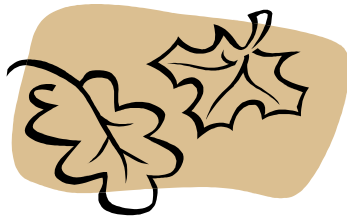


Greetings from the CDAA President

Although New Years is traditionally a time for “resolutions” and goal setting, it seems that September brings its own time of change and setting goals and direction as our youth (and more and more adults) head back to school.

This summer there have been a tremendous number of changes to our CDAA executive. Several executive members have made decisions to pursue further education and found it necessary to resign. Fortunately with our strong membership, members have stepped up to the plate and taken on new roles within the executive. We wish those who have left best wishes and to those joining us – thank you! See our new executive list.

We are currently recruiting for the communications chair position and moving forward with the development of the job description for an Executive Director for CDAA. If your strengths are in these areas please step forward or at least contact one of the executive members to find out more about these positions.



Each committee has continued to work over the summer months to follow through on our objectives:

- Connecting and building partnerships which will strengthen the association
- Moving toward the next stage of growth for CDAA
- Continuing to develop our branding and marketing to effectively communicate who CDAA is and what we are about
- Being a leader in the field of career development in Alberta and in Canada

Change and transition have been very much a part of my summer. It has been a huge learning curve for me to get caught up with CDAA’s initiatives and vision for the governance model. I have relied on William Bridge’s work on change and transition (change is the event and transition is the behavior) as well as key support from a variety of people to help me through this time. My response to all the change has made a difference personally in working through the challenges. What has really made the difference for me is the support I received from past CDAA executive as well as the current executive. This support for me has reinforced the importance of “walking the walk” when I assist

clients in their career planning and carrying out their action plans to reach their dreams.

CDAA has set impressive goals to work toward a governance model. This is no small feat and requires dedication, commitment and a strong membership in addition to a strong executive leadership. The vision is solid and attainable regardless of the challenges we encounter. I applaud our executive and consider it a privilege to be able to work with such a talented group of individuals. What a team!

Enjoy the fall and all its changes.

Marilyn Berezowsky
CDAA president

What’s Inside...

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9. Certification Committee Update
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CDAA Services and Contacts

CDAA Website:
www.careerdevelopment.ab.ca

CDAA List Serve:
Join the list serve by accessing Member Services on the website or contacting gvaneerd@telus.net.

Administrator:
Gail VanEerden
780-447-3730
780-451-0208 fax
gvaneerd@telus.net

Registrar – Certification
Laurie McCreary-Burke
403-933-4532
jolacaja@telusplanet.net

Career Momentum Editor:
Heather MacDonald
hemacdonald@cbe.ab.ca

2006 – 2007 CDAA Executive

President	Marilyn Berezowsky	mberezowsky@shaw.ca
Past President	Rona Fluney	rona@kineticcoaching.ca
Vice-President	Maria Unrau	maria.unrau@shaw.ca
Communications	Susan Seufert	saseufert@cbe.ab.ca
Certification	Doreen Kooy	kooydr@telusplanet.net
Chapters	Herky Cutler	fyfs@telusplanet.net
Governance	Pamela Lester	pamelalester@shaw.ca
Education	Charles Eastly	cmeastly@telusplanet.net
Relationships/ Resources	Maria Unrau	maria.unrau@shaw.ca
Member Services	Carolyn Jonsson	cjonsson@bowvalleycollege.ca
Member Services	Wendy Cairn	wcairns@bowvalleycollege.ca
BTT Co-Chair	Karen St. Cyr	karen.st.cyr@epsb.ca
BTT Co-Chair	Mary Fithen	mary.fithen@norquest.ca



SAVE THE DATE!

BUILDING TOMORROW TODAY 13th Annual Regional Consultation for Career Development

May 2 – 4, 2007

New Location: Mayfield Inn & Suites
Edmonton, AB

Dynamic Keynote Speakers
Leading Edge Presentations
Interactive and Informative Resource Fair
Networking Reception
Unbeatable Value!
\$100 for CDAA Members & \$150 for Non-Members

Marketing volunteers are urgently needed to assist with this consultation. For information please contact Karen St. Cyr - Karen.St.Cyr@epsb.ca or Mary Fithen - mary.fithen@norquest.ca

Chapter Coordinator

Greetings everyone!

