



# Career **MOMENTUM**

Winter 2020



## IN THIS ISSUE:

- Career Development Update ..... 1
- Update from 3CD and CCDF ..... 6
- Career Currents..... 7
- Ask ALIS..... 10
- CDAA Member Feature  
“Leading Edge” Tips and Tricks ..... 11
- Organizational Members Spotlight..... 14
- Is your day, every day, riddled with  
way too much to “figure out” as a result of  
the covid!?!?..... 19
- 2020 Award of Excellence Recipient ..... 21
- New Members / CCDPs ..... 23





## Career Development Update December, 2020

---

*By Paula Wischoff Yerama, CCDP  
Executive Director,  
Career Development Association of Alberta*

---

### ACDC 2021

Registration for ACDC 2021 is open at <https://pheedloop.com/acdc2021/site/home/> and the early-bird registration deadline is March 12, 2021!

ACDC 2021 will be held at the Delta Hotels by Marriott Edmonton South Conference Centre, Edmonton, Alberta on May 4 and 5, 2021.

CDAА MEMBERS, to access member only pricing please log in to your member profile at <https://www.careerdevelopment.ab.ca/Sys/Login>; click on the "Members Only" tab; click on "Member Perks"; access the CDAА Member Registration Links and Promo Codes - ACDC 2021 - valid until March 12, 2021 by clicking on the link under "Career Development Conference 2021".

Please save the following dates for ACDC 2021 and ACDC 2022:

- ACDC 2021 – Edmonton, AB – May 4&5, 2021
- ACDC 2022 – Calgary, AB – May 3&4, 2022

*The CDAA Board is carefully monitoring the COVID-19 situation as it relates to hosting in-person events such as ACDC. We do have the capability through our event management software provider to host ACDC virtually should an in-person event in May 2021 not be feasible.*

### PROFESSIONAL DEVELOPMENT

#### *CERIC / CDAA Webinar*

We are in the process of finalizing a 3-part webinar series with CERIC to be offered in February / March 2021 – Integrating Motivational Interviewing into Career Counselling Practice to Overcome Client Ambivalence with Roxanne Sawatzky.

Roxanne Sawatzky is one of a handful of MINT Certified Trainers in the world. She has shared her MI knowledge and expertise through keynote presentations internationally, including the Cannexus National Career Development Conference. She has co-authored the peer-reviewed article: "Motivational Interviewing to Promote Employment in Ambivalent Individuals," Journal of Employment Counseling, 2019.

Roxanne returns after having led several very popular early CERIC webinar series around Motivational Interviewing. She now brings knowledge and experience working with dozens of career services organizations across Canada in applying MI to their work.

### **Overview of the webinar series:**

Motivational Interviewing (MI) is an evidence-based, client-centered approach that elicits behavioural changes by assisting individuals to explore and resolve ambivalence. The MI principles and techniques can be used by career counsellors to work effectively with clients who experience fluctuating levels of motivation.

### **Why Career Practitioners Should Attend:**

Do you work with clients who:

- Have mixed feelings about changing?
- Lack of confidence that they can change?
- Seem to be “at war” within themselves; who cycle between uncertainty about wanting to change and the need for immediate change
- Talk about change but don’t follow through?

Research has shown the MI approach to be helpful with a wide spectrum of client populations and issues. In this webinar series, you will be introduced to techniques that are helpful for incorporating MI into career counseling, including strategies to elicit and strengthen motivation for career change.

Stand by for registration details...

### *Virtual Conferences*

In order to assist you with meeting your professional development goals, several virtual conference options are available to you including:

- Cannexus 21 – Career Development for Public Good (January 25 & 27, February 1 & 3, 2021) - <https://cannexus.ceric.ca/> - Registration now open! Register by September 9 to receive the Gratitude rate.
- CERIC webinars – <https://ceric.ca/ceric-events/webinars/>
- BCCDA Career Development Web Conference (April-May-June 2021) – <https://www.bccda-cdc.org/home>

## **SUPPORTING CANADIANS TO NAVIGATE LEARNING AND WORK**

On November 19, 2020, the Canadian Career Development Foundation (CCDF) provided the following updates regarding the CDP Competency Framework / Pan-Canadian Voluntary Certification Program for Career Development Professionals:

The Canadian Standards and Guidelines for Career Development Practitioners (S&Gs) have been updated to create a new CDP Competency Framework. The Competency Map (<https://ccdf.ca/wp-content/uploads/2020/11/0-CDP-Competency-Map-28-Oct-2020.pdf>) is now available (in English only now; French is coming soon!) for you to read and share.

For new information, links, or documents that you have learned about through conference sessions, exhibitor booths, or through one of many national partners and individuals please visit <https://ccdf.ca/news-articles/supporting-canadians-to-navigate-learning-and-work-cdp-competence/>.

The CDAA is represented on the National Stakeholder Committee (NSC) and National Certification Steering Committee (NCSC) by CDAA Member, Sue Kersey.

## NEW CDAA INITIATIVES

### *Open for Business*

If you are currently providing career and employment services and taking on new clients, we want to promote you. We will be putting together a career and employment service document that can be shared on the website and via social media for individuals / organizations that are seeking career development support. In an effort to keep the document “manageable” we are simply asking for your service’s name, city / town, website, and preferred social media account. Please provide the requested information via this Open for Business submission form: <https://cdaassoc.wufoo.com/forms/open-for-business/>.

