



Asia Pacific Career Development Association

Inaugural Conference
**Opening the Doors in Asia:
Sharing Career Development Practices**

April 3 – 5, 2013
Seoul, Republic of Korea
www.AsiaPacificCDA.org

Co-hosted by



www.ccforum.kr

Sponsored by



Ministry of Employment and Labor

The Asia Pacific Career Development Association is an Affiliate of



Organizational

Members of the Asia Pacific Career Development Association:

- Asia Career Development Association
- Career Consultant Forum
- Career Development Network
- Indonesian School Counselor Association
- Monitor Associates, Inc.



Welcome to the 2013 Inaugural Conference of APCDA!

Together, we are opening doors and spreading new ideas and perspectives on global career development throughout Asia. APCDA's hope is that this inaugural conference, and the conferences that follow, will provide an international forum for the sharing of experience, the learning of lessons from the past, and the emergence of ideas and dreams for the next century.

We are ready to embark on this adventure. Join us and your international peers and colleagues on a journey that seeks to transform our collective ideas and dreams into a new reality for clients and the world!

A handwritten signature in black ink, appearing to read 'S. Lee Ahn'.

Soonhoon Lee Ahn
President
Asia Pacific Career Development Association



We all Career Consultant Forum members of Korea heartily welcome your visit to Korea!

Let's share success stories and achievements, enjoy networking, and learn knowledge and experience in this meaningful inauguration conference which will become a valuable asset to you.

Known as 'Land of the Morning Calm', Korea is a very dynamic country. We hope you will feel the scent, taste, and charm of Korea with your precious memory of APCDA conference.

We look forward to meeting you soon!

A handwritten signature in black ink, appearing to read 'Eunmee Hwang'.

Eunmee Hwang
President
Career Consultant Forum



Contents

About APCDA 1
 Congratulatory Message from Bang Hanam 2
 Congratulatory Message from Lee Wan Young .. 3
 Conference Agenda At-A-Glance 4
 Tour of Job World and Opening Ceremony 6
 Thursday Presentations 6
 Thursday Morning, 4 April 6
 Thursday Afternoon, 4 April 10
 Friday Presentations 15
 Friday Morning, 5 April 15
 Friday Afternoon 17
 Thank You from APCDA 19
 Career Consultant Forum 20

About APCDA

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

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

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

History

In December, 2009, Soonhoon Ahn visited Dr. Yao-Ting Sung, and Dr. Shelley Tien at the National Taiwan

Save the Date!

2014 APCDA Conference

May 18-20, Honolulu, Hawaii



Dr. Yao-Ting Sung, Soonhoon Ahn, and Dr. Shelley Tien

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 with 15 people attended. They selected the name Asia Pacific Career Development Association and a 2-tier organization that has organizational members and individual members.

At NCDA in Atlanta in 2012, the bylaws were adopted and the following officers and committee chairs were elected:

- Soonhoon Ahn, President
- Satomi Chudasama, Treasurer and Membership Chair
- Marilyn Maze, Secretary and Webmaster
- Richard Knowdell, Professional Development Chair

Since the July, 2012, APCDA has worked on making this inaugural conference in Seoul a reality.

Congratulatory Message from Bang Hanam, Minister of the Employment and Labor, Korea



Bang Hanam, Minister of the
Employment and Labor, Korea

I extend my heartiest congratulations for the opening of the 2013 Asia Career Development Association International Conference in Korea.

I also appreciate efforts of all the members of Asia Career Development Association and Career Consultant Forum for co-sponsoring this event.

Career consulting helps individuals finding the value and happiness of working and based on this, getting a job that one wants. This contributes to the competitiveness reinforcement of an individual, a corporation, furthermore, of a country.

I hope this conference provides an opportunity for expanding basis of professionals and strengthening global competitiveness by internationally sharing know-how on career development theories and consultation.

Also, I hope this conference offers many political proposals and cooperation for the development and performance progress of career development and employment supporting program implemented by the Korean government.

Through the cooperation between Career Consultant Forum and Asia Career Development Association in the future, I strongly believe that it will play an important role in leading the career development support of job seekers in Korea and the global stream of career development theory.

Thank you.

Bang Hanam
Minister of the Employment and Labor, Korea

Congratulatory Message from Lee Wan Young, Congressperson

I warmly congratulate the opening of the 2013 Asia Pacific Career Development Association (APCDA) Annual Conference. I also show my gratitude to APCDA, Hwang Eunmee, President of Career Consultant Forum (CCF) and concerned persons who have put enormous preparation into this conference.

Today, the meaning of “job” has changed completely from before. Already, many countries have evolved into a knowledge and information society and the labor market is becoming flexible. Rather than a “job for life” like before, it is turning into an occupational society where the emphasis is on and individual’s ability and professionalism.

Unemployment rate in Korea reached 7.5% last year and youth unemployment rate of OECD countries is close to 16.2%. Unemployment of youth is world’s common problem now. The time has come for people to be creative and understand their talents and pursue their interests rather than searching for a job passively in a given environment.

Mark Twain once said “make your job a hobby.” We need to have an attitude of enjoying as one works. Perhaps this is the reason that Richard Bolles, today’s keynote speaker, mentioned in his book, *What Color is Your Parachute?*, to focus on the abilities and advantages that one can show to the world.

The 21st century is so called 3C society; Change, Challenge, and Customer Satisfaction. I wish to share with you what one needs to have that is suitable for a 3C society. When I was working as CEO of Ministry of Employment and Labor in Daegu region, I championed the “HAVA!” movement to have our employees’ open their minds and act differently. It created a big sensation.

