

The

GCDF Connection[®]

The Global Career Development Facilitator Newsletter

The Evolution of the GCDF: A Multi-Country Collaborative Approach to Designing Country-Specific Competency Areas

By: Susan Shafer, M.Ed., NCC, Director of Corporate Services

One specific initiative intended to improve the quality of career guidance services is the development of a world-wide credential for career guidance practitioners who have obtained substantial levels of training and supervised experience. After beginning in the United States, the GCDF has now evolved into an international credential with the creation of country-specific certifications in Japan, New Zealand and the United States. Eastern and Western Europe are currently in the planning stages for establishing the GCDF credential, as well as several other countries.

Due to the variability of career guidance services among countries, GCDF competencies need to be country-specific (modified for country applicability) as well as general (reflecting core elements of generally accepted practice among nations). Moving toward that goal, CCE is embarking on research utilizing content experts from around the globe. As part of a five year review of the GCDF competencies, this research will update, enhance and modify current competencies while answering the following questions:

- 1) What are the similarities and differences in the functioning of the GCDF in relation to other key guidance practitioners in different countries?
- 2) How does the respective training of GCDFs and other career guidance practitioners influence the work of these practitioners?
- 3) How do the work behaviors of the GCDF match the career development needs of citizens in his or her respective countries?

The GCDF credential will evolve as career guidance services evolve to better meet the changing career development needs of individuals. Answers to the above questions can improve the likelihood that the GCDF will make an important contribution in fostering life-long, informed career decision-making of citizens around the world. Future GCDF newsletters will provide updates on GCDF expansion activities.

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A Day in the Life of a GCDF

One certificant's account of how competency based training has enhanced job production and performance for her organization

By Diane McMenamin, GCDF

Career Consultant, Department of Treasury, Internal Revenue Service

I am a Career Consultant with the Department of Treasury, Internal Revenue Service (IRS) in Philadelphia, PA with an approximate customer base of 1,600 employees that are located in various offices throughout the state. Our mission is to provide America's taxpayers top quality service by helping them understand and meet their tax responsibilities and by applying the tax law with integrity and fairness to all.

In support of the IRS mission, one of my primary responsibilities is to develop employees and their performance through workshop instruction. The subject matter of these workshops are typically focused around preparing yearly self-assessment narratives, individual development plans, resume preparation, and additional similar topics that are often customized to specifically meet customer needs.

IRS recently adopted a mandatory Balanced Measures (BM) Performance System that is based on Customer/Employee Satisfaction and Business Results. Twenty-one leadership competencies support the BM. They are:

- | | | |
|----------------------------|-----------------------------|---------------------------|
| 1. Achievement Orientation | 8. Developing Others | 15. Partnering |
| 2. Adaptability | 9. Diversity Awareness | 16. Political Savvy |
| 3. Business Acumen | 10. Entrepreneurship | 17. Problem Solving |
| 4. Communication | 11. External Awareness | 18. Service Motivation |
| 5. Continual Learning | 12. Group Leadership | 19. Strategic Thinking |
| 6. Customer Focus | 13. Influencing/Negotiating | 20. Teamwork |
| 7. Decisiveness | 14. Integrity/Honesty | 21. Technical Credibility |

I have found competency-based methods to be quite successful in my work with IRS employees and career development. One technique in particular involves teaching employees to identify and demonstrate their value to the organization. I provide techniques to employees that assist them in achieving this by way of competencies, behaviors associated with competencies, (i.e. problem solving behavior: anticipate and prevent problems) and identifying positive business results. The following demonstrates examples of employee paperwork before and after the implementation of the mandatory BM.

Example #1: A statement documented by an employee before going through training

"I worked with other areas to provide technical information to their staff members on the proper way to reply to a customer" (this statement does not address value around BM)

Example #2: Statements documented by an employee after going through training

"I partnered with five business units with a total of 100 employees, to enhance their level of expertise (Competency #8 & #21) to assure that the correct information (Competency #17) is provided to the customer during the initial contact. My use of this knowledge increased effectiveness (Competency #3) and provided a quality and efficient business result in that customer's satisfaction was immediate. (these statements address value around BM).

Why do I focus on demonstrating value? Because it became apparent to me shortly after the System was introduced that many employees had no appreciation for how valuable they were to the organization. Many employees also could not express - either orally or in writing - their value as it relates to the BM and its competencies. Much of their paperwork reflected the first example above - before training was provided on how to enhance performance and how the use of performance-enhancing techniques can contribute to employees' worth to the organization. However, once training was

A Day in the Life

...Continued from page 2

completed, employees were able to learn, practice, and become comfortable with using the techniques on which they were trained. The completion of training also enabled employees to identify and define their worth. This increased appreciation for their contributions and ultimately benefited the organization by helping employees succeed in demonstrating their value on job applications and yearly performance appraisal narratives. It also assisted the manager in identifying successful competency performance in their employees. In all cases, this approach led to identifying gaps in training or in identifying outstanding employees.

