All That Glitters Can Be Gold
For Recruitment

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Workforce Implications

• Under the Affordable Care Act, in 2016 an estimated 20 - 24 million more Americans had health insurance coverage, which included treatment services for substance use disorders

• Demand will rise for qualified and well-trained addiction and mental health (behavioral health) professionals
Addiction & Mental Health Professional Workforce in the 21st Century

• Growth rate is high.
• There is predicted to be a 22% growth rate from 2014 - 2024 for Addiction & Mental Health Counselors.
What Can We Do?

• Maintain status quo
• Trust our elected “officials”
• Step back and let mental health, social work, or marriage & family therapists take over
• Run for the hills

OR…
<table>
<thead>
<tr>
<th>Education</th>
<th>High School or G.E.D.</th>
<th>Certificate Program, Training Series, Some College</th>
<th>Associate’s Degree</th>
<th>Bachelor’s Degree</th>
<th>Master’s Degree</th>
<th>Doctorate</th>
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<tbody>
<tr>
<td>Career Opportunities</td>
<td>Peer Recovery Support Specialist or similar title</td>
<td>SUD Counselor in Training</td>
<td>SUD Counselor in Training</td>
<td>SUD Counselor</td>
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<td></td>
<td></td>
<td>Outreach</td>
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<td>Clinical Supervisor</td>
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<td></td>
<td>Recovery House</td>
<td>Recovery House</td>
<td>Manager</td>
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<td></td>
<td></td>
<td>Detox Tech</td>
<td>Detox Tech</td>
<td>Administrator</td>
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<tr>
<td></td>
<td></td>
<td>Intern</td>
<td>Intern</td>
<td>Trainer</td>
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<tr>
<td></td>
<td></td>
<td>Community Education</td>
<td>Group, Ind and Assessment support</td>
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<tr>
<td>Required State Credential or License</td>
<td>Dependent on state regulations</td>
<td>Dependent on state regulations</td>
<td>Most states require credential or certification – check state regulations</td>
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</tr>
<tr>
<td>SAMHSA Career Ladder Level</td>
<td>Entry Level SUD Technician</td>
<td>Entry Level SUD Technician</td>
<td>Associate SUD Counselor</td>
<td>SUD Counselor</td>
<td>Clinical SUD Counselor OR Independent Clinical SUD Counselor/Supervisor</td>
<td></td>
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</tbody>
</table>
A Beginning

So You Want to Be an Addictions Professional

Do I need college?

School

Addiction Studies
Social Work
Psychology
Mental Health
& other related majors

What should I major in?

Get Involved

What else can I do?

Start a Student Chapter!

Join NAADAC-
The Association of Addiction Professionals
and get FREE access to webinars, a job board,
6 discounts at local and national conferences

Now what?

Certification

Visit NAADAC.org/typeseligibility
and find out how to become a
Certified Addictions Counselor

Take advantage of NAADAC’s conferences
and workshops to meet addiction
professionals and find internship opportunities

Networking

Purchase discounted study
materials for your licensing exam:
www.naadac.org/homestudy-courses

Learn more on...

Facebook
LinkedIn
Twitter
and at
naadac.org
Involvement in:

- Career fairs
- High school classrooms
- Colleges
- Community
- Recovery month events
- Alcohol/Drug awareness week events
An instructor or presenter needs to:

- Explain what the addiction profession entails
- Link with other disciplines and social issues: social work, homelessness, criminal justice, foster care and welfare systems
An instructor or presenter needs to:

- Demonstrate enthusiasm and passion about the addiction profession
- Share your experiences as an addiction professional working with clients/patients diagnosed with a substance related disorder
Mentoring The Next Generation

• Engage students in becoming actively involved in campus and community activities relating to the addiction profession – service learning.

• Serve as a role model in demonstrating your involvement in state and national conferences – bring them along with you!
Mentoring The Next Generation

• Encourage students to become a representative on the state affiliate board of directors and/or officer of an addiction related student organization
• Encourage students to volunteer at a local treatment program
• Continue to mentor the new professionals once they come into profession.
College/University Student Organization

• Become a faculty supervisor to an addiction related college/university student organization

• Assist interested students in leadership positions and membership of the student organization

• Bring awareness of the significance of understanding addictions to the campuses
College/University Student Organization

• Bring a well-known person in recovery to speak at an event on campus and bring in other departments to build the program. Share expenses, planning and implementation.
NAADAC & Student Recruitment Benefits

• William L. White Research Scholarship Award
• NAADAC Minority Fellowship Program for Addiction Counselors
• Liability Insurance for Students
• National Recognition and Support
NAADAC & Student Recruitment
Benefits

• Discounted prices for products, educational trainings and conferences
• 75 CE’s in free webinars
• NAADAC magazine, *Advances in Addiction & Recovery*
• Financial Aid Assistance if required on a course syllabus
NEXT STEPS

- Identify barriers
- Provision of resources – NAADAC student committee
  - Student manual for college/university student organizations
  - Power Point slides for class presentations
  - Student membership recruitment idea sheet
- Action plan
- Recruitment
Working Together

• What do you need?
• What is being done in your area?
OPEN DISCUSSION

- NAADAC Student Committee testimonials and experiences
- Participants testimonials and experiences
AHA!

WE FOUND GOLD!