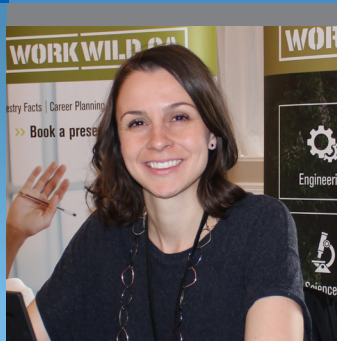




CAREER MOMENTUM

March 2023



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CDAA
Current. Connected. Committed.



Career Momentum Member Focus Edition

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

Welcome to our **Member Focus edition** of Career Momentum for March 2023!

Spring is on the horizon, and we're pleased to announce that the nomination deadline for the CDAA Awards of Excellence has been extended to March 31, 2023. The award 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.

Our theme for ACDC 2023 is GROWING FORWARD! Registration is now open, and members can take advantage of special discounts for the event. Be sure to visit the CDAA [Member Perks](#) page to get your discount codes before registering. For non-members, you can proceed directly to the [conference registration page](#).

This issue our Member Spotlight features CDAA Honourary Member Lynne Bezanson who was this year's most deserving recipient of the Etta St. John Wileman award. Read more about Lynne in the Member Spotlight section below along with a brief from CCDF's sector spotlight.

It is also with great pleasure we present hot-off-the-press information on the trainings offered by the newly-minted Pan-Canadian Career Development Professional Centre (CDPC). This is an amazing opportunity for our profession, and we encourage you to check it out!

We hope you're enjoying 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 everyone a beautiful month of March and the joy of looking forward to a warm and wonderful Spring!!

Paula Wischoff Yerama, CCDP
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A handwritten signature in black ink that reads "Paula". The signature is stylized and enclosed in a circular flourish.

CDAA Awards of Excellence

The CDAA Awards of Excellence **call for nominations has been extended to March 31, 2023!**

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

The CDAA Awards of Excellence were created in 2007 (CDAA's 10th 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>.



You are invited to a new training opportunity!

As a career development professional working in Canada, this spring there is an opportunity to participate in new training that will help you work with clients in today's challenging labour market.

The work you do, and the work of other career development professionals, is vitally important for your clients, their families, and communities. Researchers and funders worldwide have started to recognize the significance of our work in reaching sustainable development goals and understand there is an undeniable need to better support all those working within the career development ecosystem.

To better support you, and the essential work you do, the [Canadian Career Development Foundation](#) a national, not-for-profit, along with partner [MixtMode Consulting](#), has been engaged¹ to launch the first ever pan-Canadian Career Development Professional Centre (CDPC).

WHAT DOES THE CENTRE DO AND HOW CAN IT HELP YOU?

This Centre is a place for you, all your colleagues, and career development professionals across Canada to connect with each other, share resources and ideas, and access training opportunities rooted in the competencies required to support people in developing their careers in today's highly uncertain labour market. It will:

- Be the home for our competency framework and associated resources
- Provide foundational training on a reimagined career development process, building a common language and an understanding of the scope of career development practice
- Offer a sector-wide training calendar
- Host an online social learning community to connect CDPs from coast to coast to coast
- Provide a central knowledge base to connect CDPs to research and new ideas related to the field

¹ Funding provided by the Government of Canada as part of the Future Skills Centre Program



THE TRAINING OPPORTUNITY

The Centre’s first priority is to develop and deliver foundational training, at no cost, on a re-imagined career development process with a focus on today’s realities, critical skills, and the essentials for high quality, reflective practice. The goal of this new training is to help ensure a common language and an understanding of the full scope of our work. The pilot round of this training will be delivered to groups of 20 at various locations across Canada.

As part of this pilot, we are hosting sessions in regions throughout the country. Your specific feedback is essential to ensure the training resonates for the communities and people you serve. We want to make sure the training and its delivery style is practical, timely, and that what you learn supports your day-to-day practice. Your feedback will also help in creating a fully self-paced, independent course, that will continue to be freely available to all CDPs.

