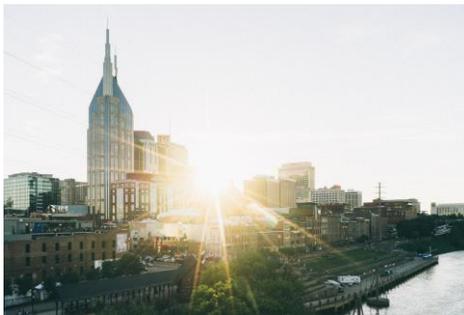


TCDA TALK

Tennessee Career Development Association



UPCOMING DATES

Member & Event Survey Due
November 15th

National Career Development
Week
November 13-17th

Poetry & Poster Contest
Submissions Due
November 18th

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PRESIDENT'S CORNER

Hello Members! As the new President of TCDA, I want to welcome you to a fun-filled and productive year. The Leadership team and I have been hard at work these past couple of months to identify goals and potential events for the year ahead.

One of our goals for the year to offer consistent programming for you, the members, throughout the year. For us to do this, we ask that you complete the [Member & Event Survey](#) by Wednesday, November 15th, 2017.

We have updated our website to bring you articles each month, links to NCDA webinars, and share organization news. There is a new *Events* calendar on the website, along with *Upcoming Events* on the side menu of each page. We have created a *Leadership Team* page where you can learn more about each of us. TCDA is now a company page on LinkedIn and there are links to all our social media from the [website](#). We hope this site will become your go-to, when wanting information about the organization.

TCDA will also be participating this year in the **52nd Annual NCDA Poetry and Poster Contest**. The theme is: *Leading the Way to a Future Full of Possibilities*. Read more about this on page 2.

About Me

I am a Certified Professional Resume Writer and Global Career Development Facilitator. I spent a large chunk of my career working for a national non-profit where I helped clients find lasting employment. I took on a new challenge five months ago and accepted a position as a Curriculum Developer for the State of Tennessee - TennCare and I love it! In addition to my day job, I have my own resume and HR consulting business and write a [Career Tips](#) blog on the side. I am passionate about helping others become the best version of themselves.

My [door](#) is always open if you need to get in touch. It is a pleasure to be here and to serve TCDA.

Sincerely,

Rachel Thomason

MEMBER SURVEY

To better serve you, we have created a *Member & Event Survey*. The survey is only 8 questions and should take less than 10 minutes to complete. We are curious to know if members prefer the annual conference to regional events. The answers to this survey will greatly help us to plan effective professional development events.

<https://www.surveymonkey.com/r/B7WTTNC>

RECRUITING LEADERS



We are need of a few great people to fill our open leadership roles.

Are you interested in guiding the organization next year? The President – Elect position might be for you! You would work with our current and past presidents, as well as, the Executive Leadership team. We will set you up for success! You would also be a key player in planning annual conference and managing the regional chairs.

Events! If you love planning events (and live in the middle Tennessee area), we have a position for you! The Regional Chair Middle Tennessee is calling your name. You would work with the President-

Elect (or current President), and other Regional Chairs to plan exciting professional development opportunities.

Analytical, Honest and Good with Money? The Treasurer role is perfect for you! You would work with the Executive team, manage the fiscal and budget functions of TCDA, and work with our Secretary and Membership Chair to maintain records. (2-year term)

Are you into creating a welcoming environment? The Membership Chair position might be a great fit! You would help us create a pleasant environment for new and returning members, send welcome emails, and develop ideas for generating new members.

Members who are interested in volunteering their time for one of the above positions should send an email to TCDACareer@gmail.com with a letter of intent and a current resume. Be sure to include “Leadership” in the Subject line.

We would love to have you join us!



POETRY & POSTER CONTEST

TCDA will be participating in the 52nd Annual NCDA Poetry and Poster Contest. We invite all our teachers, school counselors and higher education participants to submit a poem or poster to our state chapter reflecting this year's contest theme:

Leading the Way to a Future Full of Possibilities

All submissions must be received by Saturday, November 18th. State winners will be announced in December 2018 and then submitted into the national competition. National winners will be announced in April 2018. Winners will receive a certificate and a special congratulations gift.

National winners' entries will be featured on the National Career Development Association's website and featured at the upcoming annual conference.

For a listing of the official rules, eligibility, and due dates, please see the accompanying Poetry and Poster flyer and visit the TCDA website to print the submission form.

Poem Requirements

- **Poetic Form:** Use of any acceptable poetic form, i.e. cinquain, free verse, diamante, haiku, limerick, metered, rhyming, blank verse.
- **Size:** Submit each poem on a single sheet of paper 8.5 x 11 in, with 12-point font.
- Online submissions must be in **.pdf** format.

Poster Requirements:

- **Lettering:** Simple bold lettering is preferred. Captions are to be used to convey the theme, attract attention, and to achieve goals of clarity, vigor and originality. All lettering will be considered part of the design.
- **Size:** Each poster must be created in 8.5 x 11 format
- **Media:**
 - Category 1 (C1): Standard use of ink, pencil, poster paints, magic marker, acrylics, and oils.
 - Category 2 (C2): Use of photos, clipart, graphic art software collage, cut and pasted paper, and mixed media.

We look forward to seeing everyone's entries and submitting the winners into the National competition!

