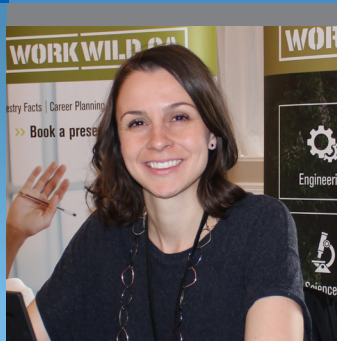




# CAREER MOMENTUM

December 2022



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**CDAA**  
*Current. Connected. Committed.*



## Career Momentum Member Focus Edition

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

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Season's Greetings

Welcome to our **Member Focus edition** of Career Momentum for December 2022, and the last issue of CDAA's Anniversary Year!

Much has transpired over the last 12 months, including the momentous FIFA World Cup held in Qatar. Many wonderful things have happened right here within our association as well, so to recap 2022, please enjoy a comprehensive Year In Review inside this month's Career Momentum.

It's also an appropriate time to redraw our attention to the CDAA Awards of Excellence. Nominations are open until March 17, 2023, and the recipients will be announced at the CDAA Annual General Meeting in conjunction with ACDC in May of 2023. Read on for more information on the many award categories and consider who you might want to nominate. As well, we announce the theme for ACDC 2023 and open our call for presenters!

Throughout this anniversary year, we've looked back on past issues of *Career Momentum*. In reference to the World Cup, this issue we combine our Member Spotlight and A Look Back, with a timely interview with Sue Kersey and her experience working with the UofC in Qatar, published in *Career Momentum*, Winter 2014.

We hope you've enjoyed the new format of Career Momentum with its wider distribution and monthly publication schedule. If you have received this message as a subscriber, please take a moment to explore all the [benefits](#) of membership. We welcome new members!

From the CDAA Board of Directors, Committee Members and Contractors, we wish you all health and happiness throughout the holiday season and beyond!

A handwritten signature in black ink that reads "Paula". The signature is stylized and cursive.

Paula Wischoff Yerama, CCDP  
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## 2022 – A Year in Review

In the blink of an eye 2022 is drawing to a close and the excitement of a new year is upon us! What are some of your most memorable moments of 2022? For the CDAA, here are a few:

- The CDAA celebrated its 25th anniversary at ACDC 2022 and the 25th Annual General Meeting. Throughout the year we have been highlighted articles from previous editions of Career Momentum in our now monthly Career Momentum publications.
- Members and friends of the CDAA were involved in the development of the Pan-Canadian Competency Framework for Career Development Professionals which was published in early 2022. The project was funded by the Government of Canada's Sectoral Initiatives Program, fueled by over 5,000 volunteer hours from hundreds of Career Development Professionals (CDPs) and subject matter experts, and coordinated and managed by the Canadian Career Development Foundation.
- The Supporting Canadians to Navigate Learning and Work project resulted in the following bilingual assets:
  - A new definition of Career Development Professional
  - The Pan-Canadian Competency Framework for Career Development Professionals
  - The National Competency Profile for Career Development Professionals
  - The Code of Ethics for Career Development Professionals
  - A piloted national certification program that includes a robust exam, a performance assessment tool, and supplementary study guide
  - Three micro-credentials

More information about the project and the resulting assets can be seen at <https://www.ccdp-pcdc.ca/en/>.

The CDAA has also been involved in collaborative work with the Canadian Career Development Foundation, the Nova Scotia Career Development Association, and all other provincial career development associations to explore the potential of a Pan-Canadian certification program for Career Development Professionals.

