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Career Momentum

May to June, 2011

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Adjusting Our Collective Sails

By: Kristen Cumming ; *Career InSight*

I had the distinct pleasure of speaking to the South Chapter of the CDAA on April 15, 2011. As I settled in to the space, I noticed that the windows of our training room faced out on a large flat field. Two snowkite skiers were enjoying the late snow, and spring winds and were sailing across the field at astonishing speeds. As the wind shifted and changed, the skiers would adjust their chutes and modify their direction to maintain their forward momentum.

The metaphor was just too obvious, and too perfect. Career development is faced with changing winds right now and we are challenged to adjust accordingly and find new directions.

Perhaps the most frustrating thing about changing winds is that our vision of the future becomes unfocused, uncertain. Like the snowkite skiers, we don't know where we are going anymore. We know this so deeply when we are working with clients who have lost their work suddenly - perhaps through lay-offs or injuries. Destabilizing the vision of their preferred future often shakes them to their very core, and predictably so. We work under the idea that our everyday actions and intentions are powerfully and reciprocally connected to the vision of our preferred future, both refined by our sense of how our context is changing and evolving. When our context shifts and changes, our vision becomes unclear, and the meaningfulness and purposefulness of our everyday actions become equally unclear.

So, here we are. As a field we are experiencing an unsettling pattern of change over the past three years. Our very context has changed and it is evident in examples like BTT, changing funding models, increasing demand with decreasing resources . . . our connection between our everyday actions and our vision of the future is uncertain.

At the 2005 BTT Consultation, Richard Worzel (I love any opportunity to illustrate when futurists make wonderfully accurate predictions) spoke emphatically about new directions for career development. He spoke about emerging demand for individualized career coaching and career development within workplaces. Our context is changing in many powerful ways: Alberta is facing a persistent labour shortage as well as the threat of mature worker retirements. We welcome new residents to Canada who require settlement supports. Organizations are struggling with retention and succession planning issues and our economy needs to optimize every member of its workforce. Technology opens up an entirely new vista of previously unimagined career territory. There is plenty of wind, in many directions.

Adjusting Our Collective Sails continued...

It is time to adjust our sails - intentionally and powerfully, remembering that our actions today influence our future. Yes, our context is changing and within that change, as ever, resides opportunity. We need to be clear and certain of our value and our contributions. Individually and collectively, we have an opportunity to carve out a fresh, meaningful vision that is responsive to our emerging context and revitalizes our everyday actions. Perhaps the following quote from John Schaar captures the essence of our current reality:

The future is not some place we are going to, but one we are creating. The paths are not to be found, but made, and the activity of making them, changes both the maker and the destination. - John Schaar

Kristen Cumming
[Career InSight](#)

Executive Director Notes:

In my brief time as ED I have appreciated the contact with Career Development Professionals in and beyond Alberta. As Kirsten Cumming so eloquently describes in her piece, you have been "experiencing an unsettling pattern of change" over the past while. What I have observed in my communications with you is a huge commitment, compassion, and caring for the work that you do. As an Albertan, I thank you for the support you give to our communities. I look forward to meeting more of you at the AGM.

Please check your email or the CDAA website for copies of letters to government ministers about recent funding cuts. Because these impact CDAA members and clients, you are invited to write your own letters with specific details from your region. You may also wish to copy to your MLA and send to CDAA a sample of what you write.

Copies of letters are included that we have sent to: Ministers Lukaszuk, Weadick and Hancock, each with slightly different variations specific to the ministries of Employment and Immigration, Advanced Education and Technology, and Education. We know that letters such as these have impact and require a response. We urge you to support your own work as a Career Development Professional by extending remarks to the relevant ministries.

Thank you for your time and consideration. Please feel free to circulate among your colleagues.

Warm regards,

Valary Howard CDAA ED
ED@careerdevelopment.ab.ca

Working the Web:

By: Victoria (Vicky) Driver; Career Practitioner Lester B. Pearson High School

Spring is here (according to the calendar) and summer will arrive eventually. Some Career Practitioners' practises will slow down as the school year ends and people focus on children out of school and vacation plans. Find some time to do some reading and discover what is new in the world of Career Development.

[Canadian Education and Research Institute for Counselling](#)

A good article on this web site is about *Charting Workplace Transitioning for Generation Y* (aka the school to work transition). Some stats were developed a long time ago, so pick and choose what is relevant to the workplace now.

We have many nationally & internationally respected experts right here in Alberta so we do not need to look elsewhere for support or information. Visit the site for [Life Role Development Group](#).

[Career Cruising](#)

Most practitioners use this software program but sometimes an aspect or change will escape attention. Did you know that you (as the local administrator) can turn on links to Canadian Job Boards for each of the occupational profiles?