HAVA activity means first, Humor (work with a smile), second, Attitude (Make quality life with politeness and good manner), third, Vision (Grow organization and myself with positive goal and hope), and fourth, Action (Know oneself for existence, set a mission and act on it). Even now in my National Assembly hall and regional office, I have installed a banner to share this spirit with employees. This is my own parachute that lead me to be here now.

We cannot change our past. However, we can create our own future by what I do now. Our job, career, and experiences together are a process of making our future. I give a big applause to you all, for your challenges and dream of your tomorrow.

Thank you.

Congressperson Lee, Wan Young
Congress Environment and Labor Committee-
Budget and Accounting Committee
Saenuri Party’s Gyeongbuk Goryeong-Seongju-Chilgok Region



Lee Wan Young, Congressperson

Conference Agenda At-A-Glance

Wednesday, 3 April

12:30 **Registration (12:30 – 16:00)**

13:00 Bus leaves for optional tour of Gyeonggi Women's Center

16:00 **Bus leaves for Job World** (Note: If you miss the bus, you will have to pay for the taxi)

17:00 Tour Job World

18:00 Dinner under the stars

19:00 Opening Remarks, Job World Auditorium

19:30 Keynote Speech by Dick Bolles

21:00 Bus leaves for Prima Hotel

Thursday, 4 April

8:00 **Registration Open (8:00 to 9:00)**

9:00 **Track 1** - Diamond Hall, 1st Floor

Integrated Assistance Service for Career Development: Online Career Coaching Service by Jung Ah Cho and Sun-Young Kim

Action Research – Bringing Career Guidance to Vietnam Secondary Schools – A Story of Hope by Phoenix Ho and Chau Nguyen

10:20 **Morning Break**

10:40 **Track 1** - Diamond Hall, 1st Floor

A Validation of Career Adaptability Model in Taiwan by Hsiu-Lan (Shelley) Tien

Career Development Workshop by Shige Iimure

Track 2 - Omnibus A Hall, 9th Floor

CDA: Internationally Qualified Certificate for Career Counselors by Ryoji Tatsuno

Helping Educators Bridge the Skills Gap: Global Issue/Local Approaches by Suraj Raghavan and David Chadima

12:00 **Lunch and APCDA Introductions** – Emerald Hall, 2nd Floor

13:00 **Track 1** - Diamond Hall, 1st Floor

Training of Career Professionals in Singapore by Sing Chee Wong

Progress of GCDF Program in South Korea by Woongtae Kim, Jong won Lee, and Geun soon Hwang

Track 2 - Omnibus A Hall, 9th Floor

Integration of Results of Various Types of Psychological Tests for Career Guidance by Jinkook Tak

Job Satisfaction Surveys Feedback to Whom? Designing MulFIS System for Employee by Theory of Work Adjustment by Chun-Hung Lin, Jai-Wei Xu, Sy-Feng Wang, and Chao-Ming Liu

14:20 **Afternoon Break 1**

14:40 **Track 1** - Diamond Hall, 1st Floor

Job opportunities in international organizations by Sue-Kyong Shin Vittas

Track 2 - Omnibus A Hall, 9th Floor

Lifetime Career Plan: Experience and Current Practice of Outplacement in Korea by Ike Koh

Career Development and Best Practices of Multinational Companies by Hai Kyong (Shelley) Kim

Mentoring Effects - Instilling a Value of Career Development: A Case of Asian Development Bank (ADB) by Yoshie Shibata

Development and Validation of the Work-Family Enrichment Scale for Dual-Career Adults in Taiwan by Yu-Chen Wang and Yen-Ting Chen

16:00 **Afternoon Break 2**

16:20 **Track 1**- Diamond Hall, 1st Floor

Three Steps to Determine Job Satisfaction by Rebecca Dedmond

Track 2 - Omnibus A Hall, 9th Floor

Passport Career: A Powerful, New, Online, Global Career and Job Search System by Susan Musich

Friday, 5 April (All meetings in Diamond Hall, 1st Floor, except lunch)

9:00 Training and Credentialing of Career Service Providers in Asia (Invited Talk) by Barry Chung

Going Home: What Factors Influence the Decision of South Korean Graduate Students at the George Washington University to Return Home to Work? by Margaret New

10:20 **Morning Break**

10:40 VTC Students' Summer Internship Experience in China by Rebecca Lam, Raymond Fung, and Bobo Chan

Success After School: Career Intervention Program for Senior High School Students in Indonesia by William Gunawan

12:00 **Lunch and Awards Ceremony** – Emerald Hall, 2nd Floor

13:00 Culture-Free Career Assessment Instruments by Dick Knowdell

The Strength of Career Guidance Service Delivery in Korea: Career Teachers and Career-Net by Mi Sug Jin

14:20 **Afternoon Break 1**

14:40 Helping University Students Leverage Study Abroad Experiences for Career Development Opportunities and Beyond by Angella Griffin and Leslie Stevenson

15:40 **Afternoon Break 2**

16:00 What is the biggest challenge career development faces in your country? moderated by Soonhoon Ahn, Satomi Chudasama, Marilyn Maze, and Dick Knowdell

Tour of Job World and Opening Ceremony

Wednesday, 3 April

12:30 **Registration (12:30 – 16:00)**

13:00 Bus leaves for optional tour of Gyeonggi Women's Center

16:00 **Bus leaves for Job World** (Note: If you miss the bus, you will have to pay for the taxi)

