

... fostering the practitioner spirit

A publication of the Career Development Association of Alberta

## Greetings from the CDAA President

Over the summer the CDAA Executive has been preparing for a full year of CDAA activities. Each committee has drafted a terms of reference outlining their goals and activities for the year. We will be looking for key members to contribute in big and small ways as the committees work collectively towards our association goals.

### Four key areas that we will focus on this year are:

- Connecting and intentionally building **partnerships** with associations, government ministries, and industries that are connected with career development
- Assessing the **organizational structure** of the association and making plans to ensure we are ready to move into our next stage of life as an association
- Continuing to develop our **branding and marketing** to effectively communicate who the CDAA is and what we're about

- Being a **leader in the field of career development** in Alberta and Canada

**CDAA Executive** members are living the High Five these days: focusing on the journey, experiencing constant change, accessing our allies, staying learning, and following our hearts! Holly and Tamara have started new work roles, Sher is training staff in Halifax, and I am embarking on an international learning adventure! All of these elements will contribute new insights to our association and keep our momentum going. It's a good thing technology has kept up with us as our monthly meetings will continue by conference call as usual.



Hopefully summer has allowed you some time to reflect on your own goals and direction. I know some of you are enrolling in courses and preparing for your CCDP application. I hope you have also had time to enjoy our wonderful province during this centennial year.

Have a wonderful fall!

*Colleen Smith, President*  
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## We're Talking 'bout a Generation

Millennials. Generation . A “Sheltered” generation. This group of high achievers was born after 1980, around the time “baby on board” stickers started showing up in mini-vans and family cars across the continent. They toddled around their childproofed homes, were made to don helmets before climbing on their bicycles, and were escorted to school.

They have been nurtured, well cared-for, and been given positive reinforcement all of their lives. It's what they've come to expect. A lot is expected of them in return, and they are eager to give back. They're optimistic about their future; they believe there will be jobs for them and consider education crucial in getting them. They vote, volunteer, and see a place for themselves and their actions in society. They're colour-blind to race and accepting of alternative lifestyles. They're team-oriented, and above all, they're technologically savvy. The Internet isn't something they “connect to” but a means to connect with every one and every thing in their lives. They see the future and are getting ready for it.

Leslie Strudwick, U Magazine

*Reprinted with permission from U magazine, University of Calgary*

## From the Chapter Prez...

All across this great Province, CDAA Chapter members have been relaxing, recreating and enjoying summer festivities with friends and families. Oh, I suppose SOME members had to work! And others, like the folks in Edmonton, even had a get-together!!!

Now, September is here, and the REAL work begins! There are many exciting things going on in the various Chapters this year. Keep your eyes on the publication for information or contact the Chapter Chairs directly. If you want to be a part of a Chapter Committee and help run Professional Development and Networking activities in your Region, I'm sure your help would be most appreciated!!! Contact the Chapter Chair if that is something you'd like to do.

If you want to form a new Chapter (especially you folks in the Fort McMurray Region!!!), that's also a possibility. Just contact me and I'll tell you how to go about doing that.

In the Northwest, Chapter members there have still been seen with swelled heads after their dramatic victory at the 2<sup>nd</sup> Annual Chapter Challenge held at BTT last year! I know they've spent all summer planning the activity for the 3<sup>rd</sup> annual Challenge as they prepare to defend the coveted Challenge Cup! More details on this prestigious event can be found here in future issues.

I'm excited and looking forward to another year as the Chapter Coordinator, working with a new CDAA President and Executive, and doing my share to promote the wonderful work that we all do. Until the next time....

*Herky Cutler*

## Chapter News

### From the South ...

Hello everyone!!

Well, we are back into full swing with the fall season having arrived, and the CDAA South Chapter has an exciting event to tell you about!

### Lunch & Learn

We will be hosting a Lunch and Learn at the New Dynasty Restaurant (103 - 7 Street South) in Lethbridge (across the street from Chapters), and of course, you are invited!

The guest presenter will be Garth Mouland of Horizon School Division, speaking/interacting with the audience on a topic called "Empty Suite Coats". You have to attend the lunch to find out what this is all about!! However, what I can tell all of you is that part of his presentation will involve sharing his story - as a Career Practitioner like many of us - of unemployment and his experience "on the other side of the fence". We've all been down this road at some point in our working lives, but Garth points out, in his own unique way, some valuable lessons about the entire situation. This promises to be an entertaining, enlightening, confirming, and informative lunch session by a dynamic speaker and well respected member of our local region Career Development community.

Information will also be provided by the CDAA Executive about obtaining your Career Development Professional designation, and learning more about the CDAA and South Chapter.