The training will be a combination of 3 Zoom/MS Teams sessions, self-paced online work, and 2 days of in-person sessions delivered over a 4-week period. This pilot is being offered Spring 2023 (April-June). This is cohort-based training, so each practitioner (learner) needs to register for the full 30 hr course, attending and actively participating in each module, as outlined below:

Module (Week) 1	Career Development Today	2 hours per module/week, at a specific date and time, live via Zoom/MS Teams
Module (Week) 2	Career Development Practice in a Changing World	
Module (Week) 3	Reimagining the Career Development Process	2 days in-person
Module (Week) 4	Reflective Career Development Practice	2 hrs at a specific date and time, live via Zoom/MS Teams

Modules 1-3 are followed by independent reflective work and an introduction to next module.
 A final assessment will need to be submitted following Module 4.
 There is no opportunity to make-up any missed sessions.

Participants who successfully complete all course components will earn a digital certificate that verifies learning. The knowledge and competencies gained in this course will immediately apply to frontline practice and provide a good foundation for pursuing further education or national certification.

To learn more about the Career Development Professional Centre, the course application process, and the list of training dates planned in your region, please visit

[<https://cdpc-cedc.ca/>]



Honourary CDAA Member Profile: Lynne Bezanson

By Paula Wischoff-Yerama

In this Member Focus edition of Career Momentum we feature CDAA Honourary Member Lynne Bezanson who was this year's most deserving recipient of the Etta St. John Wileman award.

Lynne was named an Honourary Member of the CDAA in 2012. Her nomination, submitted by CDAA Life Members Marilyn Berezowsky, Nell Smith, and Emily Sylvester, highlighted her contributions to that point which have now been exceeded tenfold! We are very proud of Lynne and appreciative of everything she has done for our profession.

CONTRIBUTIONS TO THE FIELD:

- Initiated and coordinates the work of the Canadian Research Working Group on Evidence Based Practice in Career Development (CRWG) since 2002. The CRWG is a unique partnership among six Canadian universities, francophone and Anglophone, who work collaboratively on applied research projects which advance the evidence base for the field. The CRWG had acquired a strong and respected reputation nationally and internationally (www.crwg-gdrc.ca).
- Member of the Steering Committee and a key contributor to the Canadian Council of Career Development Associations (www.cccda.org), a partnership among provincial professional associations and key career development stakeholders to collaborate on common issues and promising practices as well as act as a national voice for the sector.
- Initiated the international initiative to build stronger connections between career development and public policy. Organized and chaired the first two successful International Symposia to bridge Career Development and Public Policy held in Ottawa and Vancouver (1999 & 2001). A number of follow-up initiatives are traced directly to these Symposia among which are national Symposia organized in many delegate countries, provincial symposia organized in Canadian provinces (Alberta, Nova Scotia, British Columbia), commissioned OECD Studies, the establishment of the International Centre for Career Development and Public Policy (ICCDPP) and subsequent international symposia chaired by Australia, Scotland, New Zealand and Hungary. Played a leadership role in facilitating each of these symposia.