17:00 Tour Job World

18:00 Dinner under the stars

19:00 Opening Remarks, Job World Auditorium, Master of Ceremony Shelley Kim

- Eunmee Hwang, Host, APCDA Conference, President of Career Consultant Forum
- Soonhoon Lee Ahn, President of APCDA
- Yi Wan Young, Congressperson
- Lee Bae-yong, ex-Chairperson of Presidential Council on Nation Branding and ex-President of Ewha Womans University

19:30 Keynote Speech by Dick Bolles

21:00 Bus leaves for Prima Hotel

Thursday Presentations

Thursday Morning, 4 April

Time	Topic	City, Country	Age & Setting
9:00	Integrated Assistance Service for Career Development: Online Career Coaching Service by Jung Ah Cho and Sun-Young Kim	Seoul, Korea	Adults in Transition
	OCCS is operated with a support of online career mentors depending on the individual goal and characteristics of each user from assessment stage to goal attainment. Based on the results of assessment, customized employment assistance service that consider current level and environments of users are provided to help them achieve their career goals.		

Jung Ah Cho, PhD, is the Director, Gyeonggi Women's Development Center, Gyeonggi Provincial Government which includes a women's business incubation center, house for single mothers, center for internet addiction, and women's re-employment center, and she publishes a women's web magazine. Dr. Cho is also the Women's Policy Adviser to the Minister of Gender Equality in Korea. She has won many awards, including the Platinum Award for IMS (e-learning) in 2012 and the UN Public Service Award by United Nations in 2011.



Sun Young Kim is an e-learning Team Manager of Gyeonggi Women's Development Center located at Gyeonggi-do, Korea. She is planning and operating on-line education web-site named by Dreamwings. Dreamwings is supporting career development for career interrupted Korean women. She is also managing lifelong education web-site for people living in Gyeonggi-do.



9:40 Action Research – Bringing Career Guidance to Vietnam Secondary Schools – A Story of Hope by *Phoenix Ho; Chau Nguyen*

Hanoi,
Vietnam

High School
Students

The presenters will share their experience of strategically working with two northern provinces' Department of Education leaders/educators in Vietnam to bring career guidance education to the provincial secondary schools, where career guidance rarely exists before.

Phoenix Ho works as the Career Counsellor for RMIT University Vietnam, Saigon South Campus. Her passion is to enable students to discover their vocational calling and follow their dreams. She is building the foundation for her Ph.D. research questions, 'What is the impact of parents on Vietnamese youths' career decisions and how does this influence their career satisfaction and personal life happiness? Phoenix has an undergraduate degree in Business Administration from San Jose State University, first Master Degree in Education Leadership and Management from RMIT University, and second Master Degree in Counselling, Career Development from Santa Clara University.



Chau Nguyen works as the Coordinator of the Career Guidance Program for the Flemish Association for Development Cooperation and Technical Assistance (VVOB). The program aims to support the improvement of career guidance competencies for the two Northern provinces in Vietnam, Quang Nam and Nghe An. Chau has had more than 17 years of experience in the development sector of non-profit organizations where she discovered her passion to work with people. She has worked in the field of career guidance for one and half years, building the capacity of others and developing career guidance competencies in secondary education.



10:20 **Morning Break**

Track 1 - Diamond Room, 1st Floor

10:40 A Validation of Career Adaptability Model in Taiwan *Hsiu-Lan (Shelley) Tien* Taipei, Taiwan Adult

The purpose of the study was to explore the adult's career adaptability and to validate a career adaptability model for adults in Taiwan. In the first stage, we developed a Chinese Career Adaptability Inventory (CCAI). In the second stage, we established and examined a career adaptability model. The results of LISREL supported the hypothesized model.

Hsiu-Lan Shelley Tien, received her Ph.D. in Counselor Education from the University of Iowa in 1993. She is a professor at the Department of Educational Psychology and Counseling at the National Taiwan Normal University. She was a Fulbright visiting scholar at the Department of Psychology at the University of Maryland (2005-6). Her current areas of interest are career counseling and studies of vocational behavior, training of counseling skills, working with dreams, and qualitative research. She is also a licensed psychologist in Taipei, Taiwan.



11:20 Career Development Workshop by *Shige Imure* Tokyo, Japan Adults in Transition

Career Development Workshop, CDW, is a session of self-counseling, group counseling and career counseling which makes participants deepen his or her self-understanding. It is a place to self-determination for enabling coexistence of individuals and organizations focused on personal inner process, internal career, from the perspective of career development in Japan.

Shige Imure has worked as a sales and marketing management staff member in several global companies and is currently focusing on individuals' career development and organization improvements as a career counselor, a business consultant and a workshop facilitator. How to establish win-win relationships between an individual and an organization is a major theme to be materialized. Cornell University MBA, Director of Japanese Association of Career Counseling, MBTI Certified User, Member of International Coach Federation (ICF), Member of Asia Pacific Alliance of Coaches (APAC), Certified Career Counselor, Industrial Counselor, Financial Adviser



Track 2 - Omnibus Room, 9th Floor

10:40 CDA: Internationally Qualified Certificate for Career Counselors by *Ryoji Tatsuno* Tokyo, Japan Training Career Advisors

The Asia Career Development Association (ACDA) was established by joint agreement between Japan Career Development Association (JCDA) and Korean Labor Foundation (KLF) in 2011. ACDA will promote CDA (Career Development Advisor) program and certificate for career counselors across borders.