An example of the success of the BM method and its connection to employee value to the organization is evidenced as follows: An employee would like to advance to the next level in a current position with the IRS. This person is not qualified for the next level, however, because he/she does not know how to demonstrate the value of his/her contribution to the organization in terms of the BM competencies. When sufficiently trained to use the BM and its competencies, the employee is more likely to understand how to go about adequately addressing and assessing his/her value on an application in a way that will denote the knowledge required by the next level position. This can actually increase the employee's opportunity to qualify for and receive an interview for the position. The outcome would likely result in an opportunity for the employee to demonstrate (during the interview process) past successful performance around the BM competencies in an effort to increase the likelihood of selection.

This is a win-win career development method because it benefits all IRS employees and raises organizational performance by targeting identification of mandatory BM around Employee/Customer Satisfaction and Business Results - which is the foundation that clearly supports the IRS mission.

GCDFs Missing in Action

If you have friends or colleagues that say they have not heard from CCE or that they have not received a copy of the GCDF Connection, please have them call us at 336-482-2856 to let us know. We do our best to keep in contact with all GCDFs, but this is not always possible, as some may move and forget to send us a forwarding address.

GCDF Fee Changes

After 5 years at the same fee, the fees for the GCDF-US certification increased on July 2, 2003 to the following:

Full 5-year certification	\$100
Provisional 2-year certification	\$75
Review fee to convert a 2-year to a 5-year certification	\$35

New applicants must submit the current fees along with their applications to CCE. Applications that include the old fees will not be processed until full payment of the current fees has been received.

Great GCDF Achievements

Have you been recognized recently for an achievement? Do you know of a GCDF that has been recognized recently for an achievement? How would you like to share your good news with other fellow GCDFs? Send it to CCE for publication in the next edition of the GCDF Connection!! Submissions for publication should be recognition of a professional nature. This recognition should also be related in some way to career development or to the GCDF certification. Please submit this information to cce@cce-global.org or contact CCE at 336-482-2856 if you have questions.

GCDF Application Update

Due to several observations and recommendations from applicants, the GCDF application has undergone a major transformation. Revisions have been made in an attempt to make the application more user-friendly and easier to understand. The new application contains detailed instructions on what to submit when applying for the credential as well as valuable information about the use and intended purpose of the credential. We hope this will help ease the application process and reduce the level of confusion that often occurs when applying for a credential.

Because we value your input, we welcome any suggestions that you may have in how CCE can serve current and future GCDFs. If you have any suggestions, please email them to cce@cce-global.org.

The GCDF credential continues to grow - check out these numbers!!

GCDF - United States

As of: October 2003

Total Applicants: 3868
Total Certified: 3221

Total Certifications By State:

Georgia	265	Iowa	9
Minnesota	255	Kentucky	8
Idaho	243	Massachusetts	4
North Carolina	235	South Dakota	4
Michigan	215	Montana	4
New York	170	Nebraska	3
California	169	Kansas	3
Florida	167	Hawaii	2
Tennessee	149	Puerto Rico	2
Texas	144	Amer. Forces Eur.	2
Pennsylvania	97	British Columbia	2
Maryland	95	Utah	2
Alabama	93	West Virginia	2
South Carolina	83	Arkansas	1
Maine	80	Delaware	1
Oregon	75		
Wisconsin	74		
Connecticut	54		
Vermont	51		
Washington	44		
Virginia	44		
Ohio	43		
New Hampshire	36		
Ontario	35		
Alaska	35	Aichi	14
Illinois	34	Chiba	35
Rhode Island	31	Fukuoka	1
Colorado	29	Gifu	2
Nevada	25	Gunma	1
New Mexico	22	Hyogo	16
Louisiana	20	Hyogo	1
District of Columbia	19	Ibaragi	3
Mississippi	16	Ibaraki	4
New Jersey	15	Ishikawa	1
Indiana	12	Iwate	1
Missouri	12	Kagawa	1
North Dakota	12	Kanagawa	59
Wyoming	11	Kanagawaken	1
Oklahoma	10	MA	1
Arizona	9	Miyagi	1

GCDF - New Zealand

As of: October 2003

Total Applicants: 4
Total Certified: 4



GCDF - Japan

As of: October 2003

Total Applicants: 398
Total Certified: 398

Total Certifications By Providence:

Nagano	2
Nara	2
Niigata	2
Okayama	2
Okinawa	16
Osaka	11
Saitama	26
Shiga	2
Shizuoka	5
Tochigi	2
Tokyo	178
Tokyo	1
Yamagata	1
Yamaguchi	2
Yamanashi	3

GCDF Certification: Then and Now

This year marks the 6th year of the GCDF certification. Take a look at how the GCDF credential has grown over the past 6 years:

Year	# of Full GCDF Certifications Issued
1998	160
1999	372
2000	388
2001	632
2002	885
2003*	784*

*Total for the year as of October 2003

Because the credential must be renewed once every 5 years, this is also the first year of the implementation of the GCDF Recertification process. This process involves completing 75 hours of continuing education in the area of career development. Recertifying one's credential is a noteworthy accomplishment because it denotes a certain level of dedication and continuous commitment to the career development field.