You can access the “Open for Business” resource from the CDAA website (<https://www.careerdevelopment.ab.ca/>) and also from our various social media platforms.

### *CDAA Community Check-Ins*

We are looking forward to restarting our bi-weekly Zoom meetings for CDAA members after a summer break. These Community Check-Ins, which we launched in April, offer an informal way for members to connect with another, discuss relevant topics, share information and resources, and just catch up! Dates, times, and connection details will be included in the “Important Message from the CDAA” emails.

### *Free Webinars*

We are interested in setting up a series of FREE member to member webinars for the next couple of months, and possibly beyond, to showcase the range of career development expertise our members have to offer. These would be short (1 – 1.5 hour) webinars and offered free of charge to members only. If you have a webinar topic you would like to share, pro bono, with other CDAA members, please contact me directly and we can discuss some options.

## ARE YOU HIRING?

If you are recruiting career development professionals to your organization, please let us know! We can share your job posting via the weekly Job Opportunities newsletter. Simply email your job posting PDF or weblink to [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) and we’ll share it with all CDAA members

## STAY CURRENT! GET CONNECTED!

If you are not yet connected with the various CDAA social media channels, we encourage you to do so!

The Career Development Association of Alberta LinkedIn Group:  
(<https://www.linkedin.com/groups/2593883/>)

The Career Development Association of Alberta Facebook Page:  
(<https://www.facebook.com/CareerDevAB/>)

The Career Development Association of Alberta Twitter Page: (<https://twitter.com/CareerDevAB>)

The Career Development Association of Alberta You Tube Channel:  
(<https://www.youtube.com/channel/UCCMSkl43F1f6EWsloKBh-mg>)

All of the above are great ways for you to stay current and get connected. Network with your colleagues and other professionals, promote your services, find out about what's happening in the broader career development community, take advantage of professional development opportunities and more!

Did you know that the CDAA recently uploaded all of the recorded sessions from previous Alberta Career Development Conferences to its You Tube Channel? There are over 25 concurrent sessions available for your viewing!

The CDAA's bi-weekly *Community Connector* is another fabulous way to connect with resources, information, professional development and training opportunities, and more. Do you have something to share? CDAA Members wishing to share their own events / workshops / practitioner resources or Member sourced events / workshops / practitioner resources in the CDAA Community Connector may do so, free of charge, by providing a direct web link to the CDAA. To submit, please send the direct web link for the event / workshop / practitioner resource and a brief description to [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) with "Community Connector" in the subject line. Please note only the direct web link and a brief description will be included in the CDAA Community Connector and we ask that you limit the amount of text in your description to 50 words or less.

The CDAA's bi-weekly Community Connector is another fabulous way to connect with resources, information, professional development and training opportunities, and more. Do you have something to share? CDAA Members wishing to share their own events / workshops / practitioner resources or Member sourced events / workshops / practitioner resources in the CDAA Community Connector may do so, free of charge, by providing a direct web link to the CDAA. To submit, please send the direct web link for the event / workshop / practitioner resource and a brief description to: [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) with "Community Connector" in the subject line. Please note only the direct web link and a brief description will be included in the CDAA Community Connector and we ask that you limit the amount of text in your description to 50 words or less.

## RESOURCE DATABASE

As Career Development Practitioners it is our responsibility to practice ethically – to uphold the Canadian Standards and Guidelines for Career Development Practitioners Code of Ethics and to adhere to the Canadian Standards and Guidelines for Career Development Practitioners. Heightened awareness related to systemic racism and racial inequality has reinforced and added urgency to this responsibility.

Through consciousness, education, and advocacy we can challenge social justice issues, racism, and discrimination that impacts our Black, Indigenous and People of Colour (BIPOC) members and broader career development community, and the clients and communities we serve. The experiences of our members are important to us. As your professional association we are here to support you. We are committed to listening and learning so we can be better and do better for you.

We have started to compile a list of accessible resources, organizations, events, and actions that can enhance our knowledge and understanding, provide opportunities for listening, learning, and involvement, and support us to take action. Please help us build an Alberta specific database for our members and broader career development community, and the clients and communities we serve. Do you have a resource you would like to share or a story you would like to tell? Please connect with us by email at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca)

If you have any questions about the association, events, membership, the CCDP designation – anything career development, really – please feel free to reach out! We love to hear from you.

Your health, safety, and well-being continues to be our primary concern. Please consult <https://www.alberta.ca/coronavirus-info-for-albertans.aspx> for up to date information and resources for you, your family, your workplace, and the people you support.

Yours in career development,



Paula Wischoff Yerama, CCDP  
Executive Director  
[ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca)  
780-720-8482

*The Career Development Association of Alberta respectfully acknowledges that it operates from Treaty 6 territory, and respects the histories, languages, and cultures of First Nations, Metis, Inuit, and all First Peoples of Canada, whose presence continues to enrich the career development profession.*

# Important Update from the 3CD and CCDF

## CDP Competence Project Update



**Validation of the new Competency Framework for CDPs is now complete!** The new competency framework has been created collaboratively with CDPs from across Canada. Close to 400 representative CDPs contributed to the development of the new competency framework through in-person and virtual regional engagement sessions and in-person focus groups. The final draft of the competencies has gone through rigorous review by hundreds of subject matter experts as part of the development process.

**The complete framework will be available upon French translation.** Until then, you can find the [Competency Map](#) here (English only. French translation coming soon).

