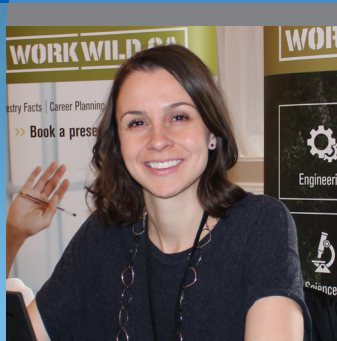




# CAREER MOMENTUM

October 2022



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- Career Development Update - *extended edition*
- Community Collaboration
- New Members / CCDPs

**CDAA**  
*Current. Connected. Committed.*



## Career Development Update October, 2022

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

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*“It looked like the world was covered  
in a cobbler crust of brown sugar and cinnamon.”*

*~Sarah Addison Allen*

Autumn brings CDAA's fiscal year end, the eve of Canada Career Month, planning for Ignite Your Passion and the Alberta Career Development Conference, and of course the tastes and smells of the season.

We are very excited to catch you up on all of the exciting things that have been happening over the past couple of months and hope you will enjoy your favourite fall treat while reading this month's edition of Career Momentum!

### **A VIRTUAL COMMUNITY ROUNDTABLE ON EMPLOYER ENGAGEMENT FROM CERIC AND CDAA**

Do you work with employers? Do you have experiences and ideas to share? You are invited to contribute!

**When:** Wed, 2 November 2022, 11:00 AM – 12:30 PM MDT

**Where:** Online

#### *About this event*

You are invited to contribute your voice to a live virtual Community Roundtable with your career development colleagues across Alberta based on CERIC's National Business Survey.

CERIC surveyed 500 employers – the majority small- and medium-sized businesses – to examine the state of Career Development in the Canadian Workplace. An executive summary as well as detailed findings can be found at [www.ceric.ca/nbs2021](http://www.ceric.ca/nbs2021). You can also watch the recordings of a two-part webinar series where we explored the survey results. Canada's employers have told us about their challenges with recruitment and retention, about skills and talent gaps in the labour market, and about the kinds of career management supports they provide for employees. Career development leaders have responded with how they would build a bridge to address common workforce needs.

And now it's your turn. You're the experts on the ground. Career service professionals from all sectors – non-profit agencies, K-12 and post-secondary education, government, corporate and private practice – engage regularly with employers. To close the circle, we want your perspective:

- What's worked for you when it comes to engaging successfully with employers?
- What do you think we need to do to demonstrate the value of career development and career development professionals?

Join the conversation. In June, in partnership with ASPECT BC and the Ontario Association for Career Management, CERIC hosted two provincial-based virtual community roundtables where your Ontario and British Columbia colleagues discussed and explored employer engagement opportunities. Join us for our upcoming Alberta Community Roundtable to contribute to the conversation and add your own perspective!

Importantly, you will go beyond just talking. We invited our Community Roundtable participants to support us in creating resources that you can use for employer engagement and to champion career development's role in the Canadian workplace. Your colleagues contributed to creating this resource: 10 Ways Employers Can Address Their Talent Needs by Partnering with Career Development Professionals. Your contributions will help us enhance this resource by including new perspectives, ideas and best practices from Alberta-based career professionals. Have your say and contribute to this resource!

Is this event right for you? This is a participatory, cameras-on event. You'll spend most of your time in small Zoom video-chat groups actively involved in dynamic discussions with your peers.

#### *Benefits of participation:*

- Engage in cross-sector peer-to-peer learning on workforce issues
- Help influence employer awareness of CDP value
- Walk away with concrete and practicable strategies
- Expand your network of contacts within the province
- Contribute to enhancing the resource (link) your colleagues in other provinces created

These interactive roundtables will be limited to 100 spots to ensure the opportunity for everyone to participate. They will include both large and small group facilitated discussions. A Padlet board will be used to collect your thoughts and transformed afterwards into shareable resources. Reserve your spot now.

Brought to you by CERIC and CDAA (Career Development Association of Alberta).

#### *Registration Instructions*

- This event is provincially-focused. We invite anyone based in Alberta to register. Additional events will happen later in the year to engage within other provinces and territories.
- This is a participatory, cameras-on event. You'll spend most of your time in small Zoom video-chat groups actively involved in dynamic discussions with your peers.
- Closer to the event date, you will receive an email with instructions on how to contribute to the conversations and join the live session.
- As we'll use breakout rooms, the recording of our session won't be available for registrants who miss the roundtable. Make sure you join us live!

Register today at <https://www.eventbrite.ca/e/a-virtual-community-roundtable-on-employer-engagement-from-ceric-and-cdaa-registration-431766524297?aff=CDAA>.

## SCOPING THE CANADIAN CAREER DEVELOPMENT LANDSCAPE

Challenge Factory and the Canadian Career Development Foundation (CCDF) have partnered with CERIC to scope and map who is providing career services across Canada. The Career Development Association of Alberta is honoured to have a seat at the Steering Committee table.

