, the Chinese University of Hong Kong in 2016. Her current research focuses on career and life development for disadvantaged youth in Hong Kong.

Pikki Fung, MPhil, is a research associate at the Department of Social Work, Hong Kong Baptist University. She was awarded her MPhil degree from the Department of Sociology, the Hong Kong University of Science and Technology in 2009. Her research interests include poverty, social equality, labor studies, career and life development. Her current research focuses on career and life development for disadvantaged youth in Hong Kong; labor, civil society and social development, especially in Mainland China.



Xuebing Su is described above.

15:30 PM 257 The Relationship of Employment Data for Industrial College Graduates of SJTU and Eastern China's GDP by Li Qi

This research project is based on big data which uses 6036-pieces of employment information over ten years for graduates in the School of Material Science and Engineering at SJTU, China. Based on the correlation between the national economy factor indexes and college graduates' employment, this program tries to reveal the relationship between the GDP growth of the eastern part of China and the graduates' employment from the School of Material Science and Engineering at SJTU, which is the cradle of talent for the future of industry 4.0 of China.



Li Qi is a lecturer and teaches several undergraduate courses at Shanghai Jiaotong University, China. She also conducted several research programs in the university, such as "The teaching effect of the implementation of Career Development Courses." As a consultant in the School of Material Science and Engineering at SJTU, she gives illuminating advice to student according to their own personality. As a connector between enterprises and college, she has the most insightful judgement on the trends in corporation development, and always finds splendid matches between corporations and graduates.

15:30 PM 258 A Holistic Approach to Supporting International Students in their United States Career Search by Dreama L. Montrief Johnson, Sara Greene

Do your international students have difficulty obtaining internships/jobs? Are employers unfamiliar with visa requirements? This session will discuss barriers international students face when seeking employment in the United States as well as common stereotypes employers have about hiring foreign applicants. We will discuss programs, messaging and counselor training developed at the University of Virginia to support international students as well as share online resources, international networks, and print materials you can use with your students. We will also share best practices for staff who conduct employer relations including strategies for increasing employer knowledge around hiring international applicants.



Dreama 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, helping students to gain experience that develops their cultural agility in the workplace. Ms Johnson joined the Career Center in July 2012, having previously worked in various offices at the University. She is dedicated to helping students from underserved backgrounds succeed in higher education as she herself was the first in her family to graduate from a four-year college. Ms Johnson earned her BA in Religious Studies and MED in Student Affairs Practice in Higher Education at the University of Virginia.

Sara Greene's role as an Associate Director, Employer Relations in the University of Virginia Career Center includes working with employers to provide innovative programs, services, and opportunities to students. Ms Greene develops relationships with employers to find the best recruiting strategy for their hiring needs. Ms Greene is heavily involved with the American College Personnel Association, National Association of Colleges and Employers, and Virginia Association of Colleges and Employers. Originally from a small island on the outer banks of North Carolina, she completed her bachelor's degree in Management and Marketing at the University of North Carolina at Asheville and her master's in College Student Personnel Administration from James Madison University.



15:50 PM

Tea Break & Poster Sessions

15:50 PM 261 Unspoken Dream in Esport: An Exploration into Esport Industry as a Career Intervention for Young People by Lee Chin Hei, Sheung Kin Chan, Siu King Foon

With young people increasingly engaging in cyber games, there has been a tremendous growth of the Esport industry which can provide youth an opportunity to explore relevant multiple pathways for their career and life planning, including event management, post-event production, game caster, etc. An "Esport Exploration" program was designed for youth to help them understand their values, attitudes, skills and knowledge (VASK) through systematic training, which can turn leisure into career. Through skills training and workplace learning with career counseling, youth participants are able to widen their horizon on career options aligned with their interests.



Lee Chin Hei holds a master degree in Social Service Management from The Chinese University of Hong Kong. He is the service coordinator of CLAP for Youth@JC, Career and Life Adventure Planning Service Team (Kowloon West) in Hong Kong Christian Service. Online addicts and NEET youths are the main serving targets in his 12 years in social work. In Clap for youth @JC, "Esport exploration" is designed to bridge youths' interest in Esport with life planning and explore their competences developed from this serious leisure.

Siu King Foon and **Sheung Kin Chan** are described above.

15:50 PM 262 A Study on Variables Related to the Job Search Requirements of Unemployed Youths by Eunyoung Son, Hanee Kim, Hyunjoo Kim

The purpose of this study was to examine the qualifications desired by government and corporations, the perceptions of unemployed youth related to necessary qualifications for employment, and difficulties during the job search by exploring variables related to the job search requirements of the unemployed, thereby providing efficient information needed to prepare for a job search.



Eunyoung Son is a professor and chairman of the Korean Career Development Counseling Association. She majored in educational counseling and is interested in career counseling and education.

Hanee Kim is a doctoral student who is interested in career counseling and education, sponsored by the Korean Research Fund of Brain Korea.

Hyunjoo Kim is a doctoral student, interested in career counseling and education, sponsored by the Korean Research Fund of Brain Korea.

15:50 PM 263 The Exploration of Career Awareness of Drug Addicts' Art Making in the Therapeutic Community by *Hui-Chuang Chu*

Drug addicts seldom think about their future plans in the therapeutic community because of their brains and cognition have been hurt by drugs and the length of stay in the therapeutic community. They have lost their freedom and lack career awareness at the same time. In this research, art making is an activity for art therapy intervention during a drug addict's therapy session process. We found that art making can be helpful for drug addicts' career awareness and can facilitate the therapy process.



Hui-Chuang Chu majored in counseling psychology, career counseling and art therapy. She is a licensed counselor and art therapist in Taiwan. Her research interests are related to children, adult and family.

15:50 PM 264 Career Motivations of Mechanical Trade STEM Workers in Agricultural Occupations in Regional Australia by *Rebecca Black*

A sustainable agricultural workforce is necessary to support global food and fiber production (McIlveen & McDonald, 2018). The 4th industrial revolution will have enormous impact on the career experiences of mechanical STEM tradespeople in agriculture, workers who are integral to supporting the industry's adoption of technology. Social Cognitive Career Theory (Lent, Brown, & Hackett, 1994) enables vocational psychology research to address key challenges for career development during the 4th Industrial Revolution. In this poster, evidence will be provided in relation to the psychological factors that influence career motivations of mechanical STEM trades careers in agriculture in Australia.



Rebecca Black is a psychologist and practitioner in the field of career development and is a member of the ACCELL research team. Rebecca is completing the PhD phase of a double degree Masters/PhD program in Clinical Psychology through the University of Southern Queensland. Rebecca has integrated her professional experience into the field of agriculture, as her family runs an agricultural machinery dealership located in regional Australia. Rebecca aims to advance quality career development services for mechanical trade careers, entered through the VET pathway.

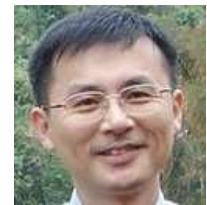
15:50 PM 266 Increasing Career Adaptability of College Students in Taiwan by Understanding their Career Style by *Kuan-Yu (Alice) Chen, Wen-Chih Tseng*

In this study, we aimed to enhance the career adaptability of college students by facilitating the understanding of their career style. Participants were 16 college students at a the University in Northern Taiwan. They were divided into two groups randomly. The experimental group participated in a seven-hour group; the control group received only the handout after the experiment. The results showed that students in the experimental group had higher scores on the career adaptability scale both in post-test and four-week follow-up test than the students in the control group. The analysis of covariance showed a significant difference in post-test scores.



Kuan-Yu (Alice) Chen, is currently a postgraduate student in the Department of Educational Psychology and Counseling at National Ching Hua University in Taiwan. She got her bachelor's degree from National Hsin Chu University of Education. Since she had the chance working in the school counseling field, she put focused on upgrading knowledge of how to assist students to overcome their career issues. She was also a teaching assistant for a career counseling course and worked as an intern psychological counselor in university, high school and hospital.

Wen-Chih Tseng is a professor of Educational Psychology and Counseling at the National Tsing Hua University, Taiwan.



15:50 PM 267 The Experience of Using UCAN for Career Exploration from Taiwan's College Freshmen by *Ming Kai Chang*

UCAN is a test platform for college students in Taiwan. Through this platform, students are able to find their specific interests and vocational types. During the promotion of UCAN, students will be allowed to conduct tests on the Internet on their own, or invite psychologists to assist in group testing. Through the implementation of UCAN, students can develop career planning courses and assistance, increase their understanding of the current workplace, and also help students understand their self-professional ability and professional knowledge.



Ming Kai Chang is in the master's program in Educational Psychology and Counseling at National Tsing Hua University, Taiwan. He earned a bachelor's in Psychological Counseling in 2008 from National Chiayi University, Taiwan. From July 2018 until the present he has been an Intern counselor in Taiwan at Kainan University Student Affairs. Previously, he has been a social worker, a supervisor, and an associate counselor for social welfare organizations,

15:50 PM 271 "Interest Development" Serves as a Means to Facilitate the Career Development of Youth by *Tak Kin Siu and Victor Wong*

Pursuing interest development is conventionally understood as a leisure or learning activity. However, in Hong Kong, young people are mostly advised to join interest classes for meeting the entry requirements for high-banding schools, and/or accommodating the expectations of their parents, which is not consistent with young people's making an informed decision to pursue something they feel passionate about. By using Conversation, Archive, and Review (CAR) and input from serious leisure instructors, a career intervention project called CLAP aims at developing youth's Values, Attitudes, Skills and Knowledge (VASK) which are deemed important for facilitating the career development of youth.



Tak Kin (Lucifer) Siu is a Research Associate at the Department of Social Work, Hong Kong Baptist University. He is currently working with other research and executive colleagues for the CLAP for Youth@JC project. His research interests include service development and service evaluation, mainly in poverty, labor, and employment service.

Victor Wong is described above.

16:30 PM

Breakout Session 4

16:30 PM 281 A Magic Carpet Ride: Meeting the Future Needs of Students and Graduates One Consultation at a Time by *Leo Grogan*

This session offers a revealing examination of a typical careers consultation with an international student at a busy Australian university careers service. Hear how a 30-minute consultation is structured to deliver something of value to every student visitor – worthy of their expectations, sacrifices and hopes. At the same time, attempting to satisfy the needs of four key service stakeholders also present during the consultation. If you are a service manager or careers consultant, this session will highlight the worker bee-like attributes required for successful career coaching in this age of industry 4.0.