This event is **FREE** for CDAA members, and \$10 for non-members. **LUNCH WILL BE PROVIDED!** Seating is limited so register early. Also, bring a friend/colleague from your office!!

RSVP/register no later than 4:00 p.m. on Monday, September 26.

To register, contact:  
Ruth Kergan or Karen Svrcek  
403-382-3770  
[ruth.kergan@teamworktraining.ca](mailto:ruth.kergan@teamworktraining.ca)

Again, the lunch is on Thursday, September 26, 12:00 to 1:30 p.m. Stay for all or part of it, as long as you stay for lunch (the food is great there) !! Also, there will be time to network with your fellow Career Development colleagues!

The Executive of the South Chapter looks forward to having you attend this event. See you on the 29th!!

*Ute Perkovic*  
South Chapter Coordinator  
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## From the “North of 60” Chapter...

Our chapter held a teleconference meeting on June 14, with participants from three NWT communities: Fort Simpson, Yellowknife, and Fort Smith. The next meeting is planned for the third week of September.



**LINX (Linking Northern Expertise)** the territorial career development conference, will be held in Yellowknife - **November 30-December 1, 2005**

The chapter hopes to take advantage of this opportunity to promote membership, and even meet face-to-face! If anyone south of the border wants an excuse to come and view the Northern Lights, we'd love to see you there.

*Rose von Schilling*  
Interim Chapter Coordinator

## From the Edmonton Chapter...

We had our annual barbeque on Sunday August 28 at Dawson Park.

There was representation from the Bredin Institute, Edmonton Mennonite Centre, Millard Health Care, Alberta Human Resource and Employment, University of Alberta and ATCO gas.

It was a beautiful day, bright sunshine, good food and great company. Special thanks to Leigh Bornn from AHRE for suggesting the location, starting the fire and cooking great hotdogs! Although we had lots of fun, we certainly missed many of you at this event.

Once again, I would like to remind all our members to participate, suggest topics for future workshops, and basically **GET INVOLVED!!** The chapter simply cannot sustain itself without your participation.

Workshop  
October 15

Please mark your calendar for October 15<sup>th</sup> - we are planning a **full day workshop** and presentation by International Qualification Assessment (IQAS), Financial Planning, Health /Fitness, Humour in the workplace.

Please watch for our email in the coming week.

Any questions, suggestions and issues can be directed to [candykhan@shaw.ca](mailto:candykhan@shaw.ca).

*Candy Khan*  
Chapter Coordinator





# Ignite Your Passion

Career Development Association of Alberta (CDA),  
Calgary Chapter  
5th Annual Professional Development Day

Keynote Speaker  
Paul Copcutt  
[www.paulcopcutt.com](http://www.paulcopcutt.com)

**This is a reminder to mark your calendars**

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## Ignite Your Passion

**Date:**  
Friday Oct. 14, 2005

**Location:**  
FCJ Centre  
219 - 19 Ave. SW  
Calgary

**Time:**  
8:45 a.m. – 4:15 pm

**Register:**  
8:00 am - 8:45 am

**Cost:**  
\$40.00 – members  
\$50.00 – non members

**For more information  
contact: Diane at  
[kreugers@shaw.ca](mailto:kreugers@shaw.ca)**

**Paul Copcutt**, Personal Brand Strategist and Career Coach, will present two sessions, **1-2-3 Success** and **the 3 C's of the Career Industry**, will be presented by.

**1-2-3 Success: Build Your Brand.** Expand Your Success - a look at how personal branding will change the way people are hired and how they can continue to refine it for career progression. The world of work has changed forever and with that the way people approach their careers. Personal branding is fast becoming the new standard in displaying one's values, attributes and skills and being the employee that companies want. Once hired, the branding process continues to aid career progression.

**The 3 C's of the Career Industry - Counsellor, Coach or Consultant – which one are you and which approach best serves your clients?**

Scenario: Six people, a counsellor, coach, consultant, student, mid-level employee, and senior manager are attending a professional conference in Calgary and on a free day decide to go on an expedition to the Rockies. Bad weather sets in and they have to camp out for the night. To pass the time, the three career professionals decide to offer best advice to the other three about the next steps to take in their careers. How are their approaches the same or different?

**Using Music as a Career Development Tool: Herky Cutler**

Everyone loves music, relates to music, and is inspired by music! So why not use music to develop relationships with our clients and to help assess their career development needs? This new workshop, first introduced at NATCON, will offer participants an opportunity to learn how to use music in this new capacity. Please note you do not have to be musical to get something out of this session.

