

Greetings from the CDAA President

Spring is in the air! We have had some spectacular sunny and warm days in Calgary. Although we cannot rest on our laurels, there is always the spring dump of snow probably yet to come.

This is the last time I will be contributing to Career Momentum as President. Colleen Smith will be your new incoming President. I am, inspired by Colleen's vision for CDAA and her strong commitment to our association. With Colleen at the helm, you are in very capable hands! My role as Past President will be supporting Colleen on the sidelines. This coming year is going to be a very exciting one with new projects and ongoing growth. I am enthusiastic about the upcoming changes and happy to be part of it.

Some highlights of what is new and upcoming for CDAA:

- Building Tomorrow Today's new look and great program for the 11th annual consultation
- Launch of Certification at the AGM April 28 at BTT
- Excitement is building around the Chapter Challenge at BTT
- New branding and logo
- The four priorities executive is focusing on are: marketing, communications, sustainability and partnerships. Action plans are in place
- Involvement in National Integrated Delivery System (NIDS) with Canada Career

Consortium (CCC) and hiring a Contract Project Coordinator

- Gathering nominations for positions on the executive. Let Colleen Smith or me know if you are interested.

Since Spring is near I have been thinking of how I can enjoy more of the "Spring" moments. Being present in the moment in today's fast-paced world is difficult for many reasons, but most of all because the "moment" keeps changing. Every second the world swirls around you and tests your ability to remain present.



I have been reading a book titled, *Leadership Presence* by Belle Linda Halpern and Kathy Lubar. I used to be proud of my ability to multitask. Gradually I have let go of multitasking. Since reading this book, I noticed some personal growth around my state of being. It is about being more curious, calm, intuitive, focused and an attentive deep listener.

Frantic activity only exacerbates the underlying problem - how we react to our own feelings of fear. Fear is what keeps us from Being Present. Fear of failure. Fear of what others think. Fear of being hurt emotionally. Fear of not being enough. We can't be present with fear. Fear is just a physical sensation. The two basic ways people react to fear are "fight or flight" response and the "inner critic."

This is just an appetizer of what is involved in being present. This book suggests three guidelines for getting present:

1. Focus on the physical.
2. Change your perspective.
3. Let thoughts go, let feelings be.

Regards,
Rona Fluney

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**CDAА Services and
Contacts**

CDAА Website:

www.careerdevelopment.ab.ca

CDAА List Serve:

Join the list serve by accessing Member Services on the website.

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2004 – 2005 CDAА Executive

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BTT Chair	Holly Sorgen	holly@smdea.com
Certification	Doreen Kooy	kooydr@telusplanet.net
Co-Chairs	Lynn Mackay	lmc@telusplanet.net
Policy Liaison	Colleen Smith	cjscareers@telus.net

You are invited to attend the

**CDAА ANNUAL GENERAL
MEETING**

**Thursday, April 28, 2005
4:45 – 7:00 p.m.**

Room 6313H, Dining Room
3rd Floor, 106 Street Building
Grant MacEwan College

**Meet new people...
Enjoy great food...
Be involved in CDAА decisions**

From the Chapter Prez...

BTT Events:

- Chapter Coordinator Luncheon
Thursday, April 28
12:00 – 1:00 p.m. - Room 7-221
If you are a CDAA Chapter Coordinator, or someone who would like to organize a new chapter (like you folks in Fort McMurray!!!), or someone who REALLY wants to get involved in a chapter or the CDAA but doesn't know much about it, come to this lunch provided by the CDAA Executive. Space is limited, so registration is required! RSVP to Herky Cutler at fyfs@telusplanet.net.
- Second Annual Chapter Challenge!!!
Those pesky members of the Central Chapter are going to try to hang onto the coveted Chapter Challenge Trophy in this year's **Survivor - The Career Development Version!** event. If you're a member of CDAA, you are welcome to participate in this event. Get in touch with your Chapter Coordinator. The Challenge will take place on Thursday, April 28 at 7:15 p.m. at Towers Pub at Grant MacEwan College. Spectators are welcome. DON'T MISS IT!!! For more information, contact Kris Bojda at kris@c4e.ca.
- Open Stage!
Yes, it's time to incorporate music into an already fabulous Conference! Open Stage will happen right after the Chapter Challenge on Thursday (around 8:30 p.m.) at Towers Pub at Grant MacEwan College. If you would like to perform, please contact Herky Cutler at fyfs@telusplanet.net. There will be a sound system there for our use. If you don't want to perform, but enjoy music, come on out and have some fun. We'll need a supportive, enthusiastic and appreciative audience!!!

Herky Cutler, Chapter Coordinator

Chapter News

From the Edmonton Chapter...

The Sustainable Vitality Conference on Saturday February 26 was a huge success. We had 22 participants, 5 phenomenal speakers and four vendors. The conference took place at Concordia College, Gold Bar location. We had a healthy breakfast including organic breads, juices, coffee and herbal tea to start our day. A big thank you to **Sandra Moffatt** for providing the facilities and necessary equipment. We really appreciate your participation in the conference.

Our keynote speaker, **Dr. Karen Osburn**, and her husband **Ed**, also a chiropractor, set the tone for the conference by identifying “stress as the underlying cause of most illness”. They educated the audience about the symptoms of stress, how stress affects the body’s overall health and what a person can do to relieve stress.

The breakout sessions were very well received. We had an exceptionally talented financial planner, **Sean Melrose**, with a unique approach to financial planning.



