

MCDA 2023 Conference Workshop Descriptions and Presenter Bios

Session 1 11:30-12:30

Session 2 1:30-2:30

Session 3 2:45-3:45

Using the Challenge Mindset to Help Clients Find Purpose

James Westhoff, Career Services, Husson University

In this workshop we will discuss the Challenge Mindset developed by J.P. Michel of MySparkpath and learn how to use the Challenge Cards he created to help our clients find purpose.

Participants will:

- learn about and discuss the challenge mindset and how it might work with their clientele.
- complete the Challenge Cards activity to see how it works and can be applied in different situations and with different clients.
- learn and discuss how this activity can enhance the other assessments.
- discuss other ways to use this mindset without having to purchase the cards.

James Westhoff has worked in the career development field for over 20 years. He started his career at Colorado State University's Career Center and worked there as a graduate assistant while completing a Masters of Education in Counseling and Career Development. He moved to Brunswick, ME in 1998 to work in the Career Planning Center at Bowdoin College where he stayed until December 2007. While at Bowdoin, he served as the internship coordinator, pre-law advisor, and assistant director. In 2010, he became the director of career services at Husson University and works with students at every class level and area of interest. Westhoff teaches workshops on LinkedIn, networking, job search etiquette, and the entire job search process. He completed the NCDA Leadership Academy in 2017 and served a two year term as President of the Maine Career Development Association. When James is not at work you may find him at concerts, hiking, and mountain climbing.

Creating Training On-Ramps for Student Success

Dan Belyea, Maine Community College System

Maine's community colleges are responsive to the changing needs of learners and employers in Maine, and in 2021, founded the Harold Alfond Center for the Advancement of Maine's Workforce to oversee short-term training. Together, we're partnering with businesses and third-party trainers, including Career & Technical Education and Adult Education, to create high-quality professional development for high-demand positions that can be completed in a few short months.

Participants will:

- learn how we're building more on-ramps, supports, and pathways for students to enter short-term training programs, connect to employers, and earn credit to transition into a certificate or degree program in the future.
- discover how the Maine Workforce Development Compact helps employers of any size access professional development funding for their current employees.
- be inspired to join the collaborative effort to train 24,000 incumbent and unemployed, underemployed, and underserved Mainers by 2025.

Dan Belyea is the Chief Workforce Development Office at the Maine Community College System (MCCS) and the Harold Alfond Center for the Advancement of Maine's Workforce. The Center manages MCCS's short-term training funds that currently exceed \$62M. He is a member of the senior management team and is responsible for providing state-wide leadership and coordination to support Maine's workforce needs with the goals of creating an educated, skilled, and adaptable labor

force responsive to changing economic needs, and to promote local, regional, and statewide economic development. Dan serves on the State Workforce Board and the board of directors for Maine Technology Institute, Long Creek Development Center, and the Maine Connectivity Authority.

Youth Pathways, Their Way: Youth Workforce Development Engagement & Frameworks for Supporting Youth Success

Kay Kerina, Maine Department of Community & Economic Development

Maine's Career Exploration Program aims to help students and families to connect to Maine's economy by offering age-appropriate opportunities to explore career paths that are in line with individual areas of interests. With funding from the Maine Jobs & Recovery Plan, this program offers paid work experience for Maine's youth ages 16-24. A portion of these funds supports career exploration work offered by Jobs for Maine Graduates at high schools and career and technical education programs, as well as adult education programs.

Participants will:

- learn about the Maine Career Exploration Program.
- brainstorm how to get involved and connect to connect participants/clients with the program.
- experience through storytelling new frameworks that are Strengths-based, multiculturally inclusive and identity aligned to support young people in the workforce.
- debrief on current practices and how to best realign with our clients/participants' needs for social emotional safety and security.

Kay Kerina is a born and raised Mainer that came back in 2016 and has spent the last 6+ years working in Social Work and Human Services serving young people in workforce development and life skills. Previously Kay worked in corrections at Long Creek as an Employment Counselor through Goodwill, at LearningWorks Youth Building Alternatives as the Student Development Coordinator, and most recently as the JMG High School Completion Specialist at Deering High School in Portland. Kay has experience in corporate communications, marketing, advertising, and client services, and consulted for youth workforce development with the University system and other nonprofits that serve young people in the workforce. Kay works to bring a holistic approach to helping young people and is super excited to put all the pieces together here and dive into the Maine Career Exploration Program.

