

A Discussion with the Experts: Addressing the Challenges of Career Education

United States

Toll-free: 1 877 309 2074

Access Code: 231-570-700

Canada

Toll-free: 1 888 455 1368

Access Code: 231-570-700

The Challenge

Few people would argue that the work of career counselors/ counsellors and educators is important in society – yet, research tells us that most people believe they didn't get the career development help they needed.



Phil Jarvis

Director of Global Partnerships, Career Cruising

- Introduction
- Discussion with the experts
- Q&A
- Next Steps

- Producer & host, Career Buzz radio show
 - (Wed. 11-noon ET ciut.fm or 89.5FM in Toronto)
- President & practice leader, CareerCycles,
 - Career management social enterprise using an evidence-based, narrative method of practice
 - www.careercycles.com
- M.Ed. (counseling psychology), CMF (Career Management Fellow, Inst. of Career Certification Int'l)
- *Who You Are MATTERS!*® game



The Discussion



Bill Symonds



Norm Gysbers



Pam Gabbard



Rich Feller

Director of the
Pathways to
Prosperity Project

Harvard Graduate
School of Education

Past President and
Editor Emeritus

National Career
Development
Association (NCDA)
and Journal of
Career
Development

Past President

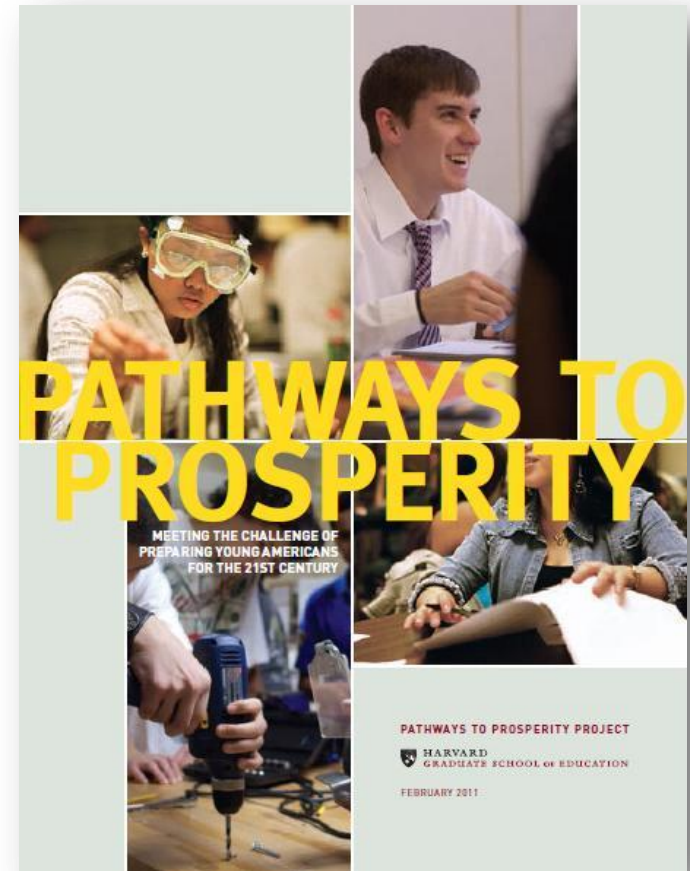
American School
Counselor
Association (ASCA)

President

National Career
Development
Association (NCDA)

Bill Symonds, through your work on the Pathways to Prosperity project, you have spent a lot of time looking at career planning and existing career guidance practices in education. Do you believe career guidance and education should be an important part of a students' K-12 experience and is career guidance being given the appropriate amount of attention in education?

- What is the “Pathways Challenge?”:
 - We are currently failing to prepare many young people to lead successful lives as adults.
- How High-Quality Career Guidance can help address this crisis
- What’s wrong with the current guidance system
 - *Counselors are overworked, and often devote too little time to career guidance
 - *As a result, half of students don’t get the guidance they need
- The enormous costs of this failure



Rich Feller, if career development is vitally important for individuals and society, why does it not get the attention it deserves?