Nancy Kindler, offered a session on Healthy Balance. She is often referred to as the “entrepreneur’s

mommy”, having nurtured over 400 business owners as a business facilitator and coach. Everyone who walked out of Nancy’s session looked ‘liberated’ and the word “Navigator” was the buzz word of the day.

The Brahma Kumaris Meditation group of experts had a very positive effect on yours truly. I was very stressed, but after our meditation/relaxation session, I felt like I was floating in the sky!

Workercise – what is it? Well according to **Sherry Ogg**, its micro movements or in other words, easy, quick, simple, effective, in-place movements to relieve repetitive stress in the computer workplace environment.

Our spiritual developer/teacher, **Robina Virk** enlightened us with a roadmap to astrology, palmistry and gemology. A few participants commented that “they could have spent an entire day with this lovely, positively charged lady”.

Lunch was also nutritious – whole grained breads, cold cuts, cheeses, fresh fruits, juices, etc. A huge thank you to Pumperickel’s Deli and Catering for providing us with a variety of food to choose from. Speaking of food and nutrition, our in-house expert Ms. Virk talked about the different blood types, nutrition and vegetarianism!! During lunch the CDAA members discussed future workshops and conferences. Lots of ideas came forward including: foreign trained accreditation/certification, nutrition, meditation/yoga, immigration classes, economic outlook, business coaching.

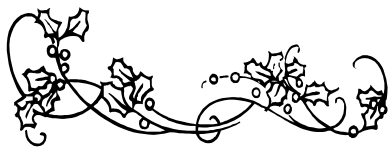
Chapter News (continued)

The afternoon was spent completing a personalized wholistic health plan. The closing ceremony included a talk circle, where everyone had an opportunity to reflect on the day and share their thoughts. **Lise Storgaard**, or the 'Spirit Woman', as she is often referred, led us into a deep meditation mode. Aah what a relaxing experience (wish you guys could all have been there!).

I want to take this opportunity to extend my gratitude to **Mr. Ralph Paufler**, Associate Director at Edmonton Mennonite Centre and **Jolanta Slaska**, Manager at The Path for their continual support for the revival of the Edmonton Chapter and encouraging their employees to attend the conference. I want to extend a heartfelt appreciation and thank you to **Randal Adcock**, my mentor and business coach. He was our conference planner. His humble approach, sensible decision making and sound judgments attributed to the overall success of the event. **Marie Trudel**, what can I say? An extremely hard working lady! She was our food planner. She put her heart and soul into serving us all!. She did a marvelous job at setting up, breakfast, snacks, lunch and much much more.

We are planning our next conference in June – stay tuned folks!!

Candy Khan
Edmonton Chapter Chair



From the Calgary Chapter...

The Calgary Chapter is planning a Wine and Cheese in appreciation of their members and to encourage new people to see the advantages of being a member. The event and information will be announced shortly. If you would like to be added to our contact list please contact Diane Kreuger at kreugers@shaw.ca.

We are also in the planning stages for our 5th annual **Ignite Your Passion**. This is scheduled for October 14, 2005 and again it is being held at the FCJ in Calgary. It promises to be another great day for everyone involved. The "sneak a peek" poster will be sent out very soon.

Contact Diane Kreuger at kreugers@shaw.ca if you are interested in helping with the planning and organizing of the Professional Day. We are also looking for a few more volunteers to sit on the committee for the Calgary Chapter of the CDAA.

We will keep you updated as events happen.

Diane Kreuger
Calgary Chapter



"Don't be afraid to take a big step.

You can't cross a chasm in two small jumps."

-- David Lloyd George

A comment from one of the participants at the Edmonton conference:

It was a wonderful day; everything was well organized and went so smoothly. I think I have learned to plan my life in a wholesome manner. Our life is like a piece of a puzzle we are trying to put together and all the pieces have to connect in order to have a bigger picture. Instead of living all the time as a survivor, one must be a navigator - that sustains ones energy and vitality. This will result from constant meditation and inner reflections on oneself. We have to learn to be selfish. Thank you so much for spearheading this event.

Certification Committee Update February, 2005

This is a very exciting time for CDAA and for our committee.

After endorsement from our membership in the fall, 2004, we are ready to present our certification process.

The pilot process over the past year is now complete and **we have eight Certified Career Development Professionals (CCDP)**. These individuals have met the criteria and provided us with a test group to set up and offer a solid registration process to our members. The pilot process offered us an opportunity to test our criteria and obtain feedback from pilot volunteers, evaluators, committee and registrar. After revising the criteria to better meet our certification needs, present it to you (the membership) last fall, we are now able to offer Career Development Professional Certification to those who meet the criteria.

In addition, the pilot process also necessitated our review of the educational programs that are offered across the province and to make recommendations to assist you in meeting the requirements for certification. This information will also be provided on the website at www.career-dev-guidelines.org and will be updated regularly.

By being part of a self-regulating body you commit to your work in a manner which demonstrates to the public that you are willing to meet standards and grow in your profession. Throughout this work it was important for us to maintain our objective.

As a Career Development Professional you will:

- gain recognition of your competencies, learning, experience and ethical conduct.
- demonstrate your commitment to the career development field.
- target areas of potential development and growth.
- commit to a self-selected program of continuous learning and professional development.
- contribute to public awareness of career development as a defined field of practice.
- have the ability to participate in a group liability insurance plan in the future.

After April 28, 2005, the CDAA will be accepting applications from individuals who meet the certification criteria and desire to have this designation. It is now on the website for your use and completion. The cost involved is on a cost recovery for processing the applications. At the Annual General Meeting on April 28, 2005 a report of this process will be presented and will be available to members. The committee structure will be redeveloped and a Governing Body and Appeals Committee set up as part of the process.