- On February 24, 2022 (postponed from November due to the CDAA / CERIC webinar) the CDAA hosted Ignite Your Passion 2022 - Meet Your New Best Friends: The Competency Framework and Code of Ethics for Career Development Professionals with facilitators Sareena Hopkins, Gillian Johnston, and Kathy Offet-Gartner and support from Rebecca McCarthy. After three years of intense consultation, development, and refinement, the session delivered a guided tour through the new Competency Framework and Code of Ethics for Career Development Professionals (CDPs) and an opportunity to dig into the Code of Ethics to explore how it can be used to support and enrich practice. It was a highly interactive session focused on real case scenarios and concrete application. Being the first session of its kind registration was limited and 30 individuals registered / attended.
- While we were optimistic that ACDC 2022 would be an in person, or at the very least, a hybrid event in late 2021 we made the decision to stick with a virtual event for 2022 as there remained much uncertainty about what spring 2022 would offer in terms of options for in person events. Our second virtual conference, ACDC 2022 – Celebrating Community, was successfully held on May 3 and 4, 2022 using PheedLoop technology. The virtual conference included 28 presenters (25 sessions including opening / closing remarks, keynotes, consultation / panel presentations, and concurrent sessions) with 1093 "visits"; and 116 in attendance.
- On May 11 and 12, 2022 approximately 40 Career Development Professionals from the CDAA and beyond took part in the Career Development Professional Institute - Feasibility Study! The result of their work is the newly launched Career Development Professional Centre which you will be learning more about in the very near future.

- Approximately 80 Career Development Professionals participated in a Virtual Community Roundtable on Employer Engagement co-hosted by CERIC and CDAA and November 2, 2022. During breakout room activities participants were asked to reflect on and discuss a variety of themes related to employer engagement in Alberta. Insights from these discussions will be used to help create resources that Career Development Professionals can use for employer engagement and to champion career development in Canadian workplaces. Contributions from these discussions will also be used to enhance 10 Ways Employers Can Address Their Talent Needs by Partnering with Career Development Professionals!
- Career Development Professionals participated in the first Global Careers Month! As reported on the Career Month website, throughout the month of November hundreds of career development professionals in Canada and the United States amplified the important work that we do as a sector. Using the hashtag #Amplifier2022, CDPs created videos, images and short statements that supported the campaign “Career Development Changes Everything” and over 250 posts were shared on the landing page for Global Career Month North America. Take a look at the Global Careers Month page for North America, 2022 (<https://careermont.ca/> and <https://careermont.ca/global/>) to relive the excitement!



- We are very much looking forward to 2023 and seeing you in person at **ACDC 2023 – Growing Forward** – which will be held in Calgary, AB on May 2 and 3, 2023! The calls for keynote and concurrent session proposals are now live and registration will be open in early February!



## CDAA Awards of Excellence

The CDAA Awards of Excellence call for nominations is now open!

<https://cdaassoc.wufoo.com/forms/cdaa-awards-of-excellence-2023/>

The CDAA Awards of Excellence were created in 2007 (CDAA's 10<sup>th</sup> anniversary) to recognize and celebrate the accomplishments of individuals and organizations that demonstrate leadership and advance career development in Alberta.

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.

Nominations for Life Member, Honourary Member, Organization of the Year, Career Development Practitioner of the Year, and Volunteer of the Year are accepted annually and presented at the CDAA's Alberta Career Development Conference.

## Awards of Excellence Categories

### *Life Member*

"Life Member" means a Certified or Individual Member in Good Standing who is recognized for long term and active service in the CDAA and the profession and who has been elected a Life Member by the Board according to policy. A Life Member will remain a Member of the Association and has all privileges of a Certified or Individual Member, as the case may be, but does not normally pay annual dues.

#### **Nomination Criteria**

- Has made a significant contribution to the development and promotion of the CDAA
- Minimum of 15 years full time work within the career development field
- Must be nominated by a Certified or Individual Member

#### **Selection Criteria**

- Candidates for life membership must have support from 2/3 of the Board of Directors
- Candidacy for admittance to life membership to be approved by members at the Annual General Meeting
- The number of Life Members elected should be no more than two per year

#### **Life Member Benefits**

- Annual membership dues will be waived
- Application processing fee for CCDP or renewal of CCDP is ½ half of the standard fee
- To maintain CCDP professional designation ½ of the standard CE credits and ½ of the standard required work hours are required
- The Life Member will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for admitting the nominee to the category of "Life Member" by addressing the following:

- The number of years the nominee has been a member of the CDAA;

- Demonstration that the nominee has at least 15 years' experience in the career development field;
- Description of the significant contribution(s) the nominee has made to the CDAA and to the career development field.

