

# Oregon Career Development Association

The latest OCDA news and events! The Oregon Career Development Association promotes quality career development in Oregon and SW Washington. Visit us online at [www.ocda.info](http://www.ocda.info)

## OCDA President's Message

Greetings, OCDA Members!

It is an honor to serve as your OCDA President for the 2011-2012 term. First, I want to thank you for your membership, involvement, and continued support of OCDA, without which our association could not exist. I would also like to extend my appreciation to the current and past OCDA Board Members for their hard work and dedication, which has helped us to gain national recognition as an outstanding state division in recent years! In addition to maintaining this promising trend of organizational health and stability, I am looking forward to serving alongside our fantastic leadership team as we work to build value for OCDA members through high-quality professional development events and engaging, timely communications. As President, I have set my sights on the following goals for the year ahead:

- Quarterly email updates to members
- Host at least one event per quarter
- Conduct a Member survey to assess needs and opportunities
- Revive OCDA Professional Development Scholarships for members

As we kick off the year with OCDA, I hope you will join us at the upcoming **Cocktails & Careers networking event on Thurs., Sept. 1 at 6:30PM at Vie de Boheme Winery in Portland** (details at the end of this message). Whether or not you can attend, I look forward to hearing from you about your work, your ideas and suggestions for OCDA, and how we can partner this year to promote quality career development in Oregon and SW Washington. Please feel free to contact me and stay in touch!

Now, it is with great pleasure that I introduce your 2011-2012 OCDA Executive Board (aka the "Dream Team!").

Sincerely,

Matt Morscheck

OCDA President, 2011-2012

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## OCDA Executive Board, 2011-2012

### Angela J. Doty, Past President

Associate Director of Career Services

George Fox University

*I'm currently serving as Associate Director of Career Services at George Fox University, where I get to fulfill my passion for career development in the context of higher education. As part of being OCDA Past-President, I will coordinate the NCDA Poster/Poetry Contest in the fall and oversee the nominations for awards and board positions. This year marks the beginning of my 7th consecutive year on the board.*

### Christine Lundeen, President-Elect

Career Counselor

Washington State University, Vancouver

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*I am enthusiastic about being President-Elect and continuing to be a part of the OCDA board this year. Currently, I work as a Career Counselor at Washington State University, Vancouver campus which is a non-traditional commuter campus of about 3,000 students. In the past, I have worked at the University of Denver as a Career Counselor and as a Mental Health Counselor at a residential treatment center. I look forward to working with the board to increase contact with our membership!*

## **Dan Hayes, Membership Coordinator**

Guidance Counselor

Chemeketa Community College

*I am a Guidance Counselor with Chemeketa Community College, former Employment Specialist for JTPA/WIA, and current Membership Coordinator for OCDA. Many of you hopefully have already heard from me as I acknowledge your membership and remind you when to renew. I am hoping to streamline the membership process by being proactive with my reminders and accurate with my data through the use of online technology.*

## **Anne Lapour, Treasurer**

Career Counselor

Eugene, OR

*My name is Anne Lapour, and I'm your OCDA Treasurer. I have worked as a career counselor in the university setting, and until recently worked as the "Career Development Coordinator" at Oregon State University's Career Services office. I loved my work at OSU, but left this spring in a career transition of my own--life as a new mother. I am excited to remain on the OCDA board so I can contribute to professional development in our field and network with our fantastic membership.*

## **Nina Olken, Communications/Website Coordinator**

Assistant Director, Internships & Outreach

Lewis & Clark College, Center for Career and Community Engagement

*I currently work at Lewis & Clark College as the Assistant Director for Internships and Outreach in the Center for Career and Community Engagement. I hold a Master's degree from Suffolk University and have recently completed the GCDF certification. As the new Communications Coordinator for OCDA, I hope to help members get involved through meaningful communication and organizing events.*

## **Donna Banwarth, Secretary**

Assistant Director, Service Learning & Career Development

Western Oregon University

*I am the Assistant Director of Service Learning & Career Development at Western Oregon University. I enjoy combining my background in business and liberal arts and experiences living and working internationally with my passion for helping others find their own paths. In my role at WOU, I have been able to work with a diverse set of students, connect them to career growth opportunities, and help guide them through their career development.*

## **Margie E. Larsson, Member at Large**

Career Management Consultant

Right Management

*My name is Margie Larsson. I have a Master's degree in Counseling specializing in Career Development from the University of San Diego. Most of my work history is in HR as a Business Partner and my current position is Career Management Consultant with Right Management where I provide outplacement consulting to workers impacted by a*

reduction in force. My goal is to support the board by coordinating and planning events.