We want to take this opportunity to thank the provincial government, Alberta Human Resources and Employment and the Canadian Guidance and Counseling Federation for financial support for the pilot.

Thank you to the current committee, pilot volunteers, and the evaluators for their hours of work. A special

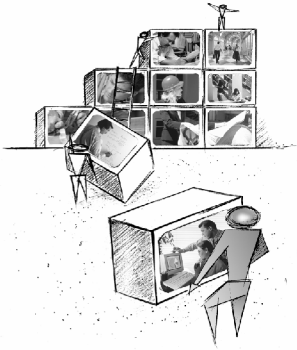
thanks to our Registrar, Laurie McCreary-Burke, who provides us with the expertise we need to complete this work and set up the registration process.

The committee celebrates as does the CDAA that we are now able to offer this to you. On a personal note, through this process and involvement I believe we have become more committed than ever to career development as a profession. This is a great start and we trust it will continue to be work that builds and grows. Please feel free to call anyone on the committee to ask questions or raise concerns. Keep checking the website and upcoming Career Momentums for updates.

See you all at Building Tomorrow Today!

Doreen Kooy Co-Chair
Lynn Mackay Co-Chair
Nell Smith
Shirley McBride
Sharon Toon
Marlee McGuire
Mayra Castro





BUILDING
TOMORROW
TODAY

THE 11TH ANNUAL
REGIONAL
CONSULTATION
FOR CAREER
DEVELOPMENT

“Shifting Sands”

April 27 - 29, 2005

Grant MacEwan College
107 Street and 104 Avenue
Edmonton, Alberta

Register Now!

April 27 - 29, 2005

BUILDING TOMORROW TODAY
CONSULTATION

- Dynamic, Keynote Speakers
- Leading Edge Presentations
- Informative and Expanded Resource Fair
- Reception & Networking Opportunities
- Unbeatable Value!
 - Early Bird registration paid in full by April 15, 2005
\$100 for CDAA members & \$150 for non-members

Registration package, program at a glance and draft detailed program now available on our website at www.careerdevelopment.ab.ca/btt.

Keynote Presentations:

- Wednesday, April 28
STEVE DONAHUE: When the Road Ends the Journey Begins
- Thursday, April 29
DAVE REDEKOPP: Discipline, Gumption & Career Development
- Friday, April 30
CHERYL CRAN: Say What You Mean – Get the Results You Want!

Call For Volunteers:

Take this opportunity to be involved in BTT 2005 behind the scenes! Perhaps you could be a greeter, a registration table volunteer, an office assistant or a resource fair assistant. Take part in the best Career Consultation in the West! Contact Trudy Gammel at tgammel@phrd.ab.ca for more information or to volunteer your time.

Call For Sponsorship:

By being a sponsor and taking advantage of this excellent public relations opportunity, your company will confirm its support of career development to both consultation delegates, key stakeholders and the province as a whole. Enhance your marketing and promotion by being visible at the Building Tomorrow Today Consultation through:

- Sponsorship of Coffee Breaks, Receptions, Speaker Gifts, Audio-visual Equipment, Program Guide Advertising, Delegate Bag Advertising, Donations to Delegate Bag

Call For Delegate Bag Items:

Help promote your organization, product or service to over 800 delegates by donating items for our delegate bags. Deadline for contributing items is April 1, 2005.

For more information on sponsorship and or delegate bag items, please contact Vicki Harris for information: millmgt@aol.com.

Guiding Circles

The following information is from the Aboriginal Human Resource Development Council of Canada. It profiles Guiding Circles, an innovative approach for working with Aboriginal and multi-barrier affected clients. If this is your clientele, we encourage you to read on!

Some of you may work with Aboriginal clients and those non-Aboriginal clients that experience multiple barriers when looking at becoming engaged in career planning. Overcoming life's trials is the most important aspect for many of these individuals. Having an opportunity to unpack their own life and build a foundation of self esteem is a good first step towards looking at career planning activities later on. The Aboriginal Human Resource Development Council of Canada completed some research in this area in 2000 and 2002, then partnered with career practitioners, Norm Amundson, Gray Poehnell, and Rod McCormick to bring an awareness and practitioner's tool to those that work with Aboriginal clients with a goal in mind that falls in line with the Council's own mandate to increase Aboriginal participation in Canadian labour markets. In addition to this tool, described below, the Council also houses other useful information that pertains to human resource support models and tools for the recruitment, retention and advancement of the Aboriginal talent pool in Canada. See the website at www.ahrdcc.com.

Guiding Circles Booklet 1: Understanding Yourself is published by the Aboriginal Human Resource Development Council of Canada (AHRDCC). This booklet contains a

series of activities to help an individual develop a true sense of their skills and goals in their career planning process. This Aboriginal guide to finding a career path was developed by renowned authors and career development practitioners, Norm Amundson, Rod McCormick, and Gray Poehnell. This holistic approach to planning for a successful career was developed, through their expertise, to incorporate the traditional aspects of the Aboriginal community. The individual embarks on a journey of self-discovery through a series of positive activities which unlock many key insights into true capacities. Strategies are presented to assist in developing a meaningful and accurate career action plan. Incorporating the value of community feedback is also used in this booklet through an innovative strategy that offers the individual an objective view of their talents from peers, family, or other community members. This process helps to develop a true sense of oneself when exploring a career choice for the first time, or for those looking to reevaluate their current situation.

Guiding Circles can be used by a wide range of individuals from teenagers to adults and the delivery of this tool is very flexible. It can be used in one-on-one sessions, group session delivery, or incorporated into an existing client program.

