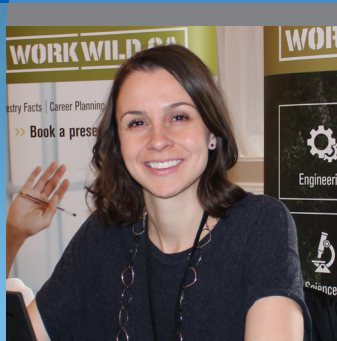




# CAREER MOMENTUM

April 2023



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**CDAAA**  
*Current. Connected. Committed.*



## Career Development Update April, 2023

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

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### **CDAA EXECUTIVE DIRECTOR FAREWELL**

In May 2013, after over 10 years as a member and volunteer with the CDAA and on the eve of the CDAA's 16th Annual General Meeting, I wrote "CDAA Chair Farewell". Little did I know at that time my tenure with CDAA would continue another 10 years. Now, on the eve of the CDAA's 26th Annual General Meeting, I am writing "CDAA Executive Director Farewell".

Current, connected, and committed for over 20 years – likely for life!  
When I accepted my first career development job in 2001 at the Centre for Employment in Olds, Alberta I didn't know it was a career development job and I didn't know about the CDAA. I attended my first Building Tomorrow Today consultation (the pioneer career development conference in Alberta) in 2002. I was a 27-year-old single mom trying to find my way. For the first time in my life, I felt like I had found my place.

I was fortunate to work with thousands of individuals – unemployed and underemployed Albertan's, youth at risk, WCB and Long Term Disability clients, military members, and veterans. I worked closely with clients, employers, and community resources. I developed and delivered workshops. I attended and presented at conferences and events. I spent days at a time on the road and in hotels. I committed to ongoing professional development and continuing education. I volunteered for committees and initiatives. I immersed myself fully in career development and the career development profession.

Serving and supporting career development professionals through my involvement with the CDAA has been one my proudest accomplishments. Over the past couple of years, when my connection to front line career development work faded in the wake of COVID, I maintained my connection to the profession through my role as Executive Director. In November 2020, after it became clear that a return to my position with the Canadian Forces as a Career Transition Specialist was not imminent, I sought out alternative employment, close to home, and with enough flexibility I would be able to continue my work with the CDAA. Those of you who know me know that in 2015 I found fitness and pursued a variety of related endeavours including obstacle course racing, trail running, road running, back country hiking, and bodybuilding. Combining my passions for coaching and fitness I embarked on the path of becoming a Personal Training Specialist. I was hired by GoodLife Fitness and began my training in November 2020 in the midst of ongoing fitness facility closures due to COVID. Not being one to give up on something I started I stuck it out and now, a little over two years later, have been offered a Fitness Manager position. Much like



I didn't know anything about career development when I started, I didn't know anything about personal training when I started. Much like with my career development career, I fully immersed myself in personal training and the personal training profession.

While I may be stepping away from my role as Executive Director of the CDAA I am thrilled to be able to continue my service to the CDAA and the career development profession as a Board member. I am immensely grateful for the opportunities this role afforded me and for the people I have met as a result. We will continue to grow together.

## PROFESSIONAL DEVELOPMENT AND CONFERENCES

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

- CERIC webinars – <https://ceric.ca/ceric-events/webinars/>

## 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.

### *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/UCCMSki43Fif6EWsloKBh-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 YouTube 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.

### **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  
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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*

# CDAA Chair Farewell



With CDAA's 16th Annual General Meeting just around the corner the Board, and Board Committees, have been reflecting on the work that has been done over the past year to strengthen and grow the association, support the membership, and solidify CDAA as a strong and vibrant professional association for career practitioners in Alberta. As a membership based professional association the association really does belong to you and the achievements really are your achievements. You demonstrate the association's tagline - current, connected, committed - every day through your interactions with your colleagues and your clients. You provide quality services, engage in professional development and training, and build strong community connections. You add value, spread passion, and create hope.

The Board of Directors is elected by you to set goals and priorities for the association and to act on those goals and priorities. The Annual General Meeting is an opportunity for you to hear directly from the Board about the work that has been done on your behalf, and to make decisions about the association that impact you as a member. CDAA exists to provide strategic leadership for the career development field by supporting practicing professionals who provide quality service - you are a practicing professional! Strategic directions include strengthening and growing the membership, engaging the membership, and positioning CDAA in the community. These strategic directions have been the focus of the Board and Board Committees for the past several years. They are directions that we are committed to and that have brought the association to where it is today - strong and growing.

The career development field is diverse and expansive with practitioners of varying education and experience backgrounds working in all manner of positions. It is because of this diversity and expansiveness that a professional association is so important. The CDAA is a place for all practitioners who provide career development services, regardless of job title, to come together. It offers practitioners the ability to commit to a professional identity, provides opportunities for practitioners to connect, and creates professional development and volunteer opportunities for practitioners to remain current.

