



cdaa
career
development
association
of alberta

Career Momentum

April to May 2009

Call for Nominations: Life Member and Honorary Member

Extended Deadline: May 22, 2009

Nomination forms: www.careerdevelopment.ab.ca

"Life Member" means a Certified or Associate Member in Good Standing who is recognized for long term, active service in the CDAA and the profession and who has been elected a Life Member by the Board according to policy. A Life Member will remain a Member of the Association and has all privileges of a Certified or Associate Member as the case may be, but does not normally pay annual dues. The Life Member will be presented with a plaque of recognition at the annual AGM and listed on the CDAA website in acknowledgement of this honour.

Criteria for nominating a Life Member

- Has made a significant contribution to the development and promotion to the CDAA
- Minimum of 15 years full time work within the career development field
- Must be nominated by a certified or associate member
- Annual membership dues will be waived
- Application processing fee for CCDP or renewal of CCDP is ½ half of the standard fee
- To maintain CCDP professional designation, ½ of the standard CE credits and ½ of the standard required work hours are required
- Candidates for life memberships must have support from 2/3 of the Board of Directors
- The number of life members should be no more than one percent (1%) of the general membership as of September 1st of the year previous to the Annual General Meeting
- Candidacy for admittance to life member to be approved by members at the Annual General Meeting

"Honorary Member" means any non-member who has made, or is making, a significant contribution to the career development field and who has been elected by the Board according to policy. An Honorary Member will become a Member of the Association and has all privileges of a Member except voting or seeking election to the Board. An Honorary Member does not pay annual dues. The Honorary Member will be presented with a plaque of recognition at the annual AGM and listed on the CDAA website in acknowledgement of this honour.

Criteria for nominating an Honorary Member

- Has made noteworthy contribution and received significant recognition from peers in the career development profession
- Has profound and extensive experience showing enthusiasm and leadership in career development
- Must be nominated by a certified or associate member
- Is exempt from paying annual dues
- The number of honorary members should be no more than one percent (1%) of the associate, certified and student membership as of the previous September 1st
- Candidates for honorary members must have support from 2/3 of the Board of Directors
- Candidacy for admittance to honorary member to be approved by members at the Annual General Meeting

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Upcoming PD Events

(For more information please check out our website:

www.careerdevelopment.ab.ca)

Building Tomorrow Today 2009

Where: Mayfield Inn and Suites, Edmonton

When: June 10 & 11

Keynote Speakers: Dr. Barbara Moses (June 10) and Nina Spencer (June 11)
Closing Plenary Session: Dr. Norm Amundson

Edmonton Chapter:

Blueprints for Life

Where: Mayfield Inn and Suites, Edmonton

When: June 12 & 13 (Post-BTT)

Workshop Instructor: Sue Deruelle

Calgary Chapter:

Powerful Co-facilitation

Where: TBA

When: Tuesday, May 5

Session Facilitators: Sherrie Dutton and Rona Fluney

Ignite Your Passion Conference

Where: Holiday Inn-Calgary Macleod Trail South

When: Thursday, October 1

Speakers: TBA

Central Chapter:

Career/Trade Expo

Where: Western Park (4874A- 19 St.) Red Deer

When: Wednesday, May 6

Speaker: TBA

Southern Chapter:

Making the Connection

Where: The Keg Restaurant-downstairs (1717 Mayor Magrath Drive S.) Lethbridge

When: Friday, May 8

Agenda: Gillian Nish – Networking Etiquette

Employer Panel

Lunch and Afternoon Concurrent Sessions- Herky Cutler and TBA

Northern Chapter:

A spring event is currently being planned.

For more information contact:

northernab@careerdevelopment.ab.ca

– Ann Nakaska



Transitioning from High School

By: Joy Ulrich – CBE Career Practitioner

‘How prepared are grade 12 students for life after high school?’ This has been the question I have been asking myself this year, the question that has made me question what I do and how I do it.

I work in a high school and my job as a career practitioner is all about preparing kids for the ‘What Next’. I love my work. I love facilitating that discovery process with students; helping them see occupational options that could suit their personality, interests and talents.

But I wonder...how prepared are they to pursue and attain those possibilities? How realistic are they to the effort it will take to actually reach their dreams?

Career Development theories have advocated an ‘anything is possible’ belief, and as you become more self-aware you eliminate options. This ‘I could do anything’ ideal opens many doors for students, but has it also blinded them to the high cost of making a dream a reality?

The Education System supports the belief of ‘success to every student’ and while this belief has promoted individualized program plans and learning services that walk a student through K-12, has it really built into students the ability to succeed, the preparedness for life after high school?

The Helicopter Parent hovers over their child, safeguarding them from failure or pain, seeking to make smooth the path of life, giving every advantage to ensure their child’s success. The opposite is also out there, the disengaged parent who is too busy surviving to be actively involved in their child’s life. How do these parenting styles impact a student’s preparedness for life?

In seeking some answers to my questions I conducted an exit survey with my school’s (Ernest Manning) graduating grade 12 students (181 surveys returned out of a possible 300). I wanted to know just how prepared did students feel for life after high school and whether their plans included post secondary education. In response to that first question, 71% indicated a high level of preparedness (score of 7-10 on a scale of 1-10), while 67% said they have a clear sense of career direction (score 7-10 on a scale of 1-10).

Interestingly, less than half of those who rated themselves unprepared (<5) or unsure of career direction actually requested support. The support that was most requested was in the area of post secondary education, needing information on admissions, scholarships and transcripts.

I was also curious to know who students identified as being influential in helping them prepare for life after high school. I would love to say that student services and more specifically me, the career practitioner was named most often but in reality students affirmed teachers. It is relationships with parents, teachers or counselors that end up making the most impact on student’s lives.

What I found to be most interesting (and disturbing) from this survey was in response to the question; ‘Are you planning on going on for more education?’ **98% said Yes** (2% maybe) and of that 98%, 95% said they were ‘very sure’ they would attend if they were accepted. Also, of that 98%, 83% indicate they plan to go to University (17% going for

Transitioning from High School – Continued...

specialized training). My initial response was positive, I have been telling the students about the need for post secondary education or training and how that will affect their future options and earning potential...but to have 98% say they plan to attend made me start to wonder.

Statistics show that Alberta's university participation rate is at @34%, and that 1 out of 7 students in university will actually drop out (most often during the first year), making a completion rate of @25% (Alberta has lowest rate). So it begs the question, what happens between grade 12 and the actual participation & completion of university? How can so many students be so sure they will attend post secondary and then so few actually complete it?

To get a feel for how realistic or how serious the students were about attending post secondary, we asked a few follow up questions;

1. Have you started the application process? (61% applied) 39% not applied
2. Do you need upgrading to meet entrance requirements? 33% need upgrading
3. What would keep you from attending? 54% identified 1 or more barriers (Poor grades, finances, relationship, 'excellent' job opportunity or year off)

This already shows where some of the disconnect lies...how can you go to school if you have not applied? Have you made arrangements to upgrade? Can you afford to go? It would seem that the desire to go for post secondary education is very real but the reality of getting there is a hurdle that many will not be able to overcome.

What seems to be happening is a rising of student expectations throughout K-12 and the time right after high school is the adjustment of those expectations to a more realistic level. I'm wondering if this time of 'disillusionment' is a normal developmental stage of the young adult or is it a relatively new dynamic reflective of current education and parenting practices. I certainly think that tracking graduating students beyond high school would provide some interesting information to CBE.

Evidently, the question of life preparedness in grade 12 students is more complex than giving them the right information and/or study skills. Possibly, life experience is the only way for a student to move past the idealism of youth, to a more realistic approach to life. I know for myself, I have already made some adjustments in the career coaching I do with students; looking at their grades if they say they want university, looking at other training options, questioning the realism of their expectations. But ultimately they have to go through that ideal vs. real crisis moment for themselves and take responsibility for the choices they have made and will make.

Did You Know?

BTT Needs You! Be a Volunteer!

The BTT 2009 Planning Committee is looking for volunteers for the BTT event on June 10 & 11, 2009.

Positions include:

- Greeters
- Registration Assistants
- Session, Lunch & Resource Fair Attendants
- Speaker Liaisons

No Experience is required.

This is a great opportunity to meet new people and experience the conference from the working base.

Volunteer to help your event be the best it can be.

Contact Bev Hempel at 780-413-9570 or at bev@curriecom.com

4 Great Reasons to Bring Your Cup to BTT

By: Ann Nakaska



Career Activism

Barbara Moses, our keynote speaker this year for BTT, says that successful career activists are “informed, vigilante ...passionate and engaged...always on the lookout for windows of opportunity” (1997). As BTT is the largest career development conference in Western Canada (over 800 delegates attended last year while BC’s 2009 CDC Conference had only 400 attendees) everyone in the career development field should make BTT a “must attend” conference.

In order to teach career activism to our clients, first we must be career activists ourselves. While at BTT last year, I had the pleasure of attending one of Emily Sylvester’s sessions. It inspired me to take knowledge from one area of my life and combine it with career development theory. In March 2009, I presented a session at the CDC conference in Vancouver on the Theory of Recycling, based on developmental psychology. BTT and Emily’s session acted as an inspiration for my own personal career development opportunities.

Networking

Richard Boles, author of *What Color is Your Parachute* (2006) states when networking, “you deliberately attend ...meetings or conventions in your present field or the field /career you are thinking of switching to...” To me, the key word in this statement is *deliberately*. Too often we think of networking as something we only do when we need something or when we are looking for a job. But networking is really about building relationships. When was the last time you deliberately added 5 career development contacts to your network?

In his book, *Active Engagement*, Norm Amundson, Ph. D. shares a story about using his informal network to help him find an interpreter for his work with counsellors from Hungary. What has always impressed me the most about Dr. Amundson are his connections with career counsellors from around the world. His experience comes from actively attending conferences and networking. He is a true career activist and walks the talk of career development theory.

Personal and Professional Development

In her book *What Next?* Barbara Moses identifies some strategies for career enhancement, including:

- “Participate in a high-level conference
- Become better at something you are already good at
- Continue your education
- Increase your exposure to other areas, find new challenges, and refresh your perspective on your career
- Reconfigure you skills in new ways, leverage existing skills” (2003, p.147-148).

This year at BTT, think about attending completely different sessions than you would normally attend. Move out of your comfort zone and try a different type of session. Participate in one of the conversation cafes. I have attended these round table sessions at other conferences and they are great for both interactive discussions and networking.

Life Long Learning

This year at BTT, we have three great keynote speakers and many new informative sessions. There is always something to learn at conferences. However if you are feeling like you have heard it all before, perhaps it is time to pass on some of your own wisdom to the next generation. This year at BTT make it a personal goal to introduce several newcomers to other career development practitioners you know. Help build our professional network and make BTT a wonderful experience for new people entering our career field.

4 Great Reasons to Bring Your Cup to BTT – Continued...

Why bring your cup to BTT? This comes from a story told by that great storyteller and job developer Denise Bissonnette:

A student who visited his Zen master asks, “Master, have you anything to teach me this day?”

His teacher responded, “I don’t know, it depends on how full your cup is.”

Perplexed the student asked, “What cup, Master?”

The Master explained, “If I were to pour tea into an already full cup, it will simply spill over, for there is no room in the cup for more tea. Such is the way of the mind. If you come to me knowing everything already, I will have nothing to teach you. If you come to me empty, there will be room for new knowledge and increased wisdom.”

I hope to see you all at BTT...and remember to bring your cup!

References:

Amundson, N. E. (2003). *Active Engagement: Enhancing the career counselling process*. Winnipeg, MB: Ergon Communication Publications.

Bissonnette, D. (1994). *Beyond traditional job development: The art of creating opportunity*. Mill Wright and Associates, Inc.

Boles, R. (2006). *The 2006 what color is your parachute?* Toronto, ON: Ten Speed Press.

Moses, B. (1997). *Career intelligence: Mastering the new work and personal realities*. Toronto, ON: Stoddart Publishing Co.

Moses, B. (2003). *What next?: The complete guide to taking control of your working life*. New York, N.Y.: D K Publishing.

Recommended Read

By Barbara Mathies – Bow Valley College, Career Connection, Career Coach

30 Minute Resume Makeover by Louise Kursmark, published by JIST Works, 2008

Career coaches are often asked to help repair and improve clients’ resumes. Louise Kursmark, the author of over 10 resume and career-related books, and the co-author of the well-known *Resume Magic*, has given us a new book to help our clients, titled the *30-Minute Resume Makeover*. It demonstrates how to quickly identify resume weaknesses, problems and red flags and repair them. In this book she provides “quick-fix” strategies, especially useful for a coach with limited time. Louise Kursmark furnishes a “Resume Report Card” to pinpoint where improvements are most needed. Top priority can be given to those areas where the resume scored lowest. If time is extremely limited, Louise Kursmark recommends choosing just one area, “Strategy #3 Emphasize Experience and Accomplishments”. She recommends making accomplishments “shine” to gain the biggest payback from the resume makeover.

Louise Kursmark shows how the “Summary section” can be one of most creative parts of the resume and how to make it communicate a personal brand. Other valuable sections of the book include before and after examples of accomplishment statements, skill summaries, educational credentials, job descriptions and “extras”. Best of all, Chapter 4 includes 18 sample resume transformations that clearly demonstrate how to use her makeover strategies to good effect.

VOLUNTEER – Begin a New Adventure

Here are some simple questions you can ask yourself when you consider volunteering.

By Carolyn Jonsson – Bow Valley College, Career Connection, Career Coach

- **Is volunteering valuable?**

If you are not sure if volunteering is valuable, talk to someone who has volunteered and loved it. Find out why the experience can be life changing and how to make it work for you.

“Life is either a daring adventure or nothing.” **Helen Keller**

- **What am I passionate or curious about?**

Are you passionate or curious about something that you’ve never had the chance to try out? Why not **volunteer and explore...**

“Any path is only a path, and there is no affront to oneself or to others, in dropping it if that is what your heart tells you. Look at every path closely and deliberately. Try it as many times as you think necessary. Then ask yourself and yourself alone, one question: ‘Does this path have a heart?’ If it does, the path is good; if it doesn’t, it is of no use.” **Don Juan**

- **What can I contribute as a volunteer?**

Whether you are able to volunteer or not, you have much to contribute.

“Keep away from people who try to belittle your ambitions. Small people always do that, but the really great people make you feel that you, too, can become great.” **Mark Twain**

My personal experience with volunteering is that it is life changing, it effects you and those around you in magnificent ways; as a volunteer you have much to contribute and much to gain!

I’d love to hear back from you regarding the value of your volunteer experiences! I’ll compile your contributions on the matter in a summary for the next publication of Career Momentum; Looking forward to learning from you!

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2008 - 2009
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