I hope you had a wonderful summer! We're looking forward to another great year with lots of Chapter events and networking opportunities.

If you signed up as someone who is interested in working at the Chapter level, and have not been contacted for some reason, PLEASE let me know ASAP and I will put you in touch with your Chapter.

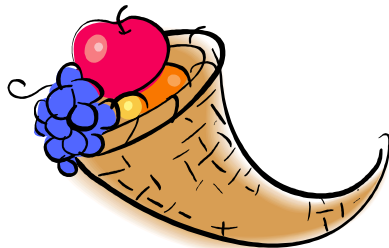
The Chapter coordinators for 2006-2007 are:

Edmonton:	Maria Unrau
Central Alberta:	Kris Bojda
Calgary:	Joy Ulrich
S. Alberta:	Ruth Kergan
N. Alberta:	Brenda Lindquist
North of 60:	Janice Render

If you're not on the Chapter e-mail list, let me know and we'll take care of that too.

Until the next time,

Herky Cutler
Chapter Coordinator
fyfs@telusplanet.net



Chapter News

From Calgary...

As summer comes to a close, our attention slides away from vacation and focuses on the activities before us. For the CDAA Calgary Chapter that includes the following:

September 12

CDAA Calgary Chapter Meeting. The meeting is held at CBE Learn Room C, from 5:00 – 7:00 p.m. and involves sub-committee updates and round table discussion. Everyone is welcome - come for information as well as a networking opportunity.

October 20

Ignite Your Passion. This is a Calgary Chapter Conference that provides career practitioners an opportunity for professional development and networking. For a description of the event and to register please go to:

www.careerdevelopment.ab.ca/chapters/calgary

October 26 – 27

The Career Show. CDAA Calgary Chapter is providing leadership to the Resume Critique service that is provided to the public free of charge. Many volunteers are needed to make this a success. Watch for further information and your chance to sign up.

The CDAA Calgary Chapter welcomes your suggestions and involvement; our goal is to create a chapter that meets the expressed needs of its members. At this point those needs have been identified as opportunities for professional development and networking. At our last Chapter meeting many ideas came forward on how we could do this in innovative and practical ways. Let's keep this discussion going and seek to implement ideas. I'd love to hear from you.

Joy Ulrich
Calgary Chapter Chair
julrich@telus.net

How wonderful it is that nobody need wait a single moment before starting to improve the world.

ANNE FRANK

Chapter News, *continued...*

From Edmonton...

Edmonton Chapter Calendar for Professional Development and News!

What's the best way to work on your professional development and keep the costs reasonable? With feedback received from members last year, we have arranged workshops in a dynamic format for you and made the costs so reasonable even people who can't stand doing their Professional Development (PD) hours could be tempted to attend! Please pencil in the following dates, and watch your email for registration details as we get closer to each session. If you belong to a Chapter outside of the Edmonton area but would like to visit Edmonton for some of your professional development, we'd love to have you join us! Please note that some sessions are being offered for an evening followed by a full day session – a PD Super Session – great value for your money, so please check the dates carefully. We will apply for continuing education credit approval for all PD sessions.



September 6, 2006

Edmonton Chapter Meeting.
A big thank you to members of the Edmonton Chapter who have started organizing things for the year. Additional volunteers are needed – and requested! If you would like to offer your services, we would love to have you. If you are interested in getting involved, please contact Maria Unrau at:
:maria.unrau@shaw.ca



September 18, 2006

5:00 – 8:30 p.m.

Certification Information Session

Facilitator: Doreen Kooy

Do you have questions about earning your CCDP credential? about preparing your documentation? Join us for this informative session!

Cost: FREE

Light refreshments provided.

Registration required.



November 1, 2006

12:00 – 1:00 p.m.

Career Week: Industry Panel

Details to follow; check the website and your email for details

Cost: FREE



Thursday, November 9 –

Friday, November 10, 2006

Thursday – 5:00 – 9:00 p.m. AND

Friday – 9:00 a.m. – 4:00 p.m.