**Meaningful Change: Understanding Technological, Economic and Demographic Influences in our Careers: Kristen Cumming**

How do we make technological, economic, and demographic change meaningful to ourselves and our consumers? This interactive session will identify several key skills required for success in the future labour market by tracking change in technology, our economy, our work place, and Canadian demographics. The session is highly energetic and offers a humorous perspective that threads meaningful connections between labour market trends and day-to-day career development.

## Certification Committee Report

This summer the Certification Committee processed applications and set up of the governing body. As explained in the last Career Momentum, the Certification Committee has now become a self – governing body under the Career Development Association of Alberta.

We have developed and written our Terms of Reference which will be available on request from the Association in November.

**The website is the most up to date way to keep in contact, ask questions and make inquiries. We appreciate your feedback and questions.**

Developing our Terms of Reference was an opportunity to set out clearly how we were to operate as a governing body and our role as part of the CDAA. We all are honored to be serving the membership in this way. We are also well aware of the huge responsibility we have in administering and being an authorizing body.

### GOALS

Our goals this year are three fold:

1. To administer the approval of individuals applying for being a Certified Career Development Professional. To ensure proper documentation is received, reviewed and criteria applied fairly to all applicants. All members of the committee have signed a Confidentiality Agreement and a Conflict of Interest form that will be applied

2. To obtain sufficient documentation from education/training programs to be able to determine whether the program is offered in enough depth to meet the criteria and meet educational standards. To fairly assess all education/training programs against the criteria.
3. To work closely with the Executive in carrying out our work as a committee. The Executive will be establishing an Appeals Committee early in 2006.

### New Certification Committee

I would like to take this opportunity to introduce the newly formed committee. They are all professionals and managers in their own work communities and **five of the new committee have their CCDP designation.** Next year it will be mandatory that all members of the committee have a CCDP designation and we will be designating a member from the South. The committee is large this year because of the volume of work both in approving applications and continuing to work with training institutions in providing training that fits our needed competencies and continuing educational credits for maintaining certification.

# CCDP

### We Welcome To The Committee:

- Elizabeth Marko - Calgary
- Jean Vidal - Vermillion
- Shannon Mullin - Cold Lake
- Abigoul (Temi) Sonuga - Edmonton
- Christine Hoveland - Edmonton

Sharon Toon and Mayra Castro remained on the committee from the previous year and create continuity along with myself as Chair.

### Laurie McCreary- Burke

continues as **Registrar.** We are grateful to have her expertise during this year of grandfathering individuals as CCDP's.

I would also like to acknowledge the work of **Gail VanEerden**, CCDA's Administrator, who has been most helpful in processing applications in sync with the Registrar.

I am inspired by the commitment of these individuals and the professional skills they bring. I look forward to working with them and feel privileged to know them. One of our meetings was in person for a full day and it was great to begin to work together and have a solid start.

The response to certification has been great. Inquiries have been on a daily basis and **we have now approved another eight (8) members as Certified Career Development Professionals.** Keep the applications coming as **the deadline for grandfathering is May, 2006. Please refer to the website for all the details in applying.**

This is a major step for the Career Development Association of Alberta and in keeping with the Strategic Planning that the executive has been working on. This initiative has been a key action to professionalizing our

## Certification Continued

field and means that as practitioners we must be aware of keeping the Code of Ethics and developing our skills. I have already seen and heard how this initiative has impacted the practice of many who work within the Career Development field. It has sharpened our practice and improved our service to the public and our community.

We have had invitations to speak and to inspire others in Alberta and Canada. We have also been asked by other provinces for support in setting up their certification. This has been overwhelming and we have had to ask for patience with providing that assistance as there is just not enough resources or manpower to provide this in the way we would like at this point. We will continue to provide that support as we are able and resources allow.

I want to thank you for allowing me to serve you in this capacity. This role has been a learning and growing experience for me both professionally and personally. I have greatly appreciated the support of the committee, executive and the membership in making this initiative a success! Your support needs to be ongoing and we look forward to hearing from you. I hope this updates you on what is happening on the Certification front!!

I would like to reiterate an excerpt from the Annual General Meeting in April, 2005.

*Although we see this certification process as a voluntary one, it will set a standard within our field that is currently undefined in Canada. Alberta is prepared to lead this initiative... It is hoped that this movement will have a positive impact on the caliber of career development services in Alberta by*

*bringing into focus defined criteria that are deemed to be important to the identification of Career Development Professionals. This is important to the CDAA, the government, and the public, who will be assured of quality service for individuals who are seeking career development services. This will be a self-governing body which is administered through a Registrar and Governing Body with an Appeals Board under the Executive of the Career Development Association of Alberta.*

*As of May 1, 2005 members may log on to the Career Development Website/Certification and follow the application guidelines and apply. This officially launched this process and registry. We are proud to offer this to our members and we invite them to apply and to contact us if they have questions or would like to get involved. Please use the website for this purpose.*