**The journey towards national certification has begun with the creation of new committees and working groups:** the National Certification Steering Committee (NCSC), two complementary Assessment Development Working Groups (i.e., Item Writers, Item Reviewers), and the Code of Ethics Working Group.

- The Assessment Development Working Group (ADWG) is developing the certification program assessment items, building the exam bank, and developing the certification assessment instruments building the exam questions for the national certification exam. Thanks to the 40 CDPs who were nominated, and self-nominated to participate in this valuable work.
- The Code of Ethics Working Group is collaborating with and led by ethics experts from the Canadian Counselling and Psychotherapy Association to create a new CDP Code of Ethics.

**By the end of this funded project, a national certification program will have been pilot tested and refined in close collaboration with CDPs from across Canada.** While it will be substantially ready to launch, many questions will need to be answered and steps taken before the national program can be fully implemented. CCDF is submitting a proposal to ESDC for additional support to enable us to move to full implementation.

**If this is approved, a key priority will be to work with all key stakeholders to establish a representative Governing Body for the program** and ensure that needed policies, procedures and agreements are in place to sustainably launch in partnership with provinces and territories. If this funding is not approved, CCDF will be working with the provinces/territories, NSC and NCSC to determine the best way forward together.

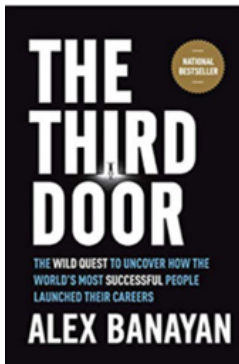
Questions or feedback on the CDP Competence project? Contact Rebecca McCarthy at [r.mccarthy@ccdf.ca](mailto:r.mccarthy@ccdf.ca)



## Career Currents

Compiled by Jan Robinson,  
CDAA Marketing & Communications Team

### TOOLS AND RESOURCES

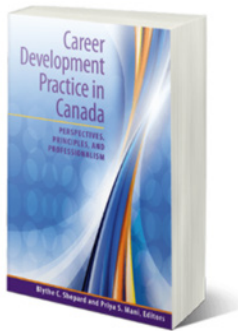


#### Available at [Amazon](#)

*The Third Door: The Wild Quest to Uncover How the World's Most Successful People Launched Their Careers* – Alex Banayan

"Life, business, success... it's just like a nightclub. There are always three ways in."

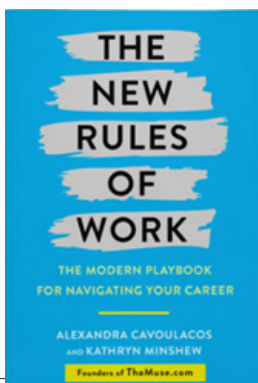
Follow the adventures of a college freshman in one-on-one interviews with Bill Gates, Maya Angelou, Tim Ferriss, Lady Gaga, and many more who all took the Third Door in launching their careers.



#### Available at [Amazon](#) and [Indigo](#)

*Career Development Practice in Canada* - CERIC

Download Textbook Chapters for Free! All 22 chapters of this valuable resource for students, educators and practitioners can now be downloaded individually at no cost.



#### Available on [Multiple Platforms](#)

*The New Rules of Work: THE MODERN PLAYBOOK TO NAVIGATING YOUR CAREER* - Kathryn Minshew and Alex Cavoulacos

Co-founders of the popular career website TheMuse.com show you how to play the career game by the New Rules. You can also download companion guides, worksheets and checklists for free, individually or in [one complete zip file](#).



## INTERESTING ARTICLES

*Benefit not Burden: Older workers and the future of work in Canada* - Action Canada Task Force.

- A report about the future of work and how building an inclusive, resilient economic future requires a critical look at how we understand and value older workers.

[Read article...](#)

---

*11 Tips for Video Interview Success and Interviewing in the Time of Coronavirus* – vault.com

- Vault.com provides career intelligence on industries, companies, professions and how to position yourself to start, advance, or change your career.

[Visit website...](#)

---

*What to do if your job is affected by coronavirus*– indeed.com

- A compilation of resources on topics such as: setting yourself up for success amid uncertainty, finding work when you need it, navigating a remote job search, and more.

[Read articles...](#)

---

## NEW RESEARCH THIS QUARTER

*Employment Outlook 2020: Facing the jobs crisis*– oecd.com

Graphically illustrated, this October 2020 report looks at the impact of the global pandemic on jobs worldwide, and how reconstructing a better and more resilient labour market is an essential investment in the future and future generations.

[Link to report...](#)

---

*The Demand for Skilled Talent in the COVID-19 Landscape – Q3/Q4 2020* – roberthalf.ca

Download this report for the latest research on the employment market, including data from the most recent Statistics Canada Labour Force Survey Report and exclusive insight into hiring trends.

[Link to report...](#)

---

## RECOMMENDED ONLINE OPPORTUNITIES

*On Leadership with Jeff Weiner*– LinkedIn Learning

- Learn the importance of maintaining awareness of yourself, your team, your industry, and the world at large. Explore the topic of synthesis, and learn the role of inspiration in leadership.

[Link to course page...](#)

---

*Off The Ladder Careers* – Gail Kastning – purposefulcareers.ca

- Insights about succeeding in today's agile workforce in this dynamic blog by portfolio careerist Gail Kastning. Learn about the realities of becoming a freelancer, giving yourself a virtual work make-over, why contracting is a great idea, becoming a sidepreneur, and more

[Link to the blog...](#)

---

*The Future of Work: Preparing for Disruption* - World Bank Group via edX – classcentral.com

- This free online course introduces forward-thinking approaches to building the new skill sets required in the 21st Century and examines how technological advances are disrupting traditional industries and redefining the employee-employer relationship. Topic themes include artificial intelligence, the gig economy, the future of work, jobs of the future, machine learning, and more.