Leo Grogan has 15 years' experience helping clients, including many international students, to develop new skills, insights and confidence to pursue satisfying careers. He has a clear-eyed understanding of the challenges and complexities associated with disruptive workforce change. Leo brings a spirit of warmth and attentiveness to his current career coaching role at RMIT University, and also consults with Hudson Talent Management and Deliberate Practice, backed by qualifications in counselling, career development, management and training. Previous speaking engagements have included Beihang University in China, the University of Melbourne's *Kwong Lee Dow Young Scholars Program* and a NAGCAS conference session on Chinese students employability.

- 16:30 PM 282 Personal Strength and Career Future Vision for College Students** by *Hsiu-Lan Shelley Tien*
The purpose of the study was to explore emerging adults' perception of career future vision. In the first stage, we interviewed 32 young adults aged from 18 to 27 by focused group interview. It comes out with 8 focus groups and 3 to 5 persons in each group. All the data were transcribed and analyzed by grounded analysis method. The results will be reported and discussed. In addition, a Future Oriented Vision Scale (FOV) will be developed based on the interview data. The intermediate effect of FOV between perceptions of career chaos and career adaptability and life satisfaction will be examined.



Hsiu-Lan (Shelley) Tien, Professor and Chair of the Department of Educational Psychology and Counseling at the National Taiwan Normal University, received her Ph.D. in Counselor Education from the University of Iowa in 1993. He is a licensed counseling psychologist in Taipei, Taiwan, a past president of Taiwan Career Development and Consultation Association (TCDCA), past president of Taipei Counseling Psychologist Association, and past president of the Asia Pacific Career Development Association. Currently she is also serving as the director of Taiwan Guidance and Counseling Association. She received the 2016 International Practitioner of the Year Award from the National Career Development Association.

- 16:30 PM 283 Build Your Personal Brand: Tools and Techniques** by *Brian Hutchison and Janet Wall*
Personal branding has become an important element of any career professionals' portfolio. In this session, two established career professionals with strong online brands will share social media tools and online habits that aid in building personal brands for career services professionals from all settings.

Dr. Brian Hutchison is described above.



Dr. Janet E Wall is a career development professional with more than 20 years of experience. Janet was responsible for creating the ASVAB Career Exploration Program for the US Department of Defense, a program that reached 1 million high school and postsecondary school students each year. Janet is co-author of the Ability Profiler published by JIST and has written eight books. She is a National Career Development Association Fellow and is a frequent presenter for various career development organizations. She investigates various branding technologies and uses them to promote the continuing education activities provided by CEUonestop.com.

- 16:30 PM 284 Career Consultant Training for Mothers: Development of Tools for Effective Helping in Japan** by *Hana Nobuko Hasegawa and Shujiro Mizuno*
Although the number of licensed career consultants is increasing, they do not necessarily have skills for counseling specific populations including young, working mothers and the middle-aged. The Japanese government has started a project to develop tools for helping these specific populations. We have been working on empowering women and making them work lively and self-fulfilling. Therefore, we participated in this government project and developed four tools with colleagues. These tools may contain Japanese cultural aspects. We hope to learn how career consultants are helping working mothers in other countries. Please join and give me your feedback on this presentation.



Hana Nobuko Hasegawa, 1st-grade career consultant, is a certificated supervisor of Japan Industrial Counseling Association. She is a member of Japan Industrial Counselor Association, Japanese Association of industrial Counseling, and National Career Development Association. She was a committee member of The Skill Development Committee for Working Mothers of the Ministry of Health, Labor and Welfare in 2017. She is a CEO of C-mind, LLC, which is the accredited institution of continuing education for licensed career consultant by the Ministry of Health, Wealth, and Labor.

Dr. Shujiro Mizuno, Ed.D, is a professor of psychology at Riso University. He is also a certified clinical psychologist, a career consultant, a professional counselor, a school counselor, and a college student counselor.



16:30 PM 285 Equipping Students with Developed Cultural Identities in a Global Context by *Chi Nguyen and An Vu Thanh Nguyen*

Foreign students are expected to meet with various challenges when they transition to college abroad (Anyon and Ong, 2014). Vietnamese students are no exception. At Olympia, we prepare our students by engaging them in multiple cultural identity building activities and programs. We believe strong cultural identities could facilitate healthy transitions to college overseas and ultimately instill in our students adaptive skills required in multiple cross-cultural settings. Our activities and programs include tradition-focused education which explicitly teaches students about Vietnamese culture and comparative thinking which invites students to think about Vietnamese traditions in this ever-changing world, then to create ways to impact others.



Chi Nguyen enjoys working with students to help them feel confident in their decision to choose the best fit during the college application process, and their career paths. She believes that each student has a unique set of talents, abilities and interests that can be enriched and developed with proper guidance. Chi is a life-long learner who is very committed to professional development. She regularly educates herself by visiting colleges, attending conferences, workshops, seminars to keep up with current trends and expectations in higher education and career development. She is a professional member of IACAC and has visited over 150 campuses globally.

An Vu Thanh Nguyen is a school counselor from the Olympia Schools, a private K-12 school located in Hanoi, Vietnam. She has worked with high school students, both in Vietnam and the U.S., to help them strategize for high school career as well as college research and application. Additionally, she has been teaching courses dedicated to self-exploration, goals setting and future planning at Olympia. She holds a BA degree in Psychology and Education from Mount Holyoke College, and a master's in Prevention Science and Practice (adolescent counseling) from the Harvard Graduate School of Education.



16:30 PM 286 Defining and Navigating the Real Gig Economy in Industry 4.0 by *Tu An Lim*

The gig economy is not just about matching talent with job requirements. It is a community of experts cultivating and growing tomorrow's talents, building and establishing professional standards, and developing accreditation to assure that service providers observe standards of quality and reliability. The possibility of encountering others within the same field in a spirit of community, however, may just be what you have been looking for especially in terms of improving yourself. "If you're truly professional," then you would be interested to know how your skills compare to the rest of our profession.



Tu An Lim, the Deputy Director at Abundanz Consulting, Inc., has over 10 years in career guidance and development experience. He has worked in Singapore Civil Service, One Public Service, Maritime, Education, Hospitality, MICE sectors. He is accredited as a Certified Career Services Provider (CCSP)[™] with the National Career Development Association (NCDA) and a certified Job, Career Transition and Development Coach. His competencies

include use of; Knowdell Career Assessment Instruments, Behavioural Assessment (DISC), Certified Administrator for Strong Interest Inventory (SII) and Points of You® Games. Mr. Lim is also a professional trainer who conducts the Career Preparation Series and Tools Exploration Series of workshops.

16:50 PM 287 Experience Beyond Borders through International Internship: Impact to Career, Culture and Life by *Cherry May Rotas-Palacio*

This study analyzed the impact of the J1 - USA Internship Program for new graduates in the Philippines. The study was based on data gathered from the evaluation form (qualitative and quantitative) of returnees for the last three years (2016 - 2018). A total of 251 respondents (153 females and 62 males) graduated from fifty (50) Philippine Higher Education Institutions were included. The results indicated they viewed the experience positively and found it beneficial for their careers, improved cultural understanding, and life expectations. Themes from the qualitative response included a positive impact on their career development; the ability to adapt to diverse culture and business standards while sharing their culture in their team; and a positive attitude toward various challenges encountered during their stay. Negative responses were considered for further improvement of the program.



Cherry May Rotas-Palacio is a licensed guidance counsellor and psychometrician in the Philippines. After 10 years in academia, she moved to industry in 2008. She is currently the VP – for Operations of POEC Consultancy International and concurrently the National Administrator for the International Association for the Exchange of Students for Technical Experience -Philippines. Both organizations' core program is to provide global career development opportunities to students and young professionals. Her main function is to ensure that there will be available opportunities for those who want to pursue professional advancement through training and development, study programs, immersion activities and research.

16:50 PM 288 Enhancing Student Competencies and Employability: University-Industry Collaboration in Biology and Biotechnology by *Thi Nhu Ngoc Bui*

The field of biology - biotechnology is one of the greatest developments with over 250 companies and centers in HCMC – Vietnam. In the competitive and innovative labor marketplaces, students not only focus on academic and technical competencies but also must focus on vocational and transferable skills. To equip students for their future careers, it is strongly important to understand the competencies need to succeed in career development. This presentation will provide an overview of the student's vocational core competencies to promote the employability and shorten the skills gap between graduates and employers based on the university-industry collaboration.



Thi Nhu Ngoc Bui is a lecturer at the faculty of Biology and Biotechnology (FBB), School of Science, Vietnam University, Ho Chi Minh. She has been a faculty assistant since 2015 and is responsible for operating a student career & professional development program, establishing and maintaining industrial relationships, designing the career guidance program, and organizing student activities at FBB. Moreover, Ms Bui is a core member of the academic development team for rebuilding the academic curriculum, building up the student exchange program, and composing a self-assessment report for ASEAN University Network (AUN) Accreditation.

17:10 PM Travel Break

17:20 PM Awards Ceremony

Join us in the Auditorium to celebrate some very special people.

17:50 PM Reception

Refreshments and a dance performance, ending at 8PM.

Thursday, May 23

Thursday Morning

8:30 AM **Registration, Coffee and Tea**

9:00 AM **311** **The Outlook of Vietnam's Career Landscape Facing Industry 4.0** by *Mr. Tuan Anh Tran*
In recent years, the labor market data for Vietnam, as well as for the cities and provinces has developed in line with socio-economic orientation and international trends. However, we have experienced both layoffs and labor shortages, specifically for workers with high-level, high-demand skills. The shortages result from the choice of majors. Some majors are highly valued, although they do not fill the needs of society. At the same time, the system of forecasting human resource needs, labor market information, and vocational training activities are not synchronous and do not effectively link the demand for vocational training, the availability of vocational training, and demand for workers. From the perspective of information gathering and research, Mr. Tran will explain how to provide and exchange information on occupational employment and labor market trends that is useful for vocational guidance.



Tuan Anh Tran is Deputy Director of Ho Chi Minh City Center for Labor Force Forecasting and Market Information, a standing member of the Ho Chi Minh City Vocational Education Association, and a member of the Vietnam Federation of Businesses. He holds a Bachelor of Economics with a specialization in labor economics. He has 38 consecutive years of work in the Department of Labor, Invalids and Social Affairs with experience in state management of labor, vocational training and employment, and wage and Labor market analysis. Mr. Tran frequently provides job and vocational counseling in Ho Chi Minh City and Southern provinces and teaches skills to students at various universities and colleges. He participates in scientific research activities at the state, ministerial and city levels and is a member of the Scientific Council for evaluation and acceptance of scientific subjects on the labor market, employment and occupations. Mr. Tran has provided more than 100 presentations and articles published in newspapers, scientific journals, and records of scientific seminars,

10:00 AM **Tea Break**

Breakout Session 5

10:20 AM **321** **Career Concepts That Work: Ideas for Practice** by *Nancy Arthur, Roberta Neault, Mary McMahon*
There are many different theories and models of practice that can be selected by practitioners to guide their work with clients. In this presentation, we review concepts that are in common and unique across theories and models that practitioners can emphasize to enhance their career development practices. We examined practice points offered by authors of 40+ different theories and models to inform our presentation. Join us for discussion about concepts that can work for you and your clients.

