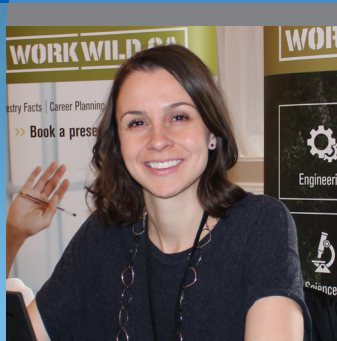




CAREER MOMENTUM

September 2022



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CDAAA
Current. Connected. Committed.



Career Momentum Member Focus Edition

*By Paula Wischoff Yerama, CCDP
Executive Director,
Career Development Association of Alberta*

Hello
September

Welcome to our **Member Focus edition** of Career Momentum for September, 2022!

With the leaves not yet turning it doesn't seem like autumn has arrived, but you can feel the whisper of a chill in the air and a brisk excitement for all that the fall season will bring. It's also the time of year when we open the nominations for the CDAA Awards of Excellence. Read on for more information on the many award categories and consider who you feel deserves recognition for their work and contributions to our Association and our profession. Nominations are open until March 17, 2023, and the recipients will be announced at the CDAA Annual General Meeting in conjunction with ACDC in May of 2023.

As part of our 25th anniversary recognition, it's been fun to look back on past issues of Career Momentum from our archives. This issue we combine our Member Spotlight and A Look Back, featuring long-time member and former CDAA President Tracey Campbell. Find out more about Tracey and her passion for career development that has both helped shape the CDAA we know today and made her an enduring champion of the career development profession in *Profile of a Career Development Professional*, published in *Career Momentum*, May-June 2013.

We hope you're enjoying the new Career Momentum, launched in 2021, with its wider distribution and monthly publication schedule. Previously, Career Momentum was published quarterly, and issued to members only. If you have received this message as a subscriber, please consider joining as a member. For more information, take a moment to explore explore [all the benefits](#) of membership. We welcome new members!

A handwritten signature in black ink that reads "Paula". The signature is stylized and cursive.

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CDAA Awards of Excellence

The CDAA Awards of Excellence call for nominations is now open!

<https://cdaassoc.wufoo.com/forms/cdaa-awards-of-excellence-2023/>

The CDAA Awards of Excellence were created in 2007 (CDAA's 10th anniversary) to recognize and celebrate the accomplishments of individuals and organizations that demonstrate leadership and advance career development in Alberta.

The awards are an opportunity to showcase Alberta's current, connected, and committed career development volunteers, members, organizations, and leaders who consistently demonstrate advancement of the career development profession through strategic outreach and partnership activities as well as CDAA's beliefs of Leadership and Accountability, Learning and Development, Communication and Transparency, Advocacy and Partnerships, Growth and Viability, and Respect and Integrity.

Nominations for Life Member, Honourary Member, Organization of the Year, Career Development Practitioner of the Year, and Volunteer of the Year are accepted annually and presented at the CDAA's Alberta Career Development Conference.

Awards of Excellence Categories

Life Member

"Life Member" means a Certified or Individual Member in Good Standing who is recognized for long term and active service in the CDAA and the profession and who has been elected a Life Member by the Board according to policy. A Life Member will remain a Member of the Association and has all privileges of a Certified or Individual Member, as the case may be, but does not normally pay annual dues.

Nomination Criteria

- Has made a significant contribution to the development and promotion of the CDAA
- Minimum of 15 years full time work within the career development field
- Must be nominated by a Certified or Individual Member

Selection Criteria

- Candidates for life membership must have support from 2/3 of the Board of Directors
- Candidacy for admittance to life membership to be approved by members at the Annual General Meeting
- The number of Life Members elected should be no more than two per year

Life Member Benefits

- Annual membership dues will be waived
- Application processing fee for CCDP or renewal of CCDP is ½ half of the standard fee
- To maintain CCDP professional designation ½ of the standard CE credits and ½ of the standard required work hours are required
- The Life Member will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for admitting the nominee to the category of "Life Member" by addressing the following:

- The number of years the nominee has been a member of the CDAA;

- Demonstration that the nominee has at least 15 years' experience in the career development field;
- Description of the significant contribution(s) the nominee has made to the CDAA and to the career development field.