Guiding Circles has been developed with a culturally sensitive approach from the use of the circle metaphor to the incorporation of many elements that reflect an Aboriginal worldview, including community orientation, connectedness, balance, roles and responsibilities, gifts, spirit, aptitudes, values and meaning. (McCormick & Amundson, 1997).

Many Aboriginal (and non-Aboriginal clients who don't fit into the mainstream) can become culturally excluded from a counselling process that is geared to mainstream clients. Often the starting points for discussion are topics such as previous work and school experience or future goals. But this functionally excludes those who have not had a good experience with work or school in the past or who have not thought of future plans. Such points of entry can be interpreted as saying that one doesn't have any connection with the world of work.

The approach used in Guiding Circles starts with the client and where the client is engaged with life. By giving clients the opportunity to tell their own story, the counsellor can facilitate the client's unpacking their life story and making connections to the world of work. The workbook is now being used by over 300 practitioners across the country in nearly every province and territory. The AHRDCC conducts monthly training sessions for counsellors on how to properly facilitate this workbook.

For more information please visit www.guidingcircles.com, or contact:
Trina Maher, Manager
Aboriginal Skills & Learning
trina.maher@ahrdcc.com
1-866-711-5091



Career Development Credentials

As a career professional, earning a credential is a route towards enhancing your professional development. The following are credentials you can earn through various organizations in Alberta, Canada and internationally. Visit the websites for more information and to learn about the process to earn the indicated credential. (Arranged in alphabetical order)

<p style="text-align: center;">Canadian Certified Rehabilitation Counsellor Designation CCRC</p>	<p style="text-align: center;">The Commission on Rehabilitation Counselor Certification (CRCC)</p> <p style="text-align: center;">www.crcertification.com</p>	<p>The Commission on Rehabilitation Counsellor Certification sets the standard for quality rehabilitation counselling services in the U.S. and Canada. As an independent, not-for-profit organization, CRCC has certified more than 35,000 counsellors since its incorporation in 1974.</p>
<p style="text-align: center;">Certified Career Development Professional CCDP</p>	<p style="text-align: center;">Career Development Association of Alberta (CDA)</p> <p style="text-align: center;">www.careerdevelopment.ab.ca/cert</p>	<p>After seven years of consultations and development, the CDA is close to finalizing member-agreed-upon criteria for certification and is investigating a user-friendly, cost-effective process for certifying those practitioners who wish to apply for the title of Certified Career Development Professional (CCDP).</p>
<p style="text-align: center;">Certified Professional Résumé Writer CPRW</p>	<p style="text-align: center;">Professional Association of Résumé Writers (PARW)</p> <p style="text-align: center;">www.parw.com/home.html</p>	<p>PARW created the career industry's first certification program for résumé professionals in 1991. The certification procedure involves four modules, including a timed writing exam where individuals write a résumé and cover letter based on background information provided by a hypothetical client.</p>
<p style="text-align: center;">Professional Counsellor Accreditation</p>	<p style="text-align: center;">Canadian Counselling Association (CCA)</p> <p style="text-align: center;">www.ccacc.ca/ccca.htm</p>	<p>The Board of Directors of the Canadian Counselling Association approved the CCA Procedures and Standards for Counsellor Education Programs at the Master's Level to be used as a basis for evaluation of graduate programs in counsellor education.</p>
<p style="text-align: center;">Registered Rehabilitation Professional Designation RRP</p>	<p style="text-align: center;">Canadian Association of Rehabilitation Professionals (CARP)</p> <p style="text-align: center;">www.carpnational.org/standard.htm</p>	<p>CARP awards the Registered Rehabilitation Professional (RRP) designation in keeping with the Association's Mission Statement: "The Canadian Association of Rehabilitation Professionals (CARP) is a national association that supports members in promoting and providing the professional delivery of rehabilitation services."</p>

Compiled by Cristy Hayden – chayden@nucleus.com

Working the Web

Spring is a time for renewal, learning and giving something back.

Did you know that professional certification as a Career Practitioner includes a requirement to complete a course in Ethics?

The good news is that it is available on line through Campus Alberta or the University of Calgary if you prefer leaning in a classroom.

www.abcounselored.net/CAhome/page/syllabi/603syllabus.html

www.cted.ucalgary.ca/ccd/courses_elective.html

WISE: Women in Science and Engineering:

www.ucalgary.ca/~womense

There is likely an equivalent group or a chapter in your area.

More good news - Colleen Smith informed us that some of the services that used to be provided by Career Circuit have been housed on other websites.

The Circuit Coach can be found on the Canadian Career Development Site –

www.ccdf.ca/NewCoach/english/coach.htm

The Virtual Resource Centre (VRC) is on the Vector. The Video Resource Center can be found on the website for the Canadian Foundation for Economic Education (CFEE).

www.vector.cfee.org/english/login.php

Contact Point has just been updated with the NATCON proceedings and other new reading and research material.

www.contactpoint.ca/index.pl?section=resources

Volunteering - Giving back to the community regardless of age or the amount of time you have to give.

Canadian International Development Association (CIDA)
Butterfly 208
www.bp208.ca/main.php

Urban Vibe
www.calgaryurbanvibe.ca

St. John Therapy Dog Program
www.sja.ca/english/volunteer/therapy_dog_program/index.asp

Find out about similar programs in your community.

