

## Career Momentum

### About Career Momentum:

- In 1997 the publication of a quarterly newsletter, Career Momentum, began as a way to keep Career Development Association of Alberta (CDAA) members current and connected – the service continues today with an electronic newsletter.
- Career Momentum is a members-only newsletter published by the CDAA which serves as the primary vehicle for sharing information of interest to career practitioners in Alberta and beyond.
- In 2021, the CDAA Membership and Marketing Committee modified the frequency and distribution of the Career Momentum newsletter to include all members and subscribers and be delivered monthly.
- Each issue of Career Momentum is organized around a pre-determined theme and covers a variety of topics that may include:
  - Calendar of Events showcasing upcoming professional development and networking events
  - Alberta Career Development Conference (ACDC) updates providing important information about the conference
  - Industry profile(s) highlighting a specific industry or labour market focused article
  - Career Currents outlining provincial, national and international news that would be of interest to all career professionals
  - Guest articles solicited by the editorial team featuring career development experts and other industry specialists
  - CDAA Executive Director and Board updates presenting association news
  - Membership updates recognizing new members and Certified Career Development Practitioners (CCDPs)
  - Member profile(s) highlighting the career paths and accomplishments of CDAA members throughout Alberta

Details regarding submission deadlines and themes can be obtained by contacting the Executive Director at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) or by visiting [careerdevelopment.ab.ca/Momentum-public](http://careerdevelopment.ab.ca/Momentum-public)

### Advertising Opportunities

There are two opportunities available to individuals and organizations wanting to advertise in Career Momentum:

- **Horizontal Banner Advertisement** (282 pixels wide by 200 pixels high) with Article (minimum of 400 words in length); ..... \$500.00 + GST

- **Horizontal Banner Advertisement** (600 pixels wide by 116 pixels high); ..... \$350.00 + GST

Individual members will receive a 15% discount on any paid advertising with CDAA and organizational members will receive one advertising opportunity per year, valued at \$350.00 + GST, as part of their Organizational Membership. All advertisements are subject to the approval of the Marketing and Communications Committee Chair and the Executive Director of CDAA.

Please visit <http://www.careerdevelopment.ab.ca/advertising> or email the Career Momentum Editor at [momentumeditor@careerdevelopment.ab.ca](mailto:momentumeditor@careerdevelopment.ab.ca) for further information about advertising opportunities and guidelines.

### Career Momentum Articles

#### Article Topics

Articles will reflect the specific publication's theme and enhance the reader's ability to strengthen their career development competencies. [The Canadian Standards and Guidelines for Career Development Practitioners](#) outline the competencies required of career development practitioners.

Sample articles include:

- Celebrating Canada's Indigenous People, Sherri Kellock, Aboriginal Youth Worker, City of Calgary, Career Momentum, Summer 2016
- Resources for Starting Your Small Business, Miranda Vande Kuyt, Career Momentum, Spring 2016
- Introduction to Google Hangouts, Christine Gertz, Library & Information Specialist, CAPS:
- Your U of A Career Centre, Career Momentum, Fall 2014
- Beyond Golf: 10 Best Retirement Tips, Nell Smith, B.A., P.R.P., CCDP, Career Momentum, Winter 2014

#### Article Reprints

The CDAA may accept articles for reprint provided that permission has been requested and granted by the original author / publisher. Written permission from the original author / publisher will be required in order for the article to be reprinted.

If the CDAA is contacted by an original author / publisher asking that an article be removed it will be removed immediately and the original author / publisher will be notified when the removal has been completed.

All reprinted articles must conform to the Career Momentum writer's guidelines.

Since Career Momentum publications are archived they will not be reprinted unless they have been updated, revised, or rewritten.

Further information regarding Career Momentum can be obtained by contacting the Career Momentum editor at [momentumeditor@careerdevelopment.ab.ca](mailto:momentumeditor@careerdevelopment.ab.ca) or by visiting <http://careerdevelopment.ab.ca/Momentum-public>.