****CDAA Board of Directors who are nominated for Life Membership will be excused from the decision making process.*

Honourary Member

"Honourary Member" means any non-member who has made, or is making, a significant contribution to the career development field and who has been elected by the Board according to policy. An Honourary Member will become a Member of the Association and has all privileges of a Member except voting or seeking election to the Board. An Honourary Member does not pay annual dues.

Nomination Criteria

- Has made noteworthy contributions and received significant recognition from peers in the career development profession
- Has profound and extensive experience showing enthusiasm and leadership in career development
- Must be nominated by a Certified or Individual Member

Selection Criteria

- Candidates for honorary membership must have support from 2/3 of the Board of Directors
- Candidacy for admittance to honorary membership to be approved by members at the Annual General Meeting
- The number of Honourary Members elected should be no more than two per year

Honourary Member Benefits

- Annual membership dues will be waived
- The Honourary Member will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour
- Nomination must include a written case for admitting the nominee to the category of "Honourary Member" by addressing the following:
 - Description of the nominee's noteworthy contribution(s) to the career development field;
 - Demonstration of the significant recognition the nominee has received from peers in the career development profession;
 - Description of the nominee's profound and extensive experience in career development;
 - Demonstration of how the nominee has shown enthusiasm and leadership in career development.

****CDAA Board of Directors who are nominated for Honourary Membership will be excused from the decision making process.*

Organization of the Year

"Organization of the Year" means an Organizational Member who is recognized for involvement in and promotion of the CDAA and commitment to the career development field and has been selected by the Board according to policy.

Nomination Criteria

- Has been involved in the development and promotion of the CDAA
- Has demonstrated commitment to the career development field
- May be nominated by a Certified or Individual Member

Selection Criteria

- Candidates for Organization of the Year must have support from 2/3 of the Board of Directors
- No more than one Organization of the Year will be selected

Organization of the Year Benefits

- The Organization of the Year will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for selecting “Organization of the Year” by addressing the following:

- The number of years the organization has been a member of the CDAA;
- Description of the organization’s involvement in the development and promotion of the CDAA and commitment to the career development field.

****CDAA Board of Directors who are nominated for Organization of the Year will be excused from the decision making process.*

Career Development Practitioner of the Year

“Career Development Practitioner of the Year” means a Certified or Individual Member in Good Standing who is recognized for involvement in and promotion of the CDAA and commitment to the career development field and has been selected by the Board according to policy.

Nomination Criteria

- Has been involved in the development and promotion of the CDAA
- Has demonstrated commitment to the career development field and to their work as a Career Development Practitioner
- May be nominated by a Certified or Individual Member

Selection Criteria

- Candidates for Career Development Practitioner of the Year must have support from 2/3 of the Board of Directors
- No more than one Career Development Practitioner of the Year will be selected

Career Development Practitioner of the Year Benefits

- The Career Development Practitioner of the Year will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for selecting “Career Development Practitioner of the Year” by addressing the following:

- The number of years the member has been a member of the CDAA;
- Description of the member’s involvement in the development and promotion of the CDAA and commitment to the career development field and their work as a Career Development Practitioner.

****CDAA Board of Directors who are nominated for Career Development Practitioner of the Year will be excused from the decision making process.*

Volunteer of the Year

“Volunteer of the Year” means a Certified or Individual Member in Good Standing who is recognized for volunteerism within the CDAA and the career development field and has been selected by the Board according to policy.

Nomination Criteria

- Has volunteered with the CDAA in one or more of the following capacities: Board (Officer, Director, or Committee); Chapter (Planning Committee, or event volunteer); Alberta Career Development Conference (Planning Committee, or event volunteer)
- Has been involved in the development and promotion of the CDAA
- Has demonstrated commitment to the career development field
- May be nominated by a Certified or Individual Member

Selection Criteria

- Candidates for Volunteer of the Year must have support from 2/3 of the Board of Directors
- No more than one Volunteer of the Year will be selected

Volunteer of the Year Benefits

- The Volunteer of the Year will be presented with a plaque of recognition at the AGM (or designated special event) and listed on the CDAA website in acknowledgement of this honour

Nomination must include a written case for selecting "Volunteer of the Year" by addressing the following:

- The number of years and capacities in which the member has volunteered with the CDAA;
- Description of the member's involvement in the development and promotion of the CDAA and commitment to the career development field.

