



Asia Pacific Career Development Association

## APCDA Board Meeting

AUGUST 15/16, 2017

**Attendees:** Marilyn Maze, Narender Chadha, Raza Abbas, Chau Soonhoon Ahn, Momoko Asaka, Diana Bailey, Agnes Banyasz, Cheri Butler, Jose Domene, Rich Feller, Vandana Gambhir, Natalie Kauffman, Poh-Li-Lau, Emily Lizada, Claire Ouyang, Nguyen, Connie Pritchard, Lisa Raufman, Carla Siojo, Bory You, Sing Chee Wong,

Marilyn Maze called the meeting to order at 9:03 PM ET US.

### Country Reports

- Australia (Agnes Banyasz) – 3 reports published
  - CICA & McCrindle – HS to University transition – shows HS don't get enough time in the curriculum
  - Foundation for Younger Australians on the New Work Order – need for new skills
  - Youth Action Policy paper
  - CDAA – May Conference, 2018 Conference will be in Hobart 2-4 May
  - CDAA – good use of technology – webinars are very well attended – supporting mental health issues (presentation from conference),
  - CDAA - also Coffee Corners or Breakfast Roundtables – local meetings 7:30 -9AM
  - Andrew Rington – International Practitioner award at NCDA Conference
  - NAGCAS Conference – End of November at University of Technology (UTS) Sydney
- Cambodia (Bory You) – Biggest challenge is small and medium enterprise
  - Hard to find good people –
  - job seekers some skills but need more, many have academic learning but not real world skills
  - Universities need want to improve the skills they are teaching the students
  - Don't have career coaches to help job seekers
- Canada (Jose Domene)
  - Cannexus Conference – keynote speakers and workshops announced –including Spencer Niles
  - Dept of Education – improving transitions from school to work – new document for assisting transitions
  - Canadian Counseling and Psychotherapy – call for presenters in Manitoba in May
- India (Vandana Gambhir) –
  - Planning to launch Career Coach Training using MOOTs – currently developing coursework
  - Hope to affiliate with an international body
  - Start a research division on career practices and tools
  - Will develop career centers across the area by January
  - Consulensa – high school and college students can get career assistance – just started last month, using student counselors
- Japan (Momoko Asaka) – JCDA members 16,000
  - Conference near Kamamoto
  - Japanese companies are prompting integration of career counseling
  - High schools need support for finding jobs.
- Macau (Claire Ouyang)
  - Macau Career Development Association – 10 members
  - Connected to 4 local institutions
  - First gathering next month – Sept 23
  - Dr. Tien will attend
  - How to grow the association

- Hoping to hold a certificate program for training
- New Zealand (Kathryn Scott)
  - CDANZ is the professional body for career development practice in Aotearoa, New Zealand. Our vision: Excellence in career development across diverse fields of practice through sustainability, professionalism, and advocacy - for all New Zealanders. Some of our current projects are:
  - **Professionalism Project** is looking at introducing Professional Standards to reflect the professional status of our career development work. Professional Standards include a number of essential elements for NZ Career Development Practitioners. They are:
    - Code of Ethics
    - Professional Practice Guidelines
    - Entry-Level Qualifications
    - Continuing Professional Development (CPD)
    - Competency Framework.
  - A new Code of Ethics is now available, with other elements above in development.
  - Planning is well underway for our annual **National Symposium for Research and Leading Practice**, our flagship event bringing together practitioners from across New Zealand and ideas from around the globe. This year our theme is "Aspiration & Possibility". Dr Michael Arthur is our international key note speaker. This year's event also celebrates the 20th Anniversary of the Career Development Association of New Zealand.
  - The **National Forum for Lifelong Career Development (NFLCD)** is a CDANZ-led cross-sector initiative highlighting the importance of quality support for well-considered career decisions at transition points throughout an individual's lifetime. The Forum:
    - Brings together cross-sector stakeholders, including educators, employers, and unions.
    - Supports the exchange of information / experience at national / regional / local levels
    - Explores possibilities for co-operation, collaboration and research
    - Aims to develop a framework for greater advocacy through partnerships
    - Aims to influence the development of a systemic approach to career development including government policy.
    - Development of professional standards and capability development around **diversity and inclusion**, in a bi-cultural society.
- Pakistan (Raza Abbas)
  - Inclusive career information project at college level
  - Need better marketing – first global career education advocacy day
  - Represented APCDA at ICCDPP
  - Need more consistent language across our profession
  - Developing a Corporate Career Advisory Board
  - Research on futuristic and sustainable fields in Pakistan & Asia
- Philippines (Carla Siojo)
  - At Ateneo the new school year started Aug 9.
  - Job skills mismatch – problem with youth unemployment
  - Career advocacy plan – educate students and parents about the job market
  - Push for standards related to skills training for careers – presented in Korea last June by Dr. Bance
  - Bureau of Labor Market research – contributed knowledge about labor skills and demand
  - Shortage of career guidance counselors – using teachers trained by guidance counselors
  - Working on professionalization of placement practitioners
- Singapore (Sing Chee Wong)
  - Singapore has just formed a Career Development Interest Group (CDIG)! Its inaugural meeting held on August 3, 2017 was attended by approximately 100 people. They were mainly career professionals/practitioners; but many others like Human Resource personnel, company directors, recruiters, trainers and policy makers also attended the event.

