



**cdaa**  
career  
development  
association  
of alberta

# Career Momentum

March to April 2010

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## What Do Taxes and the CCDP Have in Common?

For those of you that guessed 'audit process' you are exactly right. As the CCDP credential was first introduced years ago, there was reference to the possibility of an audit but the process was not clearly defined. The Registration and Certification Committee researched the audit process that other organizations used, defined / refined the process, and the finalized policy was passed at the September 2009 Board of Directors meeting. The purpose of the audit process is to ensure the accountability of our CCDP credential as we continue to move towards Career Development being recognized as a nationally designated occupation.

The majority of Career Practitioners that qualified for their CCDP under the grand-fathering period have now experienced their first renewal process. Last year, I too embarked on the process of renewing my CCDP credential. I know I am not alone when I write that reviewing my calendar as far back as three years for workshop information and then finding supporting documents was quite a task. Last year's experience has certainly helped me to identify and implement a much better collection process for next time!

As many of us start out the next three-year cycle of collecting professional development credits, it seems the perfect time to clarify the audit process. The key to making the audit a painless experience is keeping good records. The following is a summary of the audit process.

The first step in the process is identifying the number of audits that will be conducted over the year. The Committee will be auditing 5% of the renewal applications received during the calendar year. In years where there are a small number of renewals, there is a specific formula identified in the policy. For the 2010 year, only 3 CCDPs are scheduled to renew so that means that following the formula, the 3<sup>rd</sup> form received by the CDAA registrar will be identified for audit.

If your form is identified for audit, you will receive a letter indicating that your file has been selected. The letter will request that you forward your supporting documents (hard or electronic copy) verifying continuing education activities. You likely had already collected all of the supporting documents in order to complete your renewal application so it's simply a matter of packaging and sending files forward. Supporting documents will vary depending on the activity.

## Upcoming PD Events

### Career Development in Organizations

Calgary – Thursday,  
March 18 8:30 – 4:00  
Holiday Inn McLeod  
Trail South

For details and to  
Register:  
[http://cdaacalgaryevents.  
eventbrite.com](http://cdaacalgaryevents.eventbrite.com)

(deadline March 17)

## What Do Taxes and the CCDP Have in Common? Cont...

Supporting documents verify:

- attendance / completion of the activity;
- the number of hours for the workshop, number of chapter meeting attended, etc.;
- the content of the activity in relation to the competency areas;
- the name of the agency that delivered the professional activity (if applicable)
- the date the CCDP completed the professional development

Examples of supporting documents include:

- receipts
- certificates of attendance
- conference booklets
- course outlines
- statement of grades
- notes taken at conferences / workshops
- summary or notes written by the CCDP about books/articles read
- clippings of CCDP published articles
- photocopies of sections of published material
- course syllabi

Once the Committee reviews the supporting documents you are notified that either your credential has been renewed and you receive your new certificate or that you are missing some information and you will receive a letter explaining what additional information needs to be provided. If you are missing information you will have 90 days from the date of the notice to forward the items. Once the missing information has been received, the committee will review the documents. If you have submitted all of the required information your new certificate will be issued. If at the end of the 90 days, the missing documentation has not been received then your CCDP credential will be revoked.

A complete copy of the policy document can be found on the CDAA website. The intent of circulating the audit process now is that we can all be proactive. Starting to collect the information now means that in 3 years when it's time to renew your CCDP completing the form will be easy. In addition, if you are selected for audit, it will be very little work to submit your supporting documents.

The Registration and Certification Committee welcomes your comments on the audit process. Please submit your feedback or questions to either Alice Funk, CDAA Administrator, or Margaret Vennard, Committee Chair ([margaret.vennard@pallisersd.ab.ca](mailto:margaret.vennard@pallisersd.ab.ca)).

### Did You Know?

#### There is still time!

The CDAA Registration/Certification committee is still accepting nominations for Life Time and Honorary Members.

The deadline has been extended from March 1<sup>st</sup> to April 30<sup>th</sup>. Forms are available online. Check the link from the main page at <http://www.careerdevelopment.ab.ca>.

# Working the Web

By: Victoria (Vicky) Driver

Spring is coming so it is time for some new ideas and planning. Post Secondary Students are nearly through their school year and need to find permanent or summer work. There is evidence that not all students know that Career Services are available in their own school. That said they are not always easy to find on the individual school web pages and if one did not know they were there I do not know what would prompt a student to look for them. To be fair my bias is showing; but I think it is the rare student who does not have to consider employment when they select a post secondary or secondary course of studies.