*Respectfully Submitted  
Doreen Kooy, B.Ed.  
Chair – Certification Committee*



## Certificate in Career Development Courses

Continuing Education,  
University of Calgary

### Fall Courses Offered in Calgary and Edmonton

#### University of Calgary:

#### Fundamentals of Career Development

Wednesdays  
October 5 - November 30  
Time: 6:00 - 9:00 p.m.  
and  
Saturdays  
October 29 and November 19  
Time: 9:00 a.m. to 5:00 p.m.  
Cost: \$450

#### University of Alberta:

#### Ethics for Professionals

Friday, December 2  
6:00 to 9:00 p.m.  
and  
Saturday, December 3  
8:30 a.m. to 4:30 p.m.  
Cost: \$185

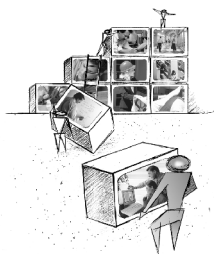
#### Registration Deadline: November 21, 2005

For more information or to register, visit our website at [www.cted.ucalgary.ca](http://www.cted.ucalgary.ca) or call 403-220-2952

# 12th Annual Regional Consultation for Career Development

MAY 3 - 5, 2006

GRANT MACEWAN COLLEGE  
107 Street & 104 Avenue  
Edmonton, Alberta



*"FOCUS ON THE JOURNEY"*

- Leading Edge Presentations
- Interactive & Informative Resource Fair
- Wine & Cheese Event
- Unbeatable Value!
  - \$100 for CDAA members
  - \$150 for Non-members

***DYNAMIC KEYNOTE***

***SPEAKERS:***

**May 3 – Richard Worzel**

**May 4 – Emily Sylvester**

#### **CALL FOR PRESENTERS:**

Be a presenter! There are three streams each with its own topic areas. Share your expertise in your field of career development with other colleagues. For a full list of topics, formats and criteria, please watch for and complete the **Call for Presenters Application**, available on-line at [www.careerdevelopment.ab.ca/btt](http://www.careerdevelopment.ab.ca/btt). For additional information on proposals, contact: **Julie Milne, (780-415-9752 (day) or 780-922-2874) or email [milcon@telusplanet.net](mailto:milcon@telusplanet.net)**. The deadline for submitting proposals is **November 15, 2005**.

#### **BECOME A RESOURCE FAIR EXHIBITOR:**

Apply early to ensure you get a booth! The Resource Fair is a great showcase for those of who have a product, program, or service that would assist people working in the career development field. This year the resource fair is even bigger and better and is sure to be an early sell out for 2006. Please contact Mandy Foster at 780-444-3929 or [mandy@pivotalevents.ca](mailto:mandy@pivotalevents.ca).

***DON'T FORGET TO MARK YOUR CALENDARS !***

## The Challenges of Managing Gen Y

Barbara Moses, PhD, is an international speaker, career expert, and best-selling author of **What Next: The Complete Guide to Taking Control of Your Working Life**. Her new on-line career resource, **Career Advisor**, which has been hailed as the ultimate career management tool has just been launched. Her landmark book, **Dish: Midlife Women Tell the Truth About Work, Relations, and the Rest of Life** (McClelland & Stewart) will be published next spring.

For information, contact:  
[www.bmoses.com](http://www.bmoses.com)

*This article appeared in the Globe and Mail, March 11, 2005 and is reprinted here with permission of the author.*

A friend's 21 year old daughter recently accepted a part-time job on the understanding that she would only work on weekends. When she arrived for her first day of work, her boss said "I'll need you to work Thursday and Friday nights". When the young woman protested, mentioning the agreement, her boss said "We never discussed anything like that". The young woman quit, saying "I really don't appreciate you talking to me that way and questioning my honesty".

If you are a person of a certain age – say 30 or over – you probably are thinking: Wow! When I was her age I never would have expected to be treated with dignity, nor would I have expressed my right to be treated respectfully so assertively.

Move over, Generation X. A whole new generation is entering the workplace. Demographers call them Gen Y – the so-called "echo generation", sometimes known as Millennials, born to boomer parents in the 1980s. But if you Google Gen Y you'll find them labeled with many more – and not necessarily complimentary – monikers which reveal how they are perceived by older people.

Time magazine calls them "the twixter generation" – betwixt and between childhood and adulthood. Others have dubbed them the "what's in it for me generation"; "the never ending adolescence generation" and "the generation that won't grow up".

And everywhere, managers and HR professionals are puzzling about how to handle them. With massive skills shortages on the horizon as the huge baby boomer generation heads towards retirement, attracting and retaining this new cohort will become a critical issue in the years ahead.