- Vision of CDIG is: **A society where Career Development is respected and valued as a key contributor in guiding people towards a purposeful life, developing an engaged workforce, and enabling a strong economy**
- And its mission is to:
  - **Build** a supportive community of learners
  - **Empower** Career Professionals to push beyond the known boundaries
  - **Strengthen** our professional identity and practice
  - **Transform** theories and skills into practical outcomes
- At the inaugural meeting, we announced our three key initiatives which we invited participation from the members. They were
  - Evidence-based research
  - Action-based Resources
  - Community “Townhalls” or events like talks, seminars, etc.
- During the meeting, we also shared reports on APCDA 2017 Conference at Manila, ICCDP 2017 Symposium at Seoul, as well as a commentary on “Proliferation of Career Development in Singapore.” More details on CDIG and the Commentary would be reported in the September issue of the APCDA newsletter.
- United States (Rich Feller)
  1. NCDCA
    - NCDCA Credentialing Commission
    - Oct 3 NCDCA Submission deadline
    - CPI Oct 5-6 Long Beach, CA
  2. Government
    - Interest in apprenticeship is up
  3. Colleges
    - Increased language in Career Services with the use of “Career Development Advisors”, “Career Educators”, “Navigators”, “Career Coaches”
  4. Reports
    - Career Pathways: Five Ways to Connect College and Careers, Georgetown University Center on Education and Work
  5. Global Pathways Institute, Arizona State University. Working with 16 Western Governors on Career Pathways
- Vietnam (Chau Nguyen)
  - Just finished National Exam – no career guidance, frustrating for parents and students – no place for the students except the very highest scores
  - Just launched the Association for Career Guidance Professionals – intend to introduce
  - APCDA
  - Forming a team for the 2019 APCDA Team

#### Information Needed

- Marilyn is writing a chapter on “Career Assessment in Asia”
- NCDCA: A Comprehensive Guide to Career Assessment
- Deadline: September 1

#### Committee Reports

- Membership Committee: Lisa Raufman

<b>Legacy Partner Lifetime Member</b>	<b>5</b>
<b>Lifetime Member</b>	<b>5</b>
<b>Organizational Member</b>	<b>16</b>
<b>Regular Member</b>	<b>91</b>
<b>Student/Retired (resident</b>	<b>10</b>

<b>Total</b>	127
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- Newsletter Committee: Natalie Kauffman
  - Next Deadline: Wednesday, September 20
- Nominations & Elections Committee: Cheri Butler & Soonhoon Ahn
  - Elections Report
    - President-Elect: Carla Siojo
    - Treasurer: Jose Domene
    - Secretary: Momoko Asaka
  - Need 3 new Country Directors
    - Philippines
    - Canada – Jon Woodend
    - Japan
  - Election security issues
    - Currently: URL sent by email to active members
    - Voting on Survey Monkey - anonymous
    - Able to vote more than once using different computers.
    - There did not appear to have any indication of voting issues in this election, but those members who are technically savvy wanted to bring the possibility to the attention of the Board and suggest a method to strengthen election security that occurs electronically.
    - The Board voted unanimously to change the procedure to require each member to log in before the can vote.
  - Professional Development Committee: Soonhoon Ahn
    - Nika Ohashi – transcultural career consulting – focused on guest workers
    - Register as a corporate entity to get funding from around the world
    - Different types of guest workers – perhaps get more information on their successes
    - Global issue
    - Follow-up presentation next year
  - Public Relations Committee: Connie Pritchard
    - Reminded everyone to check the LinkedIn discussion group and contribute as often as possible

**Financials** – 10/12 months: Please see attached.

- The income from the conference was slightly less than expected due to low attendance, but the expenses were considerably less than expected.
- Other income and Expenses are on track with the budget.

#### **Staffing Report**

- Emily Lizada
  - Career Counselor, Office of Placement and Career Services, Ateneo de Manila University
  - Coordinator, APCDA 2017 Conference
  - APCDA Administrative Assistant
  - Half-time
  - Hired: July 3, 2017
  - Last year we spent \$1,325 on staff support. This year, we have committed to \$5,550.

#### **International Affiliate of NCD A Report**

- NCD A wants to change the International Affiliate status to an annual fee system. We asked the Board if they objected and no objections were voiced.
- At the NCD A Conference, Brian (who is also an NCD A Board member) told us that the Board had heard complaints and is reconsidering the decision.