[Link to course...](#)

## Ask alis! (alis.alberta.ca)



Alis – Alberta’s source for career, learning and employment information, can help people from diverse groups find the right fit.

The [alis website](#) has information and resources developed specifically for people with disabilities, Indigenous people, mature workers and others. Visit alis to learn more!

### Introducing alis Q & A

**Q:** Where can I find the latest tools and resources to help Albertans find work and succeed in their careers?

**A:** Alis expands and updates its career planning and employment tools and resources regularly. You can find the latest content on [What’s new on alis](#).

Recent additions include occupational videos showcasing Albertans working in their respective fields at real job sites. Each video explains the skills, duties and educational requirements of a specific occupation, as well as the potential for career growth. What’s new on alis also features up-to-date career advice on resumé writing and succeeding in job interviews. You’ll find new articles on topics such as dealing with job loss and succeeding at a new job.

Check out [What’s New on alis](#) often to see the latest ways alis can support Alberta job seekers to find employment and boost their careers.

## “Leading Edge” Tips and Tricks

---

### STRATEGIES FOR A SUCCESSFUL JOB SEARCH IN THE MIDST OF A GLOBAL PANDEMIC

---

Shared by Lise Stransky, CCDP and Chair of the CDA A Registration / Standards and Certification Committee

- In addition to looking for standard employment (a job where someone hires you and pays you), consider non-standard employment options like contracting, freelancing or self-employment. To do this, identify and evaluate the skills and services you can offer, and start offering them! (This strategy requires some labour market research and promotion skills too.) Check out websites like FIVERR, UPWORK, TOPTAL, HIREMYMOM and PEOPLEPERHOUR. They are great resources to connect freelancers with those needing your professional talent.
- This tip comes from Todd Hirsch, from ATB Financial. During a webinar for job seekers, he mentioned that one thing he would ask during an interview is “What did you do to help your community during COVID?” Reflect on that question and consider: how can helping others during this time help YOU with your job search?
- Some industries have experienced growth because of the pandemic. A few of these growth industries include: online education, essential retail, telecommunications, e-commerce, home workout equipment and online streaming services. If any of these industries catch your interest, identify and assess your skills and transferrable skills so you can see what opportunities are available to you in these growth industries.

Shared by Sharmin Surani, CCDP and CDA A Board member:

- The Trend Analysis feature on the Job Bank website (<https://www.jobbank.gc.ca/trend-analysis/>) helps us with some resources like challenges and opportunities in various industries. It is important we reflect and update ourselves with what impacts the pandemic has had. What is happening in your profession and industry? What qualifications are employers expecting from potential applicants? What is the future of your profession? Do you need to upskill yourself or reskill to meet the demands of the market ensuring you’ll be the applicant of choice?
- If you do need to upskill or reskill, take advantage of free or low cost online education such as <https://www.coursera.org/> or <http://www.edx.org/>.
- It is also a good time to build your network. Virtual coffees will help you stay connected to people in the industry and company. Professional websites like LinkedIn have seen a significant increase in usage. While many companies do not have jobs posted on their career pages, they are still accepting applications from interested applicants and doing information interviews.
- Another strategy is freelancing. What is now most commonly known as gig work is employers taking advantage of technology to find contract workers for projects. Websites like <https://www.upwork.com/> allow you to find gig work based on your skills and qualifications. This is a fast-growing style of work in the coming future.

---

## STRATEGIES FOR SHIFTING FROM IN-PERSON TO VIRTUAL EMPLOYMENT

---

*Shared by Lise Stransky, CCDP and Chair of the CDAA Registration / Standards and Certification Committee:*

- When you are having virtual meetings, turn off your self view. It's one less face to look at on a screen, it allows you to focus on the other people in the meeting, and it can help to decrease virtual meeting fatigue. You don't get to see your own face during an in person meeting (unless your meeting is in a room full of mirrors!) so consider this...do you need to see yourself when in a virtual meeting?
- Take a photo of something interesting and use it as your background. Maybe it's a sourdough bread loaf you baked, a mountain view from a hike you did or a sunset caught by chinook clouds. It can be a great small talk conversation starter when meeting with people for the first time online.
- Go outside. Every. Single. Day. This tip has been repeated so many times we might have become immune to it. When you are outside, make eye contact with people you pass on the street and say hello.

---

## STORIES OF CAREER RESILIENCE

---

*Shared by Lise Stransky, CCDP and Chair of the CDAA Registration / Standards and Certification Committee:*

My client "Ananab" finished her Master of Planning degree in May and has been struggling to find a job in her field ever since. She is very clear on her target, which is an entry level land use planning position with a municipality. She is willing to move anywhere and had applied to 56 positions before she decided to get help and work with a career development professional. We started with a review of Ananab's resume and cover letter, which received an extensive overhaul because it emphasized her past 20-year position as a zookeeper. It contained very little to demonstrate her value proposition and skills as a planner. Her biggest takeaway from the resume review was the importance of targeting her resume and cover letter to every single position she applies for. One of the biggest barriers that she shared was the belief that she wasn't getting interviews because she had no experience. As we went through her resume, she learned that she DOES have land planning experience through her education and her volunteer involvements. We focused on her education and volunteer experience, pulling out important pieces to be highlighted ahead of her zookeeper experience on her resume.