Ryoji Tatsuno is the President of the Japan Career Development Association, Chairman of the Asia Career Development Association, and an advisor to Nippon Manpower Company, Ltd. Since 1999, he has been a committee member in Japan's Ministry of Labor, Health and Welfare (MLHW) Human Development Bureau's research committee for the judgmental criteria on employability. He has also participated on various committees relating to career counseling, such as the research committee concerning career consulting techniques; working group to provide guidance and advice to ensure the career consulting qualifications; research committee on career consulting. Mr. Tatsuno advised the government in the establishment of career counselor qualification exams in 1999.



11:20 Helping Educators Bridge the Skills Gap: Global Issue / Local Approaches by *Suraj Raghavan* Iowa City, US School to Work

The "skills gap" between what educators provide what employers need is a global problem. Despite the obvious differences between advanced and emerging economies, educators and policy makers in both types of markets face the same challenges. In this presentation, representatives from ACT, Inc. will explore international aspects of the skills gap, and provide brief case studies of how educators in countries as diverse as the USA, Saudi Arabia, and Honduras are using the ACT WorkKeys / International Career Readiness Certificate program to align education and employment needs.

Suraj Raghavan is Senior Consultant, International Client Outreach & Partnerships, for International Programs at ACT, Inc., a nonprofit organization based in Iowa City, Iowa that helps people achieve education and workplace success across the United States and around the world. ACT's international portfolio includes programs traditionally delivered within the United States, as well as assessments and instructional programs specifically designed for individuals and organizations overseas. ACT has international offices in Asia, Australia and Europe, and its products and services are available in more than 100 countries worldwide.



12:00 **Lunch – Emerald Room**

- Welcome from NCDA by Rich Feller and Cheri Butler
- Naming Confusion by Marilyn Maze
- Panel of Organizational Members Moderated by Marilyn Maze
- APCDA Governance Structure Explanation by Satomi Chudasama

Thursday Afternoon, 4 April

Track 1 - Diamond Room, 1st Floor

13:00 Training of Career Professionals in Singapore by *Sing Chee Wong*

Singapore

Training
Career
Advisors

Career guidance, planning, development and counselling are relatively new techniques in Singapore. As there is a lack of indigenous materials for training and use by career professionals, it is necessary to adapt and improvise techniques and tools to ensure that they would be relevant for use in Singapore's context.

Sing Chee Wong established and managed career centres in two premier institutions of higher learning in Singapore - the Singapore Polytechnic and the National University of Singapore. She developed a career counselling tool "Singapore Occupational Card Sort" to help job seekers achieve better understanding of their career needs and interests, and articulate them. She is a Global Career Development Facilitator Instructor and has conducted seven CDF courses for 105 participants in Singapore since 2010. She has organised and conducted numerous training courses and workshops on personal and career development, as well as on the administration of the "Singapore Occupational Card Sort", and received good feedback



13:40 Progress of GCDF Program in Korea by *Woontae Kim, Jong Won Lee, and Geun Soon Hwang*

Korea

Training
Career
Advisors

Career practitioners in various fields have been rapidly increased since the beginning of 21C. In this progress, quality of career service has become the most important issue. The GCDF-Korea program has a unique position which influences government policies and other career development practitioner training programs in Korea. Vision and management strategies for the GCDF-Korea program are shown in this presentation.

Woongtae Kim is CEO & President of Career Building System & Consulting Co. Ltd. and a professor at Shinheung College and Graduate School of Kwangwoon University. Dr. Kim earned a Ph.D. from Konkuk University (Seoul, Korea). He is also a Global Career Development Facilitator and CDF Instructor.



Jong Won Lee is Assistant Director, Career Center of Sogang University (Seoul, Korea). He holds a master's in education and is a Global Career Development Facilitator.



Geun Soon Hwang is a counselor at the Gimge Office of Education (Kimgye, Korea). She earned an ABD in Educational Psychology and is a Global Career Development Facilitator.



Track 2 - Omnibus Room, 9th Floor

13:00 Integration of Results of Various Types of Psychological Tests for Career Guidance by *Jinkook Tak* Seoul, Korea Adults

This study is designed to suggest a plausible solution to integrate results of various types (e.g. interest, aptitude, personality, and work value) of psychological tests.

Jinkook Tak has been a professor since 1994 at Department of Industrial Psychology, Kwangwoon University, Seoul, Korea. He earned his Master and Ph.D degree at Kansas State University majoring in Industrial and Organizational Psychology. He was a president of Korean Industrial and Organizational Psychological Association, and a vice president of Korean Psychological Association. Now he is a president of Korean Coaching Psychological Association and honorary vice president of the International Society for Coaching Psychology. He has developed many psychological tests especially in a career-related area such as aptitude tests, work value test, and other things. His major research interests have been career development, leadership, job stress, and coaching.



13:40 Job Satisfaction Surveys Feedback to Whom? Designing MulFIS System for Employee by Theory of Work Adjustment by *Chun-Hung Lin, Chia-Wei Shiu, Yu-Fen Lo, Sy-Feng Wang, and Chao-Ming Liu* Taipei, Taiwan Workplace

Based on the Work Adjustment Theory, the present study designed MulFIS, a Multi-Level Feedback Information System, for employees to compare their satisfaction with their work value. Results indicate that the satisfaction-importance diagram can be seen as an effective information feedback design on the individual level, either for individual work balance or for career congruence.

Chun-Hung Lin received his Ph.D. degree in Industrial and Organizational Psychology in Fu-Jen Catholic University. He is a consultant serving the employment counseling center in New Taipei City (Taiwan). He is currently a Career Development Facilitator Instructor (CDFI). His research interests are particularly in job seeking behavior and work adjustment.



