



The Career Development Association of Alberta (CDAA) is a recognized leader that advances the career development profession through strategic outreach and partnership activities and provides services and supports to aspiring and practicing career development professionals. Services and supports to a diverse membership base of approximately 300 practicing and aspiring professionals are delivered through in person and online services as well as through an extensive network of industry leaders, organizations, and associations.

Members of CDAA are current, connected, and committed. They are consummate professionals with job titles as diverse as the settings they work in but who recognize that they are part of a growing and increasingly important profession. According to the Canadian Standards and Guidelines for Career Development Practitioners job titles include, but are not limited to: career practitioners, career educators, career information specialists, career management consultants, work development officers, employment support workers, work experience coordinators, job developers, placement coordinators, career coaches, and vocational rehabilitation workers. Work settings may include:

- Municipal, Provincial, and Federal Government Departments
- Profit and Not-for-Profit Organizations
- Indigenous Organizations and Agencies
- Newcomer, Settlement, and Immigration Agencies
- Youth Organizations and Agencies
- Rehabilitation Organizations
- Post-Secondary Education Institutions and Private Training Providers
- Elementary, Junior, and Senior High Schools
- Human Resources Departments
- Insurance Companies
- Private Practices

As a member of the CDAA you demonstrate to your clients, your employers, and the public the value of career development and the importance of being affiliated with an association that:

- Works with members, community, and industry partners to advance the career development profession;
- Connects members to current career development information, resources, and initiatives;
- Partners with organizations to make a difference for Albertans;
- Engages Career Development Practitioners in learning and networking opportunities;
- Sets professional standards, and;
- Participates in local, provincial and national career development projects.

As a current and active member you benefit from:

### **Personal and Professional Development**

- Access to current, relevant, and timely professional development seminars, workshops, training opportunities, and networking events throughout the province and beyond.
- Discounted registration rates for participation in the annual Alberta Career Development Conference and other professional development events offered by CDAA and partnering organizations.
- Automatic subscription to the Career Momentum newsletter, published quarterly, as well as archived issues.
- Peer support through an informal mentorship program, as a mentor or a mentee.
- Recognition as a Certified Career Development Professional (CCDP) for those members who meet the criteria for certification and submit an application for review and approval.

### **Practitioner / Business Support**

- Eligibility to participate in the Canadian Counsellors Liability Insurance Program through AON Insurance.
- The opportunity to post job advertisements and to advertise career development programs or services.
- The opportunity to partner on research and training initiatives.
- Free listing of programs and services in CDAA's publicly accessible Career and Employment Services Directory.
- CDAA Proud Member logo and CCDP logo (if certified) for use on email signatures, letterhead, and business cards
- Membership discounts on various products and services.

### **Leadership in the Career Development Field**

- Access and participation opportunities on provincial, national, and international research studies, projects, and initiatives.
- The opportunity to shape and influence career development practice in Alberta and in Canada through committee work, volunteerism, and sharing best practices.
- Access to leading edge career development resources.
- The opportunity to volunteer as a Board or committee member at the provincial level and to get involved at the chapter level by helping out with, or taking a lead role, on planning an event.

***Throughout 2017, the year of CDAA's 20<sup>th</sup> Anniversary, the association will be rewarding both existing members and new members for their commitment to career development through the membership promotion initiative!***

## Existing Members

As an existing member of the CDAA you will receive a 20% discount off your membership renewal for new members you refer to the CDAA during 2017. You will receive 20% for each new member to a maximum of 5 new members (100%).

## New Members

New members of the CDAA will automatically receive a 20% discount off their membership registration. Upon becoming a member of the CDAA new members may take advantage of the existing member promotion to a maximum of 5 new members (100%).

## Membership Promotion Details

This 20<sup>th</sup> Anniversary membership promotion will be in effect from January 1, 2017 to December 31, 2017. Discounts earned as an existing member will be applied to your 2018 membership renewal.

*Here's what you do:*

- As an existing member you will advise potential new members about the CDAA and the benefits of membership
- You will provide the potential new member with information about the 20<sup>th</sup> Anniversary membership promotion
- You will ask the potential new member to use your name / email address as the referral source when they complete their new member application form – *this is the only way that referrals will be tracked*. New members will complete their registration application at <http://www.careerdevelopment.ab.ca/join> and indicate who referred them to the association.

The CDAA will track the names / email addresses of the existing members who are being listed as referral sources. You will be notified at the end of the year how many new members you referred!

Please contact Alice Funk, CDAA Administrator, at [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or Paula Wischoff Yerama, Executive Director, at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) if you have any questions.

Let's continue to strengthen and grow the CDAA together!

Current. Connected. Committed.  
[www.careerdevelopment.ab.ca](http://www.careerdevelopment.ab.ca)