57 resumes later, she got an interview for a land use planning position in her hometown. Not only that, but she also took the advice to contact planners already working at the municipality and she conducted information interviews. When Ananab reported this to me, she was positively elated and had so much more confidence than the first time we met.

I taught her the APPP approach to prepare for her interview: Analyze the job posting to anticipate the questions; Prepare career stories and research; Practice; and Put on the Positive! Prior to this meeting, she did not spend any time doing preparation for her interviews, mainly because they had always been for internal positions in her organization. We met for a virtual mock interview recently, where she put everything into practice, including looking at the web camera instead of the screen! The time she put into her preparation, the understanding she had on how the interview worked, and the integration of this into her answers was fantastic. She was elated, and so grateful

that she had decided to work with a career development professional. She was finally seeing some results for her job search efforts after months of simply applying to the online blackhole.

Will she get a job offer? Stay tuned...

*Shared by Jalaja Sebastian, CDAA member:*

I was doing a one-day workshop on client/customer relation skills for a group of participants who were in a career transition phase and or were trying get back to the job market through an employment readiness program.

As the workshop came to an end one of the mature participants who had many years of experience in sale and customer relation had a quick chat with me and said, "hey, I have worked in this area for more than 20 years and never I thought until I had your session today that I could be a trainer in client relation with all the skills and knowledge that I possess".

We discussed further the ways in which he could move into his new interest and we both ended the day with great satisfaction!



## Organizational Member Profile: Blessie Mathew

---

*By Dorothy Ritz*

---

### **Leadership in Post-Secondary Career Services**

Blessie Mathew is a passionate leader in career development. She began her journey as a student Career Peer Educator at University of Alberta Career Centre. Reflecting on the combination of university courses of interest, employment and volunteer experience, she decided that Career Development and Psychology were a good fit. She completed a degree in Psychology and then a certificate in Human Resources Management.

Leaving the post-secondary environment briefly, she worked with WCB and CN Rail. She attained her certification as a career development practitioner after returning to the University of Alberta Career Centre.

The provost developed an initiative with the University of Alberta Career Centre to assist new academic staff and their families with relocation to Edmonton. Blessie was hired as a career advisor for the spouses and partners of the new academic staff. Eventually, her role changed as the centre expanded programming. She became the Manager-Career Education from 2008-2017. Currently, she is Director, Career Centre and Experiential Learning. This includes leadership in: Career Development, Experiential Learning and Undergraduate Student Research.

Tasks include managing budgets, hiring and coaching staff, visioning and strategic planning for the unit as well as participating in communication and collaboration with other areas on campus such as Student Services. Blessie points out that no one works in a silo. Career development is integrated with mental health, financial concerns, health and wellness for all students. She oversees a unit along with the Career Center and the Undergraduate Research Initiative called WISEST, which creates effective programs to empower women (and other underrepresented groups) to pursue, impact, and succeed in the fields of science, engineering, and technology. In addition, Career Services works closely with other university departments. Examples of relationship building work include: connecting with students; engaging employers to discuss what they look for in employees and how they can be part of the team to help students and connecting with faculty to weave career education and experiential learning into academics.

Work is enjoyable because each day presents multiple and varied challenges. There are rapid changes in the institution, in government mandates and funding for post-secondary and in the students themselves. No day is exactly like the other. It requires Blessie to be creative and innovative.

Career Services at the University of Alberta has had some success in pivoting during COVID. At the onset of the pandemic, Blessie led the staff with planning expansion delivering online career advising, group sessions, mentoring, and other career resources. Now, she says that the challenge will be to return to working with students, staff, faculty and employers in both face to face and online formats. This means continuing to develop entirely new ways to provide services.

As a leader, she is a believer in resilience seeing career development as being a way of building lifelong tools for resilience. Supporting staff and co-workers managing obstacles and working through difficulties

are priorities. Her advice to leaders in career development is to embrace change. Flexibility is important, particularly for this profession. We see swift and significant shifts in the economy, the labour market, funding models for services, use of technology, marketing methods as well as the values and beliefs of the students. In addition to having technical skills in career development, leaders need skills in change and project management.

Blessie's hope is that government grows in understanding career development for students of all ages. For post-secondary, it would be helpful for government to report on the connection between accessing career development services and graduate outcomes. She will be active in advocating for a variety of metrics tracking students throughout the educational careers.

Thank you Blessie, for sharing your time with us. We have learned a lot from you!





## Leaders at Bredin Centre for Career Advancement

---

*By Dorothy Ritz*

---

### **Kathy Alves**

Kathy has worked in for-profit, non-profit, and government sectors. At one time she was a volunteer with Roots of Empathy and eventually began a career with them supporting school-based programming around the world. She studied Psychology at Athabasca University which included career development courses. The combination of her education and experience eventually led to a new opportunity as the Director of Operations at Bredin Centre for Career Advancement.

Bredin Centre was initiated by Jack Bredin in 1976. Since then, Bredin has experienced tremendous growth. The journey started with a vision to create an organization that empowers individuals to acquire the skills to become employed and stay employed, based on trust, integrity, openness, and courage. Drawing from experience over the past 44 years and expertise with supporting Albertans in training and education, Bredin College was born five years ago. Expansion in 2020 included opening the Earlybird Childcare Centre in downtown Edmonton. Currently Bredin supports more than 6000 Albertans annually with career advancement and personal growth by providing skills training, educational instruction, and access to employment opportunities to meet the evolving needs of our labour market. Bredin's purpose is to support Albertans to become economically independent by connecting them to employment and education. The vision statement is: "Preparing Albertans for Economic Independence".