Nancy Arthur and Roberta Neault are described above.



Dr. Mary McMahon is an Honorary Senior Lecturer in the School of Education at The University of Queensland, Australia where she lectured in career development and career counselling at undergraduate and postgraduate levels. Mary is a developer and co-author of the Systems Theory Framework of Career Development. Mary researches how people construct their careers across the lifespan. She has a particular interest in systems thinking and systems mapping and its application to research, narrative career counselling, and qualitative career assessment.

10:20 AM 322 Creating Stakeholder Support for Changes in Career Development Delivery: A College Campus Model by Hilary Flanagan

Appreciating the impact of the 4th Industrial Revolution on the world of work and talent acquisition leads us, as practitioners, to consider changes in our service delivery and communication efforts with clients. At universities, it also means bringing the extended campus community along as partners in the conversation and shared vision for change. To be successful in entering into a new era of career development support on campus, administrators, faculty, staff, alumni, as well as parents and family need to engage as a community of support for our students. Gain insights from a succession of strategies employed for success.



Hilary Flanagan, Executive Director for the Seattle University Career Engagement Office, has almost 20 years of progressive leadership in the higher education career development environment. She received her undergraduate degree from the United States Coast Guard Academy and proudly served in the United States military before transitioning to higher education. She received her graduate degree at the University of Maine in Student Development in Higher Education. When not working, Ms Flanagan can be found training for and competing in triathlons, exploring new cuisines and cultures at home and abroad, or spending time with her expansive and lively family.

10:20 AM 323 Helping Clients Find their 'Ikigai' or 'Reason for Being' in the Age of Industry 4.0 by Timothy Hsi

Typically, career coaches and counsellors help clients to discover their career attributes in order for them to make informed career decisions. However, with the advent of industry 4.0, we contend that enabling the client to find the right job that matches their career attributes is insufficient. Career coaching should shift to enabling an individual to find their **ikigai** (Japanese concept of *reason for being*) as the foundational purpose of their career journey. Join Dr Timothy Hsi in this presentation as he explores and operationalizes the components of Ikigai using various career assessment instruments (such as Knowdell card sorts) when working with clients across the Asia-Pacific.



Dr Timothy Hsi, Founder of Abundanz Consulting, a leading career development company based in Singapore, represents the Career Planning and Adult Development Network across Asia and was the recipient of the 2018 APCDA Outstanding Educator of Career Practitioners Award. He is also the Country Leader (Singapore, Australia & New Zealand) for Points of You, a photo-based coaching tool. Additionally, Dr Hsi is the Founding President of the Career Development Association of Singapore (CDAS) where his vision is to professionalize and intensify the awareness of the important role that career practitioners play across every industry in Singapore.

10:20 AM 324 The 'Expanded Notion of Work' for Navigating Career Development Services for NEET Youth in Hong Kong by Toby Yip, Victor Wong, Michelle Chan

The 'Expanded Notion of Work' (ENOW) is introduced to audiences through its practical use in developing, navigating, and implementing career and life planning services for NEET youth in Hong Kong. The 'ENOW' concept is also a prospective response to the fourth industrial revolution that brings the new society upon which new ways of making sense of our career counselling goals are needed. Suggestions are offered for how to integrate both modern and postmodern career theories into the executable service models of 'ENOW' using some briefcase examples. Evidence of the practicality of this new conceptual tool are provided and further discussed.

Toby Yip and Victor Wong are described above.



Michelle Chan, Executive Assistant of the CLAP project in Hong Kong Baptist University, provides administrative support to Professional Development Framework Trainings targeting social workers and youth workers in Hong Kong, different tasks of the research team of the project's Community-Based Team and the Parent Education team. Graduated with a degree in statistics and with her previous work experience in market research, her expertise allows her to help with evaluation reports and impact studies of various areas of the project. In leisure times,

Michelle is interested in various sports including jogging, yoga, badminton, pilates and aerobics to keep herself in good health and maintain a positive attitude.

10:20 AM 325 Parents Take the Lead on Career Exploration in Chinese Elementary Schools in Nanshan by *Elisabeth P. Montgomery, Xiao Lianyu*

In mainland China teachers and parents skim articles about the impact of Industry 4.0, but they have yet to go deeper to understand its potential impact on the jobs of the future. A broader awareness and exploration of China's policy and response to Industry 4.0 – called Made in China 2025, gives parents, teachers, and students, new ways to monitor trends and industry developments. The 2025 plan covers ten career industry sectors integrated with the legislative goal called "One Belt, One Road." What career components will dominate the future jobs in the mainland?



Elisabeth Montgomery is Nanshan Education Bureau's first foreign Senior Advisor on Internationalization for public schools 1-12. For over ten years she has innovated education groups in Shenzhen's central Special Economic Zone. Specializing in school-based curricula design training, Green STEAM programs and implementation of United Nations Sustainable Development Goals. She serves as Foreign Deputy Vice Principal for South China University of Science and Technology (SUSTECH Education Group). She is the founder of several model international programs in Shenzhen's premier high schools. Specializations include career supervision and training of education providers; International college preparedness and placement; Job search, job shadows and internships; and Social Entrepreneurship.

Xiao Lianyu is COO for Shenzhen InterLangua Education Consulting and Technology, LLC a Nanshan district catalyst for emerging career and culture identity technologies.



10:20 AM 326 The Impact of Population and Workforce Movement in Japan on Career Decision-Making by *Michihiro Tanaka*

Japan has the highest portion of the aging population in the world, and this trend will be accelerated by the declining birthrate and the longer life expectancy. We are going to experience a super aging society which is extremely unique in the world. That means labor force decrease and GDP decrease. This could be "a crisis." I will introduce the policies the Japanese government is trying to implement. And, I would like to share my perspectives with APCDA members about what kind of support fields career counselors have, what existing significance, and what mindfulness.



Michihiro Tanaka experienced 11 years in tourism business, and 15 years in a temporary staffing agency. He gained the CDA certification in 2008 and established his company in 2016. Mr. Tanaka also holds the 1st degree of Mental-Health Management and Certified Social Insurance and Labor Consultant. In addition to career counseling activities, his career interests encompass raising CDAs, improving organizational development/operation, and training employees. From now on, he would like to help working people in the world, especially in Asia, realize wonderfulness of career counseling.

10:40 AM 327 The Impact of Regional Issues in Japan on Career Decision-Making by *Koji Matsuo*

In Japan the concentration of population concentration in the Tokyo area continues to increase. As students find employment in Tokyo, the percentage of young people in rural areas is decreasing. Due to the declining population in agriculture and villages, there is concern about disappearance of localities. I would like to think about regional issues through the career of a young man who moved locally. And, I would like to share my perspectives with APCDA members about what kind of support fields career counselors have.



Koji Matsuo experienced a sales management position for 30 years. He got CDA certification in 2013. In addition to career counseling activities, his work includes CDA procurement, organizational development, management support, graphic facilitation, etc. From now on he would like to support people around the world, especially those working in Asia, to realize the wonder of career counseling.

11:00 AM

Travel Break

Breakout Session 6

11:10AM 331 **A Win-Win Workplace Learning Intervention for NEET Youth in Collaboration with Business Stakeholders** by *Victor Wong, Xuebing Su*

The mismatch between talents and workplace openings is a prevalent concern. The presentation will introduce a new framework for enhancing person-environment fit, which emphasizes the match of values, attitudes, skills, and knowledge (VASK) of an individual with one's workplace environment. This study examined the effectiveness of a workplace learning program adopting the VASK-based P-E fit framework for talent-job matching. In collaboration with business stakeholders, social workers worked with a group of NEET youth in Hong Kong. The findings will inform the design and delivery of career interventions for achieving a win-win scenario for both disadvantaged youth and business stakeholders.

Victor Wang and **Xuebing Su** are described above.

11:10 AM 332 **Reimagining Career Development through Social Entrepreneurship** by *Ian Flaherty*

Students are often advised to gain a variety of experiences. Students now have opportunities to participate in various internships, careers programs, competitions etc. and are encouraged to adopt entrepreneurial concepts, such as design thinking and lean process practices. Students pursuing an arts degree are not always interested in business subjects or corporate internships. Instead, they are more interested in social issues and the impact they have on the world. With this in mind, we introduced a program that is part of their degree and specifically incorporated social entrepreneurial learnings for arts students. In this program, we cover what entrepreneurship means for students.



Dr. Ian Flaherty is a sociologist whose doctoral research looked at intimate relationships among gay men in late modernity. His interest in social entrepreneurship arises from the very sticky problem of rising inequality across the globe

11:10 AM 333 **Building the Career and Talent Development Professions in China and the Philippines** by *Brian Schwartz*

Since 2010, I have worked towards a psychodynamically-based career and life design counseling process in Asia. Working in China and the Philippines and serving on the Board of Directors of the Institute for Career Certification International, a broad workforce development strategy was developed in parallel to provide depth clinical career counseling training augmented by additional specialties in career coaching, talent development consulting, strategic workforce planning, entrepreneur coaching and education and school-based career guidance and advising to the public and government agencies, an integrated online career self-discovery software application with personal branding addendum and a "small course" broad human and career development menu of courses.



Dr. Brian Schwartz, an American psychologist, has 42 years of career management consulting with over 1700 individual clients and 33 years of organization development consulting in the USA, UK, Europe and China. He moved to China in 2010 and embarked on a mission to bring career self-discovery assessments to Asia and to train career and talent development professionals in China and Southeast Asia. Partnering with progressive university-based and government professionals in the Philippines, he is also engaged in training career and talent development professionals and delivering Who Am

1? workshops to high school, vocational school and college/university students. He is leading a similar effort on the ground in China with his Chinese partners.

11:10 AM 334 Demystifying Career Coaching and Counselling: Bouncing from Depression to a Meaningful Career by *Christine Gan, Belinda Boo*

Have you ever struggled to help a client suffering from mild depression? Is it difficult moving them from one milestone to the next? This session presents a guide on how one client overcame his odds to successfully find a job with the help of both a career coach and a career counsellor.



Christine Gan has 8 years of headhunting experience behind her. After some years in marketing, she was headhunted to spearhead the Creative Sector for an international search firm. She was later headhunted to join a dotcom company, before starting her own executive search firm. Now as a Career Coach for the past 3 years, Christine assists people from all walks of life in identifying and in fulfilling their career goals. She is also volunteers as a Marriage Counsellor and a Pre-Marital Counsellor. Christine is certified in Job & Career Transition (JCTC), ACCDF and Career Construction.