Much of Canada's career development field is not visible or known to Canadians and policymakers. Without a comprehensive evidence base that identifies who does the important work of career development across the country, several challenges will continue to hinder the advancement of the field. First, the impact, magnitude and value of the sector's work will remain misunderstood and poorly recognized. Second, the current and future needs of the sector will go unmet, including the learning and skills requirements of this varied group of professionals. Third, there will be no meaningful way to understand, assess and address gaps in Equity, Diversity, Inclusion and Indigeneity (EDI) that affect both clients and service providers.

The goal of this project is to demonstrate the breadth and depth of support that Canadians receive from this hidden sector as we all navigate changing labour market and employment landscapes. The core project deliverable will be a market research report that informs and enables everyone in the career development field to chart a path forward together. By conducting original research and drawing on the results of previous studies, this project will create an up-to-date snapshot of the Canadian field while avoiding the duplication of surveying work that has already been done. The findings will be presented at Cannexus24.

More information about the project is available at <https://ceric.ca/2022/09/project-to-map-canadas-career-services-landscape-awarded-to-challenge-factory-and-ccdf/>.

## IGNITE YOUR PASSION 2022

We are working with other members of the Canadian Council for Career Development, the Canadian Career Development Foundation / Career Development Professional Centre, and the authors of Smoke & Mirrors (<https://www.employmentillusions.com/>) to host a series of conversations related to the book. Details will be available very soon. !

## ACDC 2023

### SAVE THE DATES

CDAA's 9th annual Alberta Career Development Conference will take place at The Best Western Premier Calgary Plaza Hotel & Conference Centre in Calgary, Alberta on May 2 & 3, 2022! We are VERY excited to be getting together, in person, once again!

The call for keynotes, presenters, exhibitors, and sponsors will soon be available! Please stay tuned for details.

## CANADA CAREER MONTH

Each November, Canadians from coast-to-coast-to-coast celebrate the importance of accessing meaningful work and all those that help us in connecting with our preferred futures. Canada Career Month volunteers work to advance the agenda of improving access to career services and education so that all Canadians are better prepared to develop their careers and transition into the emergent labour market.

Visit <https://careermonth.ca/> for more information about this year's theme – AMPLIFY!



## CAREER DEVELOPMENT PROFESSIONAL CENTRE

### *Update from CCDF*

In Spring 2022, you were a vital stakeholder and champion as CCDF explored the possibility of establishing a Canadian Career Development Professional Institute. We are deeply grateful for your contributions and support, and I am thrilled to announce that we have secured funding!

In the coming months, the newly branded Career Development Professional Centre, will emerge as a virtual space that builds excellence and innovation within career and workforce development. The Centre will:

- Provide a 'home' for the Competency Framework, National Profile, Code of Ethics, and associated resources;
- Ensure CDPs have access to basic, foundational training on a newly developed career development process, at no to low cost;
- Create and nurture a virtual professional community, where CDPs can exchange and grow with respect to their practice, application of learning, and further development needs;
- Establish a central hub as a "one stop" for CDPs to discover the full range of existing training available;
- Promote advocacy and a stronger evidence base for our sector; and
- Build a library of research and resources that demonstrate how quality career services equip Canadians to thrive in their learning and work across the lifespan.

The Centre will help build capacity and cohesion across the career development ecosystem to ensure that every individual – employed, unemployed, underemployed, or at risk of disruption – and all employers are prepared to effectively navigate learning and work and thrive in the emergent labour market.

The Centre has gotten this far because of the continued collaborative efforts of people and organizations like yours. We thank you so much for your contributions and look forward to our work together over the coming months (and years!). More announcements will be forthcoming but, in the meantime, please feel free to share with your networks. This is worthy of celebration!

*Warmly,*

*Deirdre, Sareena, Tannis, Donnalee and the entire Centre team!*

## PROFESSIONAL DEVELOPMENT AND CONFERENCES

In order to assist you with meeting your professional development goals, several virtual professional development and conference options are available to you including:

- CERIC webinars – <https://ceric.ca/ceric-events/webinars/>

## CDAA INITIATIVES

### *OPEN FOR BUSINESS*

If you are currently providing career and employment services and taking on new clients, we want to promote you. We will be putting together a career and employment service document that can be shared on the website and via social media for individuals / organizations that are seeking career development support. In an effort to keep the document "manageable" we are simply asking for your service's name, city / town, website, and preferred social media account. Please provide the requested information via this Open for Business submission form: <https://cdaassoc.wufoo.com/forms/open-for-business/>.

You can access the “Open for Business” resource from the CDAA website (<https://www.careerdevelopment.ab.ca/>) and also from our various social media platforms.

### *ARE YOU HIRING?*

If you are recruiting career development professionals to your organization, please let us know! We can share your job posting via the weekly Job Opportunities newsletter. Simply email your job posting PDF or weblink to [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) and we'll share it with all CDAA members!

### *STAY CURRENT! GET CONNECTED!*

If you are not yet connected with the various CDAA social media channels, we encourage you to do so!