There is also a recent addition to *Career Cruising* called **GREEN JOBS**. You will find the link by clicking on the **information button (i)**, and then scroll down to the end of all the information. It is an outstanding and comprehensive resource for all aspects of learning about and working in "green jobs". While the [ECO Sector Council](#) site is also very good, I think *Career Cruising* is easier to use because of the categories.

VITALIZE Conference: *Shifting Gears and Changing Lanes* is in Edmonton again this year. It is an excellent opportunity to find out what is going on in the Non Profit and Volunteer Sector, add to your professional network, and obtain information for clients.

Logistics Council of Calgary recently held a seminar and job fair at Sysco Foods. Supply Chain Logistics is a large and growing sector that includes Manufacturing/Retail, Transportation and Warehousing/Distribution. Calgary is becoming a key hub in western North America. I was not able to ask if that sector counsel is going to increase its presence in Calgary but I inferred this was an initiative intended to do that. Check out the [Careers in the Supply Chain](#) site.

A list of post-secondary schools in Alberta that offer certificates, diplomas or degrees related to logistics or transportation can be found at: http://www.cbelearn.ca/pathways/pdf/logistics_postsec.pdf

(NOTE this printed list was compiled some time ago. Fairview College is now Grande Prairie Regional, and some of the courses may have been renamed or realigned with current names for an occupation. For example, what we used to call warehouse worker has morphed into Parts Technician or Order Picker. The point in providing the list is to demonstrate how broad the field is and that not everyone identifies some of the types of work as part of LOGISTICS.)

Greetings from your CDAA Board of Directors:

Spring is in the air and it is again that time of year for the CDAA Annual General Meeting and Professional Development Day. This year we are pleased to have two fabulous presenters, [Dr. Nancy Arthur, and Dasa Chadwick](#), who will be speaking on the topics of Diversity and Technology, respectively. They are both leaders in their fields and are excited to share their experience and expertise with you. We look forward to seeing you at the AGM / PD Day on June 3, 2011!

The CDAA Board, Committees, and Staff have been working very hard throughout the year to provide you with valuable services and benefits and we are thrilled to share the results of that work with you. We encourage you to take advantage of the new membership options, and benefits that are available to you!

GROUP MEMBERSHIP OPTION

The Registration, and Standards and Certification Committees are pleased to present a NEW Group Membership option for current and future members!

- There are 2 group membership categories: 5 – 9 members and 10+ members
- The discount for each CDAA membership for groups of 5 – 9 members is 10% and for groups of 10+ members is 20%
- Members don't necessarily have to be in the same office, town, or even company to take part in the group membership option:
'Build Your Own Group' option – if you are in a small office or working independently, you have the option to make your own group by gathering 4 other colleagues to register with you
- One invoice will be sent to the designated contact person on an annual basis
- To register your group, send an email with group member names and following information (title, company, mailing address, email address and phone number) to Alice at admin@careerdevelopment.ab.ca
- Each group will have a designated contact person for communication with the CDAA Administrator
- Existing memberships within a group will be pro-rated so the group has an aligned expiry date

PROFESSIONAL LIABILITY / GENERAL LIABILITY INSURANCE – we are fortunate to have been able to negotiate an outstanding rate for professional and general liability insurance and are pleased to extend this rate to you. Please visit www.careerdevelopment.ab.ca or contact Alice at admin@careerdevelopment.ab.ca for more information. If you know of anyone working in the career development field that is not currently a member but might benefit from this insurance please feel free to forward the information on.

NEW MEMBER BENEFITS – thanks to the efforts of our outstanding Administrator, Alice Funk, we are able to offer you a number of new benefits including:

- Drayden Insurance – home and auto insurance
- Staples Advantage
- Mr. Lube
- Enterprise & National Car Rentals
- Wyndham Hotels

Be sure to check out the members' only section of the CDAA website for more details!

Greetings from your CDAA Board of Directors, cont...

CCDA MEMBERSHIP – the Career Development Association of Alberta is proud to be a member of the Canadian Council of Career Development Associations (CCDA) and to have representation on the steering committee of this national umbrella group for career development associations, action groups, organizations and affiliated groups.

CCDA is a *much needed* body in Canada – one that can provide a national advocacy voice for the career development profession and promote provincial/territorial collaboration on common issues such as certification, training, practitioner mobility, quality service indicators and building the career development evidence base.