Belinda Boo has 14 years' experience coaching a diverse group of clients in their career transition. For past 2 years, she has counseled clients with emotional barriers, helping them to rebuild confidence, discover motivation and take action to achieve their desired goals. Belinda has a master's in Counselling from Monash University. She is certified in Myers-Briggs Type Indicator (MBTI), Strong Interest Inventory (SII), Job and Career Transition (JCTC), Global Career Development Facilitator (GCDF), Career Construction Interview & Career Practitioner Supervision.



11:10 AM 335 New Trends in Secondary Career Planning from Hong Kong and California by *Tony Mak, Ava Lau, Loretta Whiston, and Marilyn Harryman*

CLAP for Youth @ JC advocates youth-led career guidance in 52 secondary schools. This panel includes two case studies of secondary schools in Hong Kong which adopted a youth-led career and life planning approach in the enhancement of school-based career guidance interventions. Practices, strategies, and examples of the two schools in enabling students to take active roles in career guidance will be shared. California began a major transformation of its education system three years ago with the adoption of the new Local Control Funding Formula. This plan changes the way the state evaluates school performance. Beginning in 2018, schools are being publicly rated on progress made towards students' college and career preparation. The panel will describe the strengths and challenge of implementing this major reform effort, and the emergence of best practices statewide in college and career counseling in California schools.



Yu Hong (Tony) Mak is a Registered Teacher in Hong Kong, and a Global Career Development Facilitator (GCDF). Tony is currently serving as School Development Officer (SDO) in CLAP for Youth @ JC in Faculty of Education, The Chinese University of Hong Kong. Tony is also a part-time Ed.D. student studying educational psychology at The Chinese University of Hong Kong.

Lee Kwan (Ava) Lau is a Registered Teacher in Hong Kong, and a Global Career Development Facilitator (GCDF). Ava was the Head of Counseling and Career Education Committee in a secondary school in Hong Kong and is currently serving as School Development Officer (SDO) in CLAP for Youth @ JC in Faculty of Education, The Chinese University of Hong Kong.



Dr. Loretta Whiston is the Executive Director of the California Association of School Counselors (CASC), the largest state association for school counselors in the U.S. Previously she served as the Chair of the Educational Counseling program at the University of LaVerne and for over two decades she oversaw Student Support Services, as a school district-level administrator in a leading school district in Southern California. She has served in numerous state leadership capacities and is often requested to provide expert testimony with

the California State Senate and Assembly Education Committees. Her research interest are college and career readiness and school counselor leadership.

Marilyn Harryman, M.S. Counseling/Psychology is a career counselor in private practice in San Francisco, CA. Prior to this, she served as counselor educator and supervisor for the University of LaVerne and the counselor coordinator for Oakland Public Schools. She is best known for her work as producer and host of *CCC Live - The Counselor Community Connection*, Cable TV (1996-2016). Over the years, Mrs. Harryman has received numerous recognitions including H B McDaniel Foundation Hall of fame recipient; California Association of School Counselors (CASC) Advocate of the Year; and Inroads Foundation, Educator of the Year.



11:10 AM 336 Evolution of Singapore's Public Career Services Delivery Model: Adoption of Right Servicing Approach by *Alvina Ng*

This paper describes the journey which Workforce Singapore Agency (WSG) undertook since 2015 to transform its career services delivery to meet the needs of the changing workforce. This presentation covers: 1) Service Model enhancements through the adoption and implementation of the Right Servicing Approach by Prof James P. Sampson. 2) Infrastructure design incorporating human-centric technology and experience and as an enabler to improve jobseekers' experiences. 3) Capability and Organizational Transformation to ensure alignment and professional delivery of enhanced career services.



Alvina Ng has over 8 years of experience in public employment facilitation and career development work, ranging from policies conceptualization to programs implementation with Workforce Singapore Agency. Her passion lies in improving the quality of career services delivery through engaging the public in understanding the evolving needs of the workforce and seek out innovative ways of delivering career services.

11:30 AM 337 Career Development Practices in Educational Settings in Asia: A Critical Review for Future Research by *Li Fern Tong*

With the fourth industrial revolution, the nature of work has evolved with digitization and automation. Many researchers have invested time in understanding the impact the fourth industrial revolution has on our economy and future of work. However, research focusing on career development practices is limited. Using a critical analysis of literature, gaps in the career development practices in selected Asian countries were identified. This study further discusses the future implications and research areas for career development practices in educational settings in Asia.



Li Fern Tong is a Lecturer and Counsellor of HELP University, Malaysia. Li Fern graduated from Charles Sturt University, Australia with a bachelor's degree in Business. She worked in the marketing industry for 5 years before pursuing her master's in counselling from HELP University. Before she embarked on an academic career, she had been in the people management-consulting field, where she counselled, coached and trained corporate clients. Li Fern continues to provide corporate training in career development and emotional intelligence. She teaches undergraduate students life skills and leadership skills and supervises interns in the master's in Counseling program.

11:50 AM

Lunch

Please get involved in APCDA. Our committees will meet during this lunch period and would love to have you join them. You can choose from these committees: Bylaws & Policies, Membership, Newsletter, Program (Conference & Webinars), Public Relations, and Research. Rooms for the meetings are listed in the Conference-At-A-Glance.

Thursday Afternoon

14:00 PM 341 Panel: Technical Education for Industry 4.0 with panelists: *Eva Jennings, Ying (Jenna) Jiang, Julie Doherty, and Marife Mamauag*; Moderated by *Brian Hutchison*

Workers of the future need both strong technical skills and the ability to innovate and respond to constant change. Both colleges and workforce retraining programs need to prepare workers for this new reality. How can workers be retrained for this new reality? Which skills do college students need to be successful in this workforce? How can universities partner with employers to assure that graduates will be employable? How can we humanize science and technology to ensure that STEM learners will be better equipped for demands of the workplace in the Fourth Industrial Revolution?

Eva Denise Jennings is the President of CCCAOE, the California Community College Association for Occupational Education. CCCAOE represents more than 2,500 CTE and Workforce Development professionals working in Community Colleges across the state of California. Ms. Jennings is the co-chair of the CCCAOE legislative advocacy committee, and Dean of Career and Workforce Education at the College of Alameda. She was formerly a K-12 teacher at Fremont High School in the Oakland Unified School District and adjunct faculty in Media Communications at Laney College. She has served as a Tech Prep Coordinator and project manager for various local, state and federal workforce development grants.

Jenna Jiang is a career development advisor at the NYU Shanghai Career Development Center. Jenna oversees assessment, including the First Destination Report, student graduation documents support, and student development data collection. With a science and engineering background, she is responsible for the STEM job development for the center. Additionally, Jenna provides workshops and coaching for students. Jenna received two master's degrees, one in Social and Organizational Psychology and the other in Industry and Organizational Psychology, from University of Exeter and East China Normal University respectively.



Julie Doherty is the manager of the Career and Employment Service with over 18 years' experience in the career education and student engagement sector. She leads a team of faculty career development consultants and career advisors. Both Julie and Serene are intrigued by ways to embed career development in higher education, including developing appropriate resources and technologies to support it.

Dr. Maria Felicitas (Marife) Molina Mamaug and Dr. Brian Hutchison are described above.

15:00 PM

Travel Break

Breakout Session 7

15:10 PM

351

Providing Group Career Counseling for Asian International Students by *Hongshan Shao*
In the United States, the number of international students has increased for eleven consecutive years. Half of the international students in the U.S. are from China or India, and the number of students from these countries is still growing. Enrollment increases have caused increased demand for career services to meet the unique needs of Asian international students. International students are more likely to experience language difficulty and culture-related difficulties. This presentation will address both the challenges and approaches through a cultural formulation approach. Based on this model in literature, a group counseling intervention specifically for Asian international students will be proposed and implemented.



Hongshan Shao is currently a third-year master's student in Counseling Program with a Clinical Mental Health Counseling emphasis at the University of Missouri - St. Louis. She is serving as an Intern counselor at Lutheran Family and Children Service of Missouri to provide individual counseling to children and adults and gain experience in couples and family therapy. She also interned at the UMSL Counseling and Social Advocacy Center to conduct career counseling for students through a career workbook on values and other related tools.

15:10 PM

352

How a Multi-Generational Approach to Career Guidance Leads to Economic Growth and Sustainability by *Bailey Rowell and Alan Davies*

To be competitive in today's economy, implementing a career guidance program able to meet the needs of the future and current workforce is critical to success. Education and career development programs from Kuder help countries all over the world achieve sustainable economic advancement by offering evidence-based tools built on decades of experience, yet flexible enough to keep pace with the ever-changing world of work. This presentation introduces proven-effective strategies to building a full-spectrum talent pipeline — one that introduces career awareness at an early age and continues to bring value to those preparing for careers, first-time job seekers, and seasoned employees.



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.

Alan Davies is an independent career development contractor and current CDAA moderator. As a former Regional Career Development Officer for Kuder, he provided support to career practitioners in creating integrated career guidance programs, initiated professional development and training opportunities, facilitated career-based forums, and led benchmark reviews with clients. Previous to Kuder, he spearheaded a number of key initiatives that resulted in positive state and local government policy changes. Currently, Alan works with rural and regional communities as a consultant, supporting successful journeys of youth and adults.



15:10 PM 353 **Supervision and Role Models for the Development of Core Competencies** by *Shujiro Mizuno and Midori Nonogaki*

Mizuno and Nonogaki will continue the discussion of the previous year's presentation about how 21st-century career consultants can develop professional level competencies. This year Mizuno and Nonogaki will focus on how the role of supervisors and role models enhance the skills of career consultants and quality of professional attitudes. The presenters will use an Integral Developmental Model (IDM) for the discussion on how the career consultants have experienced professional development through relationships with their professional models.

Shujiro Mizuno is described above.



Midori Nonogaki, B.A., Associate Professor of International Studies, Career Consultant, CDA. And APCDA Japan Country Director.

15:10 PM 354 **Designing Interventions for Mid-Career Switch: Aligning Self-Concept and USP for Occupational Fit** by *Shawn Moi, Chris Lau*

One of the major group of individuals being served in Workforce Singapore Careers Connect are mid-career professionals. With changes observed in the labor market, we are seeing more individuals seeking a career switch – either to new roles or entirely new industries. Preparation and factors are numerous; from employer's receptivity, an individual's social support system, and even one's career readiness. This presentation highlights the strategies undertaken by the career coach in conjunction with a newly developed career-talent matching initiative, as the client undergoes career coaching to clarify her goal and intention to enable her to make a successful career switch.