Chia-Wei Shiu is a Ph.D. student from Fu-Jen Catholic University (Taiwan), majoring in Organizational Psychology, including Organizational Development and Employee Assistance Programs (EAPs). He's doing a project on work adjustment.

14:20 **Afternoon Break 1**

Thursday Afternoon Session 2

Track 1 - Diamond Room, 1st Floor

14:40 Job opportunities in international organizations by *Sue-Kyong Shin Vittas* Washington, DC, US Workplace

This presentation will introduce diverse international organizations around the World and job opportunities in those organizations. Each international organization needs and deploys staff who have expertise in various areas outside of the core business. I will talk about my job experiences while wearing two hats as an IT professional and Social/Protocol Officer at IMF, having had a successful career as a non-economist in an economist dominant institution and encourage all those who aspire to work in the international organizations to pursue employment regardless of the core mission of each international organization.

Ms. Sue-Kyong Shin, recently retired, was Senior Information Technology Officer (Team Leader) and Joint Secretariat Social Officer (Protocol) of the International Monetary Fund (IMF). As a Team Leader, she was responsible for managing a group of system analysts in providing and supporting financial and administrative software application developments such as the IMF's financial operations with 187 member countries, Annual Meetings, Conferences and Event Management, as well as the Facilities and Real Estate Management computer systems. As the head of the Social Office, she was responsible for coordinating and implementing various activities in support of major Annual Meetings and official social events such as receptions/luncheons/dinners/cultural programs/sightseeing tours, including events hosted by heads of state (Presidents/Kings) for the World Bank and IMF member countries.



15:00 Career Development and Best Practices of Multinational Companies by *Hai Kyong (Shelley) Kim* Seoul, Korea Workplace

Multinational companies, which are ferociously in competition for top talents, have undergone the building of a leadership pipeline. Businesses intent to ensure that they have the right talents to grow now and in the future, and strategically retain their top talents, by meeting the employees' career needs. Multinational companies have developed similar and yet dissimilar career development programs and culture. Continuous effort is put into matching corporate and individual needs to stay competitive internally and externally. Key challenges and lessons learned from the most successful programs will be described.

Hai Kyong Kim has worked in human resources for Procter & Gamble, Volvo Construction Equipment, McDonald's, and GE Healthcare. She has worked in many aspects of human resources, including Talent Development where employees' career is an important subject matter. She was awarded the Asia Pacific President's Award for HR Excellence for Business Growth and selected to its Human Resources Leadership Program. She is a strong advocate for women and served on the steering committee of the Asia Pacific, Middle East and Africa's Women Leadership Network.



15:40	Development and Validation of the Work-Family Enrichment Scale for Dual-Career Adults in Taiwan by <i>Yu-Chen Wang and Yen-Ting Chen</i>	Taipei, Taiwan	Dual-Career families
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The objective of this study was to develop a Work-Family Enrichment Scale for dual-career adults in Taiwan in order to assess the degree of work-family enrichment that an adult as a multi-role player experiences.

Track 2 - Omnibus Room, 9th Floor

14:40	Lifetime Career Plan: Experience and Current Practice of Outplacement Service in Korea by <i>Ike Koh</i>	Seoul, Korea	Outplacement
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This program manifests prospects of the outplacement service in Korea for successful implementation of post-retirement life planning. The program also emphasizes the needs for improving outplacement service for making successful career transition to those who are leaving their current job and provides insights to enhance the quality of the service.

Ike Koh is a CEO of OASIS Consulting Co. and a Vice Chairman of Career Consultant Forum, the Korean affiliate with NCDA. He was a Vice President of DBM Korea and LINA, and earned an MBA from Meinders School of Business at Oklahoma City University.



15:00	Mentoring Effects - Instilling a Value of Career Development: A Case of Asian Development Bank (ADB) by <i>Yoshie Shibata</i>	Manudaluyong City, Philippines	Workplace
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Mentoring is a well-recognized career development tool in various settings. This program will showcase how ADB has tailored the tool to best fit into its organizational requirements and diverse employees' needs. It also discusses how mentees' strategic approach to career development may help maximize the benefits of mentoring.

Yoshie Shibata, M.A., is a human resource professional who has been serving since 2003 the Asian Development Bank (ADB), one of the International Finance Institutions (IFI), located in the Philippines. She is currently leading the strategic talent acquisition and the institutional mentoring program along with other HR policy initiatives. She brings to the current position her background as a career counselor and strong interest in bettering the world we live in through public services. Yoshie started her career as a municipal government associate in Japan, and then relocated to USA to pursue further study. After graduating, she joined the Human Resources at the World Bank as a consultant, where she contributed to performance management and three mentoring programs. Yoshie holds Master's degree in Education and Human Development with focus in counseling from the George Washington University, USA.



16:00 **Afternoon Break 2**

Track 1 - Diamond Room, 1st Floor

16:20 Passport Career: A Powerful, New, Online, Global Career and Job Search System by *Susan Musich*

Washington, DC, US

Career Seekers

In the age of a globalized world, there is a need for a tool to support global job seekers looking for opportunities in their home country and abroad. Passport Career (www.PassportCareer.com) is a powerful, new, online system that is now available to career professionals, universities, multinational companies, and other organizations to help them support the individuals in search of an international opportunity. This session offers a demonstration of this system and will include a discussion of the increasing global issues related to career professionals and how career professionals can enhance their skills and knowledge to address the interests of their clients.

