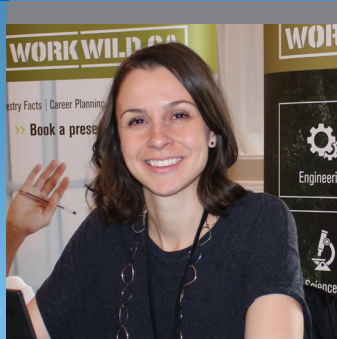




CAREER MOMENTUM

November 2022



IN THIS ISSUE:

- A Look Back: From the CDAA Archives
- Career Currents
- Alis Newsletter
- Feature Articles:
*Let's Amplify Career Development:
Global Career Month | Exciting News!
Career Development Professional
Centre*



CDAA
Current. Connected. Committed.



Career Development: A Look Back

Planes, Trains & Automobiles! As the holiday season draws near, we often revisit our favorite festive movies such as this one starring Steve Martin and the late John Candy. In the film, these actors suffer through a hilarious but fictional three-day odyssey to get home in time for Thanksgiving, but the challenges of moving people, goods and services today are sometimes all too real.

Exacerbated by the pandemic, the vulnerabilities of the transportation, supply chain, logistics, and related industries have been exposed, and the need for highly qualified and well-educated workers in these areas has never been more apparent.

In this month's look back, we feature an article that discusses the many links that make up a functioning supply chain, and the important role these industries play in the Alberta economy.

Enjoy [Let's Speak Logistics](#), published in *Career Momentum*, June, 2015.

Let's Speak LOGISTICS

From the Editor's Desk

Logistics is the science of planning, designing, and supporting the business operations of procurement, purchasing, inventory, warehousing, distribution, transportation, customer support, financial and human resources. In essence, logistics is the management of the flow of goods between the point of origin and the point of consumption in order to meet requirements of customers or corporations. Logistics can generally be divided into four families:

- Handling and order processing
- Transportation
- Configuration and management – may be done at the warehouse level or the level of the distribution system (network)
- Warehouse management and control – warehouse management systems & warehouse control systems can resolve issues and maximize efficiency for companies that rely on the effective operation of their warehouse or distribution centre.

The transportation, supply chain, logistics, and related industries continue to grow worldwide as a major facilitator of international commerce and prosperity. As the scope of the activities of transportation and logistics expands the need for highly qualified and well-educated workers increases. Transportation plays a vital role in maintaining Alberta's global competitiveness. Through its road, rail, air cargo and pipeline networks, the province's transportation system facilitates the movement of more than \$75 billion of Alberta products to international markets each year.

FAST FACTS

- The Transportation and Warehousing sector contributes \$11.2 billion annually to the Alberta economy and employs more than 105,000 people.
- About 84 % of all Alberta exports are shipped to United States.



- Pipelines are the major transportation mode for Alberta products, with commodity prices producing export values up to \$52 billion and representing approximately 65% of all shipments.
- More than \$3.6 billion worth of goods was shipped out of Alberta's airports to destinations around the world.
- Together, CN Rail and CP Rail operate approximately 9,600 route kilometers in Alberta and transport in excess of 60 million tonnes into and out of the province each year.

AlbertaCanada.com

TRUCKING

The trucking industry is well represented in Alberta and accounts for 21% of the total heavy truck population in Canada. Registrations of heavy trucks have increased by 46% in the last 10 years, reflecting the rapid economic growth in the province, specifically in the energy resource sector which has contributed to Alberta's renowned expertise in the movement of over-dimensional and overweight materials. In addition to moving over 60% of all freight within the province, trucks are responsible for about \$7 billion or 29% of Alberta's non-pipeline international exports with 95% of all Alberta truck exports destined for the United States.

PIPELINES

Alberta's oil and natural gas industries require a secure and reliable pipeline infrastructure to ensure the effective movement of the province's bitumen, crude oil and natural gas to both domestic and North American markets. Logistics expert, Paul McLaughlin told me that "Alberta's pipeline network is well integrated into the North American crude oil and natural gas markets with connections to the west coast, the eastern and western United States, and important refining areas near Chicago and the Gulf Coast". Industry specialists continue to lobby for further expansion of the pipeline infrastructure to reach more overseas markets.

AIR

Air cargo plays a vital role in moving Alberta's high value and time sensitive exports to and from global markets. Alberta's scheduled airports currently handle over 15 million passengers a year and move more than 150,000 metric tonnes of cargo. Edmonton and Calgary airports together account for an annual total of \$4.75 billion. The Alberta aviation network is made up of two major international airports, 12 regional airports and 72 community airports.