- The Career Development Association of Alberta LinkedIn Group: (<https://www.linkedin.com/groups/2593883/>)
- The Career Development Association of Alberta Facebook Page: (<https://www.facebook.com/CareerDevAB/>)
- The Career Development Association of Alberta Twitter Page: (<https://twitter.com/CareerDevAB>)
- The Career Development Association of Alberta You Tube Channel: (<https://www.youtube.com/channel/UCCMSkl43Flf6EWsloKBh-mg>)

All of the above are great ways for you to stay current and get connected. Network with your colleagues and other professionals, promote your services, find out about what's happening in the broader career development community, take advantage of professional development opportunities and more!

Did you know that the CDAA recently uploaded all of the recorded sessions from previous Alberta Career Development Conferences to its You Tube Channel? There are over 25 concurrent sessions available for your viewing!

The CDAA's bi-weekly Community Connector is another fabulous way to connect with resources, information, professional development and training opportunities, and more. Do you have something to share? CDAA Members wishing to share their own events / workshops / practitioner resources or Member sourced events / workshops / practitioner resources in the CDAA Community Connector may do so, free of charge, by providing a direct web link to the CDAA. To submit, please send the direct web link for the event / workshop / practitioner resource and a brief description to [admin@careerdevelopment.ab.ca](mailto:admin@careerdevelopment.ab.ca) or [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) with “Community Connector” in the subject line. Please note only the direct web link and a brief description will be included in the CDAA Community Connector and we ask that you limit the amount of text in your description to 50 words or less.

### *RESOURCE DATABASE*

As Career Development Practitioners it is our responsibility to practice ethically – to uphold the Canadian Standards and Guidelines for Career Development Practitioners Code of Ethics and to adhere to the Canadian Standards and Guidelines for Career Development Practitioners. Heightened awareness related to systemic racism and racial inequality has reinforced and added urgency to this responsibility.

Through consciousness, education, and advocacy we can challenge social justice issues, racism, and discrimination that impacts our Black, Indigenous and People of Colour (BIPOC) members and broader career development community, and the clients and communities we serve. The experiences of our members are important to us. As your professional association we are here to support you. We are committed to listening and learning so we can be better and do better for you.

We have started to compile a list of accessible resources, organizations, events, and actions that can enhance our knowledge and understanding, provide opportunities for listening, learning, and involvement, and support us to take action. Please help us build an Alberta specific database for our members and broader career development community, and the clients and communities we serve. Do you have a resource you would like to share or a story you would like to tell? Please connect with us by email at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca).

If you have any questions about the association, events, membership, the CCDP designation – anything career development, really – please feel free to reach out! We love to hear from you.

Your health, safety, and well-being continues to be our primary concern. Please consult <https://www.alberta.ca/coronavirus-info-for-albertans.aspx> for up to date information and resources for you, your family, your workplace, and the people you support.

Yours in career development,



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*The Career Development Association of Alberta respectfully acknowledges that it operates from Treaty 6 territory, and respects the histories, languages, and cultures of First Nations, Metis, Inuit, and all First Peoples of Canada, whose presence continues to enrich the career development profession*

## CAREER DEVELOPMENT COMMUNITY COLLABORATION – OCTOBER 2022

We are very excited to introduce Career Development Community Collaboration as part of Career Momentum's fresh new look! Every few months we will pose questions for your input. Your responses will be shared in upcoming editions of Career Momentum.

Please send your responses to any or all of this month's community collaboration questions to Paula Wischoff Yerama at [ed@careerdevelopment.ab.ca](mailto:ed@careerdevelopment.ab.ca) by November 11, 2022 with "community collaboration" in the subject line.

- What organizations, events, or resources related to **diversity, equity, and inclusion** have you found to be particularly helpful in supporting your clients, colleagues, and communities?
- What sources of **labour market information** have been most beneficial to you in supporting your clients? Where have your clients been finding success in the labour market?
- How will you be celebrating Canada Career Month?



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*WELCOME NEW MEMBERS AND NEW CCDP DESIGNATES*

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**New Members  
from July 1, 2022 – September 30, 2022**

*Daniel Hawthorne – Angus Knight (Large Organization)*

*Yves Gagnon – Yves's Vocational Rehabilitation Services – Calgary (Individual)*

*Yolande Lawson-Body – CANAF – Edmonton (Individual)*

*Louise Riley – The Integrated Post Secondary Education Society of Alberta – Calgary (Individual)*

*Melissa Diachuk – Prospect Human Services – Edmonton (Individual)*

**New CCDPs  
from July 1, 2022 – September 30, 2022**

*Karla Coleman, – CBI Health – Calgary*

*Louise Riley – The Integrated Post Secondary Education Society of Alberta – Calgary*

*Thi Quynh Tram Nguyen – Mount Royal University – Calgary*

*Melissa Diachuk – Prospect Human Services – Edmonton*

*Congratulations and welcome to the Career Development Association of Alberta!*