Susan Musich, M.Ed., is a globally-recognized international career and job search expert and is the founder and executive director of Passport Career—a global, online career resource that is available for subscriptions by organizations seeking to support global career professionals. Ms. Musich has written and co-authored 13 career and job search books and has published 400+ articles and white papers. Her books include co-authoring a university textbook (*Your Career Planner, 10th Ed.*, Kendall Hunt, 2009) that is used by 30+ universities. Ms. Musich has worked for 20+ years as advisor, coach, counselor, trainer, manager and faculty supporting 10,000+ individuals and groups with international career transitions to over 140 countries.



Track 2 - Omnibus Room, 9th Floor

16:20 Three Steps to Determine Job Satisfaction by *Rebecca Dedmond*

Washington, DC, US

Adults (General)

Working with two easy to implement tools, participants are guided through the process to determine their best job satisfaction – for them or for their clients. The third step is making a reasonable plan to find that best job. Participants will work through this collection of three instruments to find their best job “fit”.

Rebecca M. Dedmond, Ph.D., LPC is Professor of School Counseling at George Washington University where she founded The Transition Initiative (middle and high school) and has written and validated Transition Standards. She was the Executive Director of the Virgin Islands Resource Center for the Disabled; Director of the School to Work Federal Grant for the Territory of the Virgin Islands; and co-founder of The Connections Group that established adult and youth learning centers in cooperation with faith-based organizations. Rebecca has been a Consultant to the World Bank and implemented Career Centres at the three Universities in Ghana, West Africa. She is a Global Career Development Facilitator (GCDF).



Friday Presentations

Friday Morning, 5 April - Diamond Room, 1st Floor

9:00 Training and Credentialing of Career Service Providers in Asia by *Barry Chung*

Bloomington, IN, US

Training Career Advisors

Y. Barry Chung received his Ph.D. in counseling psychology from the University of Illinois at Urbana-Champaign in the United States of America. He is currently a Professor in the Department of Counseling and Educational Psychology at Indiana University. His research interests include career development, multicultural counseling, and sexual orientation issues. Dr. Chung has presented and published widely on these topics. He was appointed to eight journal editorial boards internationally, and was Executive Editor of the American Psychological Association (APA) Division 44 Book Series. Dr. Chung served as President of the National Career Development Association in 2006-07, as well as President of the Society of Counseling Psychology in 2011-12. He was a member of the APA Board of Educational Affairs in 2007-09, and the APA Board for the Advancement of Psychology in the Public Interest in 2010-12. Dr. Chung is a Fellow of APA (Divisions 17, 44, and 45), Asian American Psychological Association, and National Career Development Association.



9:40 Going Home: What Factors Influence the Decision of South Korean Graduate Students at the George Washington University to Return Home to Work? by *Margaret New*

Washington, DC, US

College Students

Students come to graduate school in the United States and many of them elect to stay and pursue employment, while other students feel a draw to return to their homeland, Korea, for their career work. What are the determining factors in this decision?

Dr Margaret New has experienced many aspects of career counseling, from a small town high school to private practice of adults to international graduate students to retiring diplomats. She has over 30 years of career counseling, coaching and teaching. She is currently Associate Director of Graduate Student Career Development at the Elliott School of International Affairs, The George Washington University, Washington DC. She has an undergraduate degree from U of Wisconsin-Madison, a Master's degree from Stanford, and an Ed.D from U of California-Los Angeles.



10:20 **Morning Break**

10:40 VTC Students' Summer Internship Experience in China by *Bobo Chan; Rebecca Lam; Raymond Fung*

Hong Kong, China

School to Work

Companies are looking for candidates with China working experience to further develop their business. A China Internship Programme would be beneficial to students to equip and widen their career perspectives. This presentation will share the experience of Vocational Training Council in coordinating this annual China Internship Programme and to share the feedback from employers and students.

The Vocational Training Council (VTC) is the largest vocational education, training and professional development group in Hong Kong. VTC provides valuable credentials for some 250,000 students each year through a full range of pre-employment and in-service programmes with internationally recognised qualifications.

Student development is one of the major cores of VTC and this includes the Structured Whole Person Development (SWPD) programme and 6 major Student Development Services. The Student Development Office aims to enhance student's self-confidence and transferrable skills, and nurture them with appropriate attitudes and values for personal growth and future career development through integration of a wide range of student development programmes and the structured curriculum.

Hoi Yan (Rebecca) Lam is a student counsellor focused on providing individual counselling and developmental programmes to young people in vocational setting; she is particularly interested in career counseling, supports to student with Special Educational Needs (SEN) and is experienced in coordinating summer internship for VTC students.



Wing Ting (Bobo) Chan is a student counsellor focused on providing individual counselling and developmental programmes to young people in vocational setting; she is particularly interested in career counseling, psychometric and personality test, support to non-local students and is experienced in coordinating the summer internship programs for VTC students.

Kam Him (Raymond) Fung has 15 years' work with youth experience in VTC and Non-Government Organization. He is experienced in providing individual career counselling and career programmes to young people in vocational setting. Since 2009, Mr. Fung has been involved in Summer Internship Programme, including planning organization, training, implementation and evaluation. He has also been recognized as a qualified and accredited administrator of various career attribute tests such as MBTI.

