



CAREER MOMENTUM

About Career Momentum

Career Momentum is a quarterly electronic publication dedicated to keeping CDAA members current, connected, and committed. It informs and educates CDAA members about upcoming events, career development resources, and developments in counselling and career development professional practice. *Career Momentum* dates back to 1997 and has evolved with changes in technology since that time. One thing that has remained consistent is the publication's focus on sharing information, resources, and best practices with career development practitioners through the CDAA network. *Career Momentum* is solely available to career development practitioners who are members of the CDAA. Membership information can be accessed by visiting <http://www.careerdevelopment.ab.ca/join>.

Each issue is organized around a pre-determined theme and includes:

- Alberta Career Development Conference (ACDC) updates
- Upcoming professional development and networking events
- Industry profile(s) highlighting a specific labour market
- Career Currents outlining provincial, national, and international news that would be of interest to career development practitioners
- Guest articles solicited by the editorial team featuring career development experts and other industry specialists
- Association updates advising members of

important association and industry information

- Recognition of new members and Certified Career Development Practitioners (CCDPs)
- Member profile(s) with career highlights of CDAA members throughout Alberta

Career Momentum provides both members and non-members with opportunities to reach Alberta's current, connected, and committed career development practitioners through advertising and article opportunities. Advertisements and articles will support CDAA's mandate of supporting aspiring and practicing practitioners and being the voice of career development in Alberta, demonstrate alignment with CDAA's beliefs, enhance the career development profession, and promote the ongoing learning and development of career development practitioners. In support of lifelong career development, CDAA believes in:

- Leadership and Accountability
- Learning and Development
- Communication and Transparency
- Advocacy and Partnerships
- Growth and Viability
- Respect and Integrity

All advertisements and articles are subject to the approval of the CDAA Marketing and Communications Committee Chair and the Executive Director.

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

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Career Momentum Advertising Opportunities

There are two opportunities available to individuals and organizations interested in advertising in *Career Momentum*:

- Horizontal Banner Advertisement (600 pixels wide by 116 pixels high) – \$350.00 + GST
- Horizontal Banner Advertisement (600 pixels wide by 116 pixels high) with 400 word minimum article – \$500.00 + GST

* Please size your advertisement to fit the size requirement.

Members will receive a 15% discount on *Career Momentum* advertising opportunities.

Organizational members will receive one free *Career Momentum* advertising opportunity / year, valued at \$350.00 + GST as part of their yearly membership and will receive a 15% discount on any additional *Career Momentum* advertising opportunities.

Please visit <http://www.careerdevelopment.ab.ca/advertising> or email the *Career Momentum* editor at momentumeditor@careerdevelopment.ab.ca for further information about the CDAA Advertising and Promotions Policy 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 (http://career-dev-guidelines.org/career_dev/) 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*

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Momentum editor at 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. The sixth edition is the most recent edition of the APA Publication Manual. 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.

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

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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.

Following is the publication schedule for 2019:

ISSUE	SUBMISSION DEADLINE	ESTIMATED RELEASE DATE	THEME
Spring 2019	March 8, 2019	March 19, 2019	21st Century Trends in Career Development
Summer 2019	June 7, 2019	June 18, 2019	Career Services For All Ages
Autumn 2019	September 6, 2019	September 17, 2019	Career Crafting and HR
Winter 2019	November 29, 2019	December 10, 2019	Diversity and Inclusion