Every generation sees the world differently. Their attitudes and expectations are influenced by what was extant during formative years and when they entered the workplace. The post-war baby boom generation (broadly speaking, the group born between 1945 and 1965) grew up in a period of rapid economic expansion and entered a workplace hungry for their talent.

The generation that followed them, dubbed Generation X, found the going much harder. They watched their parents suffering from

overwork and loss of job security. Then they entered a workplace torn by recessions and restructuring. When they looked above them, they saw few opportunities for advancement. The boomers had all the best jobs, and they weren't about to go anywhere. So why kill themselves working long hours when they were never going to achieve the same rewards? It's not surprising that Gen-Xers got a reputation as edgy, scrappy, resentful and cynical.

I have worked extensively with young professionals in a variety of sectors over the past fifteen years. This gave me an upfront look at people at the outset of their careers. In my first two books (published in 1997 and 1999), I described these Gen X young professionals as cynical, cocky and a source of considerable consternation to their boomer bosses who found them a challenge to manage, and typically described them as unwilling to put in their time and wanting everything handed to them on a platter.

Now comes Gen Y. Over the last few years I have noticed a real change in the attitudes and collective personality of the young professionals I encounter. They are still a challenge to manage, but actually, dare I say it, this is a true echo generation: their values actually echo those of their parents and bosses – not so much the values the boomers held in growing up, but those they hold now. Like their parents they value comfort and the good life, and strive to balance work and personal life.

If I had to describe this new generation in one word, it would be "nice". This is the first generation that on the whole has not rebelled

*Continued on page 10*

## Managing Gen Y continued

against their parents' or society's values, or against a work world they saw as withholding opportunities.

Nice or not, Gen Ys are still a challenge to manage. Like the young woman who quit her job because she didn't like the way she was spoken to, they expect to be treated with kindness and respect. Blame it on their boomer parents.

Gen Ys were raised by guilty, work-obsessed helicopter parents who made their kids' feelings and success their hobby, worshipped at the altar of "promoting self-esteem" and tried to make up for the lack of time spent with them by lavishing them with travel experiences, clothes and electronic toys.

As kids, Gen Ys were told they were brilliant because they could program the VCR. They were given the vote on everything – vacation choice, the colour of the family car. It's not surprising they believe their feelings matter, that they should feel good about their work, and should be able to express themselves.

People used to think about work only when it felt bad, if they thought about it at all. Now, as a result of heightened work consciousness, this generation asks "Does this feel good?". They use a finely nuanced vocabulary to describe their work and are more thoughtful about their careers and work. And when they are not happy, much to management's regret, they are vocal about it.

Managers will need to find new ways of influencing their young workers as they will vote with their feet if they are not treated well and

given stimulating opportunities. They are less responsive to traditional rewards such as promotions unless those rewards are part of a bigger package.

### Some tips on managing and retaining Gen Ys":

#### **Don't expect them to express ambition...at least not the way you used to.**

Having grown up in abundance, they are not hungry. They haven't had to fight their way into good jobs like their Gen X predecessors. And they are not so ambitious for the big jobs and advancement if it comes in the way of their personal lives.

#### **Provide a great workplace which promotes balance.**

Like Gen Xers and boomers, Gen Ys want work-life balance but they mean something different. Their older counterparts mean time for self and family. Although Gen Ys also want time, they see less of a line between their work and personal life. Work is about having personally rewarding experiences – whether that means learning new skills which is very important to them, opportunities to travel, having a great relationship with team members who can also be friends or work which serves as a vehicle for self development.



**Don't be scared of them (even if you're scared of your kid).** Typically Gen Ys appear poised and self-confident. After all, they were protected from ever having bad feelings about themselves by parents and teachers allergic to the idea of little Johnny ever feeling like he was a failure. Their self-assurance can grate with managers and supervisors.

But beneath the poised confident exterior, is a mass of doubts about work. With so many options available to this generation – work locally or abroad, go back to school, teach English in Asia – they can be easily paralyzed by choices. As a result, the most common question I hear from young workers embarking on a career is "How do I know this is right for me?". Park your personal feelings. Don't project if you are fed up with your own kid because she can't commit to a career choice or is still living at home.



#### **Don't assume they are adversarial, or don't respect you.**

Actually they like and are comfortable with adults and see them as their friends. "My parents are my best friends" is a comment I hear frequently, especially from young women. But they do expect to be treated as equals. Indeed, it may be this poise that makes managers feel their staff are so tough to influence.

**Avoid anything which smacks of authority or paternalism.** They are fiercely democratic with no sense of authority. They called their teachers

and parents' friends by their first names. They had access to any information they wanted on the internet. This lack of temerity can lead them to be seen as cocky by their superiors. Don't put limits on what they can and can't do. Give them the slack to manage their work.