- Initiated the first pan-Canadian Symposium on Career Development, Lifelong Learning and Workforce Development (Toronto, 2003) bringing together policy developers, career development leaders, and employer and labour representatives from all provinces and territories (one exception) as well as national policy, research and career development organizations to develop collaborative action plans on fifteen workforce issues.
- Planned and co-facilitated, for HRDC and the OECD, the Canada-OECD Conference titled Bridging the Gap: Career Guidance and Public Policy (Toronto, 2003) to disseminate the final results of the OECD, EU and World Bank Country Reviews of Career Guidance Policies, attended by delegates from 28 countries.
- Founding member of the International Centre for Career Development and Public Policy (www.iccdpp.org) which is the international website for advances in career development research and policy and the key communication link to and between international symposia.
- Co-initiated the movement to establish National Standards and Guidelines (S&Gs) for the practice of career development in Canada. Active as a member of the National Steering Committee for this initiative from its inception in 1997 to present. The S&Gs have been widely accepted in Canada and are serving as the basis for curricula to train career counsellors in several universities and colleges in Canada. The S&Gs have been adapted by the International Association for Educational and Vocational Guidance for international adoption.
- Directed the internationally acclaimed *Creation and Mobilization of Counselling Resources for Youth Program (CAMCRY)*, the largest national research and development initiative in career development ever undertaken in Canada.
- Directed the development and implementation of the Competency-based Training Program in Employment Counselling within the federal government (now HRSDC). The program is used by Canadian universities and has been translated and adapted by federal employment services in France, Sweden, and Japan and Malaysia.
- Master trainer Global Career Development Facilitator Certification Program and Master Trainer in the development and delivery of career development programs, courses and workshops in Canada and internationally.

RESEARCHED, PUBLISHES, AND AUTHORED EXTENSIVELY including the following:

- Transformations Shaping Career Development in Canada in the 21st Century, Chapter, CERIC textbook (slated for publication 2011, jointly with Sareena Hopkins and Elaine O'Reilly).
- *Pan-Canadian Mapping Study of the Career Development Sector, jointly with Elaine O'Reilly and Dr. Kris Magnusson, a study completed for the Forum of Labour Market Ministers Career Development Services Working Group, March, 2009.*
- *Saskatchewan Career Development Sector Study, Lynne Bezanson, a study completed for the Saskatchewan and District Industry Education Council, CCDF, 2006.*
- *Working Connections: A Pan-Canadian Symposium on Career Development, Lifelong Learning and Workforce Development, Papers and Proceedings 2003, Lynne Bezanson and Céline Renald, editors, CCDF, 2004*
- *The Role of Guidance in Post-Secondary Planning, Lynne Bezanson and Ralph Kellett, a study and report for The Canada Millennium Scholarship Foundation , 2003.*

- *Lasting Gifts Workshop Series: Becoming a Career Development Ally for your Teen*, Lynne Bezanson and Sareena Hopkins, CCDF, 2001
- *Making Waves: Connecting Career Development with Public Policy, Volume II, Symposium 2001: Papers, Proceedings and Strategies*, Lynne Bezanson and Elaine O'Reilly, editors, CCDF, 2002
- *Making Waves: Career Development and Public Policy. International Symposium 1999: Papers, Proceedings and Strategies*, Bryan Hiebert and Lynne Bezanson, editors, CCDF, 2000
- *Choosing Employment Interventions: A Guide for the Discriminating Palate*, Lynne Bezanson and Elaine O'Reilly, CCDF, 1998. Used to assist agencies to establish and apply standards for the selection of career and employment programs and services
- *Building Better Career Futures*, Lynne Bezanson and Sareena Hopkins, CCDF, 1995. Used as the national training program for Youth Service Canada, Katimavik and Assembly of First Nations coordinators
- *Quality Career Counselling Services: A Policy Workbook*, Dorothy Riddle and Lynne Bezanson, CCDF, 1994 to assist organizations to establish policies and practices to support quality service
- *Career Counselling of Girls and Women: Guidelines for Professional Practice*, Valerie Ward and Lynne Bezanson, Canadian Journal of Counselling, 25:4, 1992
- *Individual Employment Counselling: An Action-Based Approach*, Lynne Bezanson, Carol DeCoff and Stewart Norman, Guidance Centre, University of Toronto, 1985
- *Using Tests In Employment Counselling, Part 1: Theory and Part 11: Interpretation*, Guidance Centre, University of Toronto, 1982.