The following is a partial list only:

**Mount Royal University** <http://www.mtroyal.ca/EmploymentCareers/index.htm>

**University of Calgary** <http://www.ucalgary.ca/careers/>

**University of Lethbridge** <http://www.uleth.ca/ross/ces/index.html>

**Grant MacEwan University College**

[http://www.macewan.ca/web/services/src/services/DetailsPage.cfm?id=431&utm\\_source=ses&utm\\_medium=redirect](http://www.macewan.ca/web/services/src/services/DetailsPage.cfm?id=431&utm_source=ses&utm_medium=redirect)

**Canada Service Centre for Youth** <http://www.servicecanada.gc.ca/eng/audiences/youth/index.shtml> Most offices open in April or early May.

**Calgary Youth Employment Centre** <http://www.nextsteps.org> including services for Youth of First Nations

Bow Valley College <http://www.connexioncarriere.ca/>

**Alberta Youth Connections** <http://www.employment.alberta.ca/CES/3107.html>

**Viable Calgary** <http://www.viablecalgary.ca/>. This is a new resource for persons with disabilities who are seeking work.

There is a provincial link that will let you find some resources but it is not user friendly. End users will discover that the resources may be there but they are not clearly identified as **Work Search and Career Planning for Persons with Disabilities**. That seems at odds with the idea that many persons with disabilities are independent and highly employable. This is not my area of expertise so I leave it to those who work with that population to promote services for their clients. It is also important to know that many if not most post secondary institutions have excellent support services on campus however potential students may need to plan months ahead if they need accommodations. This is particularly true for students with only partial sight who may need textbooks and other media translated into Braille.

# Working the Web

Sites for or about Skilled Trades and Technology continued from January:

Here is Mike Holmes site [http://www.makeitright.ca/makeitright/Holmes\\_Media/lienonme/](http://www.makeitright.ca/makeitright/Holmes_Media/lienonme/)

- Cool links and sometimes contests etc.

In Alberta (or at least in Calgary):

Calgary Construction Association <http://www.cca.cc>

Merit Contracting <http://www.meritalberta.com/new/index.php>

Tradesecrets (of course) [http://www.tradesecrets.gov.ab.ca/index.html?page=index\\_content.asp](http://www.tradesecrets.gov.ab.ca/index.html?page=index_content.asp)

Check out Step into the Trades

- And its sister site Youth in Transition  
[http://www.tradesecrets.gov.ab.ca/index.html?page=working\\_in\\_alberta/yitta.html](http://www.tradesecrets.gov.ab.ca/index.html?page=working_in_alberta/yitta.html)
- And Careers the Next Generation <http://www.nextgen.org> which offer the RAP (registered apprenticeship program) for high school

Women in the Trades: (Alberta)

Women Building Futures (Edmonton) <http://www.womenbuildingfutures.com/cms/>

Vermillion Skills Training Centre (Calgary) <http://community.ywcaofcalgary.com/Page.aspx?pid=453>

Every trade has a union but whether they are a career planning recourse, I do not know. The web link for the individual union will be included with the occupational profile in ALIS. There may be some other umbrella or comprehensive sites for various groups of trades as in the two I gave you for the building trades.

# Recommended Read on Social Networking

By: Barbara Mathies, Career Coach, Career Connection, Bow Valley College

***How to Find a Job on LinkedIn Facebook Twitter Myspace and other Social Networks***, Brad and Debra Schep

Social networking sites are making it easier for us to connect with others, stay connected, share resources and network. LinkedIn, Facebook, MySpace, Twitter and Plaxo are all social networking sites that can be key tools of a job search; however LinkedIn is more valuable for business networking than the others. *How to Find a Job on LinkedIn Facebook Twitter Myspace and other Social Networks* is an excellent resource for anyone wanting to get the most out of social networking websites. Here are some key points from the book.

## **LINKEDIN**

One great reason to join LinkedIn is that your LinkedIn profile is likely to be among the top hits when someone Googles you. If your LinkedIn presence is connected to your website or blog then it can become a gateway to everything you want professional contacts to know about you on the web.

### **1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> degree Connections**

Your connections on LinkedIn are made up of the people you invite to join your network. If you invite your coworker into your network, that coworker becomes your 1<sup>st</sup> degree connection. Your 2<sup>nd</sup> degree connections include all the people in your coworker's network who are not also in your network. Your 3<sup>rd</sup> degree connections include people linked to your 2<sup>nd</sup> degree connections. In order to connect with a 2<sup>nd</sup> or 3<sup>rd</sup> degree connections you ask to be introduced and once introduced you can connect with them as well.

### **Creating Your Profile:**

LinkedIn steps you through the process of completing a profile. These elements include a photo and recommendations. It's best to have at least one recommendation from each of your most recent jobs, from managers, coworkers and people you have managed. There is a LinkedIn form that you can customize to request the recommendation.