The organization offers 16 different programs across the province, ranging from housing support for the recently homeless, to employment services for newcomers and Albertans on Income Assistance or Employment Insurance. Bredin also offers licensure and accreditation support and provides microloans for newcomer professionals.

Staff from Bredin participate in multiple working groups with other service providers including the Alberta Association for Immigrant Serving Agencies and the Private Career Development Contractors Association. They are engaged in several community initiatives such as: local immigration partnerships, End Poverty Edmonton, and the Wellness Project – a Mental Health for frontline workers initiative. Everything Bredin is involved with aligns with their organizational values: "Fostering Strong Communities, Diversity and Inclusion; We over Me; Model the Way and Results Driven".

Activities at the centre include workshops and orientations (currently through zoom), individual career counselling, employment preparation, connecting with employers online and in-person, career fairs, and

resource room access. As Director of Operations, Kathy's activities include ensuring that clients receive respectful, inclusive, high quality service; strategic planning; supervision of human resources and budgets; supporting and learning from staff as well as currently, adapting to COVID 19.

Pivoting during the pandemic presented its challenges, but Bredin adapted quickly to move offsite in March. Kathy mentions that she is grateful for the adaptability and commitment that the team demonstrated to ensure that they did not miss a beat serving clients. The frequency of team meetings and organizational meetings were increased to stay connected. Resources relating to staying well in difficult times were provided for staff. Bredin partnered with other organizations to pool resources and learn from one another. In person services resumed in August, with most staff returning to work - offering blended services. Safety measures were implemented including strict protocol around PPE, installation of plexiglass and glass barriers and establishment of a cleaning routines such as regular deep cleaning of surfaces. To date there has been no transmission within the organization. Based on the recent announcements from Premier Kenney and rising Alberta numbers, they are moving to remote services once again and will be monitoring government direction, client feedback, and COVID cases in the coming weeks.

Kathy states that to her leadership is about leading with empathy and ensuring everything Bredin does is aligned with its values. She believes trust relationships are the backbone of successful organizations; among staff, community partners, employers and clients.

Her suggestion for up and coming leaders in career development is to be curious and be passionate. "Things are changing so quickly right now in the field of career development, much of what was assumed even 5-10 years ago has drastically changed, so find ways to get engaged in the future." She says that flexibility and adaptability are the words of the day!

Thank you, Kathy, for sharing information about Bredin Centre and your career journey.

## Catherine Hunt

Catherine has been working at Bredin since 2004. Throughout her career she has had opportunities to work in many roles and be involved in the ongoing growth of career and employment services at Bredin Centre for Career Advancement. Her current role is Regional Manager for the Edmonton Area, providing support to the program managers.

Catherine's own career journey has influenced her belief in the importance of career development throughout one's life. Her background is diverse as she changed career direction and worked in other industries more than once before joining the Bredin team. Her interest in career development was sparked by a counseling course in psychology. Catherine believes that psychological wellness is intrinsically connected to our work life, so she is committed to helping others as they explore career opportunities. She credits her lifetime learning and experiences in helping her gain understanding of the challenges people face in their career.

Catherine values assisting those seeking employment advice with a holistic approach and feels fortunate to work at an organization that exemplifies this value. Bredin's clients may come with complex challenges impacting their ability to find and maintain meaningful employment. Therefore, it is important to take the time to understand the client's unique situation and perspective, and then build on their strengths. Bredin's staff work together to provide a client experience of being valuable and understood.

Catherine shared a story about providing career planning workshops for young adults early in her work with Bredin. When providing advice to young people, she often heard from them that they were impacted by others' opinions regarding what they 'should' be doing. Though the advice offered may have had merit, Catherine believes that it is important for individuals just starting their occupational journey to have the opportunity to freely explore. She described how participants, who seemed uninterested in the session

activities initially, sat up and became fully engaged when she told them to leave behind all the 'shoulds' they have been offered and to consider only their own interests. She shares this experience in training staff, to exemplify the importance of providing information to clients and to allow them to be in control of their own decision making.

The COVID 19 situation brings with it challenges for the clients who Bredin's career practitioners help in navigating the changing labour market. Even before the onset of the pandemic some clients were considering transitioning to another occupation due to changes in some industries. "Our experienced staff have been supporting these clients in connecting to training opportunities so that they can leverage their career options into the post-COVID environment." Bredin staff support each other by sharing their concerns and Catherine encourages them to access the resources Bredin provides to help them manage the stress that inevitably has come with the current situation.

Catherine encourages those thinking about a career in the career development field to take the time to explore opportunities and consider many facets of the industry and occupational choices that exist. She suggests gathering information about specialities, client groups, and theoretical approaches. It is also helpful to take advantage of volunteering, information interviews, and practicum placements to determine where one's unique skills, interests, and passions can best be applied.

Thank you, Catherine, for sharing your experiences and your story.

## IS YOUR DAY, EVERY DAY, RIDDLED WITH WAY TOO MUCH TO “FIGURE OUT” AS A RESULT OF THE COVID!?!?

*By Robert Manolson BA, CCDP*

Just got off the phone with a friend and colleague in the field of self employment. “Thank You Nancy Wilson, Human Resources Professional/Facilitator/President Colour Sense Consulting!”

