



**cdaa**  
career  
development  
association  
of alberta

# Career Momentum

December 2008 to January 2009

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## Message from the Chair

As the snow begins to fly and the hibernating instinct begins I find myself reflecting over the fall and the associations' activities. I see the incredible energy and passion that is put into our association and I am grateful to the many people who have and are putting time and money into its work.

You noticed that last year the membership fees were raised; our current By-Laws, approved in 2007, allow the Board to make such decisions in order to operate the association. I apologize that this wasn't communicated more effectively. Please allow me now to explain. As we grow and professionalize, the association costs increase. Board and Committee members were incurring expenses on behalf of the Association business and that was not responsible or sustainable. In order to provide services we need to meet the fiscal costs to provide them. Thanks to you and your acceptance of this increase, we have been able to better meet our fiscal responsibilities.

**Here are some highlights of this fall:**

- We have a new **Administrator/Registrar**, Alice Funk who lives in Edmonton! She has made a great transition. Welcome Alice! We are very grateful for Laurie McCreary Burke and her work over 5 years as Registrar and then as Administrator/Registrar.
- We have just signed agreements to **upgrade our website** which will be launched in the New Year. We will be putting more on our website to keep you current, connected and committed!
- We have initiated a stronger **governance** structure which will allow a more empowered and accountable membership and Board. This will be on our new website. This involves succession and fiscal planning.
- We have approved a comprehensive **Marketing Plan** which will be implemented in the New Year. This will mean more visibility and advocacy.
- In the New Year you will be hearing from us on how and what you can get actively involved in. We will be looking for volunteers and nominations.
- Our **Registration, Standards and Certification** remain very strong and we continue to maintain that as a major benefit to you as members. Should you be a CCDP, please talk about it with your employer and colleagues. We will be expanding our connections with employers.
- The **E-Momentum Newsletter** has been launched. Thank you Carolyn Jonsson and her team. We look forward to your input from the survey.
- **Partnership and Sponsorship** planning and connections are beginning
- We are working on final agreements to offer **Group Insurance** to members
- **Connecting with Chapters and Members** - On behalf of the Board Paula and I have had the honour and privilege of meeting with all of our chapters with the exception of the North which we hope to do in the early spring. Yellowknife (North of 60), Calgary, Lethbridge, Central and Edmonton all have their distinct character and challenges and as a provincial association that is one of our biggest challenges. How do we meet the needs of those distinct chapters? I am sure when we meet with the North (Grand Prairie area) it will be no different. We are committed to continue to work toward meeting those needs. Thank you for allowing us to hear from you!
- BTT continues to be a major involvement for the CDAA and looks to you for support and volunteering!

This has been a fall of hard work and we thank you for your support and involvement! It is our hope that with this hard work the benefit of association will become clearer. Please feel free to contact any of the Board to ask questions or provide input! Thank you!! Have a very peaceful Christmas and New Year!! – Doreen Kooy

## Upcoming Events

### Attend Building Tomorrow Today Conference and Consultation 2009

Great keynotes and wonderful sessions to build your best practices in Career Development. Come and get energized at our 15<sup>th</sup> annual BTT Conference and Consultation

Mark your Calendars and help others to mark theirs too! Forward to anyone you feel would benefit from this experience. See you all there!

#### Calgary:

- October 29 Networking reception
- January 29, 2009: Infectious Inspiration: Creating a contagious culture of high performance
- Tuesday April 21, 2009: Powerful co-facilitation
- Wednesday, June 17, 2009 Pot luck
- October 2, 2009 (Tentative date for Ignite Your Passion conference)
- The Career Show is on October 31 and November 1, 2008.

#### Lethbridge:

- November 5: Lunch and Learn with Kris Magnuson
- March, 2009: Work Wise conference - dates to be confirmed

#### Red Deer:

- March 3/4, 2009: Career Conference

#### Edmonton:

- BTT – June 10/11, 2009
- June 12 (tentative date for Blueprint for Life)

### International Career Development Conference:

November 5-9, 2008

### Natcon 2009:

January 27-29, 2009

### Cannex 2009:

April 6-8, 2009

NCDA: July 1-3, 2009



## Working the Web

Students are thinking about graduation from high school or a post secondary program. For some it is the school-to-work transition for others it is a decision about whether to go directly on to post secondary, have a GAP Year or go directly to work while they do some additional exploration and decision making.

