



CDAA'S COMMITMENT TO COMMUNITY

The Career Development Association of Alberta (CDAA) has been forging relationships with career development practitioners, career and employment service agencies, government departments, career development organizations, and industry since 1997. These relationships have been invaluable to the association and to the career development profession. Involvement in strategic partnerships and alliances has enabled:

- the development of the Canadian Standards and Guidelines for Career Development Practitioners
- the establishment of the Certified Career Development Professional designation
- the growth of annual conferences and consultations
- participation in projects that shape career development policy and resources
- the growth of a strong sense of professional identity

As a not-for-profit society the CDAA develops mutually beneficial relationships with supporting organizations. As a supporting organization the CDAA is able to offer benefits to its members such as discounted registration rates to conferences, professional development events, and training as well as gain exposure to the larger career development community. Supporting organizations of the CDAA, and their members, benefit from discounted registration rates to conferences, professional development

events, and training as well promotion of their organization.

Through collaboration and partnerships the CDAA aspires to building and strengthening the career development profession by engaging more practitioners, agencies, organizations, leaders, departments, and industries in delivering valuable services to the public.

Partnerships can:

- **Inspire great ideas** – involving partners can help with the creative process. It can also be enjoyable working as part of a team.
- **Add another dimension** – colleagues from different disciplines complement our discussions, thereby adding more interest for prospective audiences.
- **Share their experiences** – working with people who have previously taken part in engagement activities can help guide us through unfamiliar processes and also assist us with professional development.
- **Provide essential insights** – partners may have expertise in a host of relevant things such as understanding the needs of our target audience, timings and logistics, and suggestions of others we could work with.
- **Increase capacity** – partners can help you to reach a wider audience.
- **Provide an opportunity** – many partners will be looking for people to contribute to their own events or activities

CDAA'S COMMITMENT TO COMMUNITY continued

- **Strengthen relationships** – working with partners can deepen and strengthen our relationships as well as introducing us to new people and new ideas. This may lead to other projects in the future.

Respecting our Partners' Needs

We recognize that partners will each have their own reasons for getting involved. They will each have their own ideas about what they would like to take from the project.

We make every effort to:

- take the time to get to know our partners and their style of working;
- respect differences in style;
- make sure that all partners are credited on any branding and publicity; and
- respect the fact that our partners have other constraints and responsibilities.