Approximately 60 of those initially certified in 1998 are scheduled to recertify in 2003. The information below is reflective of certificants who were due to recertify as of 8/31/03 (CCE certified a large number of applicants for the GCDF certification in the latter part of 1998). The individuals listed below are from the initial group of certificants in 1998, and were the first to complete the recertification process. These certificants are officially entitled to continue to use their certification for another 5 years.

<u>Name</u>	<u>Location</u>
Richard A Badillo	Meridian, ID
Lorraine Baker	Fruitland, ID
Kathleen M Bednark	Woodbury, MN
Aubrey J Blue	Lathrup Village, MI
Debbie A Brainard	Royal Oak, MI
G. Douglas Briggs	Pocatello, ID
Nancy A Cummings	Boise, ID
Donna Fletcher	Burley, ID
Delia Joseph	Annapolis, MD
Gilbert G King	North Charleston, SC
Janice B Lefkowitz	West Bloomfield, MI
Doris M Lowell	Grimsby, ON
Elaine Roy Palmitessa	Biddeford, ME
Antoinette Partington	Rio Rico, AZ
Babette L Penfold	Novi, MI
Deanna Rieber	Oakdale, NY
Susie Rios	Burley, ID
Laura Russell	Asheville, NC
Amy J Samelian	Mendota Heights, MN
Cathy L Sanchez	Waterford, MI
Jean M Taylor	Frisco, NC
Karen Yancheson	Novi, MI

Congratulations to these GCDFs!! CCE wishes you continued success in your on-going commitment to the career development field!!

CCE Wants to Hear from You!!!!

CCE is interested in hearing from GCDFs from around the globe – we'd like to know what you've been doing in the career development arena. We are currently looking for articles for the next edition of the GCDF Connection newsletter. If you would like to have an article published in the next edition, please include the following information in your article:

1. **Title of the Article:** A day in the life of a GCDF
2. **Description:** Discuss any unique techniques or career development methods that you use and explain how successful they have been for you and the population for which you serve. You can also include any information that you feel is pertinent to the subject matter. Some things to consider in writing the article:
 - Population you serve
 - Location
 - Description of your agency/company/organization
 - Examples of how you use the technique(s)
 - Examples of success stories that resulted from using the technique(s)
3. **Requirements** for article submission
 - Author's GCDF certification must be currently active and in good standing
 - Articles must be typed
 - Length of article: 2 pages single-spaced - maximum
 - Use of references when appropriate
 - All articles must be authentic, originating directly from the author
 - All article submissions must include the author's name and GCDF certification number

You will be contact by CCE if your article has been selected for the next GCDF newsletter.

Selection will based on:**

- Complete adherence to the article requirements
- Relevance of article
- Accuracy of the content in the article
- Uniqueness of the technique that is discussed in the article

If you are interested, in submitting an article and you can meet all of the requirements, please send your article to (**email is preferred**):

*3 Terrace Way, Suite B
Greensboro, NC 27403
wrenn@cce-global.org*

ALL ARTICLES MUST BE RECEIVED BY March 1, 2003 in order to be considered for publication in the next GCDF newsletter

No compensation will be given for articles that are published; CCE reserves the right to edit articles as necessary

Would you like to know how to get a seminar approved for GCDF Continuing Education?

Here's how:

1. Download a Pre-Approval Continuing Education Application from the GCDF website: www.cdf-global.org

2. Submit the completed application, the \$50 review fee, and all supporting materials to CCE.

If your seminar is approved, you will be able to do the following:

1. Advertise and market your seminar as CCE-approved for continuing education for the GCDF.

2. List information about your seminar on the GCDF website (i.e. name, location, contact information).

If approved, CCE will send an approval letter to you and an outline of guidelines that you will be expected to follow in order to continue to offer your seminar as CCE-approved.

List of Currently Approved GCDF Continuing Education Providers*:

1. The National Career Development Association
2. California State University, Chico
3. Sally Gelardin, Ed.D
4. Diana Hart
5. The John J. Heldrich Center for Workforce Development
6. The National Institute for Corrections
7. Normandale Community College
8. Rokiki and Associates
9. Susan Roudebush
10. Workforce Development Institute
11. Workforce Development Professionals Network

**All of the above are also GCDF training providers.*

**Any continuing education received from these providers must cover at least one of the 12 competency areas in order to be considered for the GCDF continuing education requirements.*

**Please contact the provider directly if you would like details on a specific GCDF continuing education course that is being offered. Contact information for all providers can be located on the GCDF website.*

For more information on continuing education and the recertification process, please contact CCE.

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Upcoming Features:

CCE is constantly updating the GCDF website. Please check the website - www.cdf-global.org - for new information about the GCDF.

Look for the GCDF survey to be available on the website and in the Spring 2004 edition of the GCDF Connection. The results of this survey will be published at a later date. The survey will attempt to address frequently asked questions pertaining to common job titles of GCDFs, populations served, applicability of training to job responsibilities, and more.

THE CENTER FOR CREDENTIALING AND EDUCATION, INC.

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