*\*\*\*CDAA Board of Directors who are nominated for Life Membership will be excused from the decision making process.*

### *Honourary Member*

"Honourary Member" means any non-member who has made, or is making, a significant contribution to the career development field and who has been elected by the Board according to policy. An Honourary Member will become a Member of the Association and has all privileges of a Member except voting or seeking election to the Board. An Honourary Member does not pay annual dues.

#### **Nomination Criteria**

- Has made noteworthy contributions and received significant recognition from peers in the career development profession
- Has profound and extensive experience showing enthusiasm and leadership in career development
- Must be nominated by a Certified or Individual Member

#### **Selection Criteria**

- Candidates for honorary membership must have support from 2/3 of the Board of Directors
- Candidacy for admittance to honorary membership to be approved by members at the Annual General Meeting
- The number of Honourary Members elected should be no more than two per year

#### **Honourary Member Benefits**

- Annual membership dues will be waived
- The Honourary Member will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour
- Nomination must include a written case for admitting the nominee to the category of "Honourary Member" by addressing the following:
  - Description of the nominee's noteworthy contribution(s) to the career development field;
  - Demonstration of the significant recognition the nominee has received from peers in the career development profession;
  - Description of the nominee's profound and extensive experience in career development;
  - Demonstration of how the nominee has shown enthusiasm and leadership in career development.

*\*\*\*CDAA Board of Directors who are nominated for Honourary Membership will be excused from the decision making process.*

### *Organization of the Year*

"Organization of the Year" means an Organizational Member who is recognized for involvement in and promotion of the CDAA and commitment to the career development field and has been selected by the Board according to policy.

#### **Nomination Criteria**

- Has been involved in the development and promotion of the CDAA
- Has demonstrated commitment to the career development field
- May be nominated by a Certified or Individual Member

### **Selection Criteria**

- Candidates for Organization of the Year must have support from 2/3 of the Board of Directors
- No more than one Organization of the Year will be selected

### **Organization of the Year Benefits**

- The Organization of the Year will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for selecting “Organization of the Year” by addressing the following:

- The number of years the organization has been a member of the CDAA;
- Description of the organization’s involvement in the development and promotion of the CDAA and commitment to the career development field.

*\*\*\*CDAA Board of Directors who are nominated for Organization of the Year will be excused from the decision making process.*

### *Career Development Practitioner of the Year*

“Career Development Practitioner of the Year” means a Certified or Individual Member in Good Standing who is recognized for involvement in and promotion of the CDAA and commitment to the career development field and has been selected by the Board according to policy.

### **Nomination Criteria**

- Has been involved in the development and promotion of the CDAA
- Has demonstrated commitment to the career development field and to their work as a Career Development Practitioner
- May be nominated by a Certified or Individual Member

### **Selection Criteria**

- Candidates for Career Development Practitioner of the Year must have support from 2/3 of the Board of Directors
- No more than one Career Development Practitioner of the Year will be selected

### **Career Development Practitioner of the Year Benefits**

- The Career Development Practitioner of the Year will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for selecting “Career Development Practitioner of the Year” by addressing the following:

- The number of years the member has been a member of the CDAA;
- Description of the member’s involvement in the development and promotion of the CDAA and commitment to the career development field and their work as a Career Development Practitioner.

*\*\*\*CDAA Board of Directors who are nominated for Career Development Practitioner of the Year will be excused from the decision making process.*

### *Volunteer of the Year*

“Volunteer of the Year” means a Certified or Individual Member in Good Standing who is recognized for volunteerism within the CDAA and the career development field and has been selected by the Board according to policy.

## Nomination Criteria

- Has volunteered with the CDAA in one or more of the following capacities: Board (Officer, Director, or Committee); Chapter (Planning Committee, or event volunteer); Alberta Career Development Conference (Planning Committee, or event volunteer)
- Has been involved in the development and promotion of the CDAA
- Has demonstrated commitment to the career development field
- May be nominated by a Certified or Individual Member

## Selection Criteria

- Candidates for Volunteer of the Year must have support from 2/3 of the Board of Directors
- No more than one Volunteer of the Year will be selected

## Volunteer of the Year Benefits

- The Volunteer of the Year will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for selecting "Volunteer of the Year" by addressing the following:

- The number of years and capacities in which the member has volunteered with the CDAA;
- Description of the member's involvement in the development and promotion of the CDAA and commitment to the career development field.