Volunteer Canada
www.volunteer.ca/index-eng.php

Find the branch in your area or broaden your horizons by going to Volunteer Opportunities world wide.
www.volunteercalgary.ab.ca/links/volopps_world.html

Need a new personal or workplace mission statement? Try the Franklin Covey website.

www.franklincovey.com/missionbuilder/index.html?c=Home_Center_TopRight_MissionBuilder

I tried to include some variety while still linking to the theme. Most sites have good links when you have some time to browse.

*Vicky Drive, Career Practitioner
Calgary Board of Education*

Friendship Wish

Somewhere out there,
There's someone who needs a smile.
Somewhere out there, there's
someone
Who needs a touch
Of your hand.

There's someone who needs a kind
word,
Some understanding.
Forgiveness.
A whisper of appreciation.

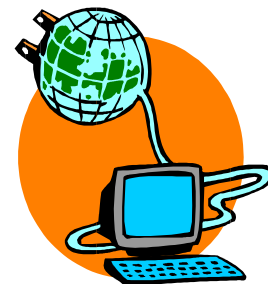
Somewhere out there,
There's someone who needs
something to eat,
A place out of the cold.
A pair of warm socks.

Somewhere out there,
There's a soul who needs to be
Remembered. Just remembered.
Even that will do.

As you live your life from
This moment to the next,
Please think about those
Whose paths you cross.
Even if they stand right in front of
you.

Take that one little step that can.
And will,
Make all the difference in the
world.

By Susan Le Page Simmon



Policy Liaison Update - March 2005

As CDAA Policy Liaison, I sit on the Alberta Working Connections Team. I learned the following through team updates at our last meeting:

Alberta Education and Advanced Education are developing Individual Learner Career Pathways (ICLP), striving for seamless transitions in and out of education for Albertans. Debbie Vance is connecting with stakeholders across Alberta as this initiative continues to develop.

AHRE – As a result of the changes made after the fall election, the minister is now Mike Cardinal. The Deputy Minister is Ulysses Curry who is new to government. These changes will have an influence on the direction that AHRE services (and funding) take.

NATCON – Federal funding for this consultation is being discontinued after 2006. More and more funds from HRSDC are not being channeled through the sector councils. Many provinces have set up provincial sector councils. Alberta has chosen not to do this so far.

A Private Career Development Contractors Association (PCDC) is developing its bylaws as an association, and currently sits on the EI Advisory Board for AHRE. This group has formed to connect the voice of AHRE contracting agencies with the policy side of AHRE.

These are the latest developments that have come across my radar. If you know of others, let me know!

Colleen Smith
CDAA Policy Liaison
cjscareers@telus.net.



We make a living
by what we get.

We make a life by
what we give.

- Winston Churchill

The Common Career Language Matrix is now online!

If you've ever wondered about how to use the word "career" or what "career development" is defined as, you now have a tool that can help.

The Common Career Language Matrix provides users with definitions of six career development terms. As you read across the matrix the definition expands, explaining the values and benefits of this definition for each stakeholder group.

Efforts to create a common career language in Alberta were sparked by the Alberta Symposium on Career Development and Public Policy in 2002. Since then the Common Language Working Group created this tool, with support from Alberta Human Resources and Employment and under the leadership of Kristen Cumming and Colleen Smith, to increase the consistency of career language use.

Print a copy of the matrix to use in your workshops, post on the wall where you work, and use at meetings to promote consistent use of the terms.

Please let us know how you are using the matrix and any suggestions you have to improve and/or expand it. A feedback link will allow you to share your comments when you visit the online Common Career Language Matrix at www.careerdevelopment.ab.ca/matrix.html.

Busy Workers Seek Simplicity

Keeping up to the hectic pace of modern life is wearing many multitasking workers out. As a result, more people are joining the simplicity movement and learning how to slow down and enjoy their lives.

It's time to slow down.

Or not.

Americans need their speed. As author/actress Carrie Fisher once said: "Instant gratification takes too long." Just look at the popularity of fast food and dashboard dining, action movies, over scheduling ourselves and our kids, running instead of walking for exercise, fast lanes and express lanes, instant messaging, multimedia and speed dating.

And multitasking, of course. A recent poll, commissioned by the new magazine *Scientific American Mind*, found that 90 percent of us multitask. What's depressing is that six out of ten of the people surveyed said they felt as if they were getting less done.

That may be true. The article, in a recent issue of *Mind*, concluded that multitasking doesn't work very well, unless you're doing something routine such as walking and chewing gum. "When you switch from task to task, your brain has to apply new rules [every time]," explains Mariette DiChristina, the executive editor of the magazine. "Sometimes it's fastest and better to do things one at a time."

Making the decision

Ever since the Industrial Revolution a couple of centuries ago, our lives

have been speeding up. But in the last 15 years, the onslaught of technology and the pace of our lives have taken a quantum leap forward. We now have to make a conscious decision to slow down.

"You can't really do that if you're driving down the road with a cell phone and an MP3 player," says Sarah Reed, a 24-year-old Pilates instructor who lives in Bolton Hill, Md. She remembers fondly entertaining herself for hours as a little girl with a box of crayons.

Reed says she was considering graduate school to study architecture, but instead decided to stay in the slow lane, "so I can have the time to make the home I want to." (She recently got engaged.)

"I don't need to be rushed through my life," she adds, wise beyond her years.



Dr. Barry Gordon, a Johns Hopkins professor of neurology and cognitive science, has found in his research that "it's not just an option, but a necessity to slow down. We're compromising real thinking for speed."

Even as a child, he knew that boredom could be a good thing, he says. That's when some of the most important mental work gets done. He's begun to deliberately choose respites from his busy schedule.