## Career Momentum Writer's Guidelines

### Article Guidelines

Please follow the guidelines below when submitting your article:

- 1 - 2 single spaced typed pages (between 400 and 2000 words)
- Calibri font; 11 point font size
- Clearly identified title and subheadings if necessary to facilitate ease of reading
- Use bullets for lists but avoid tables, columns, and special formatting. Do not attach clip art or a corporate logo unless submitting an advertisement. The editor reserves the right to modify formatting to fit the Career Momentum template.
- Spell check and proofread your document using Canadian spelling prior to submission.
- Two quality references for Canadian spelling include the Canadian Oxford Dictionary and the Canadian Press Caps and Spelling.
- Submit an author's biography in the body of the email message of approximately 50-75 words. Include your name, position titles and identify if you are a CCDP. You may also want to make reference to any other articles you have recently published so readers can follow your work.
- Identify sources and use American Psychological Association (APA) style for citation. If you do not own a copy of the most recent edition of the manual, an online search for "apa style" will reveal many tip sheets and examples of appropriate APA formatting for any type of source or document. The website for the Publication Manual, APA Style, provides tutorials and FAQs about the manual.
- Provide a photo of yourself to be included with the article. Photographs that enhance the article are welcome however their usage is subject to space availability. Photos should be supplied as 300 DPI RGB JPEGs. For assistance with photos please contact the Career Momentum editor at [momentumeditor@careerdevelopment.ab.ca](mailto:momentumeditor@careerdevelopment.ab.ca).

### Article Hyperlinks

To preserve the flow of the writing and remove some of the run-on hyperlinks, embed links within the text of the document are encouraged, for example: Job Futures (<http://www.jobfutures.ca/>) should now appear as Job Futures.

It is not necessary to hyperlink each time the writer mentions the same link. Embed the link only in the first instance and in any list of references that you prepare for your submission.

Provided that the links are correct and are still accessible when the newsletter goes to press, the hyperlinks will work within a pdf document. This simple change should improve the flow of the written text and remove redundancies such as please click here for more information or visit the website for more information. If the link is no longer active or has been changed the editor will request an updated link. Similarly, the editor will return the document for revision if hyperlinks are not properly embedded in the text.

### Adding Third Party Links to an Article

Since it is possible to add links to an article within Career Momentum writers may wish to include a direct link to a third party service, such as a web survey, event invite, etc. The writer is responsible for the accuracy and function of the link.

There are several reasons why a link may not work:

- The agreement with the third party may have expired; for example, if you can register for an event until the 13th of July, but there was a typo in the form and you wrote the 3rd of July, you need to sign into the third party service and correct the error.
- You may have sent the demo address to the webmaster before you opened the survey. This often happens with Survey Monkey, where you need to test the service and then open the survey to responses. Please be sure to submit the open survey link, not the demo link.
- Your relationship with the third party has expired.

It is the writer's responsibility to correct any errors and resubmit the correct information to the editor so it can be included in errata of the next edition of Career Momentum. In the case of time sensitive surveys and events, ask another person to attempt to open the link on a different computer prior to submitting the article or advertisement to the editor.

The CDAA reserves the right to develop and source content related to the theme and the needs of the association.

By submitting an article you are authorizing CDAA to edit the article as necessary and publish the article according to the publication schedule. The editor of this newsletter reserves the right to reject articles at their discretion.

## Career Momentum Schedule and Themes 2021

ISSUE	THEME	ESTIMATED RELEASE DATE	CONTENT
April, 2021	Career Development Update	April 22, 2021	Association updates, New members & CCDPs, Questions for member feedback
May, 2021	Career & Industry Special	May 27, 2021	Career Currents, Ask ALIS, Industry & Labour Market Information, Member feedback from April
June, 2021	Member Focus	June 24, 2021	Member profile / feature, Member feedback from April
July, 2021	Career Development Update	July 22, 2021	Association updates, New members & CCDPs, Questions for member feedback
August, 2021	Career & Industry Special	August 19, 2021	Career Currents, Ask ALIS, Industry & Labour Market Information, Member feedback from April
September, 2021	Member Focus	September 16, 2021	Member profile / feature, Member feedback from July
October, 2021	Career Development Update	October 14, 2021	Association updates, New members & CCDPs, Questions for member feedback
November, 2021	Career & Industry Special	November 25, 2021	Career Currents, Ask ALIS, Industry & Labour Market Information, Member feedback from October
December, 2021	Member Focus	December 9, 2021	Member profile / feature, Member feedback from October