*\*\*\*CDAA Board of Directors who are nominated for Volunteer of the Year will be excused from the decision making process.*

## Awards of Excellence Recipients

Sashie Steenstra, BSc., MA, CCDP — Career Development Practitioner of the Year [2020]

Herky Cutler — Life Member [2018]

Gail Flitton — Volunteer of the Year [2017]

Samantha Schellenberg — Career Development Practitioner of the Year [2017]

Freddi Dogterom — Life Member [2017]

Elizabeth Solecki — Life Member [2017]

Roberta Borgen (Neault) — Honourary Member [2017]

Ann Nakaska — Volunteer of the Year [2016]

Alberta Learning Information Service (ALIS) — Organization of the Year [2016]

Alnoor Damji — Career Development Practitioner of the Year [2015]

Yasmin Kothari, CCDP — Life Member [2013]

Paula Wischoff Yerama, CCDP — Life Member [2013]

Nancy Arthur, PhD — Honourary Member [2013]

Lynne Bezanson — Honourary Member [2012]

Sareena Hopkins — Honourary Member [2012]

Dave Redekopp, PhD — Honourary Member [2012]

Emily Sylvester, CCDP — Life Member [2009]

Marilyn Berezowsky — Life Member [2008]

Nell Smith, CCDP, RRC — Life Member [2007]

To learn more about each of the CDAA Awards of Excellence Recipients please visit <https://www.careerdevelopment.ab.ca/awards>.



# CDAA Member Profile: Interview with Sue Kersey, CCDP, CCS, CRS and CMF



Sue's story exemplifies many of the competencies and strengths that are needed to be a successful Career Development Professional in the 21st century including networking, collaboration, partnerships, career planning and job search knowledge, workshop facilitation, coaching and empowerment of clients, diversity oriented and culturally sensitive, commitment to ongoing learning and certification in the career development profession, being current with technology, having an adventurous and willing attitude to push into unfamiliar territory and most of all to maintaining a caring and compassionate approach with all of our clients! Her story also showcases some of the new and amazing emerging employment opportunities for Career Development Professionals, including on an international basis.

Sue has over 20 years experience in the Career Development field which recently cumulated in an exciting opportunity to work at the University of Calgary's Qatar campus as an Executive Administrator for their Nursing program! Although the job was more administrative in nature, she was able to use her career development knowledge in diverse ways like assisting faculty with their CV's for accreditation purposes, as well for their own personal job search. Sue also provided workshops and individual meetings with students as required. In 2006, Sue received the Certified Career Development designation (CCDP). She served as a Board member for the Career Development Association of Alberta and the Chair of the Certification and Registration Committees from 2006 – 2010. She also has the designations of a Certified Resume Strategist (CRS) and Certified Career Strategist (CCS) from the Career Professionals of Canada and in 2009 was nominated for the Canadian Excellence Award in resume development in two categories; new grad and technical. In 2010, The Institute of Career Certification International granted her the designation of Career Management Fellow (CMF). She also completed certificates in Management Development and Co-Active Coaching.

Sue started working at The University of Calgary in 1991 and was instrumental in the launch of the Engineering Internship Program. This experience was pivotal in her taking an interest in career development. She partnered with an external industry led Advisory Council in Calgary which helped develop her insight in to who they hire and why. With their input, policies and procedures were developed. Sue and her team received a lot of feedback on what makes a good employee, what they look at in a resume, how they interview and their expectations of an intern as well as new grads.

In 2001 Sue was seconded to Career Services for two years and this allowed her to have a taste of every faculty and some experience on what the different degrees strengths are for each. She was then hired into a permanent position with a portfolio that included the health faculties (Kinesiology, Social Work, Nursing and Medicine). Each of these faculties had different needs which made her job very diverse, challenging yet extremely rewarding.