Career Development...Not

1. Definitions by Varied Groups
2. Services vs. Funded/Metric Based Programs
3. Public Metrics = Point in Time Events
4. Developmental vs. Crisis/Urgency
5. Training in Career Development Interventions
6. Evidence Based Issues

Pam Gabbard, what kinds of challenges do career educators and counsellors/counselors face?

- Pressure to teach only Common Core Standards
- Teachers
 - Focus only on the subject content that they are responsible for to ensure students meet the required testing benchmarks.
- Administrators
 - Do not always support classroom time for career education.
- Parents
 - Are not aware of how important career education is—especially in the primary years. Therefore, they do not support the career component in their child's academic plan.
- Technical assistance
 - Often, School counselors and teachers do not have technical assistance or computers available for students – to explore career information.

Norm Gysbers, much of your work has focused on models for implementing career programs in education. Do good implementation models exist?

Martin, J., Carey, J., and DeCoster, K. (2009).

A national study of the current status of state school counseling models. *Professional School Counseling, 12*, 378-386.

- 17 states – established programs
- 24 states – progressing
- 10 states – beginning stages

Granite School District-Salt Lake City, Utah, Comprehensive Counseling and Guidance Program: College and Career Readiness Plan

- Individual student planning, guidance curriculum, and responsive services
 - Professional school counselors, working within a comprehensive program, deliver services to all students in the areas of *individual student planning, guidance curriculum, and responsive services*.
- 80% of counselor time is spent on direct service to all students.
 - Counselors work closely with students and their parents to develop and use their individual College and Career Readiness Plans (CCR-Plans). They deliver guidance curriculum to all students based on program content areas (self discovery, life skills, future planning, and the Eight Components of College and Career Readiness.) They also make available responsive services for students with critical needs.
- Student/parent meeting held at least annually to review student progress and goals.

Bill Symonds, in the time you've spent travelling around North America, have you seen career education programs that are working well? Can you share some examples?

1. The Massachusetts “Model” of Regional Vocational/Technical High Schools:
 - Students choose a career major after an extensive exploratory program
 - Overall success rate is higher than for many regular high schools
2. South Carolina’s Pathways to Success
 - Requires all students to develop a pathways plan
 - Focused school staff, parents and students on importance of planning
3. ProStart’s National Certificate of Achievement:
 - Excellent example of industry-developed program of study
 - 81% of students who complete certificate are still involved in the industry 5 years later

Rich Feller, what is the one thing career educators can do if they would like to increase the effectiveness of the career education happening in their school?

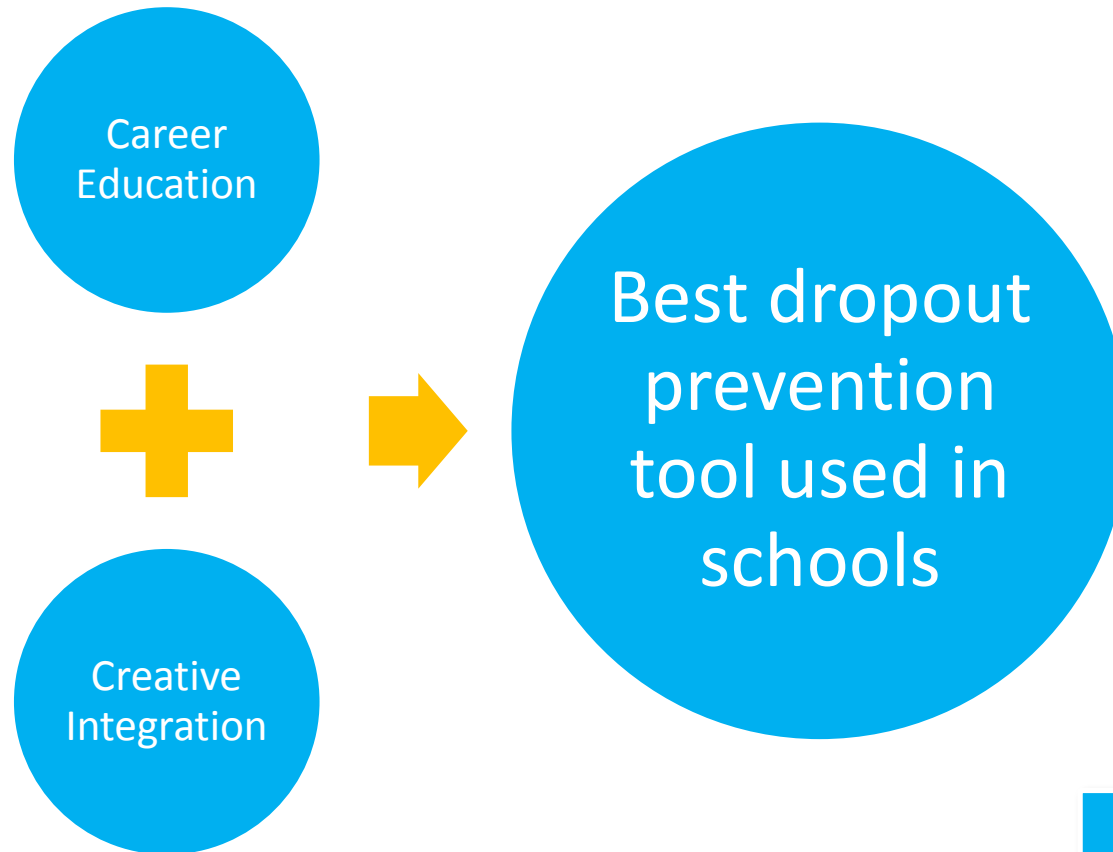
Ask yourself:

What is our comprehensive career guidance program
(in our school), and how do we know each student
experiences it?



Pam, what are some strategies that career counsellors/counselors and educators can use to overcome some of the day to day challenges they face?

- Teachers and school counselors need to understand how important career education is for the student.



- Example:
 - In math, mapping, graphing, charting, money, budgets, percentages, decimals all are required Common Core requirements.
- Creative career education integration:
 - Why not use Career Education such as the Earnings section of exploring a career in Career Cruising to teach those concepts?
- Takeaway:
 - As a part of developmental school Guidance, school counselors must find ways to team with teachers and together teach common core standards and career education.

- Example:
 - Language Arts core standards require students to develop a resume.
- Creative career education integration:
 - The school counselor must learn to partner with the language arts teacher and together they teach resume writing.
- Takeaway:
 - The school counselor must make it a priority to teach faculty and staff how to integrate career education into daily lesson plans.
 - Gain administrative support to give an example at the beginning of faculty meetings.
 - Use incentives and rewards/recognition for those faculty members that are integrating career education into their lessons.

Norm Gysbers, do you have practical advice for career educators who are trying to infuse career education throughout their schools?

- Impact of programs in 6 states
- Special issue: Comprehensive school counseling programs. (2012). *Professional School Counseling*, 16, 84-153

Norm: I referred to a website we have in Missouri. On it individuals will find complete information about the Missouri Comprehensive Guidance and Counseling Program K-12. It can be found at mcce.org When the site opens individuals will find the words guidance and counseling and they should click on that. It will take them to all of the materials we have on the program. There are full descriptions of our guidance curriculum, individual student planning, responsive services, and system support components.

- Elementary School Counselors/Counsellors: A Cost Benefit Analysis
- Reback, R. (2010). Schools' mental health services and young children's emotions, behavior, and learning. *Journal of Policy Analysis and Management*, 29, 698-725.



Mark Franklin

The Discussion



Bill Symonds



Norm Gysbers



Pam Gabbard



Rich Feller

Director of the
Pathways to
Prosperity Project

Harvard Graduate
School of Education

Past President and
Editor Emeritus

National Career
Development
Association (NCDA)
and Journal of
Career
Development

Past President

American School
Counselor
Association (ASCA)

President

National Career
Development
Association (NCDA)

- A Practical Approach to K-12 Career Development
 - Importance of starting early & often
 - Benefits of a complete solution
 - Increasing student engagement
 - Career development objectives & how ccEngage supports them
 - Q&A

USA

Thursday, June 6, 2013
Noon EDT

Register here:

<https://www2.gotomeeting.com/register/210723922>

Canada

Thursday, June 13, 2013
Noon EDT

Register here:

<https://www2.gotomeeting.com/register/294534082>

| Be engaged. Be inspired.



www.careercruising.com/us/en/blog/



@careercruising



Career Cruising

Thank You!

800.965.8541 | www.careercruising.com