**Treat them with sensitivity.**

These middle class kids have been told their feelings are important, their boundaries should be respected, and that they should honor what they are feeling. They are optimistic. Unlike Xers, who were the first North American generation to think they would do worse economically than their parents, they believe they will do better. They are entering a workplace when everyone is talking about the war for talent and attraction and retention. They understand their value and expect you to understand it as well.

*amazing  
awesome*

**Communicate in a vivid and compelling way to capture their jaded attention.**

Words like "good" won't cut it...after all they've been raised on a steady diet of "amazing" and "awesome".

**Provide a compelling value proposition.**

Take a cue from one recruiting manager who sold a young worker on taking a job with

his company by writing down on the interviewee's resume the accomplishments and skills he would have after 12 months.

**Give them tons of feedback.**

Be specific and explicit. They've been micro-managed from birth – abstractions don't cut it. If you liked something they did, explain why.

**Provide stimulating and novel learning experiences.**

They are motivated by personal development and want to be stretched. A recent study by Carleton University business professor Sean Finn found that Gen Ys, in contrast to older workers, had greater desires for self-enhancement and hedonism in their work. They also cited more values related to being stimulated and opportunities for self-direction.

**Understand their**

**collegiality.** Create strong supportive team environments. Because they have stronger allegiances to each other than their employer, if someone is treated badly, they all react to it.

**Don't expect them to be like you when you were their age.**

Never, and I mean never, start a sentence with "when I was your age". Ditto, by the way, for your kids...unless, of course, you want to tick them off!

You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I have lived through this horror. I can take the next thing that comes along." . . . You must do the thing you think you cannot do.

Eleanor  
Roosevelt

## National Integrated Delivery System (NIDS)

The Career Development Association has been pleased to be a part of the National Integrated Delivery Strategy (NIDS). This project began as a research project by the Canada Career Consortium (CCC) to determine exemplary practices in the delivery of sectoral career information into the Provincial/Territorial jurisdictions across Canada. The project involved numerous stakeholders in the information community. These involved Sector Councils, Provincial and Territorial Bodies, Equity Groups and various constituency groups.

The primary objectives of the project were to:

- Establish an integrated delivery mechanism for Sector Council career information
- Develop a database of national and regional networks supporting Skills Development, Apprenticeships, PLAR and FCR
- Refine and support existing Sectoral information delivery capability
- Implement exemplary practices in Sectoral information delivery and implementation
- Assist with impact assessment of Sector Councils' career information and regional delivery mechanisms
- Identify non-traditional distribution channels for hard to reach audiences.

When CDAA became involved, our purpose was to coordinate the National Integrated Delivery Strategy in Alberta, in partnership with the CCC and the national

NIDS partnership representatives, through the CDAA and career development networks located in Alberta. We then hired a Coordinator to facilitate and coordinate the project. We were pleased to have Jan Hollingsworth in this role. She has traveled throughout the province and many of you will have met her in focus groups. Jan, thank you! She is doing terrific work! Jan will continue to work with the project into Phase 3.

Sher Broeders, Treasurer, on behalf of the executive played an active role in overseeing this project for the CDAA. She is excited about what this can mean for our field of work. Thank you, Sher!

As part of Phase two, Jan conducted focus groups across Alberta from May to the middle of June, 2005. The following information comes from Jan's report. There were a total of ten focus groups: seven in the two large urban centers, Calgary (3) and Edmonton (4); two in the next smaller urban areas – Lethbridge and Red Deer; and one in a northern, rural area, Grande Prairie. There were 128 focus group participants who represented the 12 target constituency groups as identified by the CCC. Participants completed a four-page handout as well as provided oral feedback to the individual questions asked by the facilitator during the focus group.

Recommendations were made from these focus groups to the overall structure and design of the website, specific recommendations from "overall evaluation" questions, and specific recommendations from

"website critique questions". There were many suggestions for improvement, and the majority of this text is focused on improvements. The majority of participants were supportive and enthusiastic about this website. They appreciated the significant effort that has gone into the project to date and view the website as a potentially great resource. Participants were surprised that so many sector council resources are available that they were not aware of.

The concept and vision of a "one-stop shop" national industry data base, was, by and large, fully embraced. Most participants felt that with changes, especially with respect to the look/visual appearance, site navigation and organization of material, NIDS will become a very useful tool. The momentum has been established; people have high expectations, and are now eagerly anticipating a "new and improved" quality product.

**Thanks to all who participated and gave feedback. Please continue to resource this website and provide feedback. It continues to be a work in progress and one we can all benefit from in our work and for our clients.**

For continuing information on the National Integrated Delivery System (NIDS), go to [www.careerccc.org](http://www.careerccc.org).

