CREATIVE CONNECTIVITY:
Exploring Tomorrowland's Technology Today

Dr. Deb Osborn,
Past President NCDA, Current ACA Governing Rep
Associate Professor, Florida State University
Co-Director, Center for Study of Technology in Counseling & Career Development
(Housed within the FSU Career Center)
dosborn@fsu.edu

June 2015
WHEN THINKING OF CONNECTIVITY, WHAT COMES TO MIND?

What about...?
"TENNESSEE"

- Originated from the old Yuchi Indian word "Tana-see," which means...?
THE MEETING PLACE

Aboriginal art, central Australia by artist Jabaljarri of the Jawoyn tribe
OUR CLIENTS MEET US SEEKING CONNECTIONS

- To assessments, information, job search strategies, support, us.
TIMES HAVE CHANGED

When the winds of change blow, some people build walls and others build windmills.

-Chinese proverb
Current Connections

Via individual, group, workshop, online-synchronous & asynchronous

Career Decision Making
• Talk therapy
• Assessments
  ○ Standardized
  ○ Non-standardized
• Informational Interviews
• Journal
• Shadowing
• Research
• Decision Making Guides

Job Search
• Networking
• Resume-writing
• Researching Companies
• Mock Interviewing
• Elevator Speech
• Dress for Success
• Accessing the Hidden Market

And that's for one aspect of our work—consider teaching, supervision, research, consulting, etc.
Now available—A Web-based, easy-to-use report that provides a personalized snapshot of your career-related personality.

http://tinyurl.com/CIP-theory

http://acrn.ovae.org/decision.htm
Job Searching

Career Guides

General Employment Strategies
- Building Your Linkedin Presence
- Creating a Career Objective
- Dressing to Impress
- Negotiating Job Offers
- Preparing for a Career Fair
- The First Job Interview
- Preparing for a Telephone Interview
- Preparing for your Second Interview
- Researching Potential Employers
- The First Job Interview
- Using Proper Etiquette
- Using the Internet in Your Job Search
- Writing Effective Letters
- Writing a Resume

Targeted Employment Strategies
- Finding a Summer Job
- Interviewing for a Faculty Position

Top 100 Pinterest Boards for Job Search
TOMORROW

- Look for more integration between static and fluid (researching occupations, link to employers, sm)
- Flexibility and adaptability to new tools
- Creative expressions via technology of self in decision making and job search
- Continued link between career & MH
- Expectation of some online service delivery beyond a virtual presence
- Emergence of technological innovators & early adopters among us

"We dreamers need to stick together."
CREATIVE RESPONSE

- Risk taking
- Playfulness combines with discipline
- Dreaming and doing
- Passionate but objective

- From Creativity: The Work and Lives of 91 Eminent People (Mihaly Csikszentmihalyi, 1996)
CREATIVE EXAMPLES

- Periscope: leverage that connection-watch me demo a great way to approach an employer, informational interview, respond to tough interview questions.

- Reminder app for cognitive reframe.

- Facebook, Pinterest, etc. to explore self-knowledge, networking

- Snapchat: check interview outfit

- Ask a librarian? Ask a career practitioner.
Cultivating Creative Connections

Via individual, group, workshop, online-synchronous & asynchronous

<table>
<thead>
<tr>
<th>Career Decision Making</th>
<th>Job Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk therapy</td>
<td>Networking</td>
</tr>
<tr>
<td>Assessments</td>
<td>Resume-writing</td>
</tr>
<tr>
<td>Standardized</td>
<td>Researching</td>
</tr>
<tr>
<td>Non-standardized</td>
<td>Companies</td>
</tr>
<tr>
<td>Informational Interviews</td>
<td>Mock Interviewing</td>
</tr>
<tr>
<td>Journal</td>
<td>Elevator Speech</td>
</tr>
<tr>
<td>Shadowing</td>
<td>Dress for Success</td>
</tr>
<tr>
<td>Research</td>
<td>Accessing the Hidden Market</td>
</tr>
<tr>
<td>Decision Making Guides</td>
<td></td>
</tr>
</tbody>
</table>

And that's for 1 aspect of our work—consider teaching, supervision, research, consulting, etc.
Did you come up with any of these?
Sample P*interest Board

Career Decision Making

While the website is not being maintained, the "tool" still works, based off of Cognitive Information Processing Theory. Use the tool: aorn.ovae.org/...