Shawn Moi - A Public Service Distinguished Star Service Award-winning Senior Career Coach who has a proven track record in career coaching individually and in groups. Certification in psychometric assessments such as MBTI & Strong Interest Inventory has allowed him to provide customized career guidance based on clients' personality & transferable skills and help them developed effective elevator pitches for networking. He is also a clinical supervisor who has successfully led teams and project groups in delivering holistic career services for professionals, managers and executives.

Chris Lau started his career as a regional marketing professional with global brands before transiting to the headhunting profession and has coached clients on career strategies for over a decade. Mr. Lau is currently a senior stakeholders engagement consultant with Workforce Singapore where he deepens his expertise in the career facilitation landscape. His achievements and contributions are reflected through his various accolades including the Manpower Minister Award, Permanent Secretary Commendation and Public Sector Transformation Award.



15:10 PM 355 Do Counselling Skills Enhance Coach Effectiveness in the Career Development of Managers? *by Raewyn Laurenson*

It is proposed that coaches are likely to be more effective with additional training in counselling skills. This presentation looks at the current status of New Zealand-based research about the perception of coaching in industry and its effectiveness, including drawing on the preliminary findings of a current study. How counselling skills can enhance coaching practice will also be considered. Discussion about perceptions of coaching in countries and contexts outside New Zealand will be invited.



Raewyn Laurenson, Principal Academic Staff Member, Nelson Marlborough Institute of Technology (NMIT). Raewyn teaches across three programs which include careers, counselling and supervision. Prior to teaching at NMIT, she was in private practice as a workplace coach, counsellor and supervisor drawing on her background in executive search and recruitment in Australia and New Zealand. She worked in many different organizational environments before she became an academic staff member in 2012.

15:10 PM 356 Hands are Search Engines for the Brain – Using Lego as a Reflective Career Development Tool *by Jackie Simpson, Linda Reardon*

Reflective activities can be used to make meaning from the past, understand the present or construct, and imagine the future. They are an ideal tool to use with students who are developing their careers and navigating the world of work, engaging in a process of self-discovery, or crafting a career narrative to explain their current situation. This hands-on interactive workshop introduces Lego Serious Play and demonstrates how this engaging tool can be used by career practitioners to facilitate the reflective process. You will be actively engaged and experience the process for yourself.



Jackie Simpson has over 25 years of experience in assisting clients to achieve their career goals and dreams through the transformative process of education. She has extensive experience in designing, delivering, managing and evaluating student focused programs in higher education, community and secondary school environments. Drawing on a wide range of classic and contemporary career development theories such as those of John Holland, Donald Super, Norm Amundsen, John Krumboltz and others,

Jackie partners with students to assess their interests, values and preferences both through formal assessments such as MBTI and informally through experiential activities and interviews.

Linda Reardon is a Career Advisor at the Australian Catholic University (ACU). She has 20 years' experience within the higher education careers space and five years within the secondary school sector. Linda is passionate about working creatively with students and helping them to develop their workplace readiness, employability, entrepreneurship and leadership skills. Linda also shares the role of NSW/ACT State Secretary for the National Association of Graduate Advisory Services (NAGCAS), Australia's peak



professional body for career development in the higher and tertiary education sectors and is registered as a Career Development Professional with the Career Development Association of Australia (CDAA).

- 15:30 PM 357 Psychological Type – The Scientific Foundation for Career Assessment and Its Roots in the I Ching** by *Brian Schwartz*
Psychological type and associated temperament theory have been used extensively since the 1970's in assessing clients for career and life design counseling both as individuals and as part of organizational talent development initiatives. The concepts were inspired by Dr. Carl Jung's reading of the i Ching two years before he wrote *Psychological Types*. Not inborn but the product of the first three years of each person's survival strategy before language acquisition, it is a key determinant of our destiny in our careers and lives. Using a new type "bagua", career professionals can help clients divine their future.

Brian Schwartz is described above.

- 15:30 PM 358 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 what important soft skills are 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.

Tea Break and Poster Sessions

- 15:50 PM 361 Employability Skills e-Portfolio Credentialing** by *Eric Asato*
RMIT Vietnam's co-curricular employability skills program publishes an e-portfolio of 6 skills for students to document, reflect on, and pitch their skills to future employers. The poster will diagram the process from the student journey of creating the e-portfolio and receiving feedback for improvements from the Careers & Industry Relations staff.



Eric Asato, MBA, teaches employability skills in the Careers & Industry Relations Department at RMIT. After completing his MBA at Seattle University in 2009, Mr. Asato moved to Vietnam and become an English teacher because he is passionate about helping students achieve their goals. After 3 years teaching English, he moved to the Careers & Industry Department.

- 15:50 PM 362 Efficacy of a Career Construction Course with Adolescent in Mainland China** by *Yan Liu*
This study examined the efficacy of a career construction-based course designed to foster key aspects of career development of Chinese high school students. A pretest- posttest group design compared students who completed the course (n = 31) with a quasi-control group of students who were enrolled in a career plan course (n = 29). The results indicate that differences in the vocational self-concept specificity, career adaptability level, the number of words and themes in the Future Career Autobiography indicated the effectiveness of the course. The application of Career Construction Theory in the Chinese context was examined.



Yan Liu is a Master of Applied Psychology and a research assistant in the school of Psychology, Beijing Normal University. Her research interests include life design with adolescent and intervention based on Career Construction Theory.

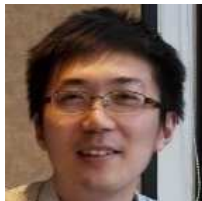
15:50 PM 364 The Casual Leisure Experience and Career Adaptability of NEET Youth in Hong Kong (Qualitative Study) by Kent Lam

The role of casual leisure experience has not been recognized as a beneficial component for the career development of young people. This study explored how a group of 20 non-engaged young people in Hong Kong spent their leisure time and its relationship to their development of career adaptability. A qualitative study was used to explore the subjective experiences of non-engaged young people through twenty interviews and three focus groups. A conceptual model specifying the relationship between casual leisure experience and career adaptability was developed. Based on this, strategies in development of career adaptability by non-engaged young people were identified.

Dr. Kent Lam is described above.

15:50 PM 368 Analysis of Gender Differences on Career Development Measures by Chen-Wei Tse, Grace Y.L Cheng, Seung-Ming (Alvin) Leung

In this study, we compared the scores among four groups of Hong Kong Grades 10–12 students who completed the questionnaires during 2015-2018: boys in boy school, girls in girl school, boys in mixed school, and girls in mixed school, on four aspects about (a) the understanding on career planning, (b) the stage in the decision-making process about career choice, (c) career adapt abilities, and (d) career decision-making difficulties. The analysis was carried out by ANOVA. The results indicate there were several significant differences among students in the 4 groups.



Dr. Chen-Wei Liu got his PhD in psychometrics and is now working at the Chinese University of Hong Kong as a postdoctoral research fellow. His main research interest is item response theory and career development.

Ms. Grace Y.L Cheng is a Senior Research Assistant in the Faculty of Education at The Chinese University of Hong Kong. She received her Master of Social Sciences in Counselling Psychology from Hong Kong Shue Yan University. Her research interests focus on career development and assessment, student motivation and achievement, and parenting and child development.



Seung-Ming (Alvin) Leung is described above.

15:50 PM 372 Using “My Anywhere Cards” and Art Media in Adolescents’ Career Exploration Activity by Jia-Ying Chen, Gan-Hua Chen, Hui-Chuang Chu

This study investigates the effects of using “My Anywhere Cards” and art creations on adolescents’ career exploration. The data has been collected through activities and interviews by employing the purposive sampling technique with 6 students in the third grade of high school in Taiwan. To achieve this purpose, a career exploration activity and a semi structured interview were conducted with students studying in the third grade of high school in Taiwan. As the result, this study found that using “My Anywhere Cards” and art creation can help adolescents in career exploration.



Jia-Ying Chen is a fourth-grade college student from the Department of Educational Psychology and Counseling of National Tsinghua University in Taiwan. Having taken the course of Career Guidance and Counseling, she is interested in art therapy and Individual guidance of adolescents.

Gan-Hua Chen is a fourth-grade college student from the Department of Educational Psychology and Counseling of National Tsinghua University in Taiwan. Having taken the course of Career Guidance and Counseling, she is interested in art therapy and Individual guidance of adolescents.



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.

15:50 PM 375 Reality and Challenge of Leisure Counseling from the Perspective of Life Development by *Eunyoung Son, Jinhee Son, Hanee Kim, Hyunjoo Kim*

This study examined reality and future challenge of leisure counseling which helps client's live a balanced life based on the assumption that counselors have not had proper understanding and effort in terms of counseling knowledge and methods on leisure counseling.

Eunyoung Son, Hanee Kim, and Hyunjoo Kim are described above.

Dr. Jinhee Son is a Professor with a Ph.D. in educational counseling. She is interested in career counseling and education. She is now vice-chairman of Korean Career Development Counseling Association.

Breakout Session 8

16:30 PM 381 Two Universities Use CareerHub Workflows to Maximize Reach and Optimize Experience by *Jackie Simpson*

In the age of industry 4.0, the world and workforce are changing very quickly, and our universities are under significant pressure to evolve to meet these challenges. In an increasingly competitive space, students are choosing providers who will give them the flexibility and outcomes required for this new world. This presentation will introduce the way that Western Sydney University (WSU) and Australian Catholic University (ACU) have employed Industry 4.0 technologies to automate and expand the reach of services in turn promoting higher levels of student engagement & success. The sustainable practices ensure that the services can scale across our complex environments achieving more with less.

Jackie Simpson is described above.

16:30 PM 382 Everyday Career Influencers: Conceptions of Higher Education Professionals in Student Career Development by *Candy Ho, Kris Magnusson, Cindy Xin*

Career Services professionals intend to support people along their professional journey; yet, data from the post-secondary sector indicates that students generally turn first to non-career professionals for advice. This session outlines a recent doctoral study in Canada that investigated this phenomenon and will discuss the broader implications of the study's findings. The session aims to help participants:

- understand the notion of 'Everyday Career Influencer' and how to identify these career influencers in their clients' contexts and networks;
- consider how they can leverage career influencers to help promote career development and education.



Candy Ho is a faculty member at Kwantlen Polytechnic University's Educational Studies department, where she teaches her dream 'bookend' courses that help students transition to and from university: "Introduction to Higher Education" and "Post-University Transition". Prior to becoming a faculty member, Candy worked extensively in university student affairs in areas such as first year experience and student transition, campus and residence life, career and volunteer services, co-

operative education, and academic advising. A doctoral candidate (educational leadership) at Simon Fraser University, Candy is keen to explore the convergence between career development and student success.