Responding to Change: Implications for the Future of Career Counseling

Al Shinkel, Career Consultant

With more than three decades of experience, Al has streamlined the process of helping clients clarify their values and inventory their interests. Working with Al, clients learn to "speak from the heart" as to what has the most meaning for them in life.

An experienced vocational psychologist, this facilitator will outline steps to set up a private practice in career counseling and what it means to provide good career counseling. Then participants will be able to join an open ended discussion about the future of career counseling and their own counseling practice, focused on how to provide career counseling to unique clientele in a changing environment.

Topics to discuss will include:

- how might emerging trends (for example, Diversity, Equity and Inclusion, multiple pathways to job acquisition, Workforce Development initiatives, employee well-being, remote working) affect what

you do and what your clients need?

-What questions do you have about establishing or improving your practice?

-How do we ensure that clients learn to "speak from the heart"?

Al Shinkel's achievements in career consulting are many and they have been recognized often, but the achievement that means the most to him is helping hundreds of people identify satisfying career paths and life directions consistent with their values and "central life theme." He has worked with people from four continents, of all ages and at all stages in life, particularly at times of choosing -- before and after college, in mid-life when a career change is required or desired, and before or after retirement, when many people want to identify another career that will be personally rewarding and re-engaging.

When Anxiety Disorders Interfere with Career Development:

The C/AAP Framework as a Solution

Michelle Tullier, Careers Uncomplicated

Anxiety disorders are a leading contributor to the global mental health crisis and can impede a client's ability to engage fully in the career development process. Students and clients with anxiety can be marginalized by career service providers—or can even marginalize themselves—by misinterpreting anxiety behaviors and attitudes as lack of motivation, non-compliance, or hopeless cases of "failure to launch." This workshop offers the Career/Anxiety Alignment Protocol, a framework created by the facilitator as a proven solution to overcome the obstacles that often present when anxiety mixes with career choice, job search, or career management efforts.

Through case study illustrations and discussion, participants will:

- learn the differences between true anxiety and routine stress.

- identify the career development theories that best align with this population.

-discover the career counseling/coaching approaches that are most effective for addressing common roadblocks experienced by those with anxiety disorders.

L. Michelle Tullier, PhD, CCC, CPRW is a career counselor based on Vinalhaven island with a nationwide, virtual private practice. She specializes in complex cases involving 'failure to launch,' anxiety, neurodiversity, substance use disorder recovery, and more. Michelle is the former Georgia Tech career center executive director where she was also on the Honors Program faculty teaching multidisciplinary perspectives of purposeful work. She held prior career coaching and leadership roles with outplacement firm Right Management. Michelle is a former associate editor of NCDAs Career Convergence magazine and the author of nine, published self-help books including The Complete Idiot's Guide to Overcoming Procrastination.

The Student Careers Values Card Sort: A Simple Tool for Helping Students Explore & Discuss their Values

Anush Hansen, Kennebunk Counseling & Balanced Card Sorts

In this session, attendees will learn about an innovative values assessment tool for high school and college students, which offers them the opportunity to identify and articulate their career and

work-life balance values, and gets them in the habit of considering those values as they explore and build their career.

This simple, interactive tool is designed to help students think about building a career that fits with who they are and what they want their life to look like moving forward. It considers career values from a holistic, wellness-based perspective, incorporating values that speak to their wellbeing as a whole.

Anush will share case studies describing how schools are currently using the card sort with their students and attendees will get to test out the card sort themselves, and learn how it can be used with students in individual meetings/sessions, as well as in group settings.

Participants will:

- Better understand the need for emphasizing the exploration of career, wellbeing and work-life balance values in high school and higher-ed settings
- Be able to list at least 3 strategies for facilitating the tool with high school and college students, individually and in groups, in-person and online.
- Be able to name their own top 5 career values after engaging in an interactive activity, using the Student Career Values Card Sort during the session.

Anush Hansen is a Licensed Professional Counselor, Certified Career Counselor, and owner of Kennebunk Career & Wellness Counseling. She is also the founder of Balanced Card Sorts. Anush holds a master's in Mental Health Counseling and a master's in Public Health. Prior to her work as a counselor, she worked for 17 years as a public health researcher and program evaluator. It is Anush's background in health promotion research, mental health, and public health that fuels her commitment to using a holistic, wellness-centered approach when working with clients, and that helped to shape the Balanced Card Sorts tools.