## **Greg Flores, Member at Large**

Associate Director of Career Services

Portland State University

*Hello, my name is Greg Flores and I am the Associate Director of Career Services at Portland State University where I oversee the Career Center. I have worked in higher education for the past 12 years and have worked at the PSU Career Center for the last five years. I am looking forward to getting more involved with OCDA in the coming year and helping to build awareness of OCDA offerings. I look forward to meeting and working with more OCDA members. Thanks.*

## **Eden Isenstein, Member at Large**

Counselor/Instructor

Clark College

*I work as a Counselor at Clark College in Vancouver, WA providing personal, mental health, career and academic counseling to students. I teach career classes, college success classes and stress management classes in the Human Development department and lead workshops on a variety of topics. Additionally, I am adjunct faculty at Portland State University where I teach a senior capstone that focuses on using theater for education and prevention of sexual assault on college campuses. I have a BA in Women's Studies and MS in Counseling from Portland State University and am a registered intern working towards licensure in Oregon. I have been an OCDA member since 2007, have just joined the OCDA board, and am excited to get more involved!*

## **Matt Morscheck, OCDA President**

Career Counselor/Career Development Specialist

Oregon Health & Science University

*I'm honored to be serving as your OCDA President for the 2011-2012 term. I work at Oregon Health & Science University in Portland, where I oversee the career development strategy and delivery of career services for nearly 14,000 OHSU employees across Oregon. I maintain a part-time private practice and teach career development classes at the undergraduate and graduate level. This is my 4th year on the OCDA Board and I am looking forward to serving alongside our fantastic leadership team as we work to build value for OCDA members through high-quality professional development events and engaging, timely communications.*

## **Cocktails & Careers Networking Event**

**When: Thurs. Sept. 1 at 6:30PM**

**Where: *Vie de Boheme*, 1530 SE 7<sup>th</sup> Ave. Portland, OR 97214**

We are excited to announce and host "Cocktails and Careers" -- a networking event for members of the Oregon Career Development Association. Stop by to enjoy a glass of wine and catch up with other career development professionals in Oregon and SW Washington. We hope to see you there!

(Food and beverages will be available for purchase. Please contact Nina Olken at [jolken@lclark.edu](mailto:jolken@lclark.edu) with any questions regarding this event.)

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## Passing the Torch!



Past President Angela passing the "torch" to incoming President Matt.

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## Welcoming a new member at large!



Matt welcomes Greg as our newest Member-at-large!

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## Cocktails & Careers - Sept. 1, 2011



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## Celebrating a Decade of the Oregon Career Development Association's Professional Development Institute

The Oregon Career Development Association was proud to present our 10th annual Professional Development Institute & Awards Luncheon on Friday, March 9th, in Clackamas, Oregon! We welcomed two outstanding speakers this year, whose topics gave us two unique views of our professions in career development.



OCDA board members with Dr. Bingham

Our first speaker, Dr. Rosie Bingham, is the Vice President for Student Affairs and a tenured professor at the University of Memphis. Her primary passions are the power of inclusion, multicultural vocational psychology, ethics, and living well in a diverse society. Dr. Bingham presented on this year's theme, "*The Expanding Role of Career Development Professionals*," highlighting issues surrounding the changing workforce and the roles of career development professionals. With a vibrant, in-depth discussion of how career development professionals can assist in shaping the workforce and connect clients to success, she discussed factors at play in unemployment and underemployment, natural disasters, urban poverty, and changing demographics. Dr. Bingham led us in activities to help attendees verbalize our concerns regarding our positions or our society, how we can take action to make changes, and what we can commit to.