****CDAA Board of Directors who are nominated for Volunteer of the Year will be excused from the decision making process.*

Awards of Excellence Recipients

Sashie Steenstra, BSc., MA, CCDP — Career Development Practitioner of the Year [2020]

Herky Cutler — Life Member [2018]

Gail Flitton — Volunteer of the Year [2017]

Samantha Schellenberg — Career Development Practitioner of the Year [2017]

Freddi Dogterom — Life Member [2017]

Elizabeth Solecki — Life Member [2017]

Roberta Borgen (Neault) — Honourary Member [2017]

Ann Nakaska — Volunteer of the Year [2016]

Alberta Learning Information Service (ALIS) — Organization of the Year [2016]

Alnoor Damji — Career Development Practitioner of the Year [2015]

Yasmin Kothari, CCDP — Life Member [2013]

Paula Wischoff Yerama, CCDP — Life Member [2013]

Nancy Arthur, PhD — Honourary Member [2013]

Lynne Bezanson — Honourary Member [2012]

Sareena Hopkins — Honourary Member [2012]

Dave Redekopp, PhD — Honourary Member [2012]

Emily Sylvester, CCDP — Life Member [2009]

Marilyn Berezowsky — Life Member [2008]

Nell Smith, CCDP, RRC — Life Member [2007]

To learn more about each of the CDAA Awards of Excellence Recipients please visit <https://www.careerdevelopment.ab.ca/awards>.

Profile of a Career Development Professional



Tracey Campbell

My colleagues and friends often refer to me as the “Career Development Princess” - I have spent the last 15 years in the career development field because I have felt it was my calling. I was drawn to the field because of the hope that career development can bring to people. I have been blessed with many great opportunities and roles to play in the career development field.

Education & Professional Development:

- Grew up in northern Alberta
- Completed a four year Bachelor of Arts Degree from the University of Alberta in 1991 and then a Career Development Certificate from Athabasca University in 2004.
- Completed certificate courses in writing professional resumes, labour market research and personality inventories (Myers Briggs and Personality Dimensions)

- Have worked on cross-divisional, cross-ministry and community projects to learn and grow personally and professionally.

CDAA Experience:

- Have been a member of the Career Development Association of Alberta for the past 10 years.
- Have participated on CDAA Committees over the years.
- Was involved in the planning and chairing of the Building Tomorrow Today Consultation (2007 - 2009)
- Have thoroughly enjoyed connecting and re-connecting with friends and acquaintances through chapter events and professional development opportunities.
- Being a member of the CDAA is important to me because it gives me the opportunity to connect with career development professionals across Alberta and in some cases across Canada. Membership with the Association has increased my knowledge, skill development and has provided me with many cherished friends.

Career Path:

- 1998 - I began my career as a career practitioner in Wetaskiwin, Alberta delivering federal and provincial income support, career and employment programs. I was under contract to Advanced Education and Career Development at the time.
 - Planned and executed the first theme based Career Fair in Alberta (2001) - Career Café 2001. Two thousand students from the surrounding areas built the coffee tables, baked the treats and made all the beverages with over 75 exhibitors from small business and the post-secondary sector in attendance.
 - Participated as the host of a weekly cable television show called “Career Connections” from 2001 - 2004. The 30 minute program included an interview with an employee and his/her boss as well as a segment on labour market information for the career path that had been chosen.
- 2004 - 2011 Career Consultant in the largest Alberta Works Centre in the province
 - Managed three unique career and employment projects - 1) Edmonton Drug Treatment and Community Restoration Program (EDTCRC) project; the Sexual Exploitation and Transitional Supports (SETS) project and the Correctional Services Project.

- Projects taught me how to effectively work with individuals with multiple employment barriers. My client group included working with clients that had multiple mental health issues, disabilities, addictions and involvement with the courts—all of which made the work both challenging and rewarding. I feel so blessed to have had the opportunity to work with these Albertans.
- 2011 - Present - I am currently a senior policy analyst with Alberta Human Services specializing in literacy and essential skills
 - I decided that as much as I loved being a Career Consultant I wanted to try to make a difference for Albertans that have low literacy issues.
 - I have been working on a cross-ministry literacy action plan and developing strategies to increase awareness around literacy and essential skills.
 - I have enjoyed working with partners across the Government of Alberta as well as the many community partners involved.

Secret to Success:

- Throughout my career I have strived to create collective impact - I have gone the extra mile to research available options, tools, resources and people in hopes of collecting the necessary pieces of the puzzle in order to achieve a transformative result. It has meant taking calculated risks, investment in my professional development and having the confidence to harness the financial and human resources around me.