Kris Magnusson is currently serving as the Dean of the Faculty of Education at Simon Fraser University. Prior to joining SFU, he was at the University of Lethbridge (last post as Associate Vice-President Academic) for 11 years, and before that he spent 10 years at the University of Calgary, teaching career development and counselling courses in the Counselling Psychology program. Kris' administrative specialties include program design and development, inter-institutional collaborations, student services. A recipient of numerous prestigious awards in the career development field, his academic specialties include career development and counselling psychology.



Cindy Xin is Director of Research in Simon Fraser University's Faculty of Education. She is responsible for the Faculty's Research Hub, an innovative, collaborative, interdisciplinary, and technology-infused space to support Faculty research activities. Cindy has been working in the field of learning design, educational development and program evaluation for the past 20 years. She has taught and conducted research at a variety of institutions, including Simon Fraser University, Brigham Young University, China Academy of Science and China University of Science and Technology. She has also consulted for government, academy and industry.

16:30 PM 383 What Challenges do Teachers who Support Students' Career Development in Secondary Education Face? by *Elson Szeto*

In Hong Kong, career and life planning education facilitates the sustainable development of people, particularly the youth, in exploring career aspiration, identities and pathways at the stage of secondary education. This paper aims to explore career teachers' experience in support of career development of students in the school. The teachers need to overcome a challenging dilemma between the school structure and limited resources. Improvement of the policy of career and life development education are also discussed.



Dr. Elson Szeto is an Assistant Professor in the Department of Education Policy and Leadership and a research fellow of the Asia Pacific Centre for Leadership and Change at the Education University of Hong Kong. His research interests include social justice leadership in education, principal leadership and preparation.

16:30 PM 384 Supporting Underprivileged Girls with SEN in Career Transitions by Digital Drawing by *Kwan Mei Lam and Toby C. Y. Yip*

Achieving aspirations can be a frustrating experience, especially for youth with special education needs. In Hong Kong, they often find limited choices when it comes to career pathway development. This case study of two girls with SEN will tell the audience how social workers use a 'personalized career learning' approach to attaining the intervention goals through digital drawing. Different from SEN-related vocational/ traditional service, unpaid work experience developed from serious leisure plays an important role. To turn their invisible talents visible, social workers applied the concept of 'Expanded Notion of Work' to help them gain self-esteem and self-recognition.



Kwan Mei (Mel) Lam, a Registered Social Worker, has over 10 years of experience in working with youth at-risk. She has been a social work practitioner in School Social Work and Outreaching Social Work. She is experienced in enhancing youth's employability and developing stakeholder network for providing youth an enabling environment for career development. Her research interest is career planning and development of at-risk youth.

Toby Yip is described above.

16:30 PM 385 AI Provides Personalized Training Recommendations to Enhance Employability and Career Mobility by *Hector Lin*

The changing world of work calls for developing highly personalized, modular, and relevant training solutions. There are, however, several challenges, such as: difficulty in identifying skills required due to systemic time lag in obtaining accurate Labor Market Information (LMI); lack of personalization in the learner's skill development; and finally, the ever-increasing difficulty in designing a training curriculum that is up to date with marketplace demands. Given the right push, AI and Data Science have the potential to confront these challenges. This program showcases the innovation of using AI to power collaboration among the workforce, training providers, and companies.



Hector Lin is APCDA's Singapore Country Director and Business Development Director of JobKred, a technology company that empowers individuals and organizations to thrive in the new digital economy. Mr. Lin has been 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). He has successfully helped organizations design and implement peer support systems, career guidance workshops and 1-1 personalized mentoring programs.

16:30 PM 386 Applying Narrative Therapy Strategies in Career Practice to Enlighten, Encourage, and Empower by *Ann Martin*

We are all the authors of our own internalized and evolving life stories, which provide the basis of self-identity and worldview. These stories also provide evidence of strengths and desires and can be used to promote career clarity, new possibilities, and increased self-efficacy. Together, we will explore the use of a Narrative Counseling framework in career counseling to promote client personal growth and life exploration, including specific techniques for incorporating it into your own practice.



Ann Martin is a Board-Certified Counselor and Career Advising Specialist at University of Maryland University College. She assists non-traditional students and alumni in all facets of career development and career decision making. Through advising, educating, and skills development she empowers individuals to take charge of their future and successfully pursue their goals. Ms. Martin holds a master's degree in Mental Health Counseling and Certified Career Coach (CCC) and National Certified Counselor (NCC) designations. She feels privileged for the opportunity to positively impact others' lives everyday.

16:50 PM 387 The Changing Role of a Career Counsellor during the Scientific and Biological Revolution by *Julie Rosengren*

There are large groups of workers who will be displaced by the inexorable rise of artificial intelligence (AI) technology, the key development that is driving the fourth 'industrial revolution' in the world today, aptly called the scientific or biological revolution. In response, demand for career transition services will increase exponentially as people grapple with how to forge a career path in this uncharted territory, and ultimately, find a purpose in life.



Dr. Julie Rosengren is Founder and Managing Director of the Life Institute of Family Education (LIFE). She is a Transition Specialist with more than 25 years' experience in researching, writing, training, consulting, coaching and counselling. She has worked across a range of industries. She has had extensive experience working in Asia and speaks Thai and some Chinese and Japanese. Julie has developed various transition education programs including 'Practical Parenting', 'Successful Aging Respectful Caring', 'Find my Calling' and 'Australia, The Lucky Country' based on years of research and practical experience in the area of changing attitudes and behaviors and increasing a person's emotional intelligence.

16:50 PM 388 Enhancing Student Employability via Social Entrepreneurship by *Ngoc Ahn Nguyen*
"Plant the Seed" is an initiative of Careers & Industry Relations Department (Hanoi campus) - RMIT University Vietnam. The program targets outstanding students of RMIT University Vietnam with excellent leadership, entrepreneurial and communication potentials. The project aims to create a playground for the students to implement social entrepreneurship and to give back to community through charity. This presentation will cover the "Plant the

Seed” concept, recruitment and selection of participants, implementation, participant feedback, charity trip details and outcomes.



Ngoc Anh Nguyen, Career Consultant, Careers & Industry Relations Department, RMIT University Vietnam – Hanoi Campus, has more than 10 years' experience in education and consultancy focused on ethical enterprise, social responsibility and management. She holds a master's degree in Strategic Marketing and Consulting from the University of Birmingham, U.K. and certification in Advanced Coaching and Mentoring Professionals for Breakthrough Success. Ms Nguyen has worked at RMIT University Vietnam since 2011, focusing on career development, coaching and mentoring, and training facilitating. She is passionate about working with clients in a multi-cultural environment to contribute to their positive changes they make in their career pathways.

16:50 PM 389 Enhanced Student Career Services and Placement Program of Selected Private HEI's in Metro Manila by Juana Rosa "Gina" F. Martinez

High unemployment among recent university graduates must be countered through high quality student career services and placement programs. A survey and interview questionnaires were created to evaluate the holistic implementation of student career services and placement programs and expected student's competencies. Both quantitative and qualitative research designs were used with a purposive sampling technique. Respondents were selected Directors, Heads, and Coordinators of Student Career Development and Placement Offices of private tertiary schools in Metro Manila who are members of the Association of Placement Practitioners of Colleges and Universities (APPCU).



Juana Rosa (Gina) Martinez is a graduate of Centro Escolar University (CEU), Manila campus, with a BS in Psychology, MA in Psychology, MS in Guidance and Counseling, and a candidate for Doctor of Philosophy in Guidance and Counseling. She is a practicing Registered Guidance Counselor and a Registered Psychologist and has served her alma mater for 28 years where she established the Career Services and Placement Department before she was assigned to head the Guidance and Counseling Section of CEU, Makati campus. She is a Founding Member of APPCU, an Associate Member of the Philippine Guidance & Counseling Association of the Philippines (PGCA) and the Psychological Association of the Philippines (PAP).

17:10 PM Travel Break

17:20 PM Member Meeting

Join us in the Auditorium to discuss Restructuring and the Future of APCDA

18:20 PM Board Meeting

The Board will retire to room AB2.2.07. All are welcome to attend.

19:20 PM Board Dinner

Friday, May 24

Friday Morning

8:30 AM Registration and Coffee and Tea

Breakout Session 9

9:00 AM 411 An Online Mentoring System for College Students - Social Mentoring "itdaa" by Yoonjin Jo and Jieun Ahn

For college students and job seekers, finding a person working at a desired company and establishing a relationship with that person is not easy. There has been no system to connect mentors who are willing to help college students and job seekers by showing their real names and their organizations until an online mentoring system was launched in Korea. Participants will learn the core values and the success story of the founder of this online mentoring system and also learn about know-hows and tips for successful mentoring services in your settings.



Yoonjin Jo is CEO of Ready&Start Co. He majored in Industrial management at the Korea University of Technology and Education. After graduation, he worked as a salesman at a manufacturing company. He began his own mentoring services to help college students and job seekers and founded Social mentoring "itdaa" in 2013. His social enterprise was selected as a promising social enterprise by several organizations and local governments. He earned a fellowship from Hyundai "Chung Mong-Koo" Foundation in 2015 and appeared on several television and radio shows in Korea.

Jieun Ahn is Head of the Contents Department at Ready&Start Co. She earned a master's degree in Educational Technology from Hanyang University in Korea. She is interested in Career Development, CoP (Community of Practice), Mentoring and Instructional Systems Design.



9:00 AM 412 Restructured Special Lecture: Effective Job-Seeker Support by *Inki Kim*

"How do we effectively deliver valid career information to job-seekers?" is the question many career development planners and administrators ask themselves. Inside know-hows will be provided by an assistant manager and first-time administration staff of CDC. (1) Reintroduction of staff body with a focus to better help job-seeking students. (2) CDC's newly found insights and restructuring of a special lecture series (3) CDC's detailed guidance to accurate, helpful and practical information.



Inki Kim is an assistant manager of the Career Development Center, Korea University. He has filled various posts in the univ. since 2008 (Purchasing & Property Management Team, General Affairs Department, Office of the President, Communication Team, Dean's Office of College of Informatics). He is interested in competency improvement for effective communication and co-operation.

9:00 AM 413 NYU Shanghai Career Development Center's Framework for Developing Students' Service Mind by *Ji Tang*

In the era of Industry 4.0, numerous challenges await on the path of international cooperation and various international organizations facilitate international cooperation and dispute settlement. NYU Shanghai is committed to cultivating globally-minded citizens through innovative teaching, world-class research, and a commitment to public service. As career practitioners, we are aiming to generate a framework to develop students' service mind and their willingness to pursue careers in the international development field. In this interactive session, we will discuss the opportunities, challenges and best practices of NYU Shanghai students' career readiness in the international development field.