Registered Apprenticeships: A Solution to Workforce Gaps and Post-Secondary Engagement

Hannah Greene, Educate Maine

What if students had a wider variety of opportunities to discover and build meaningful careers in Maine? The state is facing a labor shortage - there aren't enough qualified workers to fill positions, and those that apply often possess gaps in the specific knowledge and skills employers need. Meanwhile, Maine has seen an enrollment decline in postsecondary degree programs. There is a significant population of learners who do not identify with the traditional career paths available to them. Registered apprenticeship programs provide an alternative pathway that creates new career onramps into family-sustaining, high-demand, high-growth occupations. Apprenticeships also reduce barriers to workforce participation and success, especially for disadvantaged populations.

Participants will

- learn what registered apprenticeship and pre-apprenticeship programs are.
- understand the benefits of apprenticeship for employers and apprentices.
- learn what support Educate Maine provides to create and share information about these opportunities.

Impostors at Work: Helping People Navigate Impostor Syndrome

Kate Points, Sanford Community Adult Education

When individuals transition from one career pathway to another, it's common to feel that they don't have the skills necessary to be successful. This imposter syndrome can cause extreme anxiety; it might discourage someone from moving to a new career, or from trying to achieve a level of employment that they are otherwise qualified for. When supporting clients with a unique career path, career professionals should be aware of this possibility and be proactive about addressing it with their clients.

Participants will:

- gain ideas for how to help people navigate feelings of impostor syndrome.
- dive into what causes these feelings of being an impostor.
- talk about ways you can help your clients disrupt those feelings and be more secure in their skills and abilities.
- leave the session with resources they can use with folks at any stage of their personal career pathway.

Kate Points is a Career Advancement and Navigation Specialist with Adult Education in York County, supported by funding from MJRP. She works with folks at all stages of career exploration, and supports all aspects of career preparation. Don't tell anyone, but she's an impostor- before working in this role, she was a teacher at both the high school and collegiate level. She has firsthand experience with her own impostor syndrome and regularly works with job seekers from multiple career pathways to recognize their own qualifications and skill set.

Unique Opportunities with the Maine Jobs Recovery Plan: Healthcare, Pre-Apprenticeship, and the Competitive Skills Scholarship Program

Michelle Cameron-Doughty, Catalina Piedrahita, and Kristine McCallister, Maine Department of Labor

The Maine Jobs Recovery Plan has once-in-a-lifetime funding to boost both existing programs for employment and training from entry-level to career advancement. We will explain how this funding impacts programs like Apprenticeship, Pre-Apprenticeship, the Competitive Skills Scholarship Program, Healthcare Initiatives, and more. The panelists will share unique opportunities to help individuals become employed and/or improve their careers through job training, credential attainment, education programs, and experiential learning. Participants will learn:

- about services to help direct job seekers to high-wage and high-demand careers.
- how to connect learners and job seekers to opportunities
- about support available from MDOL and how to request it

Michelle Cameron-Doughty is the Program Manager for Maine Department of Labor's Competitive Skills Scholarship program (CSSP). Michelle has held various positions with Department of Labor, for over 30 years, but all roles she has worked in share the theme of helping individuals to pursue employment and/or training opportunities. Her current position provides oversight and guidance to a team of dedicated staff whose goal is to provide support to individuals involved in training that results in a degree or credential, leading to a high-wage in-demand job. Michelle has lived in Maine her entire life and enjoys spending her time with her husband, three daughters and two granddaughters.

Kristine McCallister is a Labor Program Specialist with the Maine Department of Labor's Apprenticeship Program. She helps to connect Maine businesses to an incredible recruitment, training, and retention tool – registered apprenticeship programs. Her focus areas are developing programs in construction, clean energy, broadband, and aquaculture sectors. Kristine also manages 14 grantees who were awarded funding last year to develop and expand apprenticeship and pre-apprenticeship programs, with a goal of serving 1,000 pre-apprentices and 2,000 apprentices within 2.5 years.

Catalina moved to Maine in 2018 from Medellin Colombia. She is a doctor general practitioner in her home country. Finding a career pathway in Maine that allows her to leverage her expertise and knowledge in the medical field has been a journey. Today she manages all of the healthcare initiatives at the Maine Department of Labor including two healthcare career navigators and two tuition remission consultants. Catalina and her team are committed to helping Mainers connect with healthcare jobs that match their interests! In her free time, Catalina is working toward a Master's degree in Public Health and is passionate about continued education opportunities for everyone.

So You Know Someone Who Wants To Work for Justice. Now What?

Scheherazade Mason, Daymark Enterprises, LLC

What are the career pathways available for people who want to work for justice? This session will review some roles in law, advocacy, and public policy -- and the considerations for clients and their families/supporters. The workshop will include an interactive discussion of possibilities for clients at different life stages. For clients whose aspirations include a law or public policy degree, this workshop covers important basics on the decisions and preparation required.