Resources for Career Development Professionals – PD Super Session!

Facilitator: Pam Robertson, Ph.D.,
CCDP

Wondering how to get the information you need? Want to see what's new in our industry? Are you looking for ways to get your clients and workshops really moving?

Cost: \$50 for CDAA members, and

\$75 for non-members

Refreshments/lunch included. Pre-registration required. Watch the website and your email for details!



Christmas Networking Celebration

Meet with your peers and CDAA Chapter members for a little seasonal cheer one evening in December at Mandolin Books in the charming Highlands neighborhood. This is a free event for members and their guests. Registration is required.



Thursday, February 22 –

Friday, February 23, 2007

Thursday - 5:00 - 9:00 p.m. AND

Friday - 9:00 a.m. - 4:00 p.m.

Quality Practice/Ethics – PD Super Session!

Facilitator: Doreen Kooy

Cost: \$50 for members and \$75 for non-members.

Refreshments and lunch included. Pre-registration required. Watch the website and your email for details!

Continued on page 5

Chapter News, *continued...*

Friday, March 30, 2007

9:00 a.m. - 4:00 p.m.

Group Facilitation Skills/ Technical Assists – PD Session!

Facilitator: Pam Robertson, Ph.D.,
CCDP

Have you started, or are you thinking of starting, workshop facilitation? Want some adult education techniques, innovative ideas to connect to your audience? What about when there are only 3 people in your group? How do you manage 40? Are you using technology to its fullest advantage? Ready to see what is new with technology that can really boost your production?

Cost: \$40 for CDAA members and \$55 for non-members

Refreshments/lunch included

Pre-registration required. Watch the website and your email for details!

Chapter executive meetings are usually held the first Wednesday of each month at Block 1912 (we love supporting local businesses!). All Edmonton members are welcome to attend and contribute to the success of the chapter.

Maria Unrau
Edmonton Chapter Chair
maria.unrau@shaw.ca

Central Alberta Chapter's Secret

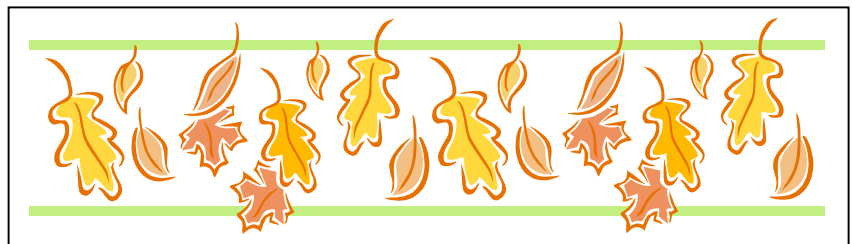
Central Chapter has been very quiet of late but let me assure you we are alive and well and we are soon going to be the envy of the Career Development Association of Alberta. Our Central Chapter members know what is happening as I have contacted each member personally but until all the details are finalized we must keep it as Central Chapter's little secret.

We will have a full report including pictures in the next Career Momentum. I also guarantee that because of this event our membership will grow. If you are a Central chapter member and you have not heard from me then call me. You do not want to miss this event.

Kris Bojda
Central Chapter Coordinator
403-556-3808
kris@c4e.ca

"Career Development is the lifelong process of managing learning, work, leisure and transitions in order to move to a personally determined and evolving preferred future."

Canadian Career
Development Foundation



Chapter News, *continued...*

CDAA South Chapter

Upcoming Event

Friday, November 3, 2006

Lethbridge, AB

Career Development Week -- Lunch 'n Learn Event --

A new and exciting Career **Life Planning** full-credit course is being offered at The University of Lethbridge for the first time this fall. The course instructors will present at the luncheon:

Barbara Williams - Coordinator of Counseling Services at the University of Lethbridge,

Allison Roest - Counselor with the University of Lethbridge Counseling Services Department.

They will share how this course is offering post-secondary students the chance to experience academic and career planning as an aspect of lifelong career development.

Both CDAA members and non-members are welcome to join us to learn about this new course, to share best practices, to share information and to expand professional networking.