HOW GAMIFICATION BRINGS JOY AND MOTIVATION TO CAREER DEVELOPMENT

By: Ronda Anstad

It was 2:00 in the morning, and I had been in front of my computer for almost eight hours. I was exhausted, yet grimly determined to reach my goal, which had remained stubbornly elusive. I had been working on this for months, on and off, and had gotten close before. I silently said to myself, once again, “just one more attempt, then I’ll stop.”

The 45th time seemed to be the charm. My eyes were gritty, my head was spinning, but I was also exhilarated, awash in a triumph that I would never put on my resume, never include in my LinkedIn profile, and never admit to my friends. I had just completed my quest to achieve the rank of Master for every level in a computer game that I really didn’t enjoy, spending hours that I didn’t have, for a status that no one cared about. At some point I thought to myself, “There has got to be a way to use this obsessive persistence for something important!” Welcome to “gamification.”

Defining Gamification

I run my own private career counseling practice where I primarily help people in the non-profit sector figure out their next professional move. Many have tried to figure out their careers on their own and only come to me when they are demoralized and desperate, questioning their self-worth. By being intentional, strategic, and working from their strengths, I encourage my clients to avoid burnout in the future by understanding themselves in the present. However, this path of introspection can be difficult and intimidating. It takes grit, motivation, and tenacity to keep moving, not unlike the grit, motivation, and tenacity I demonstrated playing a computer game. So, the question becomes, what can gaming teach career development practitioners?

Jane McGonigal, in her thought-provoking book *Reality is Broken: Why Games Make Us Better and How They Can Change the World*, (McGonigal, 2011) explores why people spend so much time playing games. She posits that gaming satisfies intrinsic needs that may not be attainable in people’s real lives. Her research, as well as others’, (Faiella & Ricciardi, 2015; Kim, 2015; Schoech, Boyas, Black, & Elias-Lambert, 2013) has identified some of these needs:

1. Completing discreet tasks with rewards at the end
2. Pursuing constantly evolving (but achievable) challenges
3. The ability to fail and then try again
4. Receiving immediate and relevant feedback
5. Undertaking activities and goals that fit an individual’s personality
6. Joining an epic quest to achieve something larger-than-life.

“Gamification” is different than playing games; it is taking aspects of gaming into non-gaming situations. Gamification involves intentionally integrating rewards, evolving challenges, and rapid feedback into a non-gaming process or task. This new format for life situations tends to then trigger the desire to overcome obstacles, the persistence to keep working until some “finish line” has been reached, and that sense of exhilaration that is only felt when you’ve beaten the odds. In other words: joy.

Also noted by McGonigal's research was a continued excitement, interest, and optimism despite failure. Think about that for a minute. How would people's lives improve if after every failure, instead of feeling dejected or defeated, they were excited to jump back in and felt confident about the future? What would that do for jobseekers if after making it through the interview but losing out on the job, they immediately felt energized to try again?

This change in perspective happens by making failure fun. When gamers lose, they often are prompted with a quirky, goofy on-screen animation and the instant chance to start again. They often are driven to proceed by trying to figure out how they could do better next time. Ideas like this can give career development professionals a new toolkit to explore and use with clients.

Utilizing Gamification in Career Development

Since motivation is a crucial component in career counseling client success, can gamification help instill grit and resilience? Can it foster a sense of joy? And if so, how? To answer the first two questions, it's important to recognize that the process of seeking and finding meaningful work is one of the most critical aspects of being an adult. Too often, work has been separated from life (why else would we need a work-life balance if they were one and the same?). Thus, the things that bring us joy in life likely also bring us joy in work. Leveraging these motivating factors can help foster grit and resilience in job seekers and employees.

The answer to the third question of how can vary widely depending on the situation and client. However, it starts with thinking through the career development process from a game developer's perspective. These questions can help:

1. Can jobseekers be set up to start with easy wins to develop basic mastery and then move on to increasingly complex challenges? For example, have them conduct a mock informational interview with someone they know before they approach a thought leader in their field.
2. What kinds of rewards give clients or students a sense of accomplishment? These will be different based on age, personality, and sometimes gender. Can you include these types of rewards in the career development work you do together? This could be as easy as a high-five or a "Good Job!" email.
3. Is there a way that jobseekers can track their progress and receive feedback? An online program like My Career Design Studio is the easiest way to do this, but so can to-do lists and role-play exercises with immediate debriefing and the chance to try again.
4. How can you help make failure acceptable, expected, and even fun? Have job seekers visualize amusing sad-trombone music or cartoon images whenever they feel like they messed up.
5. Is there an overarching metaphor or narrative that can help jobseekers connect to something bigger than themselves as they go through their individual process? Some examples include climbing Mt. Everest or finding buried treasure. My Career Design Studio uses the metaphor of building a "career mosaic" to help job seekers pull the disparate pieces of their lives together to create their masterpiece.

The answers to these questions can gamify career development and bring joy into the process. This is not easy, but gamification has been successfully used in adopting new health behaviors, preventing substance abuse relapse, and helping people succeed on the job (Faiella & Ricciardi, 2015; Meister, 2015; Schoech, Boyas, Black, & Elias-Lambert, 2013). It's time that gamification is also used in the job search.

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