# National Career Development Association



*305 N. Beech Circle*

*Broken Arrow, OK 74012*

*918/663-7060*

*Fax: 918/663-7058*

*www.ncda.org*

**National Career Development Association**

**Leadership Academy**

**Action Learning Project Summary**

**Participant(s):** Matt Morscheck

**Board Mentor:** Carol Vechhio

**Leadership Academy Class:** VIII

**Project Title:** #careerispersonal, a social media campaign to support inclusive practice.

**Project Description:** For my project, I’ve built an online campaign to reach out to counselors and therapists to create and inspire change towards inclusive practice with respect to themes of career and work in counseling and therapy.  This project has also led me to develop assignments that I have used in teaching graduate students about importance of career/work themes and their interplay with mental health and wellness.

I’ve called this the ***#careerispersonal project*** and have identified a number of ways for people to participate in the campaign, including the following:

1. Sign the [#careerispersonal pledge](http://www.careerispersonal.com/pledge/) to show your support of inclusive practice
2. Send a tweet using the hashtag *#careerispersonal* to add your voice to the conversation  [www.twitter.com/#careerispersonal](https://twitter.com/hashtag/careerispersonal)
3. Upload a video to YouTube using the hashtag *#careerispersonal*  [www.youtube.com/#careerispersonal](https://www.youtube.com/results?search_query=%23careerispersonal)
4. Are you a counselor educator?  Review our [classroom assignments](http://www.careerispersonal.com/classroom-assignments/), and consider submitting your own.
5. Share the [www.careerispersonal.com](http://www.careerispersonal.com) website with your colleagues and students.
6. Connect with us on [Twitter](http://www.twitter.com/careerpersonal) and  [Facebook](http://www.facebook.com/careerispersonal).

**Summary/Recommendations:**

* The project was only just recently launched in May, and already has received positive attention, including visitors who have signed the Pledge, followers on Twitter and Facebook, and many visits to the website.
* I would very much like to partner with someone in the future to continue to grow and develop this campaign as a resource to counselors, therapists, and helping professionals – and those counselor educators who are looking for ways to integrate the #careerispersonal message into the classroom.