RAIL

Alberta is served by both national railways, Canadian Pacific (CP) Railway and Canadian National (CN) Rail. Collectively these two transcontinental railways and their subsidiaries provide Alberta industry with direct rail access to Canada's East and West Coasts and major US markets in the Gulf Coast, the Mid West and the Northwest. Rail volumes for all commodities in Alberta approximate 60 million tonnes annually. Alberta is well positioned to access growing container markets in Asia with two intermodal facilities in both Calgary and Edmonton.

There is some concern that rapid economic growth in recent years combined with the emergence of Alberta's major cities as regional distribution hubs has increased demands on Alberta's road networks and contributed to a shortage of skilled labour in the logistics sector. To address these concerns Alberta's secondary and post-secondary institutions continue to be encouraged to develop and expand programs for graduating students with the skills required by Alberta's growing warehousing and logistics sector. The following institutions are offering logistics and supply chain management programs: SAIT, University of Alberta, University of Calgary, University of Lethbridge, MacEwan and Mount Royal.

FOR MORE INFORMATION

The [ALIS website](#) will provide you with lots of information on this sector as well as information on specific occupations. The [Canadian Supply Chain Sector Council](#) provides information about programs, news and resources relevant to the Canadian supply chain sector. [Transpocity.ca](#) helps career explorers examine the wide range of occupations available in the Transportation and Logistics industry sector. This website allows readers to search for occupations by focusing on the skills that he/she wishes to use.



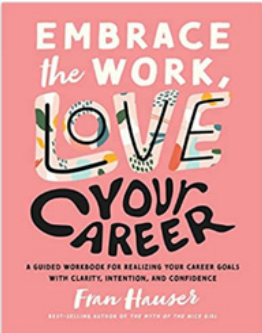
Sharing your Labour Market Information (LMI) tips and advice can be the greatest gift you give another. On this note I am hoping that you will share your tips and advice with the Career Momentum team. If you could provide just one tip for 2015 what would that tip be? Did we provide you with enough information about the Logistics and Transportation sector? You can send your comments to us via momentumeditor@careerdevelopment.ab.ca or use one of the CDAA social media platforms to start the discussion.



Career Currents

Compiled by Jan Robinson,
CDAA Marketing & Communications Team

TOOLS AND RESOURCES

	<p>Skills & Values Report (SaVR)</p> <p>Uncover clients' transferable skills and work values with a new CSLR report that takes the popular Values & Skills Assessment Cards to the next level.</p> <p>This interactive and informative, self-selection tool is designed to help individuals make work and career choices based on their most important Values and Transferable Skills.</p>
	<p>Carering Magazine – Fall 2022: Recovery, Reflection, Resilience</p> <p>Check out this issue's collection of timely articles on topics such as employee burnout, benefits of a gap year, crisis management, 'compassion fatigue' and more.</p>
	<p>Available at Amazon</p> <p>Embrace the Work, Love Your Career: A Guided Workbook for Realizing Your Career Goals with Clarity, Intention, and Confidence - Fran Hauser, March 29 2022</p> <p><i>This follow-up resource from the best-selling author of The Myth of the Nice Girl, Embrace the Work, Love Your Career combines accessible advice, creative prompts, and thoughtful exercises into one holistic workbook that's been praised by PopSugar, People, goop, and more.</i></p>

INTERESTING ARTICLES

[How to help your clients navigate the trauma of racism in the workplace](#) – ceric.ca

- Career professionals can learn how to have safe and meaningful conversations to support clients experiencing this form of bullying.
-

[Job rejection doesn't have to sting](#) – hbr.org

- Five ways you can help your jobseeker clients learn from rejection to position themselves for success in future interviews.
-

[Nine Best Career Articles from Around the Web in 2022](#) – refind.com

- Discover articles, resources and recommendations on career development, work-life-balance and success on the job.
-

RECOMMENDED ONLINE OPPORTUNITIES

[Declaration of Support for United Nations \(UN\) International Day of Careers and Livelihood](#) – undcl.org

- Integrating Career Development with the Sustainable Development Goals. The scale of pandemic-induced disruption to world economies and their labour markets has derailed the careers of millions of citizens around the world. A global committee of dedicated career development professionals is working to advocate for a United Nations (UN) International Day of Careers and Livelihood, and is seeking help from career development associations, leadership bodies, service delivery organizations, as well as individual career development practitioners from around the world to support this initiative.
-