"I now set aside fifteen minutes a day just to think about things," he says. "The selling point for slowing down is that it helps you speed up."

Make haste slowly. Haven't we heard that before? It's just so hard to do.

Which may explain why a book published last spring titled *In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed* by Canadian journalist Carl Honore, is now in its ninth printing and has been translated into 14 languages. Honore says he wants to find a balance between fast and slow, not eliminate speed altogether.

Easier than simplicity

Part of the book's appeal is that it's a kinder, gentler version of the simplicity movement of the '90s. It doesn't demand much beyond enjoying home-cooked meals with people you love, giving children more unstructured play time, working shorter hours, indulging in leisurely lovemaking, reading for pleasure, unplugging from technology every once in a while and so on. You don't have to give up anything you don't want to.

Not surprisingly, now that Honore is a best-selling author, he's busier than ever with interviews and book signings. But since his epiphany that slow is the new fast, he has simplified his life by eliminating tennis and cutting back on television. He's stopped wearing a watch and started meditating.

Continued on page 12

Busy Workers Continued

"As a society we've gotten stuck in fast forward", says Honore. "Speed can be difficult to give up; it's like a drug. But there's a collective awakening that slowness has its place. It's getting into the zeitgeist, which is heartening. The time seems right because it gives people the courage to act on something they already felt."

Dr. Daniela Meshkat, who practices in Howard County, Md., describes her life before she read the book with one word - "Crazy."

"I just couldn't stand that lifestyle anymore," the 37-year-old obstetrician says. "I read about the book, and it struck my fancy."

Meshkat hasn't made huge lifestyle changes since then. She just doesn't fill up her schedule with as many things. She tries to cook more, something she loves doing. (Cooking is one of the activities Honore recommends to combat "time sickness" -- along with such slow-lane pursuits as reading, gardening and knitting.)

The author has labeled what he calls "a hunger for slowness" the Slow Movement. It's not organized. There's no website, no central clearinghouse. And while Honore sees the slow philosophy as a worldwide uprising, in the United States, at least, it's more like pockets of resistance.

Power yoga

In the last few years, mainstream America has embraced slowing-down techniques imported from the Far East such as meditation, massage therapy, Tai Chi and yoga. But in this country, they tend to morph into a speeded-up version. Power yoga comes to mind.

The Italian-based Slow Food campaign, which has 60,000 members throughout the world, has never caught on in any meaningful way in the United States. We like our Big Macs.

Putting Family First is a grass-roots movement combating overscheduled, frantic lives with family time and family activities. Unfortunately, it hasn't spread much beyond its founding city of Wayzata, Minnesota.

In the last few decades, Europeans have made the decision to work fewer hours and lead more balanced lives. Americans haven't. According to the International Labor Organization, we now work about nine weeks more a year (counting longer workdays and shorter paid vacations) than Western Europeans.

Jerome Segal is a senior research scholar at the University of Maryland and the author of *Graceful Simplicity: The Philosophy and Politics of the Alternative American Dream*. He's also a co-founder of "Take Back Your Time Day," a sort of Earth Day for the time stressed. The first one, held October 24, 2003, involved some 200 communities the United States and Canada.

"In the '50s, people used to theorize by the end of the century there would be an excess of leisure," Segal says. "Instead, we're overstressed and more harried. Hopefully, we can find a way of putting this issue of time on the national agenda."

5 ways to move at a turtle's pace



Here are tips from Carl Honore, author of *In Praise of Slowness*, to help you decelerate:

- Leave holes in your schedule rather than striving to fill every moment with activity. Easing the pressure on your time helps you slow down.
- Set aside a time of day to turn off all the technology that keeps us buzzing -- phones, computers, pagers, e-mail, television, radio. Use the break to sit quietly somewhere, alone with your thoughts.
- Make time for at least one hobby that slows you down, such as reading, painting, gardening or yoga.
- Eat supper at the table instead of balancing it on your lap in front of the TV.
- Always monitor your speed. If you're doing something more quickly than you need to, take a deep breath and slow down.

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By Elizabeth Large
Tribune Newspapers: The
Baltimore Sun
Published March 3, 2005*

Creating a Dynamic Alberta Career Development Services and Accountability Matrix

Background

Funding and support for career services may be more at risk today than it has been for several decades. At a recent research meeting in Ottawa, a senior Federal government official stated that, “the case has not been made for career development”. Two issues seem to be at the core of the dilemma faced by those who develop policy and make decisions regarding the funding of career services. First, we don’t really have an accurate picture of who is providing what service, for whom and where. Second, we really don’t know much about the effectiveness of those services: how and why clients are helped, and the impact – on clients and society in general – of providing that help. It is our goal, through the creation of a Dynamic Career Services Matrix, to begin to answer both of these important questions.

Alberta is a recognized leader in the creation and delivery of career development products, programs and services. There is an array of career development services offered to the public, by a variety of service providers, in multiple contexts. Despite this seeming wealth of services, there are still many gaps in service delivery in Alberta. For example, there are some client groups (or potential client groups) who remain underserved. For other clients, it is often difficult to align the most appropriate interventions with their career planning needs. In addition, with the variety of services and service providers, it is also possible that there is an overlap of services to some clients or client groups. Finally, within this wealth of services, it is often difficult for a

client to locate the most appropriate service provider. Unfortunately, we do not have a comprehensive listing of career service providers, the services they provide and the audience or client groups that can take advantage of those services.