Participants will:

- leave with specific information about how to advise clients about graduate school, with particular emphasis on cost, debt, and repayment evaluation.
- learn about resources for helping clients understand public service loan forgiveness.
- learn about myths or differences in application strategies that are important for people from historically underrepresented groups to know, understand, and apply.

Sherry Mason has spent 15 years helping people who want to work for justice. She has been a career advisor specializing in government, policy, and legal careers, as well as a national expert teaching university and law school administrators, as well as aspiring law students, about legal education, scholarships and student debt strategies, assessing the costs and benefits of graduate school, and public service loan forgiveness.

A Different Door: The Role of Staffing Firms

April Clark, Manpower

This workshop session will discuss the role of staffing firms in providing work experience and career development opportunities for job seekers.

Participants will:

- receive an overview of the labor market in Maine, including the pandemic impact on hiring.

- learn about when staffing firms can be most helpful to job seekers (and when they might not).
- understand the relationship between job seekers, hiring companies, and staffing firms.

A robust question and answer session will be included, along with tips, links, and opportunities to connect one on one with local employment experts in your area.

April Clark is Manpower Maine's President, and is a 37-year veteran of Maine's human resources and staffing landscape. In addition to leading a company that employs thousands of Mainers annually, April works directly with client companies to assist them in developing strategic workforce management and staffing strategies which allow them to succeed – and grow. She has presented on employment topics including Leadership, Recruiting and Retention, Teachable Fit, and Overcoming the Talent Shortage, to Maine employers and at a wide variety of conventions and conferences.

Assisting New Mainers to Achieve Career Success

Jim Elkins, Claudette Ndayininahaze, Mary Faulkner, and Justine Mugabo, In Her Presence

New Mainers are in a unique position to contribute to Maine's workforce needs, but face significant barriers. This workshop will provide a discussion of the career development work being done by In Her Presence, a Portland-based non profit dedicated to the mutual support and empowerment of Maine immigrant women, enabling them to reach personal and career goals.

Participants will:

- learn about the barriers facing New Mainers and ways to help eliminate those barriers
- learn how In Her Presence collaborates with employers
- learn about the career planning component offered by IHP
- hear from an individual who has experienced all aspects of support from IHP
- understand how immigrants, refugees and asylees are essential and can contribute to Maine's workforce needs
- have an opportunity to ask the presenters questions

Jim Elkins is the Career Consultant for In Her Presence. He is a Certified Career Counselor, operates a private practice in career planning, and has held career planning, counseling, and administrative positions in higher education, government, and the public schools.

Claudette Ndayininahaze is co-founder of In Her Presence. She was born in Burundi, where she worked as National Sales Manager for a beverage distributor. She has extensive experience working with immigrant, refugee, and asylee communities and worked previously as the Multicultural Coordinator for the Center for Grieving Children and as a Cultural Broker for the Opportunity Alliance.

Mary Faulkner is the Chief Impact Officer for In Her Presence. She has a background in foreign language teaching and learning, but also spent many years in corporate sales training development. For the last several years, Mary has directed language acquisition and career development activities for In Her Presence.

Justine Mugabo is on the Board of In Her Presence and is the Intercultural Program Coordinator for the Center for Grieving Children, where she works with facilitators in social and educational institutions to provide a safe place for children to grieve and begin their journeys to a prosperous

future. Previously, Justine worked in customer service management with the Mobile Telephone Network of Rwanda where she oversaw as many as 60 staff members at call and service center locations.

Continuing the Conversation...

Chris Poulos and Maria MacDougal

Re-entering society after incarceration is daunting for many reasons, and finding employment is one of them. There are resources and pathways available. Join Christopher Poulos as he continues the keynote conversation alongside Maria MacDougal, board member of the Maine Prisoner Reentry Network. They will discuss barriers to employment in reentry and how to assist clients and students through those barriers.

Maria MacDougal is a College Access Counselor at FAME covering six Central Maine Counties and specializes in Adult Education. Maria is an at-large board member of the Maine Career Development Association, sits on the board of the Maine Prisoner Re-Entry Network and is part of the national Coalition of Adult Basic Education (COABE) National Prison Literacy Committee. She holds a Bachelor's of English from the University of Maine at Farmington and a Masters in Adult & Higher Education from the University of Southern Maine. She lives in beautiful Naples with her partner Kilton III, 1 year old daughter Kaelin, and 16 year old bonus son Kilton IV.