While CDAA is only sustainable because of its membership base it is also committed to supporting practitioners who are not members. CDAA is committed to career development as a profession and that commitment is

demonstrated through membership with the Canadian Council for Career Development (CCCD) and relationships with other provincial associations; related associations such as the Vocational Rehabilitation Association of Canada; the Canadian Education and Research Institute for Counselling (CERIC); the Canadian Career Development Foundation (CCDF); the Government of Alberta; the Private Career Development Contractors Association of Alberta; and leaders in the field of career development.

CDAА is proud to serve the career development community and is pleased to offer you a multitude of ways to stay current, connected, and committed. The Member's Only page on the CDAА website is host to a wealth of information and resources specifically for members; the open Facebook and LinkedIn groups provide a forum for career development related discussions, information sharing, and information gathering; Chapter and association events develop your knowledge and skills and expand your network; and Board, Committee, and Chapter volunteer opportunities enable you to engage in the further strengthening and developing of your association and your profession. We are better together - current, connected, committed - CDAА strong.

This will be the last association update I will write as the CDAА Chair. My term will be ending at the May 24, 2013 Annual General Meeting. It has been an absolute honour and privilege to serve the Career Development Association of Alberta, and the career development profession, during my past six years on the Board of Directors. When I became a member of CDAА in 2002 I had no idea what it meant to be a member of a professional association, and no idea what it meant to be a professional. Through work changes and life changes CDAА has always been there; a constant source of support, affirmation, and collaboration. It has given me more than I have given it; friendships, opportunities, and connections. Thank you for trusting me with YOUR association and for allowing me the opportunity to serve YOU for the past three years as your Chairperson. I will be forever grateful.

Yours in career development,



Paula Wischoff Yerama, CCDP  
CDAА Chair

## CAREER DEVELOPMENT COMMUNITY COLLABORATION – APRIL 2023

As part of Career Momentum's fresh new look we introduced a new feature - Career Development Community Collaboration. Every few months we will pose questions for your input. Your responses will be shared in upcoming editions of Career Momentum.

Please send your responses to any or all of this month's community collaboration questions to Paula Wischoff Yerama at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) **May 19, 2023** with "community collaboration" in the subject line.

On November 2, 2022 CERIC and CDAA hosted a Virtual Community Roundtable on Employer Engagement. As a result of that virtual community roundtable CERIC updated 10 WAYS THAT EMPLOYERS CAN PARTNER WITH CAREER PROFESSIONALS TO ADDRESS TALENT NEEDS.

The 2023 edition includes additional insights from more CDPs across the country who work with employers every day within their communities. At a time when job vacancies in Canada remain at an all-time high despite an ongoing threat of recession, the toolkit offers fresh and practical approaches to attract and maintain talent in what continues to be a tight labour market.



You can now access the resources, in English (<http://bit.ly/3LLmaVa>) and in French (<http://bit.ly/3lyELJH>)!

How are you working with employers in one or more of the following ways employers can address their talent needs by partnering with career development professionals? What results are you seeing?

- Work with CDPs to Tackle Your Pain Points
- Understand Changing Jobseeker Expectations
- Reimagine the Employee Value Proposition
- Find Untapped Talent Through Non-Traditional Hiring
- Write Clear and Compelling Job Postings That Get Results
- Use Creative Approaches for Selecting the Best Candidates
- See Beyond the Gaps for Skills & Experience
- Access Training & Development
- Focus on Employee Retention, Engagement and Wellness
- Build Community Partnerships That Make Good Business Sense

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WELCOME NEW MEMBERS AND NEW CCDP DESIGNATES

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**New Members  
from 1, 2023 – March 31, 2023**

*Dawn Dayman – NAIT – Edmonton (Individual)*

*Chloe Lyons – Lyons Talent Consulting – Calgary (Individual)*

*Karin Rodning – Bow Valley College – Calgary (Individual)*

*Sharla Kane – Southern Alberta (Individual)*

*Cherif Ly – Edmonton Mennonite Centre for Newcomers – Edmonton (Individual)*

*Vanessa Peterelli – Mount Royal University – Calgary (Small Organization, 1-14 employees)*

*Chantel Friesen – Saamis Employment and Training – Southern Alberta (Individual)*

*Victoria Jackson – University of Lethbridge – Southern Alberta (Individual)*

*Nicole Bowes – Northwestern Polytechnic – Northern Alberta (Individual)*

*Samantha Grabinsky – Gateway Association – Calgary (Individual)*

*Eralda Isufaj – Calgary Catholic Immigration Society – Calgary (Individual)*

*David Owen – Bredin Employment Centre – Edmonton (Individual)*

**New CCDPs  
from 1, 2023 – March 31, 2023**

*Christine Matheson – Elevate Aviation – Edmonton*

*Marina Hai – Bow Valley College – Calgary*

*Tijana Vukovic – Calgary Immigrant Women's Association – Calgary*

*Congratulations and welcome to the Career Development Association of Alberta!*