What Nancy is seeing and hearing out there is something that she calls MENTAL ANXIETY & MENTAL EXHAUSTION. In fact, according to Nancy’s experiences with folks, mental exhaustion trumps mental anxiety ANY TIME & EVERY DAY!! And that’s not good news for any one of us!!

If you’re reading this, hold on to that idea for a moment. MENTAL ANXIETY & MENTAL EXHAUSTION! I’ll come back to it shortly, after this NEXT idea!!! (“Thanks Nancy!”)

WAY TOO MUCH TO “FIGURE OUT”!! (it’s in the title at the very top )...the operative words being “FIGURE OUT”!!

Here’s a starting list of “FIGURE OUTS”!! It’s just a starting point. Go ahead and add more “FIGURE OUTS” that I have missed.

### “FIGURE OUT.....”

- Work
- Making Money
- Childcare
- Not Visiting Friends and Family
- Vaccine/No Vaccine
- Normal...Whatever That May Be
- Happy
- School
- No More Zoom
- Face To Face Meetings
- Flattening The Curve
- Mask/No Mask
- Government Funding
- State of Mental Health

All of these “FIGURE OUTS” AND MORE!!

It’s no wonder that Nancy is seeing and hearing about something that she calls MENTAL ANXIETY & MENTAL EXHAUSTION!

### AND HERE’S WHERE THINGS GET EVEN CRAZIER!!!!

JUST WHEN YOU THINK YOU’VE GOT ALL OF YOUR “FIGURE OUTS” figured out? BAM! IT hits you like a ton of bricks and raises YOUR Anxiety levels yet 1 more time. And what is that “IT”?

CHANGE! “OMG!! I was sure that we got this whole thing “FIGURED OUT!” But no! YET ANOTHER CHANGE! AND now I’ve got to “FIGURE THIS OUT” AGAIN?? How exhausting this is!!”

Nancy says “Now, more than ever, we are living in a time of constant and rapid fire CHANGE, and it’s picking up speed. We might as well all agree that LIVING WITH & MANAGING CHANGE during this most unprecedented time in our planet’s history IS causing us to feel Mental Anxiety & Mental Exhaustion!!”

All of these “constant changes” adds feelings of uncertainty to our EXISTING feelings of exhaustion. And THIS puts us on edge. In fact, many might say that on some level, IT ACTUALLY FEELS LIKE OUR MENTAL HEALTH IS UNDER SEIGE! One thing that we do know for sure; in order to be our best selves, we need to feel safe, psychologically. Not psychologically under seige.

### How can we feel safe? Psychologically? Here are a few tips that will get you started.

- My wife Sharon and I manage the details. Specifically, I manage the details by trying to not attach heavy feelings or heavy emotions to the details. If I do, I then I get distracted and take the details to heart, and run the risk of not managing my mental health while I’m trying to manage the details. I say, “Details are just ideas and things that I can do. I’ve managed this detail before. I can manage this detail again”. And that feels great!
- I add daily rituals to my daily schedule especially when I am experiencing way too many “FIGURE OUTS!” Simple daily rituals like getting out of bed the same time every day to eating the right foods everyday that I know contribute to good mental health. I like simple daily rituals because this organizes structure and predictability in my head, my thoughts and my actions. And no doubt about it...many times I need just that – structure and predictability.
- My wife Sharon and I band together. We literally transforms our individual selves into an amazing two person tribe, ready, willing and able to take on anything that comes our way. Personally, I move from “Me To We”. And you know what? Working through that “Me To We” transition and then arriving at that place of “We” feels so empowering. “This is a shared and happy journey” I say to myself. Neither of us should experience yet another “FIGURE OUT” in isolation of one another.

We are all on a daily journey of way too much to “FIGURE OUT” as a result of Covid. I get it! So, before I sign off here, one last tip to manage our psychological safety as we head into the long, cold days of winter.

- It’s a Fact: 88% of people agree that a gift of flowers changes your mood for the better. A behavioural research study conducted by Nancy Etcoff, Ph.D., of Massachusetts General Hospital and Harvard Medical School, reveals that people feel more compassionate toward others, have less worry and anxiety, and feel less depressed when fresh flowers are present in the home.

See you at the favorite flower department of your local grocery store. Social distancing, of course.



*Robert Manolson, BA, CCDP (Certified Career Development Professional), Leading Fun At Work & Team Engagement Expert, & Mental Health Champion is the Creator & Facilitator of Powerful Play Experiences, Positive Workplace Mental Health...For Teams.*

*For 13 years now, Robert has traveled throughout Alberta facilitating the most amazing team development & team success workshop experiences. His message is simple. “Business Leaders! Never, ever doubt the impact of fun at work, and building a culture of highly engaged and happy teams. This truly is the easiest and most cost effective strategy to raise positive mental health levels at your workplace.”*

[powerfulplay.ca](http://powerfulplay.ca)

## CDA Awards of Excellence Recipient (2020)



---

*By Paula Wischoff Yerama, CCDP  
Executive Director,  
Career Development Association of Alberta*

---

### **Huge congratulations to Career Development Practitioner of the Year (2020) – Sashie Steenstra!**

Sashie Steenstra has built a reputation for incubating new approaches to career coaching, shifting learning from solely content dissemination to fostering genuine relationships and building care and compassion in the class. Sashie excels at coalescing common goals within diverse teams to harness the power of the collective while celebrating an individual's unique style and talent.