While the CCDA will have strong linkages to existing groups, for the first time there will be a home and one-stop shop for our sector that will:

- Connect provincial/territorial associations and organizations to each other and to national and international leadership initiatives;
- Promote clarity and professional identity in our field;
- Offer access to critical professional information related to training, certification, research, development, practice and policy;
- Promote the sharing of promising/innovative practices across provinces, territories and sectors; and
- Contribute to building our field's capacity to influence, advocate and offer excellence.

You can look forward to further information regarding our involvement with this association and their work as they continue to grow and support the career development profession.

We are looking forward to the results of the Career Development Association of Alberta survey that was sent out to all members and career development professionals in April and hope that you took the opportunity to provide your feedback. The results of this survey will help the Board in establishing future strategic directions and to provide you with services and benefits that will help you in your profession.

Please feel free to contact us with any comments, questions, feedback, or suggestions by emailing Alice Funk, CDAA Administrator, at admin@careerdevelopment.ab.ca or Valary Howard, CDAA Executive Director at ed@careerdevelopment.ab.ca.

11 tips to help you stay current, connected, and committed:

- Read your emails from CDAA – information is being sent out on a regular basis
- Visit the CDAA website 'members only' section for all sorts of great resources, job postings, member benefits, and information about your association and field
- Join the CDAA Facebook and LinkedIn pages and start or join conversations about career development issues that are of interest to you
- Read books, articles, papers, journals, studies, and of course Career Momentum
- Attend conferences, professional development and networking events, and participate in education or training to enhance your value to your clients
- Connect with other professionals about the work they do and share best practices
- Find out what other provinces, and countries are doing in the field of Career Development
- Get involved with your association – there are a variety of volunteer positions available
- Promote your business through the Career Practitioner Directory
- Talk to your clients, colleagues, supervisors, etc about your work as a Career Development Practitioner
- Display your membership certificate and or CCDP certificate proudly

Career Development Association of Alberta AGM and Professional Development Day

Upcoming PD Events

You won't want to miss:

Ignite Your Passion Conference 2011

Friday, October 14

Fort Calgary

Guest Speaker:

Elisabeth Harney Sanders-Park

Co-Author of the books:

No One is Unemployable;

The 6 Reasons You'll Get the Job

You are invited to the following event:

CDAA 2011 AGM and PD Day with Dr. Nancy Arthur & Dasa Chadwick

Friday, June 03, 2011 from
8:30 AM - 4:30 PM (MT)

Black Knight Inn
2929-50 Avenue
Red Deer, Alberta T4R 1H1
Canada

[View Map](#)



[Attend Event](#)

CDAA AGM 2011 and Professional Development Day We are thrilled to have 2 fabulous speakers this year, one in the morning and one in the afternoon, who will be speaking on the topics of technology and diversity. As you are aware, the Canadian...

[Read More](#)

We hope you can make it!

Career Development Association of Alberta

Eventbrite

Events Made Easy

The CDA Board/Committees for 2010 – 2011:



Board of Directors:

Paula Wischoff Yerama Chair
Doreen Kooy Past-Chair
Margaret Vennard Treasurer
Emily Sylvester Secretary
Phyllis Stuckey Director
Shirley McBride Director
Amber Chapman Director
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Executive Director:

Valary Howard

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Melanie Kellerman Northern AB
Judy Stolk-Ingram Southern AB

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Scott Fisher
Marie Woolgar
Monique Trudel
Angela Miller
Paulina Ojikutu

Marketing & Communications:

Emily Sylvester
Phyllis Stuckey
Amber Chapman
Jane Yakymishen

Tech Tip: Diigo – Highlight and Share the Web

By: Carolyn Jonsson CCDP CDC

Diigo is a social book marking application used for research and knowledge sharing. When reading online, Diigo enables you to highlight, annotate (add critical explanatory notes to a text), tag, bookmark, and share information. Organizing, sharing, and displaying a list of bookmarks on Diigo results in a visible example of your interests and expertise.

Watch the [Diigo YouTube Video](#) for a summary of Diigo features; visit www.diigo.com to learn more.

Tools and Skills for the 21st Century

Information management, digital literacy, and collaborative skills are three of the critical skills identified by recent educational research on the skills individuals require for work, citizenship, and self-actualization in the 21st century (Dede, 2010, p. 51). Diigo provides one platform for the development and use of these skills. Career development professionals are key supporters of people's learning and career development. If the development of 21st century skills is critical to the effective career management of our clients, it is imperative that we understand, develop, and personally utilize 21st century skills. See the [Partnership for 21st Century Skills](#) web site to view an American 21st century skills framework.

Reference:

Dede, C. (2010). Comparing Frameworks for 21st Century Skills. In J. Bellanca, R. Brant (Eds.), *21st century skills* (pp. 51-75). Bloomington, IN: Solution Tree Press