Ji Tang serves as External Relations Coordinator with the Career Development Center at NYU Shanghai. She is responsible for managing Employer Relations in the Not-for-Profit and International Organization sector, government relations, and working closely with New York and Abu Dhabi career centers to generate industry information and update job opportunities in China and other regions in the world. Ji achieved her master's degree in International Studies at the University of Washington in 2014.

9:00 AM 414 Comparing Parent and Child Perceptions of Career and Life Development of NEET Youth by *Siu-Ming To, Daniel Dick-Man Leung*

Research on parental influences on career and life development is limited and studies focusing on disadvantaged communities are even more limited. The present study investigated the perceptions of both NEET youth and their parents towards the parental

influences on career and life planning. A panel survey recruited 142 parent-child dyads to complete parallel versions of the Parent Career Behavior Checklist (PCBC) and other related questionnaires. For parents, both psychosocial support and career actions perceived by parents were positively correlated with their parental sense of competence. For youth, their perceived parental support and career actions were positively correlated with their own self-esteem and self-efficacy. On average, parents rated their own support and actions much higher than their children did. The findings suggest initiatives for the future.



Dr. Siu-Ming To is an Associate Professor in the Department of Social Work, The Chinese University of Hong Kong. His specialty and research interests include life and career development of disadvantaged youth, parent support and education, youth and parent empowerment, and program evaluation. Besides teaching and research, he has been providing parent support and education programs, youth development programs, and professional training for social workers, teachers, parents, and adolescents.

Daniel D.M. Leung, Research Associate at Chinese University of Hong Kong, is an Honorary Research Fellow of the University of Hong Kong, a Chartered Psychologist (United Kingdom), and an Associate Fellow of the Hong Kong Psychological Society. He has worked in the Open University of Hong Kong as a lecturer and taught psychology modules of programs collaborated with the University of Salford, UK. He published in the *International Journal of Lifelong Education*, the *International Nursing Review*, *Psychogeriatrics*, *Asian and Pacific Migration Journal*, *Cogent Psychology*, the *University of Hong Kong*, the *Hong Kong Polytechnic University*, etc.



9:00 AM 415 Capacity Building: Standard-Driven Career Guidance Interventions in

Secondary Schools in Hong Kong by Sarah Luk Sau Ha, Clara Tam Lai Hung

A set of career development and guidance standards have been developed in Hong Kong for the senior secondary school setting. The standards were adapted from the "Good Career Guidance" benchmarks (Gatsby Foundation, 2014 & 2018). The presentation will address: (1) The standards content covering 9 cores areas; (2) How standards were used to understand students' career guidance needs and structure targeted interventions (3) A case example illustrating how the standards were used to guide school career guidance planning and interventions; and (4) How standards were used to shape the respective parent education and teachers' professional development in Hong Kong.



Dr. Sarah Luk is a Professional Consultant of the Department of Educational Psychology, The Chinese University of Hong Kong. Dr. Luk has rich experience in working with children and young people having learning difficulties and social or/and emotional problems in secondary and special schools. She offers counseling and advisory services for children, teachers, parents and other professionals with the aim of enhancing their learning experience and quality of life.

Clara Tam is a School Development Officer of the School-Based Team, "CLAP for Youth @ JC" Project, The Chinese University of Hong Kong. Miss Tam provides consultations and support to the Project schools to build up a sustainable career guidance system and school-based programs. Before joining the Project, Miss Tam gained solid experience in providing consultancy to primary and secondary schools in developing school-based policy and programs to cater for students' learning and developmental needs while working for the Hong Kong Government and professional organizations. She also gained experience in providing career counselling services to secondary and tertiary students.



9:00 AM 416 'Youth Theatre' as a Career Development Intervention Practice for NEETs in Hong Kong by
Michelle Go, Toby C. Y. Yip

Participating in acting workshops, dance workshops, and theatre performance to get paid or unpaid work experience and to make contact with professionals in the artistic field is a valuable career intervention strategy for youth development. This presentation shares with audiences how the social workers in Hong Kong apply the educational concept of 'youth theatre' to facilitate positive career learning for young people who are in the school-to-work transition. The changes in self-concept and self-identity were explored with over 40 young

people when they joined a musical performance program entitled 'Hang out with Heart2 - Irreplaceable Beauty'.



Michell Go is an active performer, drama educator and registered Social Worker, graduated from The Hong Kong Academy for Performing Arts, with master's degree of Drama and theatre education; The City University of Hong Kong with a bachelor's degree in Social work. She has 9 years of experience in working with at-risk youth. She has been a youth theatre director, producing works such as "The Incredible Beauty", "Letter from the Youth" etc. These experiences inspire her to make use of youth theatre to help youth's growth. She is experienced in using theatre-mediated intervention for different types of youth especially marginalized youth.

Toby Yip is described above.

9:20 AM 417 Career Guidance Program to Enhance Students' Career Management Skills in University Curriculum by *Sachiko Morita*

Our project developed a career guidance program to improve career management skills of university students, based on the case study of Kochi University in Japan. It is important to note that this program is implemented in the bachelor's curriculum. The following contents will be shared: (1) two preliminary surveys' results; (2) career guidance program to enhance students' career management skills and its effect; (3) the organizational framework. We hope to discuss effective career guidance in the curriculum with the audience.



Sachiko Morita has been an Associate Professor at a national university in Japan for the past several years. She is not only responsible for lectures in the curriculum but also for developing the whole career education system of the university as a leader of the Career Development Support Unit. Her specialty is international comparison of career education. In particular, she has studied career guidance and practitioner's expertise development in Scandinavian and Baltic countries where ICT and lifelong-learning are advanced. Also, she is studying career services at universities of Australia where Work Integrated Learning (WIL) was developed.

9:20 AM 418 A Stakeholder-Based Operational Innovations Approach to Developing Qatar's Career Guidance System by *Abdulrahman Al-Malki and Mohamed Tagrida*

To develop its emerging career guidance system, Qatar has to address specific situational peculiarities emanating from structural, institutional and socio-cultural challenges. To that end, a research-based career guidance stakeholder engagement platform was organized in 2016 and 2018. Through its emphasis on engaging stakeholders in operational innovations activities, the platform has, thus far, mobilized concerted effort needed to address peculiar issues hindering the development of Qatar's career guidance system. Analysis of the results achieved illustrate that operational innovations are a powerful means for developing sustainable stakeholder engagement, delivering short-term benefits for various stakeholders and paving the way for long-term system enhancement.



Abdulrahman Al-Malki is a young ambitious Qatari entrepreneur. He is a graduate of Nottingham Trent University with BA in Media, Communication and Society. Mr. Al-Malki is a Marketing and Communications specialist at Qatar Career Development Center, Member of Qatar Foundation, who has participated in the implementation process of many career programs and services offered by the QCDC to the youth in Qatar. He has also presented a lot of inspirational and stimulating sessions on entrepreneurship and career guidance to young students to help them discover their skills and unique talents, and thereby empower them to make the appropriate career choices.

Mohamed Tagrida is currently leading the Marketing and Communications Team at Qatar Career Development Center (QCDC), Member of Qatar Foundation, and has been engaged in all the career guidance-related programs and initiatives organized by the center, through developing the marketing and communication strategies for such programs, most prominently of which is the Career Guidance Stakeholders Platform, a biennial cross-organizational event geared towards further development of career guidance as an important dimension of



human capital development in the State of Qatar. Mr. Tagrida also has more than 12 years of experience in the field of linguistics and Arabic translation.

9:40 AM Travel Break

Breakout Session 10

9:50 AM 421 Zero Hunger, Sustainable Development Goal 2, Depends on Rural Workforce Development by Peter McIlveen, Rebecca Black, Kristen Lovric, Chris Kossen, Nicole McDonald
Humanity's demand for food rises inexorably. Nearly 800 million people are undernourished, and that pandemic causes 3 million children under the age of five years to die each year. Career development research and practice can—and should—contribute to solving the wicked problem of attracting and retaining workers in agriculture. In this symposium, the multidisciplinary research team ACCELL shares its research and development into ensuring a sustainable workforce for agriculture needed for the production of food and clothing. ACCELL researchers demonstrate new evidence of the factors that attract and retain workers in rural communities and agricultural occupations.

Peter McIlveen, Rebecca Black and Dr. Chris Kossen are described above.



Kristen Lovric is a psychologist (provisional) and PhD researcher with the Australian Collaboratory for Career, Employability & Learning for Living (ACCELL) research team at the University of Southern Queensland, Australia. Her research is focused on investigating the psychological and social factors which influence career persistence and that contribute to the attraction and retention of the Australian agricultural workforce. Kristen is specifically interested in STEM professions which encompasses a diverse array of occupations within the agriculture sector and that are currently growing in need across the agriculture industries.

Dr. Nicole McDonald is a Research Fellow with the Australian Collaboratory for Career, Employability, and Learning for Living and is completing postdoctoral research into understanding and planning for the future cotton industry workforce. Dr McDonald is a National Farmers Federation *Talking 2030 Leader*. She is a member of the Career Development Association of Australia.



9:50 AM 422 How To Build Engagement in Career Education by Lee Taal
Today's teen is overwhelmed with information and the thought of exploring career and post-secondary options can be daunting! TEDx speaker and ChatterHigh Founder Lee Taal, using examples from his unique career path, will model how he presents to students to build the value of active exploration, explain how it fosters hope and how it contributes to building the critical outcome of becoming adaptable in a changing world. Lee's talk with educators and students alike is engaging and often requested on an annual basis in schools.

Lee Taal is described above.

9:50 AM 423 Change Management Principles Applied to Career Services Programming in the Era of Industry 4.0 by Ashique Rafi
Change is inevitable in the era of Industry 4.0. With the convergence of man and machine, higher education institutions like NYU Abu Dhabi with high global mobility rates are required to rethink 'post-work' skill-sets. With increased student diversity and the university being located in a regional economic hub, there is a constant need of innovative and strategic shifts in career programming to assist students in acquiring regional and global opportunities. This presentation will outline few key theories of change management principles and the possible implications in our career programming to increase student employability in the era of Industry 4.0.



Ashique Rafi, Employer Services Specialist at New York University Abu Dhabi, focuses on campus recruitment, employer engagements, partnerships, and managing employer centric activities on NYUAD CareerNet portal. Additionally, he advises students interested in consulting and investment banking sectors. He joined NYUAD Career Development Center in June 2012 but prior to that he was actively involved in career services while serving as a Global Academic Fellow and during his graduate study at KAUST. In addition to receiving his GCDF credential in 2018, he completed his master's in engineering from the University of Nottingham and KAUST respectively.