Sashie launched her career in education when she taught English in South Korea. Upon returning to Canada, she worked in student advising at the University of Calgary and then for the Business Co-op and Career Centre at the University of Victoria. After relocating back to Alberta, she continued working for UVic as a Corporate Relationship Manager, supporting students and new graduates in finding work in Alberta and the Greater Toronto Area, where she cultivated a vast network of employers and alumni.

Currently, Sashie is the Workforce Development Specialist at ICTC (Information and Communications Technology Council), a not-for-profit national centre of expertise strengthening Canada's digital economy. Sashie is an integral part of the highly successful pilot, EDGE UP (Energy to Digital Growth Education and Upskilling Project), a short-duration skills development program that helped pivot displaced mid-career professionals from the oil and gas industry into Calgary's growing tech sector. Sashie's role in this pilot project was to oversee the selection of candidates for two cohorts and deliver a three-week work readiness course, Transitioning to ICT Work. Sashie supported participants with a full spectrum of career guidance, including tools to make a career transition and a pathway to move from education to employment.

Sashie is most fulfilled when she is helping others broaden their thinking and providing tools to navigate their career and life with resilience. She holds a BSc. and an MA in Anthropology from the University of Calgary and is a proud CCDP. Sashie has been a member of CDA since 2012.

### **CDA Awards of Excellence (2021)**

The Career Development Association of Alberta (CDA) is proud to recognize and celebrate the accomplishments of individuals and organizations that demonstrate leadership and advance career development in Alberta. Do you know an individual or organization that has made an extraordinary

difference in the field of career development or has made significant contributions to the CDAA? This is your opportunity to acknowledge their contributions and recognize them for their achievements.

The awards are an opportunity to showcase Alberta's current, connected, and committed career development volunteers, members, organizations, and leaders who consistently demonstrate advancement of the career development profession through strategic outreach and partnership activities as well as CDAA's beliefs of Leadership and Accountability, Learning and Development, Communication and Transparency, Advocacy and Partnerships, Growth and Viability, and Respect and Integrity.

Please submit your nomination for Life Member, Honourary Member, Organization of the Year, Career Development Practitioner of the Year, and Volunteer of the Year by Friday, March 12, 2021. The awards will be presented during the CDAA's 7th annual Alberta Career Development Conference, May 4 & 5, 2021, at the Delta Hotels by Marriott Edmonton South Conference Centre, Edmonton, Alberta.

### **Submission Process:**

- Submissions must be received by the nomination deadline of Friday, March 12, 2021
- Submissions must clearly indicate which award category the nominee is being nominated for – a nominee may be nominated for more than one category using separate nomination forms
- Submissions must clearly demonstrate how the nominee meets the nomination criteria
- Questions regarding the submission process or award categories can be directed to Paula Wischoff Yerama at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca)
- The CDAA Board of Directors (selection committee) reserves the right to collect and publish the names / photographs of nominees and those elected / selected on the CDAA website, social media platforms, member communications, and promotional materials
- All nominees will be advised of their nomination and must accept the nomination as well as provide a one page biography prior to the CDAA Board of Directors (selection committee) making a final decision; a nomination does not guarantee an award will be granted

*CDAA Awards of Excellence 2021 Nomination Form*

## New Individual Members

from September 1, 2020 – November 30, 2020

Monica Edwards – Northern Alberta Chapter

Jalaja Sebastian – No Chapter

David Icharia – Edmonton Chapter

Liudmila (Mila) Sokolyanskaya – Edmonton Chapter

Penny Lawrence – Calgary Chapter

Noah Arney – Calgary Chapter

Courtney Blinco – Southern Alberta Chapter

Gordon Ross – North of 60 Chapter

Delaine Engebregtson – No Chapter

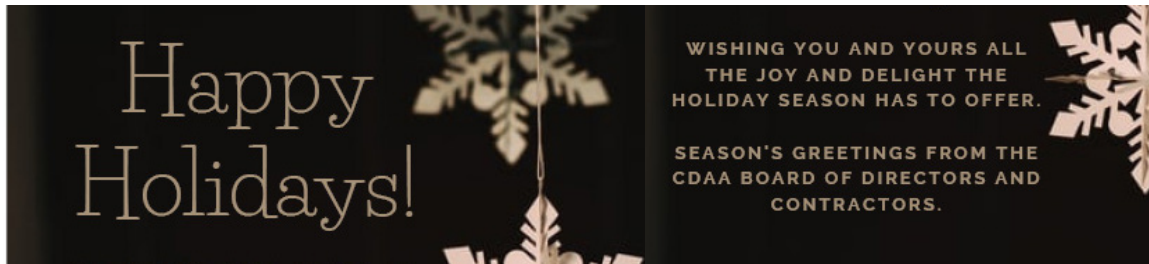
**WELCOME!**

## New CCDPs

from September 1, 2020 – November 30, 2020

Andrea Aarden – Southern Alberta Chapter

**CONGRATULATIONS!**



### Current. Connected. Career Momentum.

Career Momentum has been keeping CDA A members current and connected for many years thanks to member and guest writer contributions. Do you have a best practice, resource, or tool you would like to share? Does your organization offer a program or service that you would like to highlight? Do you know someone outside of the CDA A who could add value to Career Momentum? Articles and advertisements are always welcome.

**Stay tuned for exciting changes to Career Momentum for 2021!! The new publication schedule will be out soon. The standards for content submission remain the same.**

*Career Momentum is published quarterly and distributed by the CDA A Marketing / Membership Committee*