RECOGNITION FROM THE FIELD:

- Gold Medal and Diamond Pin for Leadership in Career Development, awarded by D. Stuart Conger at the National Consultation in Career Development, Ottawa, 2004
- NICEC (National Institute for Careers Education and Counselling), Cambridge, UK, Overseas Fellow, 2000
- Ontario College Counsellor's Award for professional contribution in Vocational Counselling, 1992
- Canadian Counselling Association Professional Contribution Award, 1991
- Public Service Award of Excellence awarded by the Treasury Board for exceptional achievement for the development, implementation and management of the Competency-Based Training Program in Employment Counselling, 1989
- Canada Employment and Immigration Commission Award of Merit in recognition of the contribution of the Competency-Based Training Program in Employment Counselling, 1988
- Honorary Member of the Swedish National Labour Market Board in recognition of contributions to the professionalization of employment counselling in the Board, 1985
- Invited to keynote internationally at IAEVG conferences in Germany, New Zealand and Portugal as well as at a number of professional association conferences in Australia, the United Kingdom, Sweden and the USA
- Presenter at many Cannexus and Natcon conferences, CCPA conferences as well as provincial association conferences including British Columbia, Alberta Saskatchewan, New Brunswick and Nova Scotia

BREADTH OF EXPERIENCE:

- dynamic counsellor educator, author, researcher, and adult trainer;
- effective and innovative director of numerous national initiatives contributing to the advancement of the career development profession;
- leadership in advancing career development practice and managing innovative research and development projects; a coalition of researchers from six Francophone and Anglophone universities;
- significant contributor to development of state-of-the-art counselling methods, and curricula and design and delivery of practitioner training programs
- leadership in raising the profile of career development on political and policy agendas
- strong advocate for accessible and affordable career services across the lifespan

ENTHUSIASM, LEADERSHIP AND SUPPORT:

Lynne Bezanson has been committed to this field for many years and states that she has been privileged to be placed in positions of leadership where she could influence change. In over 30 years Lynne has seen many improvements, still far from what she had hoped but very significant progress. Lynne states that she thinks she has been one of the key contributors to these improvements beginning in her work within what is now HRSDC when professional employment counseling was being *"invented"* to over 20 years at CCDF where the team works only on initiatives which strengthen the field in a myriad of ways. She is known to be a strong advocate and defender of excellence.

Lynne states that, "I am also totally blessed in being able to say without reservation that I love what I do and the people I work with." And just for the record, Lynne was the keynote speaker at the very first BTT Consultation in Edmonton. She also remembers what a thrill it was to see a province begin to truly recognize career development as a distinct area of professional practice and thinking that we must keep working until this is the case in every province and territory. Lynne's final statement, "We are not yet there but we have come a very long way!"

[READ ON FOR THE CCDF SECTOR SPOTLIGHT BRIEF FEATURING LYNN:](#)

March 2023 Sector Spotlight



Our Sector Spotlight this month celebrates **Lynne Bezanson's** leadership and her receipt of the **Etta St. John Wileman award** as well as an update from CERIC on the award going forward.

Lynne is the Executive Director Emeritus at the **Canadian Career Development Foundation (CCDF)**. In presenting the award, Jennifer Browne the chair of the Wileman award selection committee recognized Lynne for her remarkable career and contributions to career development in Canada and internationally.

“From her early days as a teacher and guidance counsellor to her extraordinary work in the federal public service and non-profit sector in areas of research and development, policy consultation and capacity building, her commitment to this field, and to those it serves, knows no bounds,” said Jennifer Browne, during Lynne’s award speech.

CERIC’s flagship award is evolving to celebrate those who have made a significant impact in enhancing the field of career development, regardless of role or position within an organization. Now called the Etta St. John Wileman Award for Outstanding Achievement in Career Development, the changes seek to build on the award’s proud history while evolving it to become more inclusive and accessible.



The next deadline for nominations for the Wileman Award is June 30, 2023. The award is given out on a less-than-annual basis.

Read more about the award on CERIC:

<https://ceric.ca/2023/02/etta-st-john-wileman-award-evolves-with-focus-on-outstanding-achievement/>