[The Future of Work Trend Report](#) – staplesprofessional.ca

- See what remote, hybrid, and in-office work looks like now, and where it will be tomorrow. Access top trends and insights to help inform and shape workplace strategies in 2022 and beyond.
-

[FREE COURSE - The Science of Happiness: Theory & Practice](#) – pursuit-of-happiness.org

- Change your Habits. Boost your Neuroplasticity. Change your Life. Explore the practical “habits of happy people” revealed by great minds in the social and natural sciences. Includes Mixed Media Videos and PDFs.
-

RESEARCH THIS QUARTER

[Labour Force Survey, October 2022](#) – statcan.gc.ca

- Following four months of declines or little change, employment rose by 108,000 (+0.6%) in October, bringing employment back to a level on par with the most recent peak observed in May 2022.
-

[Out of Service: Hospitality sector sheds employees of all ages during COVID-19 while migration to tech surged](#) – angusreid.org

- Where have all the workers gone? Poll data reveals significant shifts in employment sectors since 2020 and the reasons why.
-

[CME \(Canadian Manufacturers & Exporters\) 2022 Labour and Skills Survey](#) – cme-mec.ca

- According to this survey, one barrier stands out above the rest: difficulty finding candidates with the right technical skills.
-

[Refocusing the Urban Lens for Rural and Remote Employment Services](#) – aspect.bc.ca

- A cumulation of a 6-month long community-based research project, this report lays out the challenges facing rural and remote employment service providers and a comprehensive list of solutions that policymakers and funders can implement.



Alis Update (alis.alberta.ca)

Updated Wage & Salary Data on Alis

The alis team has finished publishing the **2021 Alberta Wage and Salary Survey (AWSS)** data developed by our partners in Skilled Trades and Professionals.

The dataset, which can be broken down regionally as well as by industry, includes a range of Alberta-specific wage and salary data for different occupational groups, as well as several metrics that explore related skills shortages being experienced by employers. As the survey is updated every 2 years, this is the first instance of the AWSS to reflect the pandemic's impact on wages and salaries within the province.

The new data can be explored on our dedicated [Wages and Salaries in Alberta](#) page and is also integrated throughout the [occupational profiles](#) available on alis. Over the past 12 months, our Wages and Salaries pages received over 650,000 pageviews while our occupational pages received over 2.7 million pageviews, demonstrating the high value that Albertans place on this labour market information.

New Occupational Videos

Over the last year, the alis team has published 22 new occupational profile videos, which help Albertans better imagine working in a given occupation. You can find the new videos integrated into the following profiles:

1. [Animator](#)
2. [Archivist](#)
3. [Blaster](#)
4. [Chef](#)
5. [Chief Administrative Officer](#)
6. [Cinematographer](#)
7. [Costume Designer](#)
8. [Curator](#)
9. [Editor](#)
10. [Emergency Medical Personnel](#)
11. [Firefighter](#)
12. [Forester](#)
13. [Hazardous Waste Management Technologist](#)
14. [Housekeeping Attendant](#)
15. [Hydrometric Technician and Technologist](#)
16. [Illustrator](#)
17. [Industrial Engineer](#)
18. [Land Titles Analyst](#)
19. [Makeup Artist](#)
20. [Operations Research Analyst](#)
21. [Painter or Printmaker](#)
22. [Photographer](#)
23. [Producer - Film, Radio, Television and Theatre](#)
24. [Solar Installer](#)
25. [Wildland Firefighter](#)

These “day-in-the-life” videos are a key tool for helping youth, and others, imagine themselves in a given career. They take the written and data-driven content of our occupational profiles and present it in a more tangible context that people can easily relate to.

You can also find all of alis’s videos on the [alis YouTube channel](#).

If you have a suggestion for future content on alis, or questions or comments about other parts of the alis website, let us know by contacting the team directly:

- Email—alis.info@gov.ab.ca
- Phone—780-422-1794 (for toll-free access in Alberta, first dial 310-0000)
- Online—through our [feedback form](#)



Let's Amplify Career Development: Message from our ED

November is [Canada Career Month](#)...and for the First Time Ever, [GLOBAL Career Month!](#)

We know that career development transforms people's lives, it contributes to healthier families, stronger communities, and important socio-economic outcomes for our countries and for our world. Quality career services have never been more needed – by individuals (under-represented, unemployed, underemployed, and employed) and by employers. Yet, in Canada, career development is largely an unknown concept and career services remain sorely underused.