- For those about to graduate from post secondary (and April is not that far away) they could do worse than consider working for one of the Top 10 employers in Canada. Financial Post's 10 Best Companies to work for in Canada <http://www.financialpost.com/story.html?id=899340>
- Try to set up some **Informational Interviews** or **Job Shadows**; they are a good way to talk with people about the nature of the work or their workplace. If you need additional information about this process, you can view FINDING OUT in e-products and services or the Tip Sheet for Info. Interviewing on the alis web link <http://www.alis.alberta.ca/ep/eps/tips/tips.html?EK=131>
- Another option is to find a company that will hire you as a temporary worker on for an entry-level position before you go to post secondary. That will allow you to discover if you like the work and are well suited to it before you commit to college or university.
- This is an excellent article about the value of a BA. I may have included it in another column however given that many students are making decisions about post secondary this time of year it is worth a second look: **BA Enrolment Grows: Grads Find Diverse Jobs** <http://www.uoguelph.ca/atguelph/03-06-04/articles/enrolment.html>. Similar articles have been written in the US where they call it a Liberal Arts degree; I chose this one because it is Canadian.
- If you cannot decide what you want to take in a post secondary program, you can test the waters by registering as an unclassified student. Try a few elective credit courses that appeal to you while you do some additional exploration. Post secondary institutions offer career services on campus. Faculty advisors should be able to assist you in selecting curriculum related to your interests even if it is just what we used to call "general studies". A year spent discovering what and how you like to learn and that you can be successful at the post-secondary level may be more valuable than opting for something simply because you are able to do so. If it is not a good fit, you may have to start again with an entirely new program and that costs money and time or worse you will just quit in frustration.
- Everyone should check out the newest addition to SAIT Polytechnic Web Site <http://www.sait.ca> called **Further Your Passion** <http://www.furtheryourpassion.ca/>

**GAP YEAR:** There are many sources of information about how to make productive use of the GAP year.

- If you need to earn money for post secondary that requirement may reduce the variety of opportunities although it still makes sense to be working in your field of interest.

## Working the Web - Continued

- Use the time to broaden your life experience, increase your network or give something back to the community. Consider participating in Katimavik <http://www.katimavik.org/Subsection/index/id/86> somewhere in Canada or apply for SHAD Valley [www.shadvalley.ca](http://www.shadvalley.ca) at a university in another province.
- Students Working Abroad SWAP [www.swap.ca](http://www.swap.ca) or Volunteer Abroad [www.volunteerabroad.ca](http://www.volunteerabroad.ca) are two of many options.

**Looking for Work:** attend career shows such as the one held in Calgary. These events are excellent opportunities to discover what companies and industries are actively hiring new staff. If you did not (or could not) attend check out the list of participating companies, agencies or work sectors that are on the event web site. <http://www.thecareershow.ca/exhibitors.html>

- If you want to know when a similar event will be in your area, check out the provincial link. <http://employment.alberta.ca/cps/rde/xchg/hre/hs.xsl/3227.html>
- There are job fairs that are industry specific and using a site such as this one will allow you to find them in other provinces too. [http://www.jobsetc.ca/content\\_pieces.jsp?category\\_id=369&lang=e](http://www.jobsetc.ca/content_pieces.jsp?category_id=369&lang=e)

**New Year = New Beginnings:** Maybe this is the time to plan for a career path change. You could begin by returning to formal learning if only on a part-time basis and/or via Continuing Education programs offered by most post secondary institutions during the evening or on Saturday. See the Adult Back to School Planner on Alis under e-products. Post Secondary Institutions have Continuing Education programs on their web site; while the printed catalogues/calendars are usually available free of charge at most major supermarkets.

Most Career Centres in schools, colleges, universities or adult career services will have print copies of all the e-publications available from Alis. For an “adult” Career Services Centre near you check out <http://www.alis.alberta.ca/ec/cp/cs/abcareer.html>. If you are high school, or under the age of 24 use the link <http://www.alis.alberta.ca/hs/high-school.html> to find services for Youth in Alberta.