Your headline is like an elevator pitch – it should consist of the most telling and persuasive things you want people to know about you. Use searchable keywords common to the industry when describing yourself to help people find your profile. Once you've completed your LinkedIn profile, include the URL within your e-mail signature as part of the e-mail you send. That way, every time new contacts hear from you, you will increase the chances they will click through to your LinkedIn profile.

### **Building Your Network**

The book recommends that you connect first with people you know and trust; those with whom you share professional goals. You can manage your account through the Account & Settings area. From this page you can control the manner in which LinkedIn members can contact you, let other members know the kinds of opportunities you are open to, and provide advice to others.

### **Join Linked In Groups**

One of LinkedIn's most powerful tools is its Groups feature. From the LinkedIn homepage, you can access the Groups directory by clicking the Groups hyperlink. Groups you might join include college or company alumni groups or any business-based group. Once you've joined a group, that group's icon appears on your profile page. LinkedIn has a "pay it forward" philosophy. Examples of giving to your group would be posting relevant articles, answering questions on the discussion boards, and generally sharing your knowledge base with others.

### **Use LinkedIn to Hunt for Jobs**

The book recommends that you update your status line stating that you are "Open to Opportunities" to signal prospective employers to contact you. Keeping a positive spin is better than phrasing such as "Unemployed".



## 2009 - 2010 CDAA Board of Directors and Committee Chairs

**Chair** - Doreen Kooy

**Vice Chair** - Paula Wischoff  
Yerama

**Registrar/Administrator** – Alice  
Funk

**Partnerships/Special Projects** –  
Sue Kersey (Committee Member)

**Board Development** – Paula  
Wischoff Yerama (Chair); Doreen  
Kooy (Committee Member)

**Standards &  
Certification/Registration** –  
Margaret Vannard (Chair); Sue  
Kersey (Past Chair)

**Professional Development/  
Special Events** – Ann Nakaska (Past  
Chair)

**Member-at-Large** – Anand  
Manickaraj

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Box 35019 Midtown Post Office  
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780-577-1466

## Recommended Read on Social Networking, Cont...

You can use LinkedIn to find connections to those companies with promising work. You reach out through people you are connected to and ask for introductions. Furthermore, many recruiters are members of LinkedIn actively using the site. According to LinkedIn, those with more than 20 connections are more than 34 times more likely to be approached with job offers than those with fewer than five connections.

### LinkedIn Learning Centre

LinkedIn has a guide to everything on the site, with plenty of hyperlinks to locate answers to questions.

### FACEBOOK

Although most people use Facebook for personal or social networking, there is also a lot of business being done through the site. People who wish to use Facebook for business can include links to articles, such as blogs, presentations and news about new projects. The update status area of Facebook can let people know that you're in the job market. The content of the Facebook page should feature content that's relevant to how you earn your living. For example, Facebook gives you the ability to add lots of multimedia content, videos and pictures, so that writers, graphic designers, illustrators or musicians can share information that would appeal to their targets.

One of the best ways to use Facebook is to search for people who can help you get a job once you have an interview or have pinpointed a company that interests you. First use LinkedIn to identify the person you want to reach. Then, use Facebook to make the connection since it is free. (LinkedIn will charge unless you are already connected or have an introduction.)

Facebook has a Groups area that connects people who share common interests. As a job hunter, the best groups to focus on are Business and Organizations. Jobs are often posted on group discussion boards.

### TWITTER

Twitter allows you to include a one-line bio that can be no more than 160 characters, a URL, for example your web site's address, and a picture. As someone who is looking for new job opportunities, you may focus on tweets that showcase articles you have written, very brief first-hand accounts of meetings and conventions you're attending, news related to our industry and anything else that would demonstrate to a potential employer that you're bright, connected, ambitious and hardworking. You can choose to follow people who may be in a position to hire you or help you with a job-related question. Since Twitter is still new, most people finding jobs on Twitter are involved in social media or the Web.

### MYSPACE

Although the MySpace site is primarily designed for teens and college kids, it has advantages for job seekers in the arts, for example musicians, comedians and filmmakers. People who are looking to promote themselves and sell more tickets, CDs, events and T-shirts need to be on MySpace. There is also a home on MySpace for job hunters in such fields as PR, social media and blogging.

### USING SOCIAL NETWORKING SITES SECURELY

Recently we've seen Facebook and Twitter accounts hijacked and many are wary of using social networking sites because of identity theft. What steps can users take to protect themselves? The book recommends that people use a very good password, change it now and then and don't fall for phishing attacks. The book advises users to be careful with suspicious links and have a good virus program to prevent common attacks.

With lots of examples, screenshots and easy-to-read instructions, this book is a great resource for career coaches and their clients.