#### **Journal Progress Report**

- Brian Hutchison is moving to Associate Professor, New Jersey City University
- NJCU will sponsor the Asia Pacific Career Development Journal by providing copy editing, and layout of the journal as needed
- Members will receive the journal free
- Non-members can subscribe for an annual fee
- Issues could become free after one year?

### **Action Items based on Conference Meetings of the Members & Board**

- Planned Actions
  - Request: Encourage citing APCDA Newsletter Articles
    - Solution: Add citation instructions on Newsletter page
  - Request: Member directory searchable by key words
    - Solution: Add Work Settings and Interests to Member Information (so members can search on these categories)
  - Request: Facebook closed group
    - Solution: implemented by Miguel on Wed. May 25<sup>th</sup>
  - Request: Rotation of member profiles in the Newsletter
    - Solution: Develop a template for member profiles
  - Request: Each Country Director should summarize the conference in their own language
    - Solution: Many have already
- ICCDPP Action Plan
  - Glossary Project
  - Presentation in Beijing
- Technology Committee
  - Dot.world is a website system that is designed to encourage information exchange
  - The Board was invited to review it in advance of the meeting. It was good, but we would need great photos to make it work, and we rarely have any photos, much less great photos.
  - The Board recommended that we make better use of LinkedIn – could focus on this free solution
- Webinars
  - Need policies/guidelines for selecting webinar speakers/topics. Suggested policies:
    - Select topics with largest number of people attended and rated highly at conference
    - Select other topics and presenters not at conference based on topics suggested on the Member/Friend Survey.
    - Expand the number of members on the Program Committee to make these selections
  - Discussion noted that these measures all have flaws, and decisions need to be made by a committee.
  - A motion was made to accept these policies and passed by voice/chat vote.
  - We used these policies to select the presentation by Hechnovana called The Workforce of the Future and by Antcil called “Career Services in a Rapidly Automating World: Issues and Challenges for 21st Century Career Planning“
- Member/Friend Survey
  - A short summary is attached
  - Emily will email the result of the survey to committee heads on Saturday (August 19)

### **2018 Conference - May 15-19, 2018, Tsinghua University, Beijing, China**

- Theme: Connecting Career, Family, and Society
- Tours
  - Before, Morning: 798 Art District
  - Before, Afternoon: Tsinghua University Career Center and Historical Museum
  - Before, Afternoon: NEDP Office
  - After: Forbidden City & Temple of Heaven
- The China Career Development Association will meet immediately after our conference.
- 2 Professional Development Institutes?
  - Norm Amundson has already agreed to provide a PDI in the afternoon after the conference ends

- We could ask Richard Young also to provide one, simultaneous with the tour before the conference in the afternoon
  - It was agreed that we would do this because young people from Beijing will not be very interested in the 2 tours (they are primarily attractive to foreign guests) and may find a PDI by a visiting lecturer enticing.

### **2019 Conference – May 21-25, RMIT University, Ho Chi Minh City, Vietnam**

- Tours
  - Before: Koto, a social enterprise that helps train disadvantaged youth in tourism and hospitality
  - After, Morning: Boat tour of a floating market, canals, villages, and lunch in an orchard garden
  - After, Afternoon: City Tour plus performance (Opera House or Water Puppet Show)
- Keynoters
  - Mr. Tran Anh Tuan, Vice Director of Labour Forecasting
  - Dr. Alvin Leung, Dean of Education, Chinese University of Hong Kong
  - Dr. Mary McMahon, Senior Lecturer, University of Queensland, Brisbane, Qualitative Career Assessment: Integrative Structured Interview Process
- One PDI or 2?
  - We decided to try for 2
- Suggested Theme: Careers at the Door of Industry (4<sup>th</sup> industrial revolution)
  - Work based Technology, cyber systems, etc.

Meeting was adjourned at 10:37 PM

Respectively Submitted,

**Diana M. Bailey**

Secretary

# Summary of 2017 Survey Results

## Demographics

57 respondents: 75% were members, 25% non-members; almost 50% work in Universities/Colleges, about 25% in Private Practice or Business/Industry

## Results:

### Top 5 Topics:

1. Career Practices
2. International Collaboration
3. Cultural Adaptation of Career Tools/Theories
4. Talent Development (working with adults on career management)
5. Labor Market & Economic Trends

### Top 4 most-requested topics for webinars:

1. The Narrative approach (Career Construction Theory/Life Design)
2. Preparing for future changes in the workplace
3. Technology that helps career services/search
4. Youth employment issues

### Top 4 topics for LinkedIn:

1. Job search skills
2. Labor market changes
3. Effective practices in university career centers
4. Talent Development practices

### Most common challenges:

1. Shortage of Resources/Funding
2. Need for more awareness by government/decision-makers
3. Need for more public awareness of the benefits of career services
4. Lack of jobs are related employment issues
5. Youth graduate with job skills
6. Need clear standards in our profession

Best month for APCDA Conference: May