Further details to be announced.

To RSVP or for more information, contact Ruth:
403-382-3770

ruth.kergan@teamworktraining.ca

From the Northwest...

Warm greetings from the Northwest Chapter. How time flies when we are all so busy. It's difficult to believe that September has arrived and the children are back in school. Our chapter held a planning meeting in June and now the time has come to put our plans into action. In the brainstorming session, the group put forward over 40 suggestions for workshops. After much thought and deliberation the Northwest Chapter decided on the following events:

- Focus on Wellness; A Career-Life Balance Workshop
- Oil and Gas Information and Oilfield Tour
- Changing Labour Pool/ Employee Retention Strategies
- Annual Christmas Social

Our chapter covers a vast area and it has been impossible for members outside the Grande Prairie area to participate in our meetings and workshops. We discussed the possibility of delivering a workshop at one of our more northern locations and using video/phone conferencing for our meetings.

Congratulations to those individuals who are now able to declare themselves a Certified Career Development Professional. Thanks to the Certification Committee for their continued dedication and work.

Until next time; keep smiling and inspiring.

Brenda Lindquist
Northwest Chapter Chair
blindquist@gprd.ab.ca

CDAA MEMBERSHIP DIRECTORY

The CDAA membership directory is included with this month's Career Momentum. Please check your entry to ensure that the information is correct.

More information is being sent via email, so your current email address is especially important.

Changes can be emailed to Gail VanEerden:
gvaneerd@telus.net



**THE CDAA PRESENTS
A PROFESSIONAL DEVELOPMENT OPPORTUNITY**

JOIN US FOR AN EXCITING PRESENTATION BY

Dr. Kerry Bernes

Dr. Bernes is an Associate Professor of Educational and Counselling Psychology at the University of Lethbridge and will speak about issues currently affecting the field of career development and counselling. His many areas of interest include career development, at risk youth, partnerships in mental health, mental health issues in the workplace and counsellor training and supervision. He has presented at provincial, national and international forums, has published numerous articles on career development in local and international journals and is coming to share his expertise with us!

Dr. Bernes will address

**The Critical Ingredients of Effective Career Counselling
The Global Economy, Demographics and Technology: Implications for
Careers
The Principles of Organizational Career Development**

**November 24, 2006
9:00 AM to 3:30 PM
At Historic Fort Calgary
750 – 9th Avenue SE
Calgary**

Includes lunch and plenty of FREE parking!

**For registration information email libertyarts@telusplanet.net
or call Charles at (403) 245-6245, Ext. 1.**

"Ignite Your Passion"

Are you passionate about Career
Development?

The Career Development Association of Alberta
Calgary Chapter presents:

The Sixth Annual PROFESSIONAL DEVELOPMENT DAY

THIS IS A REMINDER TO MARK YOUR
CALENDARS

Keynote Speakers:

Kris Magnussen and Dave Redekopp

Date: Friday October 20, 2006

Registration: 8 - 8:45 a.m.

Time: 8:45 a.m. - 4:15 p.m.

Location: Calgary

FCJ Centre (219 - 19 Avenue SW)

Stayed tuned for another great line up of speakers and
some new ideas and activities to help keep...
your passion **ignited**

For more information contact
Gurpreet Dara at gk_dara@yahoo.co.in
or visit www.careerdevelopment.ab.ca



Certification Committee Update

In the spring of 2004, the Certification Committee of the CDAA conducted a pilot project which resulted in granting the Certified Career Development Professional designation (CCDP) to 11 individuals. In February, 2005 the Committee announced that it would accept applications up to May 1, 2006 from individuals who wished to apply under the grandfather phase of certification.