9:50 AM 424 Advancing Older Workers: Career Development, Engagement and Meaningful Work as Mentors by *Jennifer Luke, Roberta Neault*

Career planning for older clients has become a contemporary issue many career practitioners now encounter and highlights the importance of understanding the motivation of this cohort to engage (or re-engage) in the workforce and ways to guide them in adapting to a rapidly changing world of work. This presentation explores research and recommendations that promote policy and professional practice conversations about the value of older workers, their career development needs, as well as ways to support them in discovering meaningful work, cultivate valuable relationships as mentors, and advance in today's changing workforce.

Jennifer Luke and Roberta Neault are described above.

9:50 AM 425 From Despair to Success – A Transformative Journey for an Overseas Returnee by *Angeline Chiang*

This program presents the case of a dejected and recalcitrant overseas returnee, whose attempt to re-establish his career and reconnect with the workforce turned into a nightmare. Resentment and emotional exhaustion led to his abusive behavior towards career coaches. This eventually led to cessation of services, but due to a career coach's courage and heart, things changed. Come and hear how this transformative journey unfolded for this client who was once negative became successful through a strong working alliance coupled with intervention strategies such as Krumboltz's Planned Happenstance and the Schlossberg's Transition 4-S Model.



Angeline Chiang is a Senior Career Coach with Careers Connect, Workforce Singapore. She has more than eighteen years of experience in regional recruitment, specializing in middle to senior level hiring across the Asia Pacific as well as other commercial engagements before embarking on her career as a Career Coach. A certified Career Development Facilitator, Ms Chiang has a proven track record in coaching professionals, Managers and Executives and has facilitated workshops such as "Winning That Job" and "Ace Your Job Search" to coach professionals in enhancing their job search strategies.

9:50 AM 426 Training Career Practitioners to Work with NEETs: An 'Expanded Notion of Work' by *Victor Wong, Athena Lee, Michelle Chan*

'Expanded Notion of Work' (ENOW) is incorporated into the CLAP for Youth@JC project as a perspective to shed light on unpacking work and work experiences in a dynamic manner for designing, delivering and evaluating career interventions for working with youth in community settings in particular. Aspiring to mainstream this ENOW-informed approach, over 20 cohorts of Professional Development Framework (PDF) training were held, and over 1,300 social workers and youth workers trained. This presentation will share the rationale and the design of the PDF training, as well as the evaluation findings and feedback from the participants.

Victor Wong and Michelle Chan are described above.



Athena Lee, Assistant Project Manager of the CLAP project, is one of the trainers for the Professional Development Framework trainings targeted to social workers and youth workers in Hong Kong. Being a registered social worker (RSW) since 2006, she has been involved in different settings of youth work and in different roles for promoting youth development and empowerment. She has been committed to social work education for the past 10 years and concerned with capacity building for social workers in Hong Kong.

10:10 AM 427 How to Support Mid-level Career Switchers for Their Career Development in a Virtual Environment by *Shimeng (Linda) Mai*

In past the few years, technological advancement, particularly artificial intelligence, has already disrupted many industries, and created groundbreaking ecosystems. In this presentation, the presenter will discuss the pain points of career switchers in their job search processes, what we, as career development professionals can do to provide customized career services, and how to deliver highly successful career services through online platforms.



Shimeng (Linda) Mai is currently career support course manager at Udacity China, a leading online learning platform offering groundbreaking programs. Linda is in charge of career course content development, career services design, and products offering. Linda is dedicated to providing excellent career services to empower, support and connect great talents with great opportunities in various industries.

10:10 AM 428 How Resilience can Enhance Careers for Reentry Women by *Anne Rouh-Ling Chen*

Many mothers and single women quit stable jobs in order to take care of young kids and/or sick elders or family. A career break decreases family income, self-esteem, support by family members, contact with the changes in the business world, and ability to fulfill life goals. How can the Resilience Enhancement Workshop help these highly educated women return to work after a career break? Why are women willing to spend time and effort to complete a 4-day workshop? How does this unique program gain support from government and corporate HR? Striking a balance between career and family is not only a challenge for these women returners but also for all employees and employers.



Anne Rouh-Ling Chen, Senior Consultant of Aspire Academy, was formerly an Executive VP of HR for international IT and Logistics companies. Her professional expertise includes Mindfulness Stress Deduction & EQ, Talent and Leadership Development Programs, Performance Management & Core Competency, Cross-cultural Communication and Team Building. She is also an Executive Coach for the global managers. Ms Chen established a Career Development Center at Soochow University in Taiwan. She is APCDA Taiwan Country Director, Managing Director of Taiwan Career Development and Consulting Association (TCDCA), and Director of Chinese Human Resource Management Association (CHRMA) in Taiwan.

10:30 AM Tea Break

10:50 AM 431 Keynote: Careers in Complex Cultural Contexts: Facilitating Understanding through Systems Thinking by *Mary McMahon*

Systems thinking sounds complex, but we experience it in our daily lives through our participation in family, community, education, and work systems and through our use of applications such as computer systems and transport systems. Systems thinking takes an “individual in context perspective” (McMahon, Watson, & Patton, 2014, p. 30); career development is constructed in context. Systems thinking avoids over-simplifying individuals’ lives and careers. Individuals live in complex familial, social, historical, cultural, and geographic systems all of which influence their career development. To make sense of such complexity, individuals construct and tell stories of their experiences. Telling stories is fundamental to how individuals live their lives and construct their careers. The value of listening to clients’ stories has been increasingly emphasised in career development. Career practitioners may encourage clients to tell systems stories constructed by them at different times and in different contexts with a view to constructing a future career story. Based on the Systems Theory Framework of career development, this presentation considers systems thinking and its application to careers and career development work in complex cultural contexts.

Dr. Mary McMahon is described above.

Closing Session: Introduction to the 2020 APCDA Conference in Faridabad, India and collection of evaluation forms.

13:00 PM Lunch for those registered for the PDI

- 14:00 PM 441 Professional Development institute: Systems Thinking: Applications in Career Development Work** by *Dr. McMahon*
This Professional Development Institute offers an in-depth look at the application of systems thinking in practice and is theoretically underpinned by the Systems Theory Framework of career development. Participants will have an opportunity to engage in learning experiences that will assist them to develop and use systems thinking skills and to apply systems thinking in their career development work. In particular, systems mapping will be introduced as a conceptual and analytical tool that may be used in practice at macro and micro levels. Systems questions will be introduced as a way of encouraging clients to tell career stories and to expand and develop them. The story telling approach to narrative career counselling will be introduced. Participants will leave the Professional Development Institute with ideas about techniques and strategies that they can employ in their career development work.

Dr. Mary McMahon is described above.

Saturday, May 25

- 6:30 AM** Bus picks up participants at Ibis Hotel and takes them to Mekong Delta. Bus will arrive back at the Ibis Hotel by 4:30 PM
- 5:00 PM** Bus picks up participants at Ibis Hotel and takes them to Water Puppet Show and Dinner. Will return about 10 PM.
- 5:00 PM** Vespa Foodie Tour leaves from the Ibis Hotel.

Thank You from APCDA

We are grateful to our host, RMIT University, to Eric Asato, Felicity Brown, and Loan Than who worked with RMIT University to arrange for the facilities, student helpers, artists, catering, security, and many other logistics. We are grateful to Chau Nguyen, our Vietnam Country Director and President of CCEPD, who arranged the tours and selected the restaurants. We are grateful to Phoenix Ho and the Hon Viet (Vietnam Insight) Company which provides career development training in Vietnam for finding a talented group of local experts to take care of our many needs, such as tourist information, shopping, professional staffing, etc. This was our largest in-country organizing committee, and we are grateful for the incredible amount of energy devoted to arranging the very best of Vietnam for this conference.

We are grateful to Kuder for sponsoring our reception, a truly memorable event. We are also grateful to the Career Development Network and Dick Knowdell for sponsoring our lunch on Wednesday. We are also grateful to Glogal Career Services Summit, Lifology, and Points of You for exhibiting at our conference.

We want to recognize the winner of the Martha Russell Scholarship: Ms. Chi Hanh Nguyen (Vietnam) and our Emerging Leaders: Yvonne Shi Qi Kong-Ho (Singapore), Maria Felicitas (Marife) Mamauag (Malaysia), Valerie Wong (UK), Kazi Ashique Ahmed Rafi (UAE), Hongshan Shao (China), Anna Graziella Barreno (Philippines), Hae Na Kim (South Korea), Fiona Soso (Papua New Guinea). We expect great things from all of you.

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

- Newsletter Contributor Award: Nika Ohashi (Japan)
- Outstanding Career Practitioner Award: Gulnur Ismayil (Azerbaijan)
- Outstanding Educator of Career Professionals Award: Han Kok Kwang (Singapore)
- Lifetime Achievement Award: Narender Chadha (India)
- President's Award: Serene Lin-Stephens (Australia)

We would like to thank our dedicated Country/Region 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/Region Directors are:

- | | | | |
|--------------|----------------------------|---------------|-----------------------|
| • Australia | Agnes Banyasz | • Macau | Dr Claire Ouyang |
| • Azerbaijan | Gulnur Ismayil | • Malaysia | Dr. Poh Li Lau |
| • Cambodia | Bory You | • New Zealand | Heather Lowery-Kappes |
| • Canada | Lorraine Godden | • Pakistan | Raza Abbas |
| • China | Dr Zhijin Hou | • Philippines | Dr. Lucila Bance |
| • Hong Kong | Joseph Chan | • Singapore | Hector Lin |
| • India | Dr Vandana Gambhir-Chopra | • Sri Lanka | Anjana Kulasekara |
| • Indonesia | William Gunawan | • Taiwan | Anne Chen |
| • Japan | Midori Nonogaki | • USA | Dr Rich Feller |
| • Kazakhstan | Yevgeniya Kim | • Vietnam | Chau Nguyen |
| • Korea | Sungsik Ahn and Eunjoo Kim | | |

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 | Allan Gatenby and Gemma Williams |
| • Membership | Lisa Raufman and Jon Sakurai-Horita |
| • Newsletter | Natalie Kauffman |
| • Nominations | Brian Hutchison |
| • Program | Soonhoon Ahn and Gulnur Ismayil |
| • Public Relations | Satomi Chudasama and Claire Ouyang |
| • Research | Dr Hsiu-Lan (Shelley) Tien |

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	Carla Siojo	Treasurer	Jose Domene
President-Elect	Woongtae Kim	Secretary	Momoko Asaka
Past President	Dr. Brian Hutchison		

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*How a Multi-Generational Approach to Career Guidance
Leads to Economic Growth and Sustainability*

Thursday, May 23 at 3:10 p.m.
Breakout Session 7, Room 352



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