It's time for the career development field to step out of the shadows and make sure others understand the value of career development and how to mobilize career development so Canadians can be architects of their own career futures.

Canada Career Month (CCM) has been one strategy used by our field to increase awareness and understanding. For many years now, November has been devoted to profiling the importance of meaningful learning and work and the career development professionals (CDPs) who help Canadians build their preferred futures.

The theme of CCM 2022 is **AMPLIFY**, promoting opportunities to amplify stronger solutions for under-represented groups, amplify the voices of those advocating for social justice issues and decent work, amplify the sector's profile, amplify the evidence base so it is widely known and valued, and/or amplify innovation in our field

This year, for the first time ever, our sector is also part of the worldwide launch of Global Career Month. An Inter-Agency Career Guidance Working Group, composed of the OECD, ILO, World Bank, UNESCO, CEDEFOP, the European Commission, and European Training Foundation are coordinating efforts around the world, with regional partners organizing events and campaigns locally.

As regional partners, the Canadian Career Development Foundation, CERIC, and the US National Career Development Association are joining forces to promote a social media outreach campaign to celebrate Global Career Month.

Career Development Changes Everything

Join us in celebrating & amplifying the impact of career development on the health, wellbeing, happiness and prosperity of individuals, communities, and countries.

Being an *AMPLIFIER* is easy! We're inviting you to use your favourite social media platforms to post a short video or text using the hashtag #Amplifier2022 and tagging CCDF, CERIC or NCDA. We're offering some prompts to get you started, but you can post about what career development means to you, how it has changed your life or the lives of those you serve, it can be a shout-out to someone who's made an impact on your career development or why you're proud to be a career development professional.

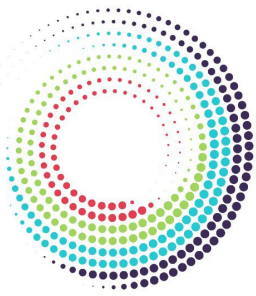
Together, we'll be Amplifiers, profiling how Career Development Changes Everything

So, get involved as a Career Development #Amplifier2022 this November!

Visit www.careermonth.ca to find out about local events and add your event to the calendar.

Visit www.careermonth.ca/global for inspiration and tips on how to join the social media campaign and be a #Amplifier2022.

**Happy Canada Career Month AND
Happy Global Career Month!**



CDPC Building excellence and
innovation in career and
workforce development

CEDDC Favoriser l'excellence et
l'expertise en développement
de la carrière

Career Development Professional Centre

Exciting News!

The Responsive Career Pathways Initiative identified a deep need for stronger supports for the career and employment services sector. This resulted in a Spring 2022 study to explore the feasibility of establishing a national Career Development Professional Institute.

The feasibility study engaged frontline practitioners, supervisors, managers, practitioner educators, professional associations, and sector leaders from coast-to-coast-to-coast, representing a vast array of client groups. Overall, close to 450 attended one of 47 engagement sessions, over 550 completed the online survey, and 30 stakeholders participated in interviews. Across all study activities, Canadian Career Development Professionals spoke loudly and clearly, giving almost unanimous support for the establishment of a Career Development Professional Institute.

In the coming months, the newly branded Career Development Professional Centre, will emerge as a virtual space that builds excellence and innovation within career and workforce development. The Centre will:

- Provide a 'home' for the Competency Framework, National Profile, Code of Ethics, and associated resources;
- Ensure CDPs have access basic, foundational training on a newly developed career development process, at no to low cost;
- Create and nurture a virtual professional community, where CDPs can exchange and grow with respect to their practice, application of learning, and further development needs;
- Establish a central hub as a "one stop" for CDPs to discover the full range of existing training available;
- Promote advocacy and a stronger evidence base for our sector; and



CDPC Building excellence and
innovation in career and
workforce development

CEDC Favoriser l'excellence et
l'expertise en développement
de la carrière

- Build a library of research and resources that demonstrate how quality career services equip Canadians to thrive in their learning and work across the lifespan.

The Centre will help build capacity and cohesion across the career development ecosystem to ensure that every individual – employed, unemployed, underemployed, or at risk of disruption – and all employers are prepared to effectively navigate learning and work and thrive in the emergent labour market.

The Centre has gotten this far because of the continued collaborative efforts many individuals and organizations throughout our network. We thank everyone for their contributions and look forward to our work together over the coming months (and years!).