*Doreen Kooy*



## Canada Career Week 2005

### Canada Career Week 2005 Events In Calgary

#### The Career Show 2005

Friday, October 28

and

Saturday, October 29

9:00 a.m. to 6:00 p.m.

Round Up Centre, Hall B

For more information visit:

<http://www.thecareershow.ca/>

Free admission on Friday, October 28 for students!

#### A Career Forum for 40+ 'Seek Change and Find Direction'

November 1, 2005

Red and White Club, Calgary

Free admission

Sponsored by AHRE, Bow Valley College,  
Calgary Vocational Services 'Crossroads' and  
the Calgary Herald

### Canada Career Week 2005 Events In Edmonton

#### 2005 Canada Career Week Fair "Seeking Change"

November 18 and 19, 2005.

10:00 a.m. and 5:00 p.m.

Northlands Sportex

Free Parking

Free Admission

#### Women in Trades Conference 2005

October 22, 2005

Women Building Futures

11219 Jasper Avenue

Edmonton

For more information call:

780-452-1200

## Canada Career Week

**Post your Canada Career Week event!**  
Go to: <http://www.canadacareerweek.com> and enter  
your event on the Alberta Calendar.



### Symbol of Canada Career Week

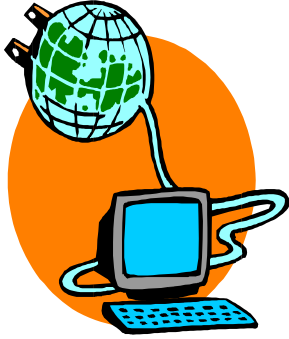
Canada Career Week provides the opportunity for people to more fully understand the processes and steps to take in choosing a rewarding and suitable career. It is an opportunity to discover the many, many career options available and learn about helpful services in their communities to assist them.

The elements of the career search are reflected in the design of the official symbol used in Alberta. The symbol as a whole represents a path; the path of action necessary to 'zero in' on a career. The points of this hexagonal shape indicate the various processes involved and necessary in the 'path of action' (as well as the numerous career options from which to choose). The arrow, leading to a career, indicates positive movement and represents the personal process achieved in planning. But by far the most important element in the symbol is the human figure, for it is people involved in career search that are central to Canada Career Week.

<http://www.alis.gov.ab.ca/canadacareerweek/about.asp>

**Canada  
Career Week  
Began in 1980**

## Working the Web



We are returning from the summer hiatus and I thought it made sense to offer some sites that may be new or have been updated recently.

Inform Alberta is a relatively new on-line service that includes access to information of all types including Career Planning and Work Search assistance province wide. When I asked for career services in Calgary I received seven categories.  
<http://www.informalberta.ca/public/common/index.jsp>

Campus Starter is available on-line and in print form. It is aimed at the post secondary student; however, there are certainly articles that secondary students will find relevant as well.  
<http://www.campusstarter.com/>

There are other magazines available in print or on line including Vervegirl which includes a link to Jobs for Teens  
<http://www.jobs4teens.ca/>.

It is somewhat focused on the Central or Atlantic Canada market however that does not make it without merit for our youth clients. They also publish an equivalent for males called Fuel.  
<http://www.fuelpowered.com/>

Career Connections, published for the Sun across Canada, can be interesting  
<http://canoe.ca/CareerConnectionNews/>

Job Shop website is available for at least Calgary, Edmonton and Lethbridge and perhaps other cities as well . This is the Calgary Link  
<http://calgaryjobshop.ca/home/162.htm>

I also had a look at the University of Lethbridge Career Services website which I had not visited in a while. It includes many links to work search and career planning services in Alberta and other provinces.  
<http://www.uleth.ca/reg-ces/links.html>

I am aware that Bridges has greatly improved their *CHOICES* program; however, I am convinced that for the dollar value you cannot beat **Career Cruising**. It is a Canadian Product developed in Canada and is updated and improved continuously. There is also an American version or soon will be. For those of you who have not explored it I am sure that it is still possible to get a limited time free trial. As I recall it is about half or perhaps less than half the cost of the Bridges product.  
<http://www.careercruising.com>

- I do however recommend the Bridges newsletter. While heavily U.S. focused, they include enough general information along with pure Canadian content such as articles from Canadian Newspapers to make it a worthwhile read and it is **free of charge**  
<http://careerprnews.bridges.com/>.

For those who are unfamiliar with it most articles about specific career paths or occupations include useful web links to professional associations or on-line industry specific web *zines*. There are also links to Career Development Associations, Career Events or Conferences LMI and more.