For example, The Master of Biomedical Technology Degree program gave Sue experience as a co-instructor in a careers course they offered. Nursing provided her with experience in teaching 3 hour lectures and grading resumes as part of an assignment! Collaboration with external partners was critical in all of these faculties, including Alberta Health Services for the recruitment of Nurses, and the City of Calgary Youth Employment Center, where a successful mentorship program was established for Social Work students.

In 2012 Sue accepted an exciting 2 year secondment at the University of Calgary in Qatar as the Executive Administrator for their Nursing Program. After being away for 2 years she has now recently returned to Career Services at the U of C as a Career Development Specialist where she will be coaching and providing workshops to undergraduate students.

Let's hear some of her responses to the interview questions:



UCQ on Canada Day

**Interviewer:** *Tell us about your recent stint in Qatar? What did you do & how did the experience enhance your life & work as a Career Development Professional?*

**Sue:** "At the University of Calgary in Qatar most nursing students are sponsored from a hospital to complete

their education therefore they have a job when they graduate and not much need for career assistance. However for those who did need help, I quickly learnt the hiring process was different than what we know and expect here. Due to Canadian labour laws we cannot ask for certain information and in the Middle East this information would be expected as part of the hiring process. For example, information such as age, marital status and nationality is expected due to the hierarchical nature of their culture. If you are a Qataris, the job would be theirs first. Many resumes still include a picture; however, I found this relatively optional and did not encourage this. Overall, support for career development for even the basics such as resume and interview prep is not common. Students in Qatar have the same struggles as you would see with students in Canada. When you show them what they need to do to market themselves for a job they are most grateful and appreciate any advice you can give. However, they probably find it more difficult to understand the hiring practices because they are very modest people and do not boast about themselves, especially the women. It is important to find a balance in who they are naturally and what they need to do to be successful.”

**Interviewer:** *Will you incorporate these insights/learning into your work as a Career Development Professional in Canada? And how?*

**Sue:** “Absolutely! Living in a different culture has enhanced my understanding of what the immigration population must have to adapt to when coming to Canada, as a student or a worker. I feel I will be better able to connect with international students in a more powerful and empathic way! I now understand how religion, values and beliefs are integrated into a society and how that is the norm for that society. It usually is the little innuendos of life that are the strangest.”

**Interviewer:** *How were you treated as a western woman in an Islamic country?*

**Sue:** “Well actually Qatar is extremely westernized and 80% of the population are ex-pats holding jobs such as labourers, service workers to professionals. Many professionals come from Europe, United States, Canada and other commonwealth countries. Understanding that only 20% of the population in Qatar are nationals, you can probably better understand how the country has become westernized. Besides work or social invitations, it is not common to socialize with the Islamic



I helped this student with her application to be accepted as one of the 1st students accepted into the Master of Nursing, thesis route at the University of Calgary in Qatar.

population, except in invited or special events. However, they are very proud and enjoy helping you learn their traditions when the opportunity presents itself. Because it is a status driven society, white women are mostly treated well and with respect, especially in social situations. In work situations, you might find more of an attitude of male dominance than you would in Canada, depending on the organization. This didn't affect me at the work place because I basically worked with Canadians from across Canada. The university also hired local staff from India, Philippines, Sri Lanka, etc. that brought a wonderful flavour of diversity to our campus."



*Under the Patronage of her Highness Sheikha Moza Bint Nasser, the University of Calgary – Qatar celebrates Bachelor of Nursing Graduates.*

*This picture seems so still and calm. What a fabulous recognition for UCQ to have HH in attendance. She is Royalty and like Princess Diana to the young women. One graduate said she thought she was going to faint! HH support is all that was needed to increase the applications into nursing the following week after convocation! What an honour and privilege.*

**Interviewer:** *What is the best part of your job as a Career Development Professional?*

**Sue:** "The students keep me going! There is nothing more gratifying than to coach a student and help them see their strengths and then to watch them evolve through each

step of the job search process and then to be successful in obtaining their goal. I also enjoy being involved in collaborations and partnerships as well as networking because a person never knows where that relationship will go.”



