CAREER DEVELOPMENT PROFESSION
DO YOU KNOW ABOUT CDAA?

Career Development Association of Alberta (CDAA)

An Introduction to membership, benefits & certification opportunities
WHAT IS CAREER DEVELOPMENT?

“Career Development is the lifelong process of managing learning, work, leisure, and transitions in order to move toward a personally determined and evolving preferred future.” Source: Canadian Standards and Guidelines for Career Development Practitioners.

Decisions you make each day – how you spend your time, what you identify as priorities, how you handle change – affect your life & thus your career development.

“Ultimately, your career development is much more than the jobs you pursue – it is about how you want to live your life”. Source: Canadian Council for Career Development (CCCD)
CDAA is:

- Is a self-regulated, not-for-profit, professional association in Alberta whose members are dedicated to providing the highest quality career development services in support of individuals and companies to reach their fullest potential.

- **CDAA is a member of the CCCD** – the Canadian Council for Career Development which aims to strengthen the national identity of career development & help support career development professionals at all levels.
Career Development Professionals (CDP’s):

- Work with people of all ages to help them to manage their life, learning and work.

- Advise, coach, teach, provide information & support people who are planning, seeking & managing their life & work direction.

- Develop tools and resources to support individuals in the career development process, including research and academia.

Career services exist to help people:
- pursue learning
- find work which is personally meaningful
- learn how to manage transitions in today’s ever-evolving labour market
CDP’s provide direct services in the areas of:

- Career education
- Career counselling, advising & facilitation
- Education advising, planning & support services
- Employment counselling, advising & facilitation
- Human resource development
- Career coaching
- Training in employment skills
- Training in work-related areas
- Vocational rehabilitation
- Prior Learning Assessment and Recognition
- Employer services
- Life skills
Career services may be found in:

- K-12 student services offices/centres
- Post-secondary student advisors and career services centres
- Community-based agencies
- Government service centres
- Private career service firms & independent practitioners
- Outplacement organizations
- Workplaces
- Health & mental health centres
As a professional association - CDAA:

- Connects members to current information, resources and initiatives
- Builds partnerships with organizations and allies with career development leaders
- Engages in PD/learning opportunities
- Sets professional standards
- Participates in local, provincial and national projects
- Advocates for career services in Alberta
Benefits to masters students & future counsellors...CDAA is a place to:

- **CONNECT with the best** in the career development field...professionals at different organizations/levels, organization directors, consultants, government and post-secondary/educational institutions.

- **GET INSPIRED** via learning opportunities & events: PROF. DEVELOPMENT events, WEBINARS & NETWORKING EVENTS across the province.

- **MEMBER DISCOUNTS** – CDAA & Chapter PD events & webinars.

- **BE MENTORED** – inquire about opportunities to be paired with professionals in your chosen area to learn and grow as a professional and connect with employers in the industry.
- **GAIN ACCESS** to critical professional information related to: training, certification, research, development, practice and policy.
  - **CCDP Designation** – Certified Career Development Practitioner (2 routes for entry: 1) Education route 2) Employment route (see CDAA Website for more info [www.careerdevelopment.ab.ca](http://www.careerdevelopment.ab.ca))

- **Share your RESEARCH** – members want to know what is new with career development research and how your work (local, national, international) is advancing the profession & prof. practice.

- **Be a PRESENTER & PROMOTE SHARING** – research/information & promising/innovative practices across provinces, territories and sectors. Present via webinar, PD event session, etc.

- **INSPIRE professionals & the profession** – be part of a profession that takes it’s knowledge base and practices seriously.
  - CONTRIBUTE TO BUILDING the capacity of the career development field to influence, advocate & offer excellence.
Join CDAA as:

- **STUDENT MEMBER** - $30/year
- **GROUP MEMBERSHIP** -
  - Groups of 5-9 members receive 10% discount
  - Groups of 10 or more receive 15% discount
  - Group Members can be new or renewing members & do not have to be members of the same organization
- **Register as BOTH** - students @ a group discount!
- **‘Refer a Friend’ Program** - refer a colleague who joins CDAA & be entered in a yearly draw for a free 1 year membership
- **OTHER MEMBERSHIP CATEGORIES:**
  - Associate Member - $131.25/year
  - Pre-Certified Member - $105.00/year
FOR MORE INFORMATION:
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