



2019 ANNUAL CONFERENCE

One An Expert, Always An Expert? Why continued professional development is important.

Dr. Steven R. Antonoff, CEP
Katelyn Klapper, CEP



What Makes An Expert?

How do you know when you have arrived?

- Malcolm Gladwell's 10,000 Hours
- Confidence in Knowledge Base – No More “Imposter Syndrome”
- Memberships & Credentials
- Higher Efficiency
- Resource To Other Professionals



Why How We
Learn is
Important

Don't Let Complacency Sneak Up On You!



...Because Your
Knowledge
Will Go Stale.



Growth
Mindset:

Never Say
Never

Ideas we said we'd never consider:

- Working Virtually
- Growing The Business/Hiring Others
- Engaging With The Press
- Publishing
- Incorporating Aggressive Affordability Services
- Providing Services for....

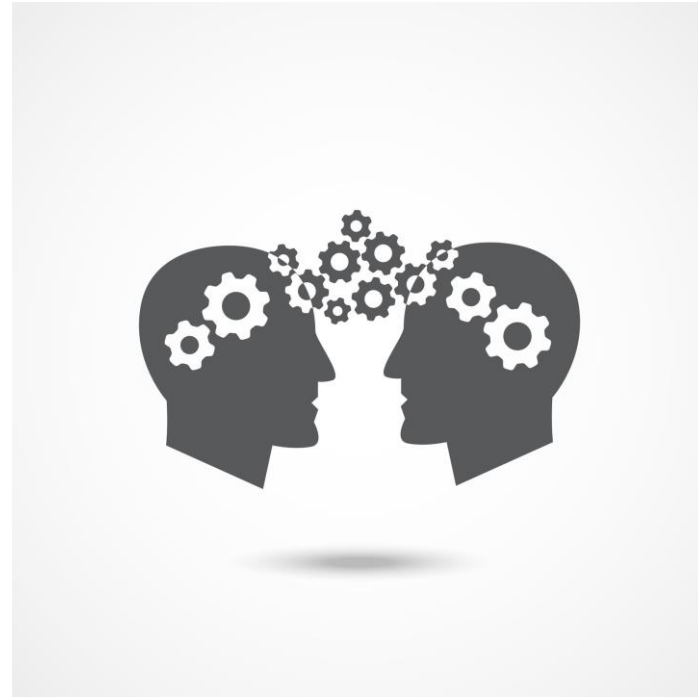
What have you said "never" to?



Knowledge

vs.

Process &
Business
Planning



Ways of Learning:

Incorporating
the What
&
the How



Professional



Networker



Curious



Educator

Ways of
Learning:

The
Professional

Professional Development Essentials

- Books & Websites
- Webinars
- Periodicals/Blogs
- Tours & School/Program Presentations
- Certificates and Further Education
- Credentialing
- Listing of resources by categories:
 - www.astudentofcolleges.com



Sampling of On-line Programs & Certifications

- U of California, Irvine
- Other UC's
- University of Calgary
- University of Massachusetts
- Vanderbilt
- Purdue
- Capella
- MORE



Certified Educational Planner



Primary Pillars of Qualification

- Recommended Minimum of 5 Years in the Field
- Masters Degree or equivalent (some qualifying certificate programs)
- Commitment to Ethical Standards
- Board Certified Assessment
- On-going Professional Development for Recertification Every 5 Years



Ways of
Learning:

The Networker

Networking is not just for extroverts!

- Association Memberships
- Leadership Rolls
- Mastermind Groups & Cross-pollinated Business Groups
- Virtual Platforms
- Collaboration
- Volunteering



Ways of
Learning:

The Curious

Stretching in less conventional ways

- Specialties Outside Your Expertise
- Related Associations
- Podcasts
 - Psychology/Teen Development
 - Unfamiliar Disciplines
 - Business Coaching
- Meetings, Institutes, Summer Programs and MORE



Sampling of Meetings, Symposia, & Summer Series

- Alumni Colleges
- Gender Education and DeMystification Symposium
- American Counseling Association
- Open U at iTunes U
- Coursera
- EdX
- Future Learn
- Opencourseware
- Great Courses
- My Own Business Institute



Ways of
Learning:

The Educator

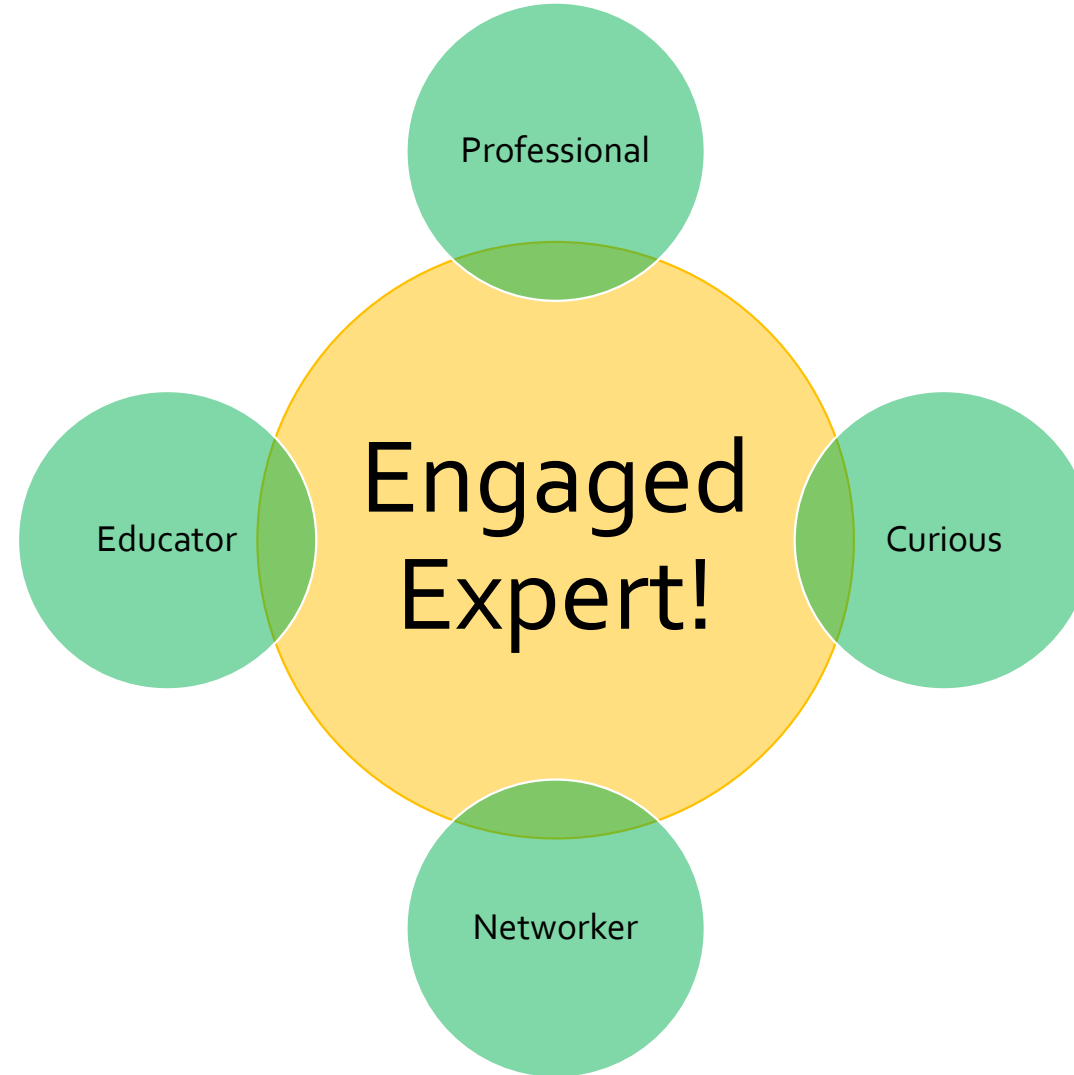
Antidote to complacency?

Educating and sharing your knowledge with others!

- Teaching/Coaching
- Volunteer Training – Train the Trainers
- Growing Your Practice
- Mentoring (informally and formally)
 - Make a commitment today to spend 15 minutes with a first-time HECA conference attendee!



Bringing It All
Together



Thank you for joining us today!



We look forward to seeing you again in 2020!