*Sue Kersey and Andre Dubois, the Canadian Ambassador to Qatar*

**Interviewer:** *In your opinion as a Career Development Professional, what is missing in this field? How can this profession evolve? What are some of the emerging opportunities and trends?*

**Sue:** “The Career Development field is becoming more and more recognized and reputable! Many of the Canadian associations are collaborating and discussing to strive for a certain standard and because of this I have seen more awareness overall as a collective profession, especially in the past 2 years. I would like to see this taken a step further and to see more of an international presence, but everything takes time.”

**Interviewer:** *You mentioned earlier that you have accreditations as a CCDP, CRS AND CCS! And that you served as the Chair for the Certification and Registration Committees from 2006 – 2010 for CDAA. Is it necessary to have all 3 designations to work as a Career Development Professional? What are the benefits and costs involved for each designation?*

**Sue:** “Besides the 3 designations above, I also have the CMF which is an International designation. Because Career Development is a non-regulated professional it is not required to have any designation to work in this profession. However, it is becoming more and more recognized and I am noticing that more and more employers are requesting certification as part of the job posting.

For me the benefits are credibility, especially working in a post-secondary institution where credentials are important. To maintain the credentials annually can be costly but not sure exactly...probably between \$500 – \$1000 a year!

**Interviewer:** *Some of your certifications are from the Career Professionals of Canada (CRS – Certified Resume Strategist and CCS – Certified Career Strategist). What about the similar certifications from the American Association – The Professional Association of Resume Writers & Career Coaches (PARW/CC)? Is it better to have the Canadian or the American certifications or both?*

**Sue:** “I believe that Canada is well recognized globally without having to have specific American Certifications. My International designation includes professionals from the U.S. What I like from the Professional Association of Resume Writers & Career Coaches is the specific training on “how” to write an effective resume not just concentrating on the “formatting” of. I haven’t followed up enough to know what is offered in Canada, but would be very interested in more professional development in this.”

**Interviewer:** *Any advice for new Career Development Professionals?*

**Sue:** “To observe other career professionals; realize we are individuals (like our clients); be confident, flexible and most important compassionate!”

**Interviewer:** *What is your next adventure?*

**Sue:** “Because I have now lived across the globe, I am no longer afraid of the unknown and know how easy it is to get around. I plan to visit countries I didn’t manage to get to when I was living and working in Qatar. On my list would be Istanbul, Jordan, Sri Lanka, Bali and Vietnam. I have quite a few air miles now that I have returned.

I managed to return to Calgary 5 times throughout the 2 years and with Skype really never felt disconnected to my husband or family. Sometimes I knew what was happening before other members of the family did!

One of the benefits of working in Qatar was the professional development support and because of this I was able to attend conferences in Thailand, Dubai and Singapore. Every EID holiday in the fall I met my husband. The first year we met in Spain and last year we met in Cyprus. One of the most memorable places I have visited would be Oman; a little bit of heaven on earth!



Picture of where I spent a weekend in Oman; heaven on earth.

I would definitely return to the University of Calgary in Qatar if the right opportunity provided itself!”

**Interviewer:** *What is “EID” holiday?*

**Sue:** “EID al-Fitr” holiday, or more commonly known as “Ramadan”, is the first of two religious holidays celebrated by Muslims worldwide each year. The “EID al-Adha” holiday is the second of two religious holidays in October while I was in Qatar. The holiday dates move 11 days earlier each year and the exact day is determined by the position of the moon. During these two holidays many people will use the time off to travel. We didn’t receive long weekends like in Canada, we even worked on Canada Day, but we celebrated it!”

**Interviewer:** *Thanks so much Sue for sharing your wonderful story with us! I sure enjoyed reviewing your blog on Qatar! Fantastic photos and commentary! For those interested in seeing more of Sue’s adventure in Qatar check out: <http://sueatdoha.weebly.com>*

*Sue Kersey was interviewed by Debbie Pratt who is currently on the CDAA Marketing & Communications’ Committee. Debbie has been a CDAA member for 10 years and gained her CCDP designation in 2006. She has worked as a Career Development Professional for over 20 years, including having worked in Australia as a Vocational Rehabilitation Counsellor. She currently works at The City of Calgary as a Vocational Counsellor.*