Since the initiation of the CCDP Pilot Project the Committee has received a total of 209 applications and has granted the CCDP to 151 individuals. The Committee has been meeting every two weeks since May 1 to review applications received for the grandfather clause deadline and anticipates it will be able to complete the review of the remaining applications by late October or early November. We thank all applicants for their patience and congratulate all those who have been granted the CCDP. Now that the deadline for applying under the grandfather clause has expired, individuals wishing to be considered for the Certified Career Development Professional designation (CCDP) must meet the following criteria:

1. paid-up membership in the Career Development Association of Alberta
2. current employment in one of the qualifying areas of work
3. accumulation of a minimum of 3,000 hours of qualifying work experience within the past five years (not including work hours completed within a practicum)

4. successful completion of an accredited post-secondary education program in **Career Development** to the minimum of a certificate level
5. successful completion of one accredited course in Ethics and Professional Conduct with a minimum weight of 1 academic credit
6. successful completion of one accredited course in Career Development Theory with a minimum weight of 3 academic credits

Once an individual has been granted the CCDP, he/she is obligated to maintain paid-up membership in the CDAA and pay an annual CCDP maintenance fee. Application for renewal of the CCDP occurs once every three years. Registrants wishing to renew the CCDP designation must accumulate 1,500 hours qualifying work experience and 45 continuing education credits between the date of original registration and the date of application for renewal.

More information about the Certified Career Development Professional designation and requirements for renewal can be found on the CDAA webpage www.careerdevelopment.ab.ca.

Please direct any questions about the CCDP application or renewal process to:

Laurie McCreary-Burke, Registrar
403-933-4532
jolacaja@planet.eon.net.



Retirement Is the New Renaissance

Two Book Reviews On Retirement

Reviewed by Nell Smith CCDP
Not Retired

Sixty-five is the new 55, 55 is the new 45, and retirement is the new renaissance. No longer content to just while away their time in semi-boredom, 50 and 60-somethings want to continue to contribute their skills and experience to society, but, and it is a big BUT, on their own terms. We want flexibility, more control of our lives and a better life balance. In this second or third phase of life, more and more of us want semi-leisure, the option to continuously learn, to work as a volunteer, as an entrepreneur, or for an employer full time, part-time, seasonally, or on contract. In short, we want the freedom to choose!

A number of authors now spout the same philosophy – that the conventional idea of retirement is obsolete. Today’s retirees are more active and adventurous. During my annual summer sabbatical, I had the time to read and reflect on two new-to-me books, one on the new retirement and the other applicable at any age.



Life begins at retirement.

~Author Unknown

Too Young to Retire: 101 Ways to Start the Rest of Your Life

by Marika and Howard Stone.

These two authors, 60-somethings themselves, chose to start this phase of life by launching www.2young2retire.com, an online community of retirement alternatives. They consider life to be a journey just like we in the career development community do, and advocate for life as an off road adventure. Many of Building Tomorrow Today’s keynote speakers, such as Steve Donahue’s “shifting sands” in 2005, have developed the same themes. In their 156-page book, the Stones offer many practical suggestions and resources for volunteering, thinking like an entrepreneur, and for radical departures from the well-travelled road to retirement, including going inward. Although this is an American book, many of the ideas and resources can be explored equally well in Canada. Check out the website, www.2young2retire.com and subscribe to the monthly e-newsletter to stay current with their latest ideas.

Becoming Real: Journey to Authenticity

by David Irvine

This is a follow-up to the Cochrane Alberta author and professional speaker’s first book, *Simple Living in a Complex World*, with his personal journey into finding meaning and purpose, living a life congruent with his authentic self. A much deeper and more spiritual book than *Too Young to Retire*, this is a worthwhile exploration into your inner self.

Some of David’s quotes, stories and analogies are familiar to us in the career development field, but unique are his personal examples and his organization into these chapters: Finding Centre, Nourishing Community, Building Character, Seeking Calling, and The Challenge. It’s all there in one volume.

It was in the Seeking Calling chapter that I suddenly found myself underlining new ideas. David completes his book with exercises for further reflection and action, a journey into body-mind-spirit that may appeal as you move into midlife and beyond.

News From Your New Membership Committee (co-chairs)...

By way of introduction, we are Carolyn Jonsson and Wendy Cairns, and we are both very excited to be involved in the Career Development Association of Alberta's (CDAAs) executive. We'd like to provide a bit of background information on ourselves, outline our current position, and of course provide an invitation for others to become involved...

Carolyn Jonsson

Carolyn has a degree in Education and additional training and experience in health care. She is currently completing her practicum for the University of Calgary's Career Development Certificate and is looking forward to achieving the certificate and the CCDP designation. She has worked primarily in the field of post secondary education. For the past seven years she has worked for Bow Valley College in numerous positions including recruitment and enrolment management support, main campus career advising, rural career advising, career coaching and most recently as Interim Supervisor of Career Connection. She is involved in the Youth Horizon's Mentorship Program and continues to find great pleasure in the field of Career Development, working and learning with colleagues and clients. She uses the rest of her time for family life, gardening, and reading a good book.

Carolyn Jonsson
cjonsson@bowvalleycollege.ca



Wendy Cairns

Wendy's background has been somewhat diverse over all, though she has spent the past 13 years supporting clients in various aspects of their career development, in roles ranging from employment marketing consultant with (then) UI recipients, career advisor and employment program consultant with AHRE, and her current position of Career Coach with Bow Valley College's Career Connection program. Prior to her career development experience, she spent a number of years working in the field of community rehabilitation, supporting adults with developmental disabilities. Her formal educational background includes a BA in psychology, a post degree diploma (Dip.Ed.) in educational psychology, specializing in community rehabilitation, and she has recently obtained her CCDP designation through the grandfather clause. Wendy enjoys an active life with her husband, two sons, and two cats, cycling, swimming, cooking and volunteering both through the "Y", and through church.

Wendy Cairns
wcairns@bowvalley.ca

Membership Message

When considering our mandate and goals for the Membership Committee the following concepts were common threads in our discussions:

Collaboration

As Career Development Practitioners we are deeply aware of the synergy accomplished through collaboration and sharing of knowledge and resources. Collaboration with the greater membership, other CDAAs committees and within this committee is our priority.

Engagement

We will work on building a connection with the membership by soliciting your views and priorities. We will then set goals accordingly, and endeavour to create plans to accomplish the goals and carry them out.

Moving Forward

Our first job will be to carefully review the results of the Membership Survey (2005).

Action

We would like to extend a warm invitation to all interested CDAAs members to join our membership committee, which currently consists of Tamara McCormick!!! You are invited to participate, and to share your ideas and skills. We would like to hear from you.



Email Etiquette

Perhaps it is not too late to strike a blow for civilization and describe what e-mail etiquette (sometimes referred to as netiquette) looks like. For your convenience, there are three sections – one of “dos”, one of “don’ts”, and one for “maybes”.



Dos

Formatting

New e-mail programs will let you use colour, animated gifs, backgrounds, and even sounds to your messages. Not all e-mail programs are able to handle these, so unless you know what capability your reader has it's best to stay with plain text.

Attachments

Limit the size of attachments you send. If the file size is greater than 2MB, phone to make sure the recipient's server will accommodate a file of that size. Most large businesses in North America will probably have a high speed internet connection, but many home users still rely on a standard modem speed. Huge files can take forever to download. If you have to send a very large file, try breaking it into smaller segments and send separately. Remember that people who pick up their email on a cell phone generally can't read attachments.

Blind Carbon Copies

If you are sending out emails to a number of people who do not know one another (generally not the case when all your recipients work for the same company you do), then rather than putting everyone's name in the To: line, put them in the BCC line (blind carbon copy). Put your own name in the To: line. That way, you keep people's e-mail addresses private. There are some writers on email etiquette who feel that a BCC is somewhat unethical since the named recipients don't know who else will be seeing this. I believe that by putting your own name in the TO: field you are alerting people to the fact that there are a number of unknown recipients.



Forwarding

Unless you are sending a joke or piece of trivia, ask permission of the original author to forward a message to others. It is electronic plagiarism to remove the identity of the initial sender and then pass it off as something you have concocted. If you can't get their permission to forward it, then paraphrase it in your own words.

Reply all

If you are going to use this feature, make sure that there is a good reason for everyone on the original e-mail to see your reply.

Authorization

Remember, “if you send it from the office it comes from the office”. There have been a number of unfortunate incidents where individuals have sent personal e-mails of questionable content from their office only to find themselves without a job since the email was sent through a company account.

Continued on page 13

Email Etiquette, *continued...*



Dos, *continued...*

Follow threads

If you are conducting an on-going conversation via e-mail, rather than starting a new email each time you respond, this is one time where you really do want to use the Reply button. That way you (and the other person) can follow the thread of the discussion.

Proof-read

Take the time to proof-read your document. It's a mark of respect for your reader to minimize spelling mistakes.

Date clarification

English and American methods of recording dates differ. E.g. is 10/12 October 12th or December 10? To avoid confusion, write the date out.

Subject line

Be as specific as possible in the subject line regarding the content.

Sender name

Do include your name at the bottom of the email, and alternate ways people can reach you (phone number, for example).

Article courtesy of Pitsel and Associates Ltd.



Don'ts

X Don't correct people's grammar, punctuation, or spelling. That is rude, and you're not their mother or their 4th grade teacher.

X Capitalization

Typing in all capitals is the equivalent of yelling.

X Profanity, racist, sexist comments etc.

In a word – Stifle it! You never know who will be reading your email – and even jokes can put you in a very poor light.

X Confidentiality

Don't use email to discuss matters that are confidential.

X Criticism

If you are having a disagreement with someone, it's much better to discuss it in person, or by phone.

X Format for screen reading

Reading from a piece of paper is different from reading a computer screen. Try to keep paragraphs short; use spaces between paragraphs, and use bullets where possible.

X Replies

Don't respond to long emails sent to a group of people with a "Me, too", or "I agree" attached to the original message. This is a waste of time and adds little.



Maybe's

? Read receipt

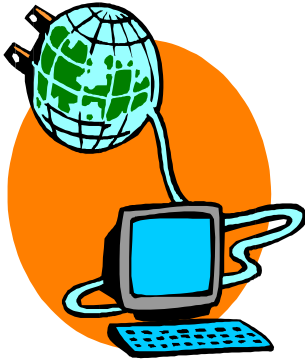
This feature automatically pops up on the recipient's screen and asks for a yes/no to indicate to the sender that you have read the message. Save it for times when it is critical for you to know that the person has actually opened the message. (Remember, of course, that opening it does not guarantee that it has been read or understood, let alone agreed to.) It is probably better to ask for a response from your reader within your email message.

? Emoticons

Emoticons are those confusing little combinations of brackets, colons and carats that signify some emotional state. Use sparingly. They can help to clarify a sender's intent, but some of them are more perplexing :-/> than clarifying. It is considered rude to write something mean or derogatory and then put a smiley face at the end.

? Finally

Respond to e-mails in a timely fashion (if they require a response). If you are unable (because of vacation, for example) to respond, set your account to respond automatically to let people know when you will be back in the office.



Working the Web

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

It is still summertime and the living is supposed to be easy. I am beginning to think about going back to work at Lester B. Pearson High School in Calgary and that means I am focusing on resources that are oriented to, however not limited to, youth.

► **Career Matters** seems to have potential:
www.ilc.org/cfm/CM/index.cfm?Menu_ID_Sel=200&Lang_Sel=1

► In the latest **Contact Point** bulletin I found the following link that includes occupational profiles and videos for 513 “career paths”.
www.ilc.org/cfm/CM/careers/index.cfm?menu_ID_Sel=5400&Lang_Sel=1

The website address for **Contact Point** is:
www.contactpoint.ca/bulletins

► The HRDC site based on Youth Employment Strategy Youth Path is:
<http://www.youth.gc.ca/yohome.jsp?lang=en&flash=1>

It includes a direct link to Hire- A-Student which is now called **Service Canada Centres for Youth**. (SCCY is the acronym)

► The Calgary Youth Employment Centre site is: www.nextsteps.org. If you haven’t checked this site recently, there are many new occupational profiles and associated links

► **Working Canada** has a student job link:
www.workingcanada.com.

► For job postings, articles advice and tips, go to the **Youth Connections** offices and programs at:
www.gov.ab.ca/hre/youthconnections/index.asp.

► Alis has also added many new OCC Profiles so you will want to check them out:
www.alis.gov.ab.ca.

I haven’t reviewed Career Cruising recently however historically they use the summer months for improvements and additions. Add a visit to their site to your to do list:
www.careercruising.com.

Because this submission was intended for the June issue of Career Momentum, some of the sites and links can be stored for next year. Not all of these are new sites although most have been updated and some of the sites and programs have been renamed. Some of the sites are cross referenced, particularly those sponsored by HRDC; the specific links allow you to enter directly into a particular program or service.

Communications Committee Opportunities

- Are you looking for an outlet for your creative skills?
- Do you enjoy getting things just right?
- Do you write and re-write your emails or relish giving your special events that pinch of panache?

..... then the Communications Committee may be just the place where you want to hang your hat!

- Review policy and guidelines for the list serve, newsletter and web site.
- Clarify process for making decisions regarding what to include as appropriate content in these communications.
- Identify and embody emerging priorities in Strategic Communications Plan
- Recruit new committee members



POSITION DESCRIPTION ***Branding/Public Relations***

- Plan and develop identifiable image of the CDAA, review and revise as needed for committee to submit to Executive for approval.
- Ensure external communication vehicles and the association image are effective. The current vehicles are an association brochure, website, letterhead, logo, banners, portable display and ribbons.
- Review print materials to ensure consistent application of logo and association image.
- Maintain adequate supply of the above external communication vehicles by securing suppliers and requesting orders as needed.

This committee develops branding (image) and editorial policies for CDAA communications. The CDAA currently has openings for a Communications Committee Chair and Branding-Public Relations Director. Although these are volunteer positions, you will receive payment every time you see your design on display.

In addition to strong organizational skills, preferably you bring some experience with graphic or web design, are well versed in advertising and enjoy promotions and marketing. Please submit letter of interest to Gail VanEerden at gvaneerd@telus.net by October 1, 2006.



POSITION DESCRIPTION ***Communications Chair***

- Oversee the activities of the communications committee
- Chair committee meetings and submit reports to Executive
- Liaise with Executive
- Oversee communication to CDAA members through:
 - Career Momentum (newsletter)
 - List Serve
 - Website
- Maintain and update the above noted communications while considering opportunities to create new vehicles and communication strategies.

Continued on page 16

Communications Committee, *continued...*

- Assist president in composing press releases and other communications as needed
- Develop marketing materials as required upon requests of CDAA committees and members and submit to Executive for approval



Other committee responsibilities that you may be interested in joining in on:

POSITION DESCRIPTION *Career Momentum* **Editor** - Heather MacDonald

- Plan and support content for Career Momentum
- Solicit articles for Career Momentum from Board and other members as well as outside sources
- Commitment to produce 4 issues per year
- Develop resources to produce on-line version (timeline 2007-2008)



POSITION DESCRIPTION **List Serve Administrator**

Positions filled currently as follows, looking for perm administrator

- Review and revise List service policy as needed, submit to committee for implementation and approval by Executive
- Maintain list serve



POSITION DESCRIPTION

Positions filled currently as follows, looking for perm administrator
Nell Smith – *website maintenance*
Rachelle Drouin – *website tech consultant*

- Ensure that the website reflects the members needs
- Review and revise on a regular basis
- Create a members only area

Here it is, another autumn and as Marilyn stated in her presidential greetings, the appearance of September ultimately brings with it change. One only has to look out the window to appreciate this. Summer is officially over and our foothills version of autumn is upon us. Perhaps living in a climate where we may experience any weather type at any time during the year causes Albertans to be adaptable.

Other changes include the return of students to school. Those of us who work with students are back at school, too. Some of us have had time off during the summer to return to the workplace with our batteries recharged.

On changes of a personal nature, I have recently been hired as a Career Practitioner with the CBE, although I have worked with high school students for 8 years. This position brings me back into the career development field I left in 1990 where my focus was in the area of differently-abled clients. Certainly, having worked with teenagers and having two myself has inspired my own career direction.

Of course, another obvious change has been to take on the role of editor of Career Momentum and it is with great pleasure that I serve you in this capacity. I thank Lori Atkinson and Gail Van Eerdan for their unfailing support.

Heather MacDonald

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Submissions can be sent to hemaconnald@cbe.ab.ca
The opinions expressed in this publication are not necessarily those held by CDAA.
We reserve the right to edit all submissions.