Dr. Bingham left us with her "Career Influence Factors" and multicultural career counseling checklists, both serving to help attendees better identify clients' diverse backgrounds, needs, and outlooks.

Dr. Bingham's presentation was followed by lunch, and The Esther Matthews Award for Lifetime Achievement was presented to Carole Mackewich of Clark College, who was

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nominated by her peers for her outstanding work with her career center. She is described as cutting edge in the field of career development, and second to none as a colleague. We were thrilled to recognize her for her dedication!



Eden Isenstein, Carole Mackewich, Angela Doty, Christine Lundeen

An afternoon networking event followed, to incorporate the opportunity for attendees to meet, and get to know each other better. This was a wonderful way to learn more about each other and connect to career development professionals who we sometimes see only once a year!



Networking in action

The PDI wrapped up with a special report from Christian Kaylor of the Oregon Employment Department on emerging workforce trends, a nice complement to Dr. Bingham's morning workshop. Christian graced us with a dynamic, informative, and intriguing look at Oregon's employment, including top occupations, industry and job statistics, and forecasted job openings.





Christian Kaylor

Overall, this year's event was a wonderful way to mark a decade of professional development, with two brilliant presenters, topics that spanned a variety of career development issues, recognition of outstanding colleagues, and a chance to reconnect with each other.

- by Donna Banwarth, OCDA Secretary

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## A few words about this year's PDI from our scholarship recipients...

"13 million people are unemployed in the USA right NOW!" Those were the first words of Dr Rosie Bingham, that made deep impact into my soul at this year's PDI (Professional Development Institute) put on by the OCDA. This was my first time attending a PDI, and I felt a rush of excitement and nervousness as I heard those words. Just think, 13 million people, who want to work, but cannot find a job! It is her opinion that anyone who wants to work, should be able to work. She told us that this recession has been called "The Great Protection" because "people are so afraid that there is not enough", so they are not spending their money, and in turn jobs are being cut. Dr. Bingham believes that there is enough though, and I have to say that she made a believer out of me!

Our society is moving from an industrial job market to a Knowledge and Technology job market. This means that as career counselors we have to change our tactical approach to helping people figure out what direction to go in choosing a career path. We will serve our clients well if we remember that all people have certain factors that influence career choices. We all have a biological pre-disposition toward certain things (things we are naturally drawn to or good at). Our gender, our family, our Racial/Ethnic Group and the Dominant/Majority Group in our society all influence us as well. Knowing this will allow us to assess the impact of these factors in how our clients will choose their career. She reminded us that "every person, every job and every career is important" for our society to run well. She left us with three important truths she has learned over this last season of her life. 1. Turn your depression to joy. 2. Turn your anxiety to excitement and 3. Turn your fear to faith. She said that then, and only then, will you be free from worrying about whether there is enough to survive and be able to experience true peace. It has to start in us, because if we don't believe it then neither will our clients!

How refreshing it was to have some inspiration from Dr. Bingham! To be reminded that career counseling is something that every counselor does, because what people do with their lives and how they spend their time affects every part of who our clients are. She encouraged us toward greatness for the first half of the day, and the second half of the day brought us Christian Kaylor from the Oregon Employment Department. He is this brilliant analyst that is able to make all these boring statistics come to life before your very eyes. Christian's job is to look at trends and numbers, and help them make sense to the rest of us, who can hardly count, let alone make any sense or see any pattern in statistics. For those of you who are good at this naturally, don't read any further. For the rest of us, what you need to know is that Oregon was up to 11% unemployment in 2009 and now it is down to 8.6%. This is a good thing! Job growth outside of the Portland Metro Area is almost non-existent. The current trend shows that 1 in 10 jobs are healthcare related, and 1 in 7 jobs are tech related. This trend has lent itself to the fact that most young people are moving into the city or closer to it so they can be close to work. Adults ages 20-39 in Multnomah County has grown by 41,394 people in the last 5 years! This is interesting because the trend has been quite the opposite until recently. For

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so long, people were moving to the suburbs and commuting to the city to work. Also important is the fact that the median wage in Portland is \$17.84 and currently there are approximately 965,000 people working in the Portland Metro area. If you are interested in other facts of this nature, which I think most of you are, then check out his website [www.qualityinfo.org](http://www.qualityinfo.org). You can get on his newsletter list and he will send out the latest and greatest statistics that could be very helpful for your clients once a month.