Most people believe that career development services play an important role in society; however, to date there is very little data to support that belief. The importance of finding improved ways to evaluate the specific outcomes and impact of career services for individuals and society has been emphasized at recent provincial, national and international symposiums on career development. In Alberta, career development stakeholders met at two Symposia on Career Development and Public Policy (2002 and 2003). They agreed that there was a need for creating a clearer picture of the career development services available, the desired outcomes expected from those services, and the evaluation procedures used to track those outcomes. The career development practitioners as well as government representatives who develop policy and fund programs agreed that the current processes by which services are evaluated are not satisfactory.

Similar themes were echoed by participants at the national symposium, *Working Connections: A Pan-Canadian Symposium on Career Development, Lifelong Learning and Workforce Development* in 2003, and the international symposium *Career Guidance and Public Policy: Bridging the Gap*, also held in the fall of 2003. It is worth noting that

Alberta had strong representation by a team composed of practitioners, employers, and policy makers at each of these meetings.

One of the direct results of the Alberta Team’s participation in *Working Connections* was the identification of central career development issues in Alberta, and the implementation of specific research and development initiatives in an attempt to improve career development policy and practice. In response to the need for a comprehensive listing of services and service providers, and the concomitant need for better understanding of how the impact of these services can be determined, it was decided to commence the development of a Dynamic Alberta Career Development Services and Accountability Matrix. This exciting new project is being conducted by Dr. Vivian Lalande and Dr. Bryan Hiebert of the University of Calgary, and Dr. Kris Magnusson of the University of Lethbridge.



What is the Dynamic Services Matrix?

Our first goal is to get a clearer picture of the landscape in which career development is operating in Alberta. This includes a description of the scope of career services available, procedures used to

Services and Accountability Matrix Continued

evaluate those services, people involved in providing and evaluating the services, and training possessed and needed by those providing and evaluating services. The end result will be a compendium of services and evaluation practices utilized in Alberta. The compendium will provide an accurate picture of how career practitioners are approaching the tasks of delivering services, how they are evaluating the quality of their services to individual clients, and how (and to whom) they attempt to demonstrate accountability.

Once this information has been compiled, we will develop a matrix/framework of career services in Alberta, cross-indexed to population and/or client groups served. In addition, the evaluation practices associated with each service/client pairing will also be indexed. This will help to identify where gaps in services and/or evaluation procedures may be. For example, there may be client groups or areas of service where evaluation is not taking place, areas where evaluation is conducted but is not providing useful accountability data, or areas that have evaluation practices demonstrating the provision of quality services to clients that produce a substantial impact on the clients' lives. We will also be able to clearly identify service gaps within the province.

Ultimately, we would like to publish the matrix on the World Wide Web, and provide a simple mechanism for service providers to either add new information or update existing information in the database. Doing so would indeed make the matrix "dynamic" – anyone with Internet access could easily find up to date

information about career services that are available in Alberta, as well as see how those services are being evaluated.

How Will the Dynamic Services Matrix Be Developed?

A considerable amount of preparatory work was conducted for this project. The Alberta Working Connections Team met regularly to coordinate the research and development activities arising from the provincial and national symposia. As part of the evaluation plan, a small survey of career counsellors in Calgary was conducted regarding the types of career interventions they use in their work and the outcomes related to those interventions. Members from Team Alberta participated in *the National Forum on Career Development Research and Evidence-Based Practice*, which again reaffirmed the need for greater attention to an outcome-based evaluation (see Magnusson, 2004). The results of the Team Alberta follow-up activities were presented at three separate sessions at Building Tomorrow Today: The Alberta Regional Consultation on Career Development. The session on evaluation (Huston & Lalande, 2004) again received an enthusiastic reception from the audience of researchers, policy makers, and practitioners who provided suggestions on other career development programs and services outcomes to include in the taxonomy, as well as suggestions about future activities for this project.

From this foundation, the research team has now created an on-line survey for completion by career service providers in Alberta.

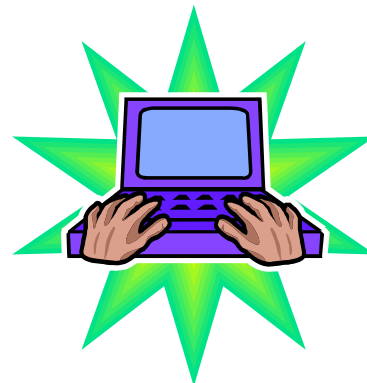
The survey covers the following general areas:

- Demographic information pertaining to the service provider (e.g., size and kind of agency, location, etc.);
- Characteristics of the client groups served and the kinds of needs they present;
- The kinds of services that are offered;
- The types of career interventions used;
- The service outcomes that are achieved, and how those outcomes are measured or evaluated; and
- Service provider perceptions of the supports for, or barriers/ constraints on the provision of quality career services.

We are hoping that the majority of the data for the creation of the Dynamic Services Matrix will be obtained from this self-referred survey. Readers are encouraged to go to:

<http://www.edtech.ucalgary.ca/lalande/matrix/>

to complete the survey. A personal invitation to participate in the survey will also be sent to members of the Career Development Association of Alberta.



In addition to the survey data, we will be hosting focus groups with practitioners, career services clients, and employers at various locations throughout the province. The goals of the focus groups will be to validate and expand on the preliminary survey information, to gain a deeper understanding of some of the issues that were raised, and to explore whether or not there are other issues that were not identified by the survey. These focus groups will be held in early April.

What Value Will the Dynamic Services Matrix Have?