If you did not have time for a vacation this summer check out Travel Alberta for some mini vacations  
<http://www1.travelalberta.com/madetoorder/index.cfm?country=C&state=AB>

LMI says this is one of the fastest growing industries in Canada.

*Working the Web is a regular feature of Career Momentum, submitted by Vicky Driver, Career Practitioner, Calgary Board of Education*

## Managing the Mature Workforce

### Abstract

The rapidly aging global workforce is considered by many to be the most significant business and societal trend for the next several decades. This report examines the degree to which some U.S. corporations are recognizing aging workforce issues and explores what is being done to address maturing workforce issues in terms of best practices.

### Summary

The workforce is maturing (and consequently shrinking) in the United States and in countries around the world. This report investigates how some U.S. companies are managing the aging workforce. It also identifies several issues and strategic ideas for companies to consider when addressing the challenge of a maturing workforce.

### The Maturing Workforce – Issues to Consider

#### The New Retirement: Work and Leisure

Both nationally and globally, retirement is being redefined from its full-time end-of-work meaning into something more flexible that incorporates both work and leisure.

#### The New Work Model: From Linear to Cyclical

Redefining retirement will thrust forward new work options, like phased retirement and rehired retirees, since it will eliminate the perception that “work lives” move laterally in discrete stages.

Companies need to become more flexible about new work options that meet employer and employee needs.

### Addressing the Maturing Workforce – Strategic Ideas and Actions

#### Conduct strategic workforce planning

It’s critical for employers to know their workforce composition and address potential vulnerabilities. Companies should be prepared to project at least five years out. They need to determine the kinds of workers who might be retained and methods to retain them, and determine the types of workers who need to be recruited.

#### Establish flexibility as a corporate value

Flexibility pertains to how employers think about mature workforce needs and what they can and will do to capitalize on them. Flexibility applies to employee aspirations, job design, and benefits and can go far to ensure talent retention.

#### Build a multi-generational workforce

For a cultural value to manifest, behavior has to change. Employers need to ensure the language used to describe mature workers is less age-specific and more centered around the value placed on wisdom and

experience. They need to address stereotypes and multigenerational issues. Companies should also promote cross-generational cooperation via special teams and mentoring relationships.

#### Increase financial planning

Many mature workers fear the future because they are not adequately prepared for retirement. Companies should encourage and participate in educating the maturing workforce about retirement planning and pension reform.

#### Offer benefits of interest to mature workers

Benefits of interest may include: long-term care insurance, pre-retirement planning, health and wellness programs, comprehensive medical coverage, etc.

#### Support mature worker caregivers

Many mature workers have the responsibility of caring for aging family members. This elder care duty can impact the productivity of mature workers. Employers can provide “caregiver” support for mature workers through: resources and referrals, support groups, information seminars, and geriatric counseling.

*Thanks to Lynn Berry for submitting this article*


**Author:** Lynne Morton, Lorrie Foster, and Jeri Sedlar / The Conference Board (New York)

**Website:** <http://www.conferenceboard.ca/>

**Reference:** To download full document you must create an account on the Conference Board of Canada website by signing in with your email and password. Then see the e-Library and search by title.

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## Editor's Corner

Hello to everyone! I have just recently received "the torch" from Sandra and Pamela and I would like to thank them for their commitment as Career Momentum Co-editors and offer a special thank you for helping me come up to speed on the duties of editor. I chose to accept this role to become more involved in our association. Last year at BTT, I felt the pull to get involved and I kept my eyes and ears open until an opportunity that I thought I would enjoy came along.

I would also like to thank Lynn Berry who submitted two articles to Career Momentum this month (The Challenges of Managing Gen Y and Managing the Mature Workforce). This was a tremendous assistance to me as I started this new responsibility. Gail VanEerden, our trusted CDAA Administrator, has been key to helping me get off to a good start. Without a doubt, it is the greatest miracle in a person's career that when a decision is made to take on a new role, wonderful people show up and help you!

"*Managing Gen Y*" and "*We're Talking 'bout a Generation*" are both articles near and dear to my heart. I work at Henry Wise Wood High School in Calgary as a Career Practitioner and I have a 20-year-old son and a 22-year-old daughter. I have tremendous faith in this generation and Gen Y constantly impresses me with their acceptance of diversity and their passion to make the world a better place. To be honest I don't remember thinking at that age about more than "how will I make a living?"

I hope to meet lots of new people at "Ignite Your Passion" in Calgary! Please introduce yourself to me and let me know what is happening in your world and how you would like the Career Momentum to serve you as Alberta Career Development Practitioners.

Get Involved, Get Committed, Get Connected with the CDAA!

Lori Atkinson  
latkinson@shaw.ca

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