All that being said, I definitely recommend going to the Oregon Career Development Association's annual PDI, you will not be disappointed! You will come away learning something that you did not know before you went, and to me that is the ultimate goal.

Sarah Andruszko, LPC  
Licensed Professional Counselor  
Oregon Counseling Association Graduate  
Programs Chair  
[www.stumptowncounseling.com](http://www.stumptowncounseling.com)



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### There is Enough

I love questions as much as most people love answers. I enjoyed the way the featured presenter at the Oregon Career Development Association's 2012 Spring Professional Development Institute challenged us with big, meaty questions. Dr. Rosie Bingham, the Vice President of Student Affairs at the University of Memphis, asked us to reflect on major issues with questions such as "Is it ethical to help individuals select careers for which there is no demand?" and "What is the role of career counselors in the lives of our wounded warriors, the returning soldiers?"

The most impactful question, in my opinion, came when Dr. Bingham wondered, "What do **you** find unacceptable?" She shared some of the things that she considers unacceptable (global unemployment, natural disasters that can take people forever to recover from, the unemployment rate of veterans and urban poverty) before directing each of us in the audience to make our own list. After the brief writing exercise, Dr. Bingham wanted to hear what was on our lists and listened as her Oregon colleagues itemized local, national and global problems such as underemployment and unemployment, corporate personhood, healthcare linked to employment, skyrocketing college costs, racial disparity in academic achievement, the burden of student loans, generational poverty and more.

While Bingham spoke passionately about increasing our capacity to live well together in a diverse society and implored us to push hard for change, I accepted her challenge to commit to take a specific step to begin to rectify at least one thing I found unacceptable. I don't expect that my actions will end youth homelessness, but I have already taken steps to better identify unaccompanied minors at my school and serve them with college access support and career planning services. Despite that overwhelmed, not-enough-time-in-the-day feeling I sometimes have, Dr. Bingham inspired me to reach out to a hidden and marginalized population.

Bingham also shared the multicultural career counselor and client checklists she developed, reminding OCDA members that career development takes place in a cultural context. Our clients, she explains, have multiple spheres of influences, including gender, family, race and ethnicity and the dominant majority. As each sphere has factors and variables that shape our clients' career aspirations and choices, we should thoughtfully assess the impact of these influences as we help our clients establish goals.

By ending her presentation with insights from her spiritual life, Bingham revealed how yet another powerful sphere of influence clearly impacts her life and belief system. As she explained her trust in the world's abundance and the power of transformation, our speaker called upon us to enable change for ourselves and our clients. It is possible, she said with conviction, to shift from depression to joy, from anxiety to excitement and from fear to faith by simply remembering that "there is enough."

Meg Kilmer, GCDF  
Career Coordinator  
Lincoln High School  
Portland, Oregon



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## OCDA Members Visit “The Friendliest Store in Town”

On May 18th, OCDA members gathered for our Spring Industry Tour at New Seasons Market in Happy Valley. The locally-owned and operated grocery store has 12 locations in the Portland Metro area and has been named among the best companies to work for in Oregon. Mary Lou Keeran, New Seasons Staffing Manager, gave an engaging presentation with many examples that demonstrate the company's commitment to being a sustainably-run business, a progressive employer, and an active contributor to the community. Next, our members took a guided tour of the store, stopping at various departments to hear impromptu accounts from employees on their experience working at New Seasons. After the tour, many OCDA members stayed to network and to enjoy lunch together. Everyone seemed to agree it was a great learning experience and an enjoyable event!



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