- I would be remiss if I did not mention the Calgary Youth Employment Centre by name [www.nextsteps.org](http://www.nextsteps.org)
- There are services for **New Comers** to Canada. Some are for adults and some for youth. Refer to the information and web links in the November edition of Momentum, Page 7 on line.

**Networking:** not a new topic however it is worth reminding you about it. Networking only has real value if undertaken with honesty and the intention to become part of someone else’s network while you build your own. Ref: Tip Sheet: networking for people who are shy <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=1321>.

- There is a new Alis Tip Sheet about **Networking on Line** <http://alis.alberta.ca/ep/eps/tips/tips.html?EK=12422>

Try using some of the print resources that are usually free to an educational institution or some on-line magazines.

We receive Vervegirl <http://www.vervegirl.com> , Fuel <http://www.fuelpowered.com/Magazine.aspx> and Campus Starter <http://www.campusstarter.com/>

- There is an article in the October Verve about *Careers To Inspire Your Next Move* with an on-line equivalent.

## Did You Know?

Alice Funk is the new CDA  
Administrator /Registrar,  
replacing Laurie McCreary-  
Burke. THANK YOU, Laurie for  
your commitment and service  
in this critical role!



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4276 ext. 237.

## Working the Web - Continued

CACEE has just published Career Options: High School Edition <http://www.cacee.com>

Did you know that most work sectors have industry related magazines? A career planner or work seeker can use them to conduct in-depth career investigations and prepare for interviews. Some of them may be on a site such as Alberta Magazines [http://www.albertamagazines.com/member\\_magazines/](http://www.albertamagazines.com/member_magazines/) while you may have to find professional associations to locate others. Those who use Career Cruising will know the links to professional associations and other related sites are among the excellent features found in Other Resources for almost every occupational profile. There are certainly some on most of the OCC Profiles found on the alis site however the list in Career Cruising is usually more extensive.

### Recommended Reading:

The Alberta Teachers' Association Magazine Fall 2008 includes a series of articles ***Alberta Youth Growing Up in the Boom Years*** <http://www.teachers.ab.ca/Quick%20Links/Publications/Magazine/Volume%2089/Number%201/Articles/Pages/Articles.aspx>. I really liked this one titled

**Alberta Youth in the next Alberta: Dancing with the Dinosaurs.** The article begins "As *Alberta moves into its second century, Alberta's youth, indeed all Albertans, are blazing a trail into an unknown that presents them with both unprecedented opportunities and daunting challenges*".

### Stories about Transition: The International Resilience Project

[http://www.resilienceproject.org/index.cfm?fuseaction=text.&str\\_cmpID=65](http://www.resilienceproject.org/index.cfm?fuseaction=text.&str_cmpID=65).

This project is highlighted in the November Contact Point Bulletin and was sent to Practitioners within the CBE by our esteemed colleague Dena Grabill. Please take the time to read "The Decade After High School" for Parents and the other for Professionals published in 2008; it is the copyright of Cathy Campbell and Michael Ungar.

The conclusion sums it up clearly: "A pivotal role for career professionals is to encourage youth and their parents to put the young person's interests, abilities and aspirations at the centre of educational and career decision making." If there is a criticism it is that the young people surveyed do not fit the profile at my high school where 56% of our students are from other than Western European Heritage. I suspect this is increasingly true for many large cities where newcomers tend to settle. I believe there is a requirement for someone in the field to conduct a study with the young adults in that population group to determine whether they and their parents need very different information from Career Practitioners and how to get the information to them.

Seasons Greeting to All

Vicky Driver AKA the Web Queen



# Ignite Your Passion – Fire Into the Future 2008

Ignite Your Passion 2008 was a resounding success!

We had a packed house with over 140 attendees and guest speakers, making it the largest ever, Ignite Your Passion Conference. Our ever-chipper Master of Ceremonies, Herky Cutler started us off with introductions of the Ignite Your Passion 2008 team, our Calgary Chapter Chair (Heidi Lund) and our CDAA chair (Doreen Kooy). We had attendees not only from Calgary but from Edmonton, Red Deer and Lethbridge, as well. This year saw the introduction of our new on-line registration system, moving us further along into the age of technology and while we may not have all the bugs worked out just yet, we were extremely satisfied with how this new system worked.