The results of the surveys and focus groups will be the first step in providing a rich picture of the scope of services and nature of evaluation practices in Alberta. The data will be analyzed to identify where there are gaps, in terms of client groups where services are not being provided; areas of service where evaluation is not taking place; areas where evaluation is conducted but does not provide useful accountability data; and areas that have evaluation practices which demonstrate the provision of quality services to clients that produce a substantial impact on the clients' lives.

The results can also be used to outline a variety of evaluation options that are available to demonstrate accountability to the various stakeholder groups, including clients, practitioners, policy makers and the private sector. These options will elaborate specific career development interventions, related outcomes, and evaluation procedures. Finally, the results will be used to form an initial component of a practical, easy to use but

comprehensive career development evaluation framework, for the development and assessment of evaluation procedures for career development practices.

The participation of career development practitioners in this research will allow their strong input into a comprehensive overview of career development services in Alberta. It is an opportunity for practitioners to highlight the successful services offered, issues that prevent the development and delivery of services, and to offer suggestions regarding how to conduct effective evaluations. The Dynamic Services Matrix will summarize the current state of career development practice and evaluation in Alberta and provide a foundation for the development of new services and evaluation practices. Evaluation models need to be developed in the context of the variety and diversity of services that are available and in conjunction with current approaches to providing programs and services.

This is an opportunity for practitioners, employers and policy makers to inform the future of career development practice and evaluation in Alberta.

A preliminary report of the results of this research will be presented at the Building Tomorrow Today 2005 consultation (BTT). We look forward to seeing those of you who can attend BTT this year and receiving your contributions to this exciting initiative.

*Kris Magnusson, Vivian Lalande,
and Bryan Hiebert*



If we had no winter,
the spring would not
be so pleasant; if we
did not sometimes
taste adversity,
prosperity would not
be so welcome.

– Anne Bradstreet

Editor's Corner

It's an exciting time for CDAA as practitioners can soon apply to become Certified Career Development Professionals, have opportunity to participate in valuable research and can meet each other again at BTT.

Thank you to regular contributors who inform us of chapter activities, who send interesting articles, and keep us informed about activities of interest to our readers.

Please send us your suggestions for content in upcoming newsletters

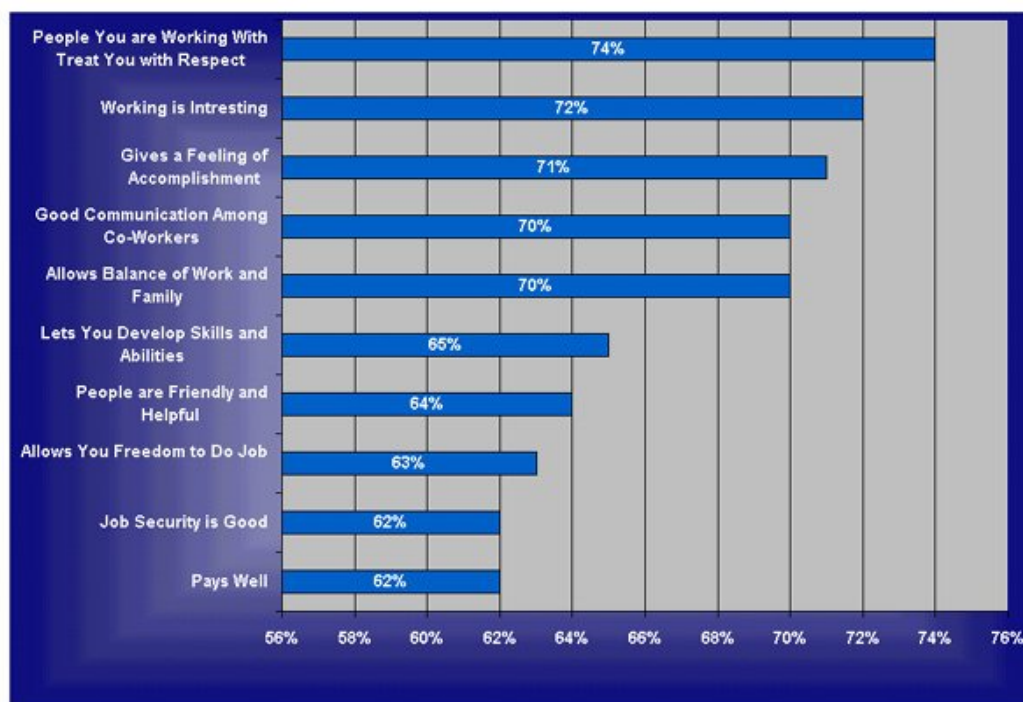
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It's More than the Money – What Canadians Want in a Job

JobQuality.ca recently asked visitors to their website how they would rate what they want in a job. Here is what they said:

It goes without saying that decent pay and economic security are basic needs of Canadians. But when asked what's most important for them in a job, working Canadians overwhelmingly point to non-economic factors. R-E-S-P-E-C-T – to quote Aretha Franklin's 1960s R & B hit – is right at the top of the list. So, it is 'intrinsic' aspects of work, such as how people treat you that are of paramount importance to the quality of people's working lives.

More Than a Pay Cheque: What Canadians Say is Very Important in a Job



As the above chart shows, 70 percent or more of employed Canadians consider respect, interesting work, meaningful work and good communications with co-workers as key ingredients of a good job.

On the other hand, the extrinsic – or economic – aspects are considered relatively less important. For instance, only 62 percent of those surveyed indicate that job security or pay are very important, and slightly more than one in two indicate that fringe benefits are very important (54 percent). This does not imply that the financial package doesn't matter. Rather, it suggests that many employees tend to place greater importance on intrinsic aspects of work.

Source: www.jobquality.ca Visit this site for more fast facts.

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