The Great Convergence of Academic and Career Advising - Josh Morrison, Indiana University

Pinned from studentafaircollective.org

Choosing a career path can be one of the most exciting and frustrating things ever.

Pinned from weddingphotography.com.ph

How to Create a Mission Statement for Yourself - Tico ♥ Tina

Mission statements aren't only for businesses. Learn how to create a mission statement for yourself to get more focused, get more efficient, and make decisions easier.

Pinned from career.fsu.edu

Free career decision making tools created by Dr. Itamar Gati at Hebrew University.
P*interest

Resumes
At one pub in Ireland, applying for a staff position is actually a snap.

Sober Lane, which is opening a new Dublin location in July, is only accepting applications through Snapchat, the app that allows users to send impermanent pictures and videos to their friends.
SnapChat & Vine
Or these?

Seminole Link
An online jobs database connecting students with employers hiring

ProfessioNote
A network of alumni and friends of the University providing career insight to students

Career Portfolio
An online tool helping students document their skills and accomplishments

Find a Part-Time Job
A direct listing of part-time and seasonal job opportunities

Garnet & Gold Scholar Society
A program which facilitates involvement and recognizes the engaged, well-rounded student

Placement Partners
A distinguished group of organizations which support student career development and employment programs at The Career Center

What's your favorite way to overcome presentation jitters?

- Deep breathing: 35%
- A little exercise: 17%
- Practicing a lot: 24%
- Hot tea or food: 14%
- It's a secret!: 11%

Video Blogging: How to Become a Video Personality
By Michael Stemler

Do you post videos?

Want to make them better?

To learn how to create great videos, I interview video blogger Amy Schmittauer.

Polleverywhere.com
PRESENTS US WITH SEVERAL CHALLENGES

- Staying in the know and with the flow (client preferences)
- Navigating ethical concerns
- What to try, what to let lie
HOW DO YOU STAY IN THE KNOW?

• Listen to your clients
  ○ Key phrases, metaphors – why not technologies?
  ○ What technologies are they already using?

• Research
  ○ What’s being done with technology and helping professions?
    • Distance counseling bibliography (http://tinyurl.com/Techbib)
    • CDQ, Career Convergence

• Network
  ○ NCDA Sessions (50 Mobile Hacks Career Counselors Need Right Now!)
  ○ NCDA Committee - Technology
  ○ LinkedIn Groups – e.g., Career Counselor Technology Forum; Coalition for Technology in Behavioral Sciences
  ○ Follow Techno-Tweeps: @Peter Carey, @CareerTechForum, @dsosborn
Reimagining Life's Possibilities:

Celebrating First Jobs Through Encore Careers

National Career Development Association Global Conference

June 30 - July 2
Denver, Colorado

2015
Society for Vocational Psychology, 2016 Biennial Conference

Integrating Theory, Research, and Practice in Vocational Psychology
May 16-17th, Tallahassee, Florida, Florida State University
Technology links to each section of our ethical guidelines

- Respect/dignity, confidentiality and privacy, supervision, research, assessment, diversity, access, boundaries of competence, teaching, advertising.

- Also consider client readiness.
TECHNOLOGY OVERLOAD

Getting information off the Internet is like taking a drink from a fire hydrant.

Mitchell Kapor
COMMITMENT TO CONNECTING

- Evaluate: is there a need? What's the goal?
- Who else likes this, can share the load?
- What options are there? SWOT Analysis.
- What training do I need? What may happen if we try this? What will happen if we don't? How will I evaluate if it's worth it?
- What's my next step?
“Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.”

Steve Jobs

TwistedSifter.com

CULTIVATING CREATIVE CONNECTIONS

Slides will be available: http://www.career.fsu.edu/Tech-Center

dosborn@fsu.edu