11:40 Success After School: Career Intervention Program for Senior High School Students in Indonesia by *William Gunawan* Jakarta Barat, Indonesia High School Students

This presentation reviews the effectiveness of a 3-hour workshop designed to engage high school students in insightful career exploration based on Sampson's Cognitive Information Processing Approach and Amundson's Career Wheel. A post-pre assessment was conducted to analyze workshop outcomes.

William Gunawan is the Head of the Psychological Service Center (LPP) at Krida Wacana Christian University (UKRIDA), Jakarta. He received a master's in ministry from Cipanas Theological Seminary in 2007 and is currently working on a master's in educational psychology from University of Indonesia. He is conducting research one the dynamic of bullying in high school.



12:00 **Lunch – Emerald Room**
 • APCDA Awards Ceremony

Friday Afternoon - Diamond Room, 1st Floor

13:00 Culture-Free Career Assessment Instruments by *Dick Knowdell*

San Jose, CA, US Adults

Card Sort instruments measuring Career Values, Transferable Skills, Motivation, and Career Interests will be described and demonstrated. These instruments have been translated into ten languages and are currently being used by career counselors, career coaches and human resource specialists in Australia, Vietnam, Singapore, Hong Kong, New Zealand, Japan, China and Korea. Each participant will receive a set of instruments to use with their clients.

Richard L. Knowdell, MS, NCC, NCCC, GCDFI is the President of Career Research & Testing, Inc. and author of six books. He has taught Career Assessment Techniques at the University of California, San Diego and Employee Career Development at San Jose State University and has developed four popular career assessment instruments that have been translated into nine languages. He has trained and certified over 6,000 Job and Career Development Coaches who work in Europe, Asia, Australia, Africa, South America and North America.



13:40 The Strength of Career Guidance Service Delivery in Korea: Career Teachers and Career-Net by *Mi Sug Jin*

Seoul, Korea High School Students

CareeNet, developed in 1997, is one of the powerful methods for Korean youth career development. It is composed of career assessment test, cyber counseling, career awareness programs and diverse career information source. Now it has 5.5 million signed-up membership and 1.5 million page view.

14:20 **Afternoon Break 1**

14:40 Helping University Students Leverage Study Abroad Experiences for Career Development Opportunities and Beyond by *Angella Griffin and Leslie Stevenson*

Richmond, VA, US College Students

University students are increasingly incorporating study abroad experiences into their college programs. In a global economy it is critical that students are able to articulate how these experiences directly benefit employers. This interactive session will present career planning strategies and resources to assist career development professionals working with students.

Angella Griffin is Director of Graduate Student Career Development at the Elliott School of International Affairs at The George Washington University where she oversees the career management and development programs for 800 graduate students and over 5,000 graduate alumni. Prior to joining the Elliott School, Angella coordinated experiential learning programs and was a career counselor for over ten years at George Mason University. She completed a Fulbright Fellowship to Germany for International Education Administrators and has served on the Board of Directors for the Eastern Association of Colleges & Employers (EACE), and was appointed to the National Association College & Employers (NACE) Global Initiatives Committee.



Leslie Stevenson is the Director of Career Development at the University of Richmond. In this capacity, she partners with many constituencies to assist students in reaching their career goals. Prior to this role, she held leadership roles in the career centers at the University of Baltimore and University of Virginia. Originally from the Eastern Shore of Virginia, Leslie graduated from UVA with a degree in English and Sociology. After working as a bank manager in the Washington, DC area, Leslie returned to school for her master's in College Student Personnel at the University of Maryland.



15:40 **Afternoon Break 2**

16:00 What is the Biggest Problem Career Development Faces in My Country? *by Soonhoon Ahn; Satomi Chudasama; Marilyn Maze; Dick Knowdell*

APCDA

Conference Participants

Please consider this question and come prepared with an answer for your country. Each person is welcome to answer individually, or attendees from the same country may answer as a group. We will share our stories, then look at ways we face our challenges are similar and ways our challenges are unique.

Soonhoon Ahn, President of APCDA, has extensive experience in executive career coaching and counseling, including training for job search and career transition, international recruitment, and leadership development strategies. She had a long career with the World Bank and Asian Development Bank. She was recognized for her work in effective strategies for international recruitment and planning careers in international development. Her client organizations include: the US Department of State (FSI), Congressional Hunger Center (CHC), US Office of Personnel Management, US Department of Treasury, US Peace Corps, Montgomery County Housing Opportunities Commissions (HOC), Bethlehem Steel, Branch Banking and Trust (BB&T), and several universities.



Satomi Yaji Chudasama, native of Japan, is Treasurer and Membership Chair of APCDA. She is also Assistant Director - Liberal Arts & Engineering Career Counseling at Career Services at Princeton University (Princeton, NJ, USA). She has worked with college students (both undergrads and graduate students) and alumni at both public and private universities in the U.S.



Marilyn Maze, Ph.D., is the Secretary and Executive Director of the Asia Pacific Career Development Association. She is also a Principal Research Associate for ACT, Inc., and one of the developers of DISCOVER, a computerized career guidance program that includes extensive information about occupations, majors, schools, and other aspects of career planning. She received the Lifetime Achievement Award from the Maryland Career Development Association in 2010 and is currently the Treasurer of the National Career Development Association.



See also Dick Knowdell's bio above.

18:00 **Conference Adjourns**

Thank You from APCDA

We would like to thank Eunmee Hwang, President of the Career Consultant Forum for accepting the challenge to make this conference happen and for her constant assistance in every detail of the conference. Other CCF members to whom we owe gratitude include Youngshin Imm, Shelley Kim, and Yeah Won Moon who worked hard to put this conference together.

We would like to express our sincere appreciation for the support given to APCDA by Mr. Samuel Koo, Chairperson of the Presidential Council on National Branding (2012-2013), Korea.

We would like to thank the associations that have joined APCDA as organizational members, lending their support to our success:

- Asia Career Development Association
- Career Consultant Forum
- Career Planning Network
- Indonesian School Counselors Association
- Monitor Associates, Inc.

We would also like to thank the National Career Development Association (NCDA) for encouraging our formation and NCDA President Rich Feller for preparing a video message for us. Past Present Cheri Butler helped us gain recognition during her presidential term and continues to provide strong support for APCDA, evidenced by her participation in this conference.

Barry Chung, a Past President of both NCDA and the American Counseling Association (ACA), has supported and remains committed to APCDA during our formative years.

Dick Knowdell has donated his wisdom, wealth, and connections to make APCDA successful, guiding us with his vast experience in international organizations.

We wish to thank LG Household & Health Care Ltd., LG Group, for the donation of skincare products which you received at registration (Beyond - Moisture Body Shower and Moisture Body Emulsion (lotion)).

The Hotel Prima generously donated the morning and afternoon coffee and snacks. Hotel Prima hopes you will consider their new location in the Namdaemoon Market area when you next visit Seoul.

Korea Economic Daily & Business Publications donated copies of Dick Bolles' new Korean version of *What Color is Your Parachute?*

CCF Member Sponsors are responsible for providing the beverages at the Job World dinner and other comfort features throughout the conference. They include Eunmee Hwang, Brian Cho, Ken Y.C. Cho, Sue Cho, Mi Young Jeon, Ae-Yeol Yoo, and Chun Ai Choi.



Career Consultant Forum

(CCF)

Website: www.ccforum.kr

History

Career Consultant Forum was established in June 2009 and registered in the Ministry of Employment and Labor in May 2012. CCF is a non-profit legal entity which contributes to the growth and enhancement of consulting professionals in Korea. CCF became the Korea's first international affiliate of National Career Development Association in the U.S.A.

Members

CCF is composed of human resources executives, outplacement consultants, CEOs and consultants of executive search firms, college professors in counseling, school teachers, counselors, coaches, mentoring specialists, and educators.

Mission

Our mission is to cultivate the professional career consulting industry in Korea through sustainable networking venue in which CCF members can share and develop the knowledge of career consulting. The CCF seeks out the solutions for optimal career consulting frameworks and models which are ideal to Korea.

Major Activities

- Monthly Seminar for members
- Proposed the way to reduce children's private education expenses to the President of the Republic of Korea
- Research on the 'Promising Occupations in 10 Years' for economic magazine
- Developed career development program for college students
- Career guidance for middle/high school students
- Education for parents to help their children's career guidance
- Special lecture to the public
- International exchange with NCDA members

Thank You from CCF

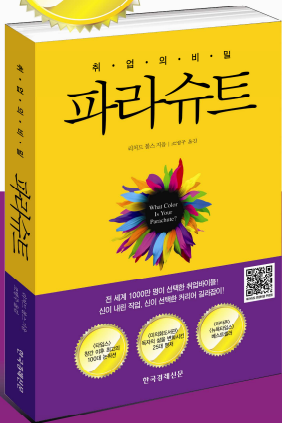
I would like to express my deep appreciation to our CCF members for their support, especially to **Youngshin Imm, Shelley Kim, and Yeah-Won Moon** for their dedication and hard work toward success of APCDA inaugural conference in Korea.

Eunmee Hwang, President of Career Consultant Forum

What Color Is Your Parachute?

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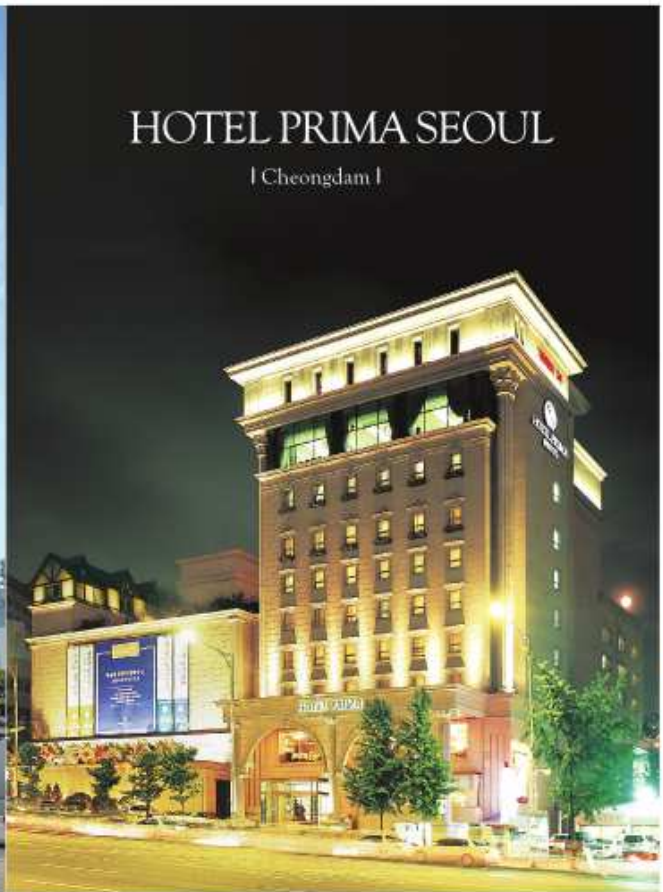
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