Tammy Robertson, our keynote speaker started us off on a positive and energizing note. Tammy has many years of public speaking experience and talked to us about being leaders of the future. I think I even saw a few flying ducks!! After Tammy's session, we were pumped and ready for the day.

Next, Ruth Kelly from Venture Publishing treated us to an informative talk. Ruth has extensive experience in the business world of Alberta and shared new and interesting information on some of the up and coming sectors of industry. Her talk was followed by a very lively question and answer period. In connecting with Ms. Kelly and Venture Publishing, CDAA members will be offered discounts on the subscription rates for both Alberta Venture and Unlimited magazines.

Afterwards, we were treated to a delicious luncheon buffet. We would like to thank Fort Calgary for providing us with a delicious lunch selection. The noon hour also included time for extra networking, visiting the Logos bookstore display, attending the CDAA information session, or just stealing a couple of extra minutes outside on a perfect sunny day.

The afternoon was rounded out with Michelle Devlin of Seriously Speaking. Michelle shared her wisdom and her humor on how we can improve our facilitation skills.

Door prizes were handed out throughout the day. The Ignite Your Passion 2008 team would like to thank the following door prize contributors:

- Logos Bookstore
- Esthetics Spa
- Staples
- Blockbuster
- CDAA Calgary Chapter

Feedback forms were completed and the results are in. We received 100/130 feedback forms (which is a great response) and 90% said they would attend next year, 90% said they would encourage others to attend next year and 90% said they were happy with the venue.

The speaker ratings were all very high and any negative feedback we received was few and far between and was for issues easily resolved for next year's conference.

Several members from last year's committee will be returning to be part of this year's team and new members have been recruited to help out for 2009. If you are interested in helping out with Ignite Your Passion 2009, whether it is for just the day or for a specific task, we would love to have you come on board with us!

Special thanks again to the Ignite team: Debbie Pratt, Ian Giles, Steve Elman and Rob Shewchuk and for our extra helpers on the day of the event.

Thank you all so much for coming out and making Ignite Your Passion such a huge success, we could not have done it without you. We are excited and looking forward to Ignite 2009.

- Ann Nakaska, Ignite Your Passion Committee Chair 2008

## “Career” is a Life Management Concept

by Robert Manolson

“The term 'career' is a continuous process of lifelong learning, growth and development in all aspects of our life, whether it's paid and unpaid work, learning, and the range of roles we undertake in our life. 'Careers' involve the balance of work experiences, family, community involvement, interests and hobbies, training and education and more, much more.”

“The term 'career' is a life-management concept encompassing a full range of our life experiences. Therefore, each and every one of us already has a 'career' and as we add experiences to our toolbox of life, we are literally building our career path.”

In the role of Career Counsellor, I meet both youth and their parents in their homes. This is a special time for everyone involved. It's a moment for the family unit to come together, reconnect, share perspectives, and listen with an open mind. Common questions center around whether to work after high school or continue with post secondary education, what career to pursue and which post-secondary program to apply to, which programs will be most useful, which job to apply for, and more.

Attention Parents! The career journey is not about one big decision regarding which program to take, which school to attend, or which occupation to choose. Remind your teens that who they are, knowing themselves, following a path that honours their interests, values, beliefs and passions in life is much bigger than any job or occupation.

Then simply trust in the process, and keep on learning. Take risks. Commit to not settling and enjoy all of life's experiences. Take the leap wherever it leads, and find the courage to persevere in the face of fear, self-doubt and uncertainty. Go after what you love doing, believe in yourself, and the money will come.

Robert Manolson, Certified Career Development Professional, and member of the Career Development Association of Alberta (CDA) supports his association's ongoing initiative for "common career language" in Alberta and across Canada. "Considerable differences in the use of common career language have in the past resulted in confusion related to the interpretation and delivery of career development services."

Robert believes that it is essential for today's youth to be leaders in getting the word out on the street that 'career' is no longer traditionally associated with just paid employment.

[www.powerfulplayexperiences.ca](http://www.powerfulplayexperiences.ca).

As published in *The Bulletin*, Spring 2008, [www.contactpoint.ca](http://www.contactpoint.ca)

### 2008